



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

M¹¹W
MEDAWEEK BARCELONA 2017
Mediterranean Week of Economic Leaders

Women Entrepreneurship & Investment Programme 2017

22-24 NOVEMBER, 2017 | BARCELONA, SPAIN

AGENDA



Building bridges between Women in Business



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



ascame

In collaboration with:



Association of Organisations of
Mediterranean Businesswomen

With the support of:



SWEDEN

The Largest Economic hub in the Mediterranean

November 22th-24th, Barcelona

The **Women Entrepreneurship & Investment Programme 2017 (WEIP)** is co-organized by the Union for the Mediterranean (UfM), the United Nations Industrial Development Organization (UNIDO) and the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) within the framework of the 11th edition of the **MedaWeek Barcelona**, a leading business and investment event in the Mediterranean. MedaWeek is an iconic economic conference where businesses, corporations, governments and multilateral organizations from both sides of the Mediterranean basin meet in order to promote a strong Euro-Mediterranean alliance and regional economic integration.

Through dedicated forums, B2B meetings, a special session with buyers and study tours, **the WEIP** will promote and facilitate the dialogue between women entrepreneurs from both sides of the Mediterranean basin, strengthening cooperation and international partnership and creating in this way new business opportunities.

The event will be the occasion for women entrepreneurs from the MENA Region and from Europe to learn from their counterparts and to exchange experiences and best practices in various aspects of women entrepreneurship. It will therefore represent the public space for women's advocacy to give voice to their experiences, aspirations, needs and also rights in order to promote a culture of knowledge sharing to strengthen women's networks globally.

The **B2B** Meetings will help to develop new connections between women business owners and the occasion to meet with other women that can act as driving force, being models of inspiration.

A special **buyers'** session with **European buyers** with an acute knowledge of the European market and its requirements and women entrepreneurs with relevant experience on the international market. The objective is to provide insights to women entrepreneurs on how to identify and seize market opportunities in Europe, with focus on the agri-food and creative industries sectors.

The aims of technical is to: (1) strengthen the exchange of experiences and the identification of good practices in bringing direct support to women entrepreneurs and (2) reinforce the networking with European counterparts.

In this event, women from the MENA Region and Europe will learn from their counterparts, by exchanging experiences and best practices in various aspects of women entrepreneurship. It will be then, the public space for women's advocacy to give voice to their experiences, aspirations, needs and also rights, in order to promote a culture of knowledge sharing to strengthen women's networks globally.

Agenda of the Women Entrepreneurship & Investment Programme 2017

DAY 1: Wednesday 22nd November

08:30h – 09:00h	Registration & Morning Coffee <i>Cònsols Room</i>
10:30h – 11:00h	Coffee Break
11:00h – 18:30h	WEIP B2B – Women Entrepreneurship B2B Matchmaking <i>Neptú Room</i>
14:30h – 15:30h	Lunch Break
20:30h – 23:00h	Gala Dinner & Award Ceremony <i>Contractacions Room</i>

DAY 2: Thursday 23rd November

08:30h – 09:00h	Registration & Morning Coffee <i>Cònsols Room</i>
10:30h – 11:00h	Coffee Break
11:00h – 15:30h	WEIP B2B – Women Entrepreneurship B2B Matchmaking <i>Neptú Room</i>
14:30h – 15:30h	Lunch Break
15:30h – 18:30h	WEIP Buyer's Workshop – Promoting women-led businesses' access to market <i>Daurat Room</i>

DAY 3: Friday 24th November

08:30h – 09:00h	Registration & Morning Coffee <i>Cònsols Room</i>
09:15h – 10:30h	Opening Thursday 24th Nov - Mediterranean Week of Economic Leaders <i>Cònsols Room</i>
09:15h – 10:45h	WEIP Technical Tour - ITC Sector 22@Innovation District
10:30h – 11:00h	Coffee Break
11:00h – 14:30h	Mediterranean Woman Entrepreneurs Forum <i>Cònsols Room</i>
11:00h – 14:30h	Special Session: Migration flows in the Mediterranean <i>Daurat Room</i>
14:30h – 15:30h	Lunch Break
15:30h – 16:30h	WEIP Technical Tour - Agrofood Sector EcoVeritas
15:00h – 16:45h	WEIP Technical Tour - Textile Sector Marina Textil

WEIP – Buyer’s workshop – “Promoting women-led businesses’ access to market”

A survey conducted by UNIDO on 1210 women entrepreneurs under the framework of the UNIDO project “Promoting Women Empowerment (PWE) for Inclusive and Sustainable Industrial Development in the MENA Region” (phase I), funded by the Italian Government and labelled by the Union for the Mediterranean revealed that the main challenges faced by women entrepreneurs for growing their businesses were access to finance and access to new and international markets¹. Women-led businesses are in fact generally unable to take advantage of market opportunities that require large volumes of production, broad product range, regular supply, compliance to standards as well as quality and design requirements.

The expected outcomes of the workshop will be:

- To promote an increased awareness of the challenges and opportunities women entrepreneurs face in terms of access to market and foster the debate on measures that can promote their participation in the global supply chains.
- To create awareness of the requirements of the international market with specific focus on the agri-food and creative industries sectors.
- To facilitate sharing of best practices of successful women entrepreneurs as role models with counterparts of the MENA region.
- To create networking opportunities.

Programme

Chair

- **Monica Carco** | Project Manager, [United Nations Industrial Development Organization \(UNIDO\)](#)

Opening remarks

- **Laurence Païs** | Deputy Secretary General for Social and Civil Affairs, [Union for the Mediterranean](#)

Key Speakers

- **Noora Abdeen Khalifeh** | Founder and Designer, [Noora Heritage House](#) (Palestine)
- **Husam Al Dakak** | Expert Sourcing and Purchase (Fresh Sector) | Founder and Managing Director, [Sustainable Trade Bridgers](#), formerly [Import Promotion Desk – IPD](#) (Germany)
- **Samia Azmeh** | Senior Business and eCommerce Expert (Switzerland)
- **Gianluca Bozzia** | Fair Trade developer and Fundraiser, [Chico Mendes Altromercato](#) (Italy)
- **Annette Spanggaard** | Founder and CEO, [Pearl Stories](#) (Denmark)

¹ UNIDO (2017): A study on women entrepreneurship development in Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia.

Speakers Biography

Chair:



Monica Carco is Senior Industrial Expert and Focal Point for women and youth programmes at UNIDO Agri Business Department in Headquarters, Vienna.

She has worked as International Civil Servant for UNDP, WFP and UNIDO and the Department of International Cooperation for Development of the Italian Ministry of Foreign Affairs, for more than 25 years.

She is currently Manager of the UNIDO Regional project: “Women Empowerment for Inclusive and sustainable industrial Development in the Middle East and North Africa Region” covering Algeria, Egypt, Jordan, Lebanon, Morocco, Tunisia and Palestine.

Having covered representation and management and positions, Monica strives to build up public and private partnerships and strategic -multi stakeholder- alliances to boost local development. Monica - firmly believes that through promoting women and youth entrepreneurship development and strengthening the entrepreneurial eco-system will contribute to a more inclusive and sustainable socio-economic development.

Opening Remarks:



Laurence Païs is the Deputy Secretary General of the Union for the Mediterranean in charge of Social and Civil Affairs since September 2017.

She is a French Career Diplomat with 30 years of experience, specialized in the fields of multilateral negotiations, cooperation and development. She served as Political Advisor in several French embassies including Oslo and Ottawa and occupied various positions at the French Ministry of Foreign Affairs. She has been Responsible for the Rule of Law, Human Rights and Reconstruction Division, in the Department of Democratic Governance and Deputy Director of Multilateral and Sectoral Issues at the Directorate General of Political and Security Affairs. Before joining the Secretariat, she was Deputy Permanent Representative of France to the Political and Security Committee of the European Union.

Speaker:



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.

WEIP – Technical Tours – Visit a prominent local company

Agro-food – EcoVeritas SL

24th November 15:30h



Who they are: Leading supermarket of organic products in Spain, founded in 2002 by four Catalan families. At present, [EcoVeritas](#) has established itself as the leading company in Spain in organic food, both for its sales volume and growth rate as for its wide variety of products. EcoVeritas is the first supermarket in Europe to be certified as [Bcorporation](#) in 2016, with a network of more than 37 supermarkets and an on-line shop. They are actively involved in sourcing, distributing and selling organic food products. Shops are supported by the company headquarters, located in Barcelona, as well as a central logistics and distribution center, a baking facility and, most recently, a food processing kitchen project (Cuina Veritas).

What they do: Veritas wants to make the consumption of organic certified produce an everyday habit, supporting the environment, local produce, rich tasting foods, health, sustainable and responsible consumption and diversity. They have developed their own organic product, running an ecological bakery. Furthermore, EcoVeritas is implementing circular economy principles to create a new product line about the company, they have developed the [Cuina Veritas](#) (Veritas Kitchen) project which aims to reduce food waste along the value chain by creating a new range of ecological and organic products. This project part of the European Commission-funded project [EU-InnovatE](#), has been given special mentions from the judging panel of the 2nd Catalan Ecodesign Awards.

In addition, it has opened [Terra Veritas](#) in the heart of Barcelona to hold cooking workshops and activities linked to the philosophy of "Slow living" a space of 300 m2, where cooking workshops, talks and other activities take place. Veritas is a very good example on how small/medium-sized companies can act as innovative sustainability drivers.

Locate in: c/ Diputació, 239 CP 08007 Barcelona, Spain.

Agenda of the Technical Tour

15:00h **Transfer to EcoVeritas** from Casa Llotja de Mar

15:30h **Presentation of EcoVeritas, by Sophie Pagon**, Sales Department, EcoVeritas

16:30h **Transfer to Casa Llotja de Mar**

16:45h **Arrival to Casa Llotja de Mar, Barcelona**



ITC – 22@Barcelona Innovation district/ Pasiona Consulting SL

24th November 9:30h



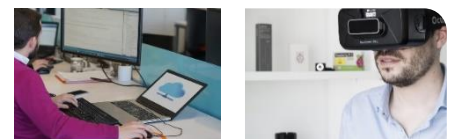
Who they are: The 22@Barcelona Innovation District is the result of the transformation of the Poblenou's old industrial areas which integrates different agents constituting the system of innovation -cutting edge companies, universities, training research and transfer of technology. In addition, different agents of promotion facilitate interaction and communication among them. [Pasiona Consulting](#) is a leading international business consultant specialized in Microsoft technologies, Mobile, Cloud and User Experience currently based in Barcelona in the 22@Barcelona Innovation District. Furthermore, Pasiona Consulting is one of the 120 members of the [22@Network](#) agency, an association of companies located in the Innovation District that aims to increase competitiveness and internationalization of its companies such as, Indra, T-Systems, Futurlink, Microsoft, and other different institutions.

What they do: Pasiona Consulting has 10 years of experience in its sector. It analyses client's needs, design, customized solutions and accompany them throughout the process, from the product definition to the launch. The consulting ITC company provides technological knowledge, innovation and the ability to adapt projects to any business model and client's need. Structured around the development of Microsoft technologies, -the core of the business, and cross-wise through the Mobility, Design, Usability and Innovation Departments.

Located in: Carrer de la Llacuna, 162, 08018 Barcelona, Spain.

Agenda of the Technical Tour

- 09:00h **Transfer to Ecoveritas** from Casa Llotja de Mar
- 09.30h **Presentation of 22@Barcelona Innovation Distric,**
by **Antoni Oliva**, Executive Director of 22@Network
- 09:30h **Walking tour transfer to the Pasiona Consulting Company,**
by **Antoni Oliva**, Executive Director of 22@Network
- 09:45h **Visit Pasiona Consulting Company**
- 10.45h **Transfer to Casa Llotja de Mar**
- 11:05h **Arrival to Casa Llotja de Mar, Barcelona**



Textile sector – **Bershka Inditex**
24th November 15:00h



Who they are: **Bershka** is a retailer and part of the Spanish Inditex group (which also owns the brands of Zara, Massimo Dutti, Pull&Bear, Oysho, Uterqüe, Stradivarius and Zara Home).

What they do: The company was created in April 1998 as a new store and fashion concept, aimed at a young target market. Bershka presents itself as a reference point for fashion targeting this increasingly demanding public and, in just 2 years, has consolidated its brand image in 100 shops. Today, 18 years on, the chain has over 1000 shops in more than 70 countries, with sales representing 9% of the total revenue of the group. Bershka has a sales area of over 455,000 square meters. The company's business encompasses the design, manufacture, distribution and sale of fashion in the shops.

Bershka's public is characterized by adventurous young people, who are aware of the latest trends and are interested in music, social networks and new technologies.

Located in: Ctra. Tordera a Palafolls P.K. 0.6 08490 – Tordera Barcelona - España

Agenda of the Technical Tour

14:00h **Transfer to Bershka** from Casa Llotja de Mar

15:00h **Presentation of Bershka**

15:30h **Tour Bershka departments**

16:45h **Transfer to Casa Llotja de Mar**

17:45h **Arrival to Casa Llotja de Mar, Barcelona**



WEIP - Contacts

**Secretariat of the Union for the Mediterranean
(for the WEIP)**

Email: socialaffairs@ufmsecretariat.org
Tel.: +34 93 521 41 31
<http://www.ufmsecretariat.org>

UNIDO (for B2B only)

Email: itpo.rome@unido.org
Tel.: +39 06 6796521

ASCAME (for the MEDAWEEK)

Email: secretariat@ascame.org
Tel.: +34 934 169 418

Social Media:

#MedaWeek17 #UfM4Women @ascameorg @UfMSecretariat @UNIDOWeMENA

WEIP - Practical Information

Venue: Casa Lotja de Mar, Passeig Isabel II, 108003 Barcelona, Spain

Tel.: +34 935 47 88 49

<http://www.casallotja.com/>



How to get there?



By Metro
L4
Barcelona — Jaume I

By Bus



Technical Tour's meeting point

Main entrance of Casa Lotja de Mar, Barcelona
Passeig d'Isabel II, 1, 08003 Barcelona, Spain



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