



Union for the Mediterranean  
 Union pour la Méditerranée  
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UNITED NATIONS  
 INDUSTRIAL DEVELOPMENT ORGANIZATION

2023 UfM-UNIDO

# WOMEN BUSINESS FORUM

WOMEN IN  
 INDUSTRY AND  
 INNOVATION: Can  
 Industry 4.0 foster  
 women's economic  
 inclusion in the  
 MENA region?

# AGENDA

11-12 OCTOBER 2023—TUNIS  
 HOTEL SHERATON TUNIS

With the support of:



Ministry of Foreign Affairs  
 and International Cooperation



The UfM Secretariat  
 is co-funded by the  
 EUROPEAN UNION



## PROGRAMME 11-12 OCTOBER 2023

The **UfM-UNIDO Women Business Forum 2023** will take place on 11-12 October at the Sheraton Hotel in Tunis, Tunisia. The first afternoon will be open to a limited number of participants who will be engaged in a workshop activity, whereas the second full day conference will host experts and stakeholders within the framework of Inspiring Talks' panels, technical panels, a Pitching Contest and Awards Ceremony, and a discussion with policy-makers.

# 11<sup>th</sup> OCTOBER 2023 - MORNING BRAINSTORMING AND AFTERNOON FIELD COMPANY VISIT

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08:30 - 09:00

Registration of participants

09:00 - 09:30

Opening remarks

09:30 - 12:30

Interactive Brainstorming Activity on the needs of women in Industry 4.0 and Tech

A workshop format with about 30 women entrepreneurs

12:30 - 14:00

Lunch break

14:00 - 18:00

Field visit

Visit to Actifs Précieux, a women-led companies in Zriba's Industrial Zone

18:00 - 20:00

Networking dinner



# 12<sup>th</sup> OCTOBER 2023 - FULL-DAY CONFERENCE

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**08:30 - 09:00**

**Registration of participants**

**09:00 - 09:30**

**Welcoming Remarks**

- **H.E. Nasser Kamel**, Secretary General, UfM
- **Fatou Haidara**, Deputy to the Director General, UNIDO
- **H.E. Ahlem Beji**, Chief of staff, Ministry of Industry, Energy and Mines (Tunisia)
- **H.E. Amel Moussa**, Minister of Family, Women, Children and Seniors (Tunisia)

**09:30 - 10:00**

**Opening Session**

- **Helena Dalli**, European Commissioner for Equality (video-message)
- **H.E. Amb. Fabrizio Saggio**, Ambassador of Italy in Tunisia (tbc)
- **Arnaud Peral**, UN Resident Coordinator in Tunisia
- **Gianfranco Bochicchio**, Chargé d'affaires EU Delegation in Tunisia
- **Hichem Elloumi**, Vice-President of UTICA (Tunisian Union of Industry, Trade and Handicrafts – Founding member of BUSINESSMED)

**10:00 - 11:30**

**Round Table 1: Digitalization skills AI and innovative solutions for inclusive sustainable growth**

**Moderator: Chiraz Bensemmane**, Founder of Pitch World Fast



**Keynote speaker: Zohra Slim, Co-Founder and CWO, InstaDeep Ltd, Tunisia**

**Speakers:**

- **Lilia Hachem Naas**, Chief, Office for Arab States, ITC
- **Amel Saidane**, Digital Transformation for SMEs
- **Guadaluna Chaer**, Cofounder of LUXEED Robotics (Green technology)
- **Olfa Yahyaoui**, CIO of Tunisie Autoroute and Secretary General of the Tunisian Engineers Council
- **Elena Dia**, Senior Innovation & Entrepreneurship Manager at Bridge for Billions
- **Mohamed Dhaoui**, Director of Women's Affairs at Minister of Family, Women, Children and Seniors (Tunisia)

**10min Q&A from the audience**

**11:30 - 12:00**

**Coffee break**

**12:00 - 13:30**

**Round Table 2: Breaking the glass ceiling 4.0: women entrepreneurs in the digital age**

**Moderator: Monica Carco**, Senior Advisor on Women's Economic Empowerment and Youth Employment

**Keynote speaker: Neila Amara, UNIDO**

**Speakers:**

- **Nada Lachaal**, General Director, Industrial and Technological Infrastructure, Ministry of Industry, Energy and Mines (Tunisia)



- **Omar Bouzouada**, Director General, APII (Agency for the Promotion of Industry and Innovation) (Tunisia)
- **Hajer Derouiche**, CEO of Actifs Précieux (Tunisia)
- **Leila Belkhiria Jaber**, President of CNFCE (Tunisia) and Women in Business Network
- **Tarak Triki**, Director of Investments, Smart Capital (Tunisie)
- **Imen Ayari**, Head of Innovation Factory, Talan (Tunisia)
- **Zied Kilani**, National Business & Investment Specialist, Employment4Youth project, UNIDO (Tunisia)

**10min Q&A from the audience**

**13:30 - 15:00**

**Networking Lunch**

**15:00 - 15:30**

**Connecting the dots: takeaway session from UNIDO training and UfM Brainstorming workshop**

Presentation of recommendations from participants in the UNIDO training on gender and industry and the UfM reflection workshop to strengthen the place of women in industry and innovation

**15:30 - 17:30**

**UNIDO PWE Project Closing Session**

**Moderators: Neila Amara, UNIDO and Jessica Tradati, UNIDO**

**PWE project story:**

- **PWE closing presentation**
- **Monica Carco**, Senior Advisor on Women's Economic Empowerment and Youth Employment
- **Sana Ghenima**, President F&L (Tunisia)



- **Anna Dorangricchia**, Project Manager Gender Equality, Social and Civil Affairs Division, UfM
- **Maurizio Bonavia**, former Senior Expert, Ministry of Foreign Affairs and International Cooperation (Italy)
- **Wanessa El Amri**, Coordinator of Principality of Monaco Cooperation in Tunisia
- **Malika Karrit**, Former director of Small and Medium-sized Enterprises, Ministry of Industry, Energy and Mines (Tunisia)
- **Gaëlle Ferrant**, Economist and gender specialist, Global Relations and Cooperation, Middle East and Africa, OECD
- **Takwa Mrabet**, BCD & Fundraising Coordinator of BUSINESSMED
- **Ayah El Arief**, MENA Women Business Club member
- **Houda Bouzidi**, Chemical Technical Center Director (CTC Tunisia)

### Spotlight on Industry'ELLE and IDEA flagship initiatives:

- **Ahmed Ghamgui**, Business Development and Partnerships Officer, TCSE (tbc)
- **Presentations of Industry'ELLE pitch competition finalists**
- **Elena Dia**, Senior Innovation & Entrepreneurship Manager, Bridge for Billions (tbc)
- **Presentations of IDEA App pitch competition finalists**

### Closing Appeals:

- **Nesrine Abid**, Director, Ministry of Industry, Energy and Mines (Tunisia)
- **Lassaad Ben Hassine**, UNIDO Representative in Tunisia
- **Amb. John Paul Grech**, Deputy Secretary General, Social and Civil Affairs Division, UfM

18:00 - 20:00

Networking Cocktail

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