



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



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

# WOMEN ENTREPRENEURS' FORUM PROMOTING WOMEN BUSINESS PARTNERSHIP IN THE MEDITERRANEAN LISBON, 9-11 OCTOBER 2018 CHAMPALIMAUD FOUNDATION, AV. BRASÍLIA, 1400-038 LISBOA, PORTUGAL



With the financial support of:



**T**he Union for the Mediterranean and UNIDO are organising the **second edition of Women Entrepreneurs' Forum on 9-11 October 2018 in Lisbon, Portugal**, in the margins of the 4<sup>th</sup> High-level Women conference "Women4Mediterranean" organised by the Union for the Mediterranean and hosted by Portugal.

The Forum will be the business window of the **Women4Mediterranean Conference** which constitutes one of the major Euro-Mediterranean platform to discuss, exchange experiences and promote women's participation in the public, economic and civil life, with the objective to bring solutions to the regional challenges pertaining to women's empowerment. With an expected **attendance of 300 participants**, the Conference will create impact by gathering the most relevant stakeholders and leaders from the Euro-Mediterranean region - governments, parliaments, private sector, IFIS and banks, international organizations, academia, media, civil society, young women and men - to strengthen regional cooperation and identify best ways to drive positive change toward gender equality and women's empowerment. The conference will focus on women's roles as change-makers and leaders in the region and explore how women and men can overcome cultural and social barriers for driving forward the Euro-Mediterranean action agenda for women's empowerment and the achievement of the SDGs. For almost five years, the conferences have been a catalyst for policy advocacy, regional initiatives and projects, new ideas, collaborations and partnerships.

Based on the UNIDO's accurate knowledge of the challenges faced by women entrepreneurs, Lisbon Women Entrepreneurs' Forum has the objective to provide a platform for dialogue, exchange of experience and networking opportunities for women-owned and women-led-businesses from both shores of the Mediterranean, and more specifically:

- Share ideas, connect and explore new business opportunities.
- Networking and business-to-business meetings (an online platform will be provided before the forum to connect with other entrepreneurs and a B2B area will be provided during the three days' forum).
- Discuss areas of interest for women economic empowerment through dedicated round tables with participation of high-level experts.

The 2018 edition, like past forums, is meant to build skills, connect and empower female entrepreneurs to start, grow and sustain their enterprises in a competitive environment that will lead towards a direct impact on the economy as well as the entrepreneurial ecosystem.

The forum's agenda will include B2B networking, product and business concept exhibition and specific panels and keynote addresses with participation of high-level business experts and policy makers that will offer knowledge and advice on various business opportunities, good practices and success stories in doing business in the areas of ICT and food sector applying innovative technologies.

## Target

The Forum targets women from the EU, the MENA region and African countries who are managing or starting a business in the ICT and food sectors.

## Why participate

- The programme of the Forum is entirely dedicated to women entrepreneurship and will offer participants a great opportunity of business networking, Brand Marketing and opportunities to have contacts with business experts and policy makers from different backgrounds, skills and expertise.
- Participation in the forum and conference are free of charge. You just need to cover your travel and accommodation.
- An opportunity to share experiences with leaders and high level figures from the Euro-Mediterranean region, including opportunities and challenges surrounding the Mediterranean.
- Special sessions with high level expert to learn about building partnerships with business leaders and their partners across the region.

## Other facilities offered

- Support for your logistical arrangements, including preferential hotel fares close to the conference venue.
- Translation in English, French, Arabic and Portuguese (Portuguese available only for the conference).
- Free transportation from city center to the forum and conference venue.
- Free coffee and lunch breaks during the 3 days.
- B2B dinner with entrepreneurs and conference participants.
- Networking with speakers and participants.
- B2B and networking online platform.
- An exhibition space to present your product/brand if any.

# FULL PROGRAMME

## 9 OCTOBER, FROM 9 AM TO 6 PM

### Participation to the Regional Dialogue on Women Empowerment (Open only for Business Associations & BDS)

The UfM dialogue on women empowerment, between governments and the concerned stakeholders, has started in 2015 with the objective to review countries and stakeholders' engagements in the Euro-Mediterranean and to provide recommendations for the policy makers to advance gender equality agenda in the region. "Women Economic Participation" and "women's access to Leadership, including in economic life" are two of the four priority areas agreed with countries to be subject of the dialogue.

The event will be the first review meeting after the adoption of the **UfM fourth Ministerial Declaration**<sup>1</sup> on strengthening the role of women in society, adopted during the Ministerial meeting held in Cairo, Egypt on 27 November 2017.

## 10 OCTOBER, FROM 9 AM TO 6 PM

- Participation in the **Women4Mediterranean Conference**: Programme and registration here: <http://ufmsecretariat.org/ufm-women-conference-2018-2/>
- **Roundtable "ICT for gender equality and women empowerment"** (See details below)
- **Business networking**: an online networking platform and dedicated B2B area during the three days will be provided for forum's participants ([the link will be available soon](#)).
- **Products and business concepts exhibition**: A space will be provided for free for businesses that would like to present their products. Please specify in the registration form if you have products to be presented.

## 11 OCTOBER, FROM 9 AM TO 1 PM

- Participation in the **Women4Mediterranean Conference**: Programme and registration here: <http://ufmsecretariat.org/ufm-women-conference-2018-2/>
- **Roundtable "Women shaping the future of food technologies"** (See details below)
- **Business networking**: an online networking platform and dedicated B2B area during the three days will be provided for forum's participants ([the link will be available soon](#)).
- **Products and business concepts exhibition**: A space will be provided for free for businesses that would like to present their products. Please specify in the registration form if you have products to be presented.

---

<sup>1</sup> <http://ufmsecretariat.org/wp-content/uploads/2017/11/womenfinaldeclaration.pdf>

# ROUND TABLE I

## Information and Communication Technologies for gender equality and women empowerment

10 October 2018, from 10.30 AM to 12.00 PM

### 1. Background

According to ITU<sup>2</sup>, over the world, there is about 250 million fewer women online than men and the gap is widening (from 11% in 2013 to 12% in 2016). Furthermore, in many countries ICT penetration is low, expensive and services are not provided in an integrated manner.

Yet, ICTs can provide great opportunities for gender equality by strengthening women's voice in their communities and at the global level. ICTs can also be leveraged for personal security, access to information and women's economic empowerment by creating business and employment opportunities, including in the ICT sector itself. UfM and UNIDO believe that easy access to business information and ICTs contributes to create an environment that facilitates SMEs growth by (1) spurring innovation and entrepreneurship, (2) increasing productivity and efficiency of business operations, (3) providing relevant business development services, (4) facilitating linkages to local, regional and international markets and (5) enabling access to new technologies and sources of finance.

### 2. Objectives of the workshop

The workshop aims to raise awareness on the opportunities offered by the ICT sector for women's economic empowerment, particularly in the MENA region, and with African and European countries, and the pre-requisites to take advantage of these opportunities in terms of infrastructure, ICT ecosystem, skill development, but also in terms of opening new Markets and business opportunities with other regions, in particular with African and European countries.

The workshop will bring together women entrepreneurs with relevant experience in the ICT sector, Women Business Associations of the MENA, Africa and Europe regions, International Organizations, experts and relevant national governmental bodies.

---

<sup>2</sup> ITU (2017): *Fast-forward progress, leveraging tech to achieve global goals - ICT4SDG*

### 3. Agenda

Chair	<ul style="list-style-type: none"><li>• <b>Ms. Monica Carco</b>, Senior Industrial Expert and Focal Point for women and youth programmes at UNIDO Agri Business Department, Vienna</li></ul>
Opening remarks	<ul style="list-style-type: none"><li>• <b>Ms. Laurence Païs</b>, Deputy Secretary General of the Union for the Mediterranean in charge of Social and Civil Affairs</li></ul>
Keynote speaker	<ul style="list-style-type: none"><li>• <b>Inês Santos Silva</b>, Special Adviser at the Cabinet of the Secretary State of Industry of Portugal</li></ul>
Speakers	<ul style="list-style-type: none"><li>• <b>Ms. Amel Saidane</b>, President of Tunisian Startups and digital transformation consultant</li><li>• <b>Ms. Susan Schorr</b>, Head of Digital Inclusion Division, International Telecommunication Union - ITU</li><li>• <b>Ms. Doa Wadi</b>, Executive Director Business Women Forum - Palestine</li></ul>

## ROUND TABLE II

# Women shaping the future of food technologies

11 October 2018, from 9.00 AM to 11.00 AM

### 1. Background information

Today, Food and Drink industry is one of the largest manufacturing sectors worldwide and Technologies are already reshaping the way in which food is produced and food demand is managed. With a scarcity of land and water resources and an increasing global demand of safe and high-quality food, using technologies and innovative solutions around food offer a huge potential of business and job opportunities for women, from methods of producing, packaging, conserving and distributing foods, to the research into new formulations and technologies to comply with new demands for quality, safety and sustainability. Some of the most successful actors and leaders in food technologies and agri-tech are women, and in every corner of the world they are profoundly changing society's relationship to the food. However, compared to men, women are still far behind what the sector can offer. There is a momentum for women to seize this opportunity and take their part in transforming the food industry.

### 2. Objective of the round table

The round table aims to raise awareness on the business opportunities offered by the transformation of the food sector and the prominent role women can have in reshaping food technologies. It will allow to have insights from high-level experts and leaders (women and men) in the food technologies sector. In addition, participants will share experiences and innovative practices and ideas of businesses and discuss how the use of advanced food technology can reduce food waste, improve food safety, elevate food quality, and contribute to economic and sustainable development.

### 3. Agenda

Chair	<ul style="list-style-type: none"><li>• <b>To be confirmed</b></li></ul>
Speakers	<ul style="list-style-type: none"><li>• <b>Ms. Sara Roversi</b>, Co-Founder of You Can Group and Future Food Institute</li><li>• <b>Ms. Carla Tanas</b>, Co-founder Industry Disruptors - Game Changers</li><li>• <b>Mr. Peter Johnson</b>, Founder at Ayadee and blockchain expert</li></ul>