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MEDAWEEK BARCELONA 2017  
Mediterranean Week of Economic Leaders

# Women Entrepreneurship & Investment Programme 2017

## BUYERS' WORKSHOP - SPEAKERS

Promoting women-led businesses' access to market



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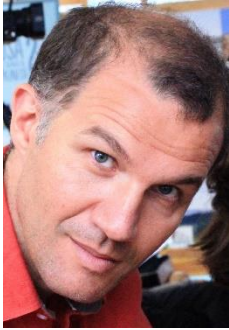
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**Gianluca Bozzia** is a fair trade developer and fund raiser based in Milan, Italy. Since 2001 Gianluca has worked with fair trade producers in more than 10 countries worldwide, helping them to develop their businesses and products in order to have better access to markets.



**Annette Spanggaard** is a “serial” entrepreneur born-and-raised in Denmark with values she highly cherishes and advocates like democracy and inclusiveness, gender equality and an open and positive mind to the world.

She has been working in advertising, marketing and PR before deciding to become her own boss in 2002. She established a successful PR agency that was sold in 2014, at a time when it counted three offices throughout Scandinavia and 20 employees.

Having the vision to start helping female entrepreneurs and women willing to step into their power, she established a new boutique PR agency together with a partner, offering global PR services for design brands and further developed her PR toolbox to cater for female entrepreneurs and women.

Finally, she established, Pearl Stories, a jewellery brand raising funds to female empowerment and offering inspirational stories about how women follow their dreams through the Beauty & Brains blog.



**Husam Al Dakak**, is a 32 years old, Syrian & German citizen. Husam holds a bachelor in Business Administration and a master’s degree in economics. He worked for the UNHCR and UNDP as well as the Syrian Germany Business Council, where he supported Syrian companies to export to Germany. From 2014 to the beginning of 2017 he worked for the German Import Promotion Desk-IPD. There he was responsible for supporting entrepreneurs in the food industry from the less developed countries, mainly MENA and Africa, to penetrate the European market. As the project manager for the Fresh Fruits & Vegetable and Cut Flowers Sectors, he was in direct contact with the German and European Buyers looking for new and sustainable resources of the fresh produce, and could create the direct contact with the producers in the “sourcing countries”. In May 2017 he founded a consultancy company, Sustainable Trade Bridgers – STB, based in Berlin, driven by the belief in the “Trade for Aid” motto.



**Noora Abdeen/Khalifeh** is a Palestinian designer born in the Old City of Jerusalem. She studied business administration and economics. However, her inspiration has always been derived from her love for her ancient Palestinian heritage and contemporary design. Hence her foundation of her business, Noora Heritage House.

She fashions unique handmade designs into beautiful and harmonious art where the past meets the present. Her designs challenge traditional standards, inviting anyone that sees them to delve into a new fusion for the future.

Noora followed her passion to establish her trademark “Noora Heritage House” which has become a distinguished Palestinian brand and she now exports her Palestinian designs to the USA and Jordan.

Noora’s objective is to contribute effectively towards changing the traditional stereotypical way of thinking about Palestinian heritage and to create a fusion between the historic aesthetics of Palestinian heritage and contemporary fashion, while at the same time supporting communities and preserving traditions.



**Samia Azmeh** born in Tunis, from a Tunisian father and a Belgian mother, Swiss citizen, married with two boys and living in Geneva.

Samia worked 26 years in management functions in finance, marketing, sales, and traveled around the world. Her personal background and global career taught her to be open, inclusive and enthusiastic about ideas brought by talented people from different cultures. The last decade, with the explosion of the internet, she developed omnichannel strategies, integrated physical and digital activities, launching products and marketing campaigns to offer the best experience to customers in retail and online. She is currently an independent eCommerce consultant.