



# GLOBAL WOMEN'S FORUM DUBAI 2020

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## THE POWER OF INFLUENCE

# DECLARATION

This report has been prepared and edited by international law firm Squire Patton Boggs in partnership with Dubai Women Establishment, and summarises information shared by participants and speakers during *GWFD 2020*, including projections, statistics, economic data, and viewpoints.

Such information has not been independently verified by Squire Patton Boggs or Dubai Women Establishment. The contents of this report are not intended to serve as, legal advice related to individual situations or as legal opinions concerning such situations.

# DECLARATION



# INDEX

INTRODUCTION	06
EXECUTIVE SUMMARY	14
<b>DAY 1</b>	
<b>GAME CHANGER</b> CARLA HARRIS	18
<b>GLOBAL GENDER BALANCE:</b> BETWEEN RESPONSIBILITY & RESPONSIVENESS	20
<b>GAME CHANGER</b> CAPTAIN BRENDA BERKMAN	26
H.E. SAIDA MIRZIYOYEVA	28
<b>KEYNOTE ADDRESS</b>	30
<b>BREAKOUT SESSIONS</b> <b>ECONOMY</b> LAUNCH OF MCKINSEY & COMPANY MIDDLE EAST ‘WOMEN AT WORK’ REPORT	36
<b>FUTURE</b> EQUALITY IN THE ENERGY SECTOR	
<b>SOCIETY</b> BE A POSITIVE INFLUENCER AND DRIVER FOR CHANGE	
<b>MEDIA</b> WHEN WOMEN WIN: POPULAR MEDIA SHATTERS STEREOTYPES	
<b>ARTS &amp; CULTURE</b> WOMEN CREATIVES, SHAPING SOCIETY	
<b>IN CONVERSATION WITH...</b> H.H. SHEIKHA LATIFA BINT MOHAMMED BIN RASHID AL MAKTOUM	42

<b>DAY 1</b>	<b>REVOLUTION 4.0: A NEW PARADIGM FOR THE WORKFORCE</b>	44
<b>DAY 2</b>	<b>OECD BEST PRACTICES IN GENDER BALANCE WORKSHOP</b>	50
	<b>WOMEN LEADERS IN GOVERNMENT</b>	52
	<b>GAME CHANGER</b> RANA DAJANI	56
	HILLARY YIP	58
	<b>BREAKOUT SESSIONS</b> <b>ECONOMY</b> GENDER RESPONSIVE BUDGETING	60
	<b>FUTURE</b> THE POWER OF SUSTAINABLE ACTION	
	<b>SOCIETY</b> MEANINGFUL WORK-LIFE BALANCE	
	<b>MEDIA</b> SOCIAL MEDIA - DOORS TO WOMEN’S ECONOMIC OPPORTUNITIES	
	<b>ARTS &amp; CULTURE</b> CURATING COMMUNITIES: INFLUENCING SOCIETY THROUGH ART	
	<b>IN CONVERSATION WITH...</b> THE RT. HON. THERESA MAY	66
	<b>GAME CHANGER</b> CAPTAIN SHEIKHA MOZAH BINT MARWAN AL MAKTOUM	70

# INDEX

DAY 2	GAME CHANGER	72
	LAURA LANE	
	ACHIEVING 2030’S SUSTAINABLE DEVELOPMENT GOALS: WOMEN’S ENGAGEMENT	74
	<hr/>	
	BREAKOUT SESSIONS	78
	ECONOMY	
	THE POWERFUL ROLE WOMEN CAN PLAY ON COMPANY BOARDS	
	FUTURE	
	INNOVATION FOR THE FUTURE	
	MEDIA	
	GOOGLE TRENDS	
	ARTS & CULTURE	
	HEALING THROUGH ART	

WE-FI	84
<hr/>	
WE-FI KEYNOTE ADDRESS	86
<hr/>	
EMPOWERING WOMEN ENTREPRENEURS IN THE MENA REGION: NEW SOLUTIONS TO OVERCOMING BARRIERS	88
<hr/>	
HOW TO GET FUNDED	92
WOMEN LEVERAGING E-COMMERCE FOR GROWTH	93
WOMEN-LED BUSINESSES ACCESSING PROCUREMENT OPPORTUNITIES	94
<hr/>	
WE-FI TECHNICAL WORKSHOPS	95
VALUE CHAIN PARTNERSHIP	
ACCESS TO MARKETS	96
ACCESS TO FINANCE	97
INVESTING IN WOMEN-LED SMES IN FRAGILE AND CONFLICT SITUATIONS	98
PARTNERING TO ACCELERATE WOMEN-LED BUSINESSES GROWTH	99
E-COMMERCE CLINIC	100
WE-FI GAME CHANGER	102
DINA ALSHANOUFY	
DANIELE HENKEL	

# INTRODUCTION

THE GLOBAL WOMEN'S FORUM DUBAI 2020 (GWFD 2020),  
hosted by Dubai Women Establishment (DWE)  
on 16 and 17 February 2020, was held under the patronage of

**HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM**

Vice President and Prime Minister of the United Arab Emirates (UAE) and Ruler of Dubai.

Held under the theme “**The Power of Influence**”, the primary purpose of *GWFD 2020* was to provide a global platform to influence policies and foster strategic partnerships to further women's positive impact across four main areas:



**GOVERNMENT**



**ECONOMY**



**SOCIETY**



**FUTURE**

GWFD 2020 had various international supporting partners. The Women Entrepreneurs Finance Initiative (We-Fi) supported the Forum as its International Strategic Partner.





## INTRODUCTION

*GWFD 2020* welcomed more than 4500 participants from 100 countries, including global leaders, experts, academics, entrepreneurs, and students. The Forum featured more than 100 speakers from around the globe, including pioneering women “Game Changers” across various sectors, each of whom shared their inspirational personal journeys and insights. Topics varied across philanthropy, international relations, male-dominated industries, business, and more.

This report comprises of the topics and themes discussed, stories shared, and suggestions made throughout *GWFD 2020*, effectively demonstrating ‘**The Power of Influence**’.



We-Fi is an international collaborative partnership that focuses on supporting women entrepreneurs by scaling up access to financial products and services. The Initiative is composed of 14 governments, 6 multilateral development banks, and other public and private sector stakeholders, and is housed at the *World Bank Group*. We-Fi also assists governments in creating enabling environments for women in business.



Additionally, both the *Organisation for Economic Co-operation and Development* (OECD) and the *International Monetary Fund* (IMF) supported *GWFD 2020* as Global Knowledge Partners to spearhead positive dialogue on global gender-friendly policies and best practices.

+4,500  
participants

100  
countries

+100  
speakers

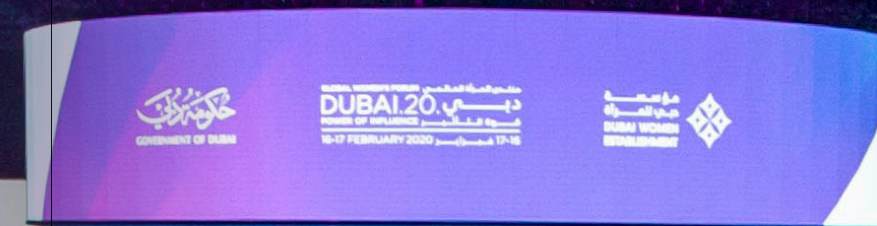




“THE UAE HAS BECOME  
A MODEL, NOT ONLY  
FOR THE ARAB WORLD  
BUT ALSO, FOR NATIONS  
THAT SEEK TO EMPOWER  
WOMEN AND PROMOTE  
THEIR PARTICIPATION IN  
ALL SPHERES OF LIFE.”

**H.H. SHEIKHA MANAL BINT MOHAMMED BIN RASHID AL MAKTOUM**

President of the UAE Gender Balance Council & President of Dubai Women Establishment







“ WHETHER IT IS THROUGH IDEAS, ACTIONS OR NEW PARTNERSHIPS, WE CAN SHIFT PERSPECTIVES, EXCHANGE KNOWLEDGE AND SHAPE POLICIES THAT FURTHER UAE WOMEN’S POSITIVE IMPACT AROUND THE WORLD. ”

**H.E. MONA GHANEM AL MARRI**

Chairperson of the Board of Dubai Women Establishment (DWE)  
and Vice President of the UAE Gender Balance Council



# EXECUTIVE SUMMARY

The global economic and societal effects of achieving gender balance are well documented; however, women continue to face barriers to participation and balance throughout the world.

Globally, governments and private sector organisations recognise the significant global socio-economic benefits of empowering women. In addition, gender balance is an important goal to achieving the *United Nations Sustainability Development Goals 2030* in order to deliver a better and more sustainable future for all.

Throughout *GWFD 2020*, various speakers and delegates discussed ideas and action points to further the positive impact of women across four key interrelated areas. These ideas are summarised as follows:

## GOVERNMENT

Government support in amending and introducing legislation to further the empowerment of women is critical to achieving gender balance. During *GWFD 2020*, it was highlighted that globally, women currently have only 75% of men's legal rights. Effectively amending the legislative framework to remove legal barriers to women's participation should be a priority for many governments. In order to facilitate more effective

decision-making, governments are also encouraged to boost the numbers of women seeking government appointments. Having gender balanced governmental bodies will provide more diverse viewpoints and effective policy initiatives.

Government participation extends beyond the provision of legislation; it encompasses effective policy-making, education curriculums, and influencing private sector companies and society. As well as legal barriers, the lack of infrastructure allowing women to participate in the workplace is yet another challenge women face. Effective public and private sector coordination in the provision of childcare facilities, education, safe transport, gender balanced fiscal policies, and other essential infrastructure could overcome many of these challenges.

## ECONOMY

Private sector organisations realise the significant economic benefits of increasing women's workforce participation as well. In order to facilitate female progression and attain entailed benefits, it is critical to both recognise and address the barriers and challenges women face. Tailoring support and work practices to women's needs at different stages in their career as well as implementing mentoring programmes and equal pay policies, can help retain women in the workforce.

Where global companies operate in developing countries, they can deliver top-tier performance while ensuring ethical and sustainable supply chains. Investing in schools, hospitals, and clean drinking water in developing countries is good for business and ensures continuity of supply, while also creating the infrastructure for women to participate in the workforce.

## SOCIETY

During *GWFD 2020*, it was noted that gender disparities remain among the most persistent forms of inequality across all countries. Traditions, habits, cultures, expectations, attitudes, values, and beliefs all form "social norms" in a society, and can be among the biggest barriers to achieving gender equality.

Educational campaigns through partnerships, collaboration among governments, private sector entities, and non-governmental organisations, and tailoring school curriculums are fundamental when addressing global "social norms" and challenging "traditional" mindsets that hinder women's participation in the workforce.

## FUTURE

Effective engagement by multiple stakeholders in government, society, and the workplace is essential to recognising the benefits of gender balance throughout the world.

Advancing technology provides both opportunities and challenges. In terms of opportunities, online platforms are providing the tools for people to work remotely, by passing some of the traditional barriers to market entry. Society as a whole must adapt to, and prepare for, the changes that technology brings, whether in adopting laws and regulations suitable for technological advances, or developing different skillsets for the evolving job market. Although advances in technology help create new job opportunities, they may also result in job losses across certain sectors.

DAY 1



## CARLA HARRIS

Vice Chairman, Managing Director and Senior Client Advisor, Morgan Stanley - USA

Leader, Wall Street veteran and singer Carla Harris, shares her ‘pearls of wisdom’. To succeed and become a leader of power and influence, the following are key to achieving career success:

### AUTHENTICITY

Being authentic is a distinct competitive advantage. The easiest way to generate a relationship is to bring your authentic self to the table. Being authentic will inspire members of a team to bring their authentic selves to the table.

### BUILDING TRUST

Innovation is the dominant competitive parameter. A leader constantly explores unknown territories and will always need to ensure that their team follows them. Leaders build trust by continuing to deliver consistently. Listening, and knowing what people value can help build trust between a leader and their team.

### CREATING CLARITY

Creating clarity is essential for progress. Once success is defined, motivated people will give even more to achieve it.

### CREATING OTHER LEADERS

Grow and amplify power by creating other leaders and empowering others. This means delegating to others and concentrating on the things that only you can do. Just because you can do something, does not mean you should do it.

### DIVERSITY

To compete in innovation, lots of ideas and perspectives are required. To deliver a broad spectrum of ideas, diversity is essential. This is the business case for diversity and inclusion.

### INNOVATION

Innovation is the dominant competitive parameter. Teaching teams how to have that “innovation muscle” is a key factor to an innovative mindset. Celebrate and learn from failures as well as success.

### INCLUSION

Encourage others to share ideas and opinions, and invite them into the conversation.

### USE YOUR VOICE

A leader’s voice is the heart of their power. A powerful, impactful, influential leader needs to be willing to speak the truth. This honesty will help them address problems when things are not going well.

### COURAGE

Courage is the strand that holds all the ‘pearls’ together. It takes courage to be authentic, build trust, create clarity, create leaders, and practice diversity, innovation, and inclusivity, and most of all to use your voice.





## GLOBAL GENDER BALANCE: BETWEEN RESPONSIBILITY AND RESPONSIVENESS

**Speakers** **HESSA BUHUMAID**  
Minister of Community Development  
– UAE

**PEDRO CONCEIÇÃO**  
Director, Human Development Report  
Office, UNDP

**CAREN GROWN**  
Senior Director for Gender,  
World Bank Group

**Moderator** **DAN MURPHY**  
Correspondent, CNBC

In recent years, advancing gender balance has risen to the top of most government agendas across the world.

Approaches to increasing gender balance differ from country to country, often shaped by national values and traditions, stereotypes and assumptions – and the extent of both the leaders’ and the community’s willingness to make real, impactful change.

After years of more robust commitment to gender balance Hessa Buhumaid, Minister of Community Development, UAE; Pedro Conceição, Director, Human Development Report Office, United Nations Development Programme; and Caren Grown, Senior Director for Gender, World Bank Group discuss the strategies that have proven to be most transformative on national and global levels. Moderated by Dan Murphy, Correspondent, CNBC

## OVERCOMING THE GENDER GAP

Women face barriers to participation and balance in all parts of the world – with Grown noting that women globally have only 75% of the rights of men. Hessa Buhumaid also notes that statistically, 20% of women and girls globally experience physical violence, and 49 countries currently have no laws protecting women from domestic violence.

A lack of infrastructure, such as available care facilities for children and dependents, and safe public transportation facilities also provide constraints to female labour force participation.

In terms of the Gender Inequality Index, published by the *United Nations Development Programme* (UNDP), (which measures empowerment in health, education, politics and economy), the UAE has progressed to achieve high rankings, and this is particularly due to focused efforts in health and education.

While the UAE has seen compelling progress in closing the gender gap, Grown noted that six out of ten countries in the MENA region have the highest gender disparity in the world. Overall, the MENA region still has one of the highest wage gaps, with low female labour participation – approximately 21% in 2018 compared to 74% of men. In terms of entrepreneurship, which is critical to the growth of the economy, approximately only 28% of women own small or medium sized businesses, and a lack access to finance is pervasive.

“We want to share the success story of the UAE with the world. We want all women around the world to benefit, to realise that dreams are possible”

**HESSA BUHUMAID**  
Minister of Community Development – UAE





## GLOBAL GENDER BALANCE: BETWEEN RESPONSIBILITY AND RESPONSIVENESS

### GLOBAL GOVERNMENT INITIATIVES

Governments throughout the world recognise the significant global socio-economic benefits of empowering women and are instituting law and policy changes to best realise those benefits, and achieve the *United Nations Sustainability Development Goals 2030*.

Taking the UAE as an example, the UAE has not only instituted a number of domestic gender balance policies, but has

also implemented strategies to influence foreign policy. For example, in 2018, the UAE foreign aid programme, focused on providing aid for sustainable development, launched a “100% women policy”. The policy aims to ensure that by 2021, all bilateral and multilateral foreign assistance programs will integrate gender balance and women’s empowerment as key components of policy and programming.

### ADDRESSING SOCIAL NORMS

Pedro Conceição Director of the Human Development Report Office, UNDP, notes that the latest Human Development Report (HDR) 2019, highlights that gender disparities remain among the most persistent forms of inequality across all countries. Traditions, habits, cultures, expectations, attitudes, values, and beliefs all form “social norms” in a society, and can be among the biggest barriers to achieving gender equality.

The *World Bank’s Mind, Behaviour and Development Unit* utilises behavioural sciences to tackle social norms through educational campaigns, influencing effective social development projects and policies, and creating systems to enable women to participate on a level playing field.

Addressing global “social norms” and challenging “traditional” mindsets that act as barriers to women’s participation in the workforce is a critical aspect to achieving gender equality.

### TECHNOLOGY

If not carefully managed, Pedro Conceição warns that artificial intelligence (AI) could lead to an increase in gender inequality. New technologies associated with AI and automation have the potential to further prejudice women, as women are overrepresented in jobs classified as being routine.

The UNDP reports that some AI algorithms – designed to help people find jobs – do not target women for high-paying jobs, adversely affecting the gender pay gap

further. This is reflective of current society where, on average, women performing the same job earn 25% less than their male colleagues.

“Women are not just like men when they come into the economy. Women bring additional value; they bring diversity, creativity and different perspectives”

**PEDRO CONCEIÇÃO**

Director, Human Development Report Office,  
United Nations Development Programme



# GLOBAL GENDER BALANCE: BETWEEN RESPONSIBILITY AND RESPONSIVENESS

## SESSION HIGHLIGHTS & RECOMMENDATIONS

- Women should be empowered from a young age both through education systems and at home.
- Education policies should be developed to challenge social norms, stereotypes, and assumptions.
- Public and private organisations can develop and introduce policies to address the pay gap domestically and internationally.
- Public and private investment is required to create infrastructure, such as available daycare for dependents and safe transport networks, to encourage gender balance.
- Governments should address legal and regulatory barriers to female economic inclusion.
- Governments need to continue to provide support and engage with organisations such as the *United Nations* and *World Bank* in advancing effective gender balance initiatives.





## GAME CHANGER

Growing up in the 1950s/1960s, Brenda became acutely aware of the issue of gender inequality, with few female role models.

Brenda was always interested in finding a career that was both physically demanding and humanitarian, and in 1977, during her final year of law school, at NYU Law, the City of New York opened the test to become firefighters to women. Although seemingly open to women, the City of New York also made the 'physical abilities' portion of the test more difficult - resulting in all 90 female applicants failing to be accepted.

After requests for a fairer 'physical abilities' test (which would more accurately reflect the real physical demands of becoming a firefighter) were ignored, Brenda filed a lawsuit against the City of New York. Despite the media at the time taking a negative and discriminatory stance against her, in 1982, Brenda won the lawsuit, resulting in the creation of a new job-related test, which Brenda and 40 other women passed to join the fire academy.

Although successful in the lawsuit, Brenda continued to experience discrimination and harassment from the media, politicians, her labour union, co-workers and the general public. In the firehouse, her male colleagues refused to talk to her or even eat at the

same table. The working environment was heavily discriminatory and Brenda even began to wonder if she could rely on reinforcements should she find herself in danger when firefighting.

Despite all the obstacles put in front of her, Brenda was slowly accepted by her peers and went on to have a successful career in the Fire Department. She was a first-responder during the attack on the World Trade Centre on September 11, and went on to attain the rank of Captain, before retiring in 2006.

Although retired from the Fire Department, Brenda continues to save and influence people throughout the world. She volunteered to rebuild homes after hurricane Katrina; teaches kindergarten classes; and continues to inspire others with her message of perseverance and determination.

Reflecting on what it means to be a hero, Brenda concludes that there are many ways to be heroic but for her, it means:

- Helping others;
- Being morally brave;
- Self-sacrifice;
- Kindness; and
- Challenging 'accepted norms'.



**CAPTAIN BRENDA BERKMAN**

Pioneering Female Firefighter - USA





## H.E. SAIDA MIRZIYOYEVA

Member of the Commission for Gender Equality – Republic of Uzbekistan

### Moderator

### HUDA AL HASHIMI

Assistant Director General for  
Strategy & Innovation, Prime Minister's  
Office – UAE

The Republic of Uzbekistan has experienced a difficult history, with wars, repression, and economic instability. In spite of its history and the difficulties faced, women worked behind the scenes with devotion and love for their families.

*GWFD 2020* and the UAE is an example for the women of Uzbekistan to see the opportunities available to them, and to show their abilities without fear or limitation.

Uzbekistan is working closely with the *United Nations and Islamic Development Bank* to facilitate changes in women's empowerment and improve lives. There remain, however, strong "social norms" that continue to limit the role of women to the household.

Recent legislative changes, guaranteeing equality, and protection from oppression have helped increase women's participation in the workforce. At the last parliamentary election, the number of women elected to office doubled, with the proportion of female members of parliament now at 32%. Women are succeeding in all sectors.

The legislative reforms in the country have been driven by the recognition of the importance of gender equality and the realisation of the importance of women in public and private sectors, and decision-making.

The Commission for Gender Equality has been instrumental in creating education programmes and increasing awareness of the importance of gender equality, and is focussed on increasing the number of women holding positions of influence.

Uzbekistan is experiencing an unprecedented level of openness and international cooperation, working closely with international organisations and neighbouring countries to strengthen gender equality and empower women. The outlook for achieving gender equality is positive, and the country is looking forward to expanding international cross-collaboration, and empowering women to succeed across all sectors.



## KEYNOTE ADDRESS

### OPENING REMARKS

#### DAVID MALPASS

President of World Bank Group

### IN-CONVERSATION WITH

#### KRISTALINA GEORGIEVA

Managing Director, International Monetary Fund

Moderator

#### JOHN DEFTERIOS

Business Emerging Markets  
Editor and Anchor, CNN

### SPEECH BY

#### IVANKA TRUMP

Advisor to the President of the United States of America

The official opening of *GWFD 2020* brought together global leaders from government and international organisations working to advance gender equality at national, regional, and global levels. This section summarises the key initiatives and discussion points addressed by the keynote speakers.





## KEYNOTE ADDRESS



## KEYNOTE ADDRESS

### WOMEN ENTREPRENEURS FINANCE INITIATIVE

The *Women Entrepreneurs Finance Initiative (We-Fi)* is a collaborative partnership among 14 governments, 6 multilateral development banks and other public and private sector stakeholders, housed by the *World Bank Group*.

We-Fi supports women entrepreneurs by scaling up access to financial products and services, building capacity, expanding networks, offering mentors, and providing opportunities to link with domestic and global markets. The initiative also helps remove regulatory and legal barriers to women's success. The founding financial

contributing countries, including the UAE, have committed \$354 million to date in the support of female entrepreneurs.

As noted by David Malpass, female entrepreneurs are already changing the business landscape in the MENA region. However, entrepreneurship is only one piece of the puzzle – the world still does not provide a new-born girl with the same opportunities as a boy, or an environment to be paid fairly. The *World Bank* estimates that women's participation in the international labour force in MENA could boost regional GDP by 47%.

### WOMEN'S GLOBAL DEVELOPMENT AND PROSPERITY INITIATIVE

In February 2019, U.S. President Donald J. Trump launched the *Women's Global Development and Prosperity Initiative (W-GDP)*, as the first whole-of-government effort to advance women's economic empowerment, focused on three pillars:

- **Women prospering in the workforce;**
- **Women succeeding as entrepreneurs;**
- and
- **Women enabled in the economy.**

The W-GDP has already reached 12 million women around the globe. In 40 countries, there have been 62 legal changes or laws enacted to advance gender equality, including removing restrictions on the number of working hours for women, removing restrictions on the types of roles women can occupy, expanding paid maternity and paternity laws, and bringing in sexual harassment protection.

W-GDP is focused on reforming five global legal barriers to women's participation in the workforce; accessing institutions, building credit, owning and managing property, travelling freely, and restrictions on women's employment. Ivanka Trump notes that economists estimate that

effective implementation of such reforms could increase annual global GDP by \$7.7 trillion.

**“Female Entrepreneurs are already changing the business horizon in the MENA region.”**

**DAVID MALPASS**  
President, World Bank Group

### ECONOMIC IMPACT

Currently, an estimated \$575 billion regional income is lost in MENA because of gender-based discrimination due to regulations, laws, and social norms that constrain women's rights and opportunities.

Kristalina Georgieva noted that if gender balance was implemented truthfully and effectively, the wealth of the world

would increase by \$172 trillion. In addition to financial improvements, global gender balance can help create diverse boardrooms and workplaces, and facilitate better decision-making.

**“If tomorrow, we woke up with %100 gender equality, the wealth of the world would be 172\$ trillion bigger.”**

**KRISTALINA GEORGIEVA**  
Managing Director,  
International Monetary Fund



# KEYNOTE ADDRESS



## KEYNOTE ADDRESS

### LEGAL REFORM

The UAE has leapt up 23 spaces in the UN Gender Inequality Index, ranking first in the Arab world and 26th globally. The advances made in the UAE should be an example to other nations. In the UAE, leaders are removing barriers to women’s participation in the workforce, developing a national strategy to further women’s advancement in the workforce, and recognising that women are essential to sustainable growth.

*Empowering Women by Balancing the Law (EWBL)* is an initiative led by the *World Bank* that seeks to provide countries with the analytical and technical know-how in assessing and reforming laws that impede women’s economic and social progress. EWBL is ending child marriages, female

genital mutilation, and sexual harassment, and is broadening access to finance and markets.

Fiscal policy can also be a key tool in supporting gender equality. For example, in terms of taxation laws, secondary family earners (often women) are taxed differently in certain jurisdictions under “household” tax regimes. Simple changes would encourage secondary earners to enter the workforce.

“Women’s economic activity could increase annual global GDP by around \$7.7 trillion.”

**IVANKA TRUMP**

Advisor to the President of the United States of America

## SESSION HIGHLIGHTS & RECOMMENDATIONS

- \$575 billion regional income is lost in MENA due to gender-based discrimination.
- 100% global gender equality today would increase world wealth by \$172 trillion.
- The work of the UAE in implementing gender balance policies is particularly impressive and can be an example to other governments.
- W-GDP is changing the lives of women across the developing world, highlighting the importance of such initiatives.
- Women’s economic equality, in the MENA region alone, has the potential to add \$600 billion to global annual GDP by 2025.
- Reviewing and implementing gender based fiscal policies could encourage women’s workforce participation



## BREAKOUT SESSIONS

### ECONOMY

#### INSIGHTS FROM MCKINSEY & COMPANY: ‘MIDDLE EAST WOMEN AT WORK’ REPORT

Speaker

**CHIARA MARCATI**

Partner, McKinsey & Company - UAE

McKinsey & Company launched their Middle East “*Women at work: Job opportunities in the Middle East set to double with the Fourth Industrial Revolution*” report, which provides insights on the biggest barriers and solutions to female participation in professional and technical jobs in the Middle East, and focuses on the importance of advancing gender parity in the Fourth Industrial Revolution. Some of the key messages of the report are summarised below:

##### LITERACY

Levels of women’s literacy and enrolment in primary and secondary education are on par with men, and women tend to outperform men in schools.

##### INEQUALITIES PERSIST

Inequalities persist most notably in legal protection and financial inclusion. New legal frameworks are an important enabler for ending gender inequalities.

##### DIGITISATION

Digitisation will have a high impact across all sectors and occupations, driving exponential growth in the demand for tech skills in the labor market.

##### DIGITAL INCLUSION

Digital Inclusion is a critical catalyst for boosting women’s participation as technology begins to reshape the workplace.

##### BEYOND ACCESS

Providing support, mentorship, experience, and opportunities for women once they are working is key to empowering women beyond just access to jobs.

##### UNCONSCIOUS BIAS

64% of senior-level women report having their judgement questioned in their area of expertise as an issue in the workplace versus 14% of senior-level men.

##### LEAKING PIPELINE

Tailoring support to women’s needs at different stages in their career is critical to retaining women in the workforce.

In creating a conducive environment for women to thrive in the workforce, both the public and private sectors must take steps to provide education and promote structural change, tackle negative perceptions of women in society, break gender norms and deep-rooted biases, consider top-down directives for female inclusion, and develop support networks and events.

### FUTURE

#### EQUALITY IN THE ENERGY SECTOR

Speakers

**KHAWLA AL MEHAIRI**

Executive Vice President of Strategy & Government Communications, DEWA

**VALERIE LEVKOV**

Senior Vice President, Electricité de France, Africa, Middle East and Mediterranean

**DR. LAMYA FAWAZ**

Executive Director of Brand & Strategic Initiatives, Masdar - UAE

Moderator

**CAMPBELL STEEDMAN**

Managing Partner, Squire Patton Boggs - UAE

As the commitment to sustainable energy and growth spreads across economies and nations around the world, key leaders are working to ensure gender equality remains a central priority in this sector. Women leaders in the energy sector discuss barriers to women in the sector and opportunities for creating greater gender balance.



## BREAKOUT SESSIONS

### REASONS FOR UNDERREPRESENTATION

One possible reason for the lack of women in the energy sector and the low participation of women in engineering is the lack of information and awareness about career requirements. Public and private sector engagement is required to encourage more women to study engineering, which will lead to greater numbers entering STEM fields as they graduate. Valerie Levkov notes that, in France, many women are unable to complete their degrees, or drop out of the workforce, due to family commitments and lack of financial support.

### EDUCATION CHANGES

The UAE has seen a marked shift in the education sector, with statistics showing that women comprise 50% of graduates, who are pooling into the workforce. Lamya Fawaz notes that those changes are already being seen in the UAE energy sector, with 33% of Masdar's renewable energy workforce now being comprised of women – a figure much higher than the global average.

### EMPLOYER SUPPORT

It is important that employers develop programmes to provide women with support, training, and role models in their career development. As an example, Masdar has developed an “*Emerging Leaders*” programme, in which 55% of candidates are women.

## SOCIETY

### BE AN INFLUENCER AND DRIVER FOR POSITIVE CHANGE

Speaker

**H.H. SAYYIDA BASMA AL SAID**

Psychotherapist and Clinical Hypnotherapist – Oman

#### EARLY INFLUENCE

As a member of the Royal Family of the Sultanate of Oman, H.H. Basma grew up surrounded by influencers and role models. Born into a mixed culture family, H.H. Basma's mother brought an artistic flair to the family, while her father was a politician who exposed her to the realm of world affairs. At a young age, H.H. Basma's role model, the late Qaboos bin Said, ascended to the Omani throne and was known as a beacon of positivity and love for his people.

#### DARE TO BE DIFFERENT

Amidst the array of world-renown icons, including Martin Luther King Jr., Princess Diana, and Mother Theresa, H.H. Basma questioned how one becomes a role model, to which she explains that they dared to be different. Recognising her position of privilege, she decided that is exactly what she wanted to be – a role model.

During H.H. Basma's academic years, it was common to study information technology, but she decided to study mental health. Passionate about the human psyche, it did not matter that mental health was considered taboo in a conservative Arab country. H.H. Basma went on to learn about bringing positivity into people's lives, and teaching society “it is okay to not be okay”.





## BREAKOUT SESSIONS

### CHANGING PERCEPTIONS

Developing an artistic and musical way of exploring the subject of mental health in Oman, H.H. Basma created the “*Not Alone*” campaign through which storytelling is used as the best way to communicate and express oneself from the heart. Those who choose to share their personal stories are referred to as “Heroes”, and the resounding message is: Your Story is Worthy.

### THE DANGERS OF SOCIAL MEDIA

H.H. Basma notes that the notion that one must be positive all the time is abnormal. Negative online comments can be damaging without strength, acceptance, and comfort in one’s self. Mental health should not be taken lightly, especially on social media platforms where a screen acts as a barrier to human emotion.

## MEDIA

### WHEN WOMEN WIN: POPULAR MEDIA SHATTERS STEREOTYPES

Speaker

**RANA NAWAS**

When Women Win Podcast Host

*When Women Win* is a chart-topping weekly podcast where leading women from around the world share their inspirational stories and practical tools for success. Podcast creator, Rana Nawas, explains her motivations for building the platform and highlights what she has learned along the way.

#### MOTIVATION

Conversations about retaining women in the workforce had been taking place when Rana started her career 20 years ago. However, she had witnessed little practical change.

After reading “*What Works: Gender Equality by Design*” by Iris Bohnet, which explained why approaches to gender equality were not working, Rana emailed the author and asked if she could interview her for a podcast (that had not yet been created).

## ARTS & CULTURE

### WOMEN CREATIVES, SHAPING SOCIETY

Audience discussion  
moderated by

**JALAL LUQMAN**

Artist and Author – UAE

When Iris accepted the invitation, Rana had to create the podcast. Although a qualified engineer, Rana did not know anything about media, but hired people who did.

Rana’s motivation for continuing the popular podcast lies in providing access to female role models, demonstrating success, and shattering and challenging stereotypes of Arab women.

#### LESSONS LEARNED

- Having an accessible platform is a powerful tool to influence.
- Find a good role model. Role models provide invaluable support in development.
- Learn what makes you different – do not pretend to be someone else.
- The goal is progress, not perfection.

*The Cultural Office Women’s Creative Network* brings together UAE women artists from different artistic and creative backgrounds.

The Network provides a forum to allow Emirati artists to expand their network, collaborate, learn from other artists, provide feedback, and develop new creative ideas. The Network also strategically positions artists to bring their creations to market, participate in proposals for installations, receive commissions, and raise awareness and recognition for their work.





## H.H. SHEIKHA LATIFA BINT MOHAMMED BIN RASHID AL MAKTOUM

Chairperson, Dubai Culture & Arts Authority – UAE

### Moderator

**HADLEY GAMBLE**

News Anchor and International  
Correspondent, CNBC

The UAE has seen huge strides in the advancement of women in a short amount of time, however, there appears to be a misperception on the reality of the role of women in the UAE society.

To understand the importance of women in Dubai, one needs to understand the history of Dubai. When Dubai was a small fishing village, men would go out to sea pearl diving for months at a time, leaving women to take care of the households and local businesses. Accordingly, Dubai's society has always looked up to women and depended on them.

In terms of the power of influence, Sheikha Latifa grew up surrounded by powerful and influential women, and saw how these women had active roles in their community; listening to people's needs and serving their demands. The example they gave set high standards.

Growing up watching her father and grandfather's work and dedication, instilled in her a strong work ethic, and Sheikha Latifa started her career at the lowest level of the government grading scale.

The Dubai Arts & Culture Authority was a start-up at that time and the need to work at random work tasks, taught her the skills needed to succeed. To achieve something requires hard work and determination.

Highlighting the lessons learned in the UAE, and influencing the message of female empowerment globally, Sheikha Latifa notes the importance of government support, in creating rules and regulations that empower women in the workforce, as well as the cultural values of respect, and confidence in women to go out and pursue their dreams and achieve their goals.

Having an effective support network, whether from family or in the workplace, that advocates for and gives women the opportunity to succeed from merit is crucial.

Globally, there is a lot more opportunity for women, and the UAE can be seen as an example of what can be achieved for gender balance.





## REVOLUTION 4.0: A NEW PARADIGM FOR THE WORKFORCE

**Speakers** **KHALFAN BELHOUL**  
CEO, Dubai Future Foundation – UAE

**RANA NAWAS**  
‘When Women Win’ Podcast Host

**Moderator** **HENRY BONSU**  
Broadcaster and International  
Conference Host – UK

In a time of rapid technological, social, and environmental change, workplaces are being transformed to adapt to new ideas and ways of operating. This transformation impacts the economy and the day-to-day workforce, contributing to future readiness, opportunities for upward mobility, and the strength of individual capabilities. Khalfan Belhouli, CEO, Dubai Future Foundation, UAE; and Rana Nawas, “When Women Win” Podcast Host, discuss how gender equality is a key consideration for governments and global institutions during the Fourth Industrial Revolution. Moderated by Henry Bonsu, Broadcaster and International Conference Host.

### PREPARING FOR THE FUTURE

In preparing for the Fourth Industrial Revolution, it is important for governments to conduct as much research as possible to create the right environment to shape the future. In the UAE, the Dubai Future Foundation was created to achieve this

purpose through different programmes, training academies, and education.

Successfully anticipating the future requires a diverse range of viewpoints, including – and leveraging on – women’s ideas and talents.

### THE CHANGING JOB MARKET

Advancing technology provides both opportunities and challenges. In terms of opportunities, online platforms are providing the tools for people to work remotely, by passing some of the traditional barriers to market entry. It is important to adapt to the changes that technology brings, whether in adopting laws and regulations suitable for technological advances, or adapting skillsets for the evolving job market. Although advances in technology help

create new job opportunities, they may also result in job losses across certain sectors. It is important to prepare for those changes.

Governments, education providers, and employers have a responsibility to provide collaboration programmes and provide the existing and future workforce with the opportunities to equip themselves with the digital skills necessary to meet the challenges of the future job market.

### MANAGING TECHNOLOGY

Ethics, governance, and data protection laws and regulations are important in ensuring the ethical use of data. Collaboration is required between governments and regulators to create an environment where such data is used to improve society.

Currently, 80% of coders globally are white males. With the increased use of AI, it is important to recognise that the algorithms are only as good as the people inputting the data. If the coders inputting data and creating algorithms are not diverse, any output will only serve to perpetuate pre-existing bias.



## REVOLUTION 4.0: A NEW PARADIGM FOR THE WORKFORCE

### SESSION HIGHLIGHTS & RECOMMENDATIONS

- Governments, education sectors, and employers need to collaborate in preparation for the Fourth Industrial Revolution and the changing job landscape.
- Technology will provide opportunities but may also result in job losses – stakeholders should ensure that workforces are equipped to meet the challenges of the future job market.
- Government collaboration is required to develop effective governance and data protection laws for the ethical use of data, for the good of society in a globally connected world.



DAY 2



## OECD BEST PRACTICES IN GENDER BALANCE WORKSHOP: GLOBAL BEST PRACTICES IN GENDER BALANCE: TOOLKIT DEVELOPMENT WORKSHOP

Co-hosted by

THE UAE GENDER BALANCE COUNCIL & OECD

The *UAE Gender Balance Council* and the *Global Council responsible for Sustainable Development Goal 5* (Gender Equality) have partnered with the *Organization for Economic Development and Cooperation* (OECD) to create a *Global Best Practices in Gender Balance Toolkit*. The Toolkit will be international in scope, highlighting the best policies, practices, and initiatives to advance gender balance around the world. This comprehensive resource will **a)** spread best practices developed by countries and organisations that have had success in advancing meaningful gender balance, and **b)** inspire additional countries and organisations to make real changes to strengthen gender balance.

As a starting point for the development of the Toolkit, a 2.5-hour, interactive workshop was co-organized and co-facilitated by the *UAE Gender Balance Council* and

the OECD on Day 2, 17 February 2020 of the Global Women's Forum Dubai. The objectives of the workshop were to define the scope of the Toolkit, and identify priority content focus areas for the Toolkit. Participants were drawn from the *SDG 5 Global Council* and senior-level gender policy experts attending *GWFD 2020*, representing a range of nations and perspectives on advancing gender balance.

Key outcomes included recognising the need for a 'living' Toolkit, whereby it could be periodically updated to reflect innovative and progressive approaches to advancing gender balance, ensuring the Toolkit was accessible (i.e. online), and would provide guidance on self-assessment (e.g. information on conducting gap analyses) for nations and entities seeking to better understand

where changes were most required to increase gender balance.

The driving force behind the development of the Toolkit is the recognition that gender balance continues to be a key area of focus for governments, private sector organisations, and national and international non-governmental organisations. Yet, gender balance and equal women's access to, and representation in, decision-making posts continues to be a challenge worldwide.

Research shows that a range of barriers continue to persist across a wide range of areas that impede gender equality. These range from women being concentrated in lower grade and lower pay occupations;

burden of unpaid care; difficulties in equal access to justice; etc. Addressing these barriers requires putting in practice a concept of multi-dimensional women's empowerment, combining legal, political, and economic dimensions. Many countries and organisations do not have the full breadth of support needed to advance gender equality in a meaningful way. The proposed Toolkit will provide both large and small-scale practical and tested policy ideas that countries and organisations can implement to strengthen and advance gender balance.

The Toolkit will be launched at the upcoming edition of the World Government Summit.





WOMEN LEADERS IN GOVERNMENT

- Speakers

**RANIA AL MASHAT**  
Minister of International Cooperation – Arab Republic of Egypt

**MARIAM AL MHEIRI**  
Minister of State for Food Security – UAE

**LANA NUSSEIBEH**  
UAE Ambassador and Permanent Representative to the UN

**MIMOZA KUSARI LILA**  
MP – Republic of Kosovo

Moderator

**JOHN DEFTERIOS**  
Business Emerging Markets Editor, CNN

Across the world, the representation of women in parliament and the diplomatic corps varies dramatically. Rania Al Mashat, Minister of International Cooperation, Arab Republic of Egypt; Mariam Al Mheiri, Minister of State for Food Security, UAE; Lana Nusseibeh, UAE Ambassador and Permanent Representative to the UN; and Mimoza Kusari Lila, Member of Parliament, Kosovo, discuss their individual journeys and their insights on the tools needed to increase the representation of women in government. Moderated by John Defterios, Business Emerging Markets Editor and Anchor, CNN.

WOMEN IN GOVERNMENT

In terms of women in government, Rania Al Mashat believes that women have two key tasks: prove themselves as competent leaders, and excel in performance. These two factors help change societal perception (making society gender blind), gives political leadership the strength

to push for gender equality, and will open doors for other potential women leaders. This view is shared by Mimoza Kusari Lila, who states that women in politics feel double the responsibility by not only serving the people, but also inspiring young girls to go into politics

and take on decision making positions, as well as demonstrating that women can be successful. Such success, however, requires determination, perseverance, and hard work.

Current data illustrates that achieving gender parity in world parliaments will take 52 years; however, provided that the current determination and commitment

of men and women continues, it is hoped that gender parity should be achieved in a shorter timeframe.

Government initiatives can help facilitate the inclusion of more women. Looking at the initiatives implemented by the UAE, today, a third of the UAE cabinet, and half of the UAE parliament, is represented by women.

ENCOURAGING PARTICIPATION

Looking at the areas of growth provided by gender equality, it is critical to recognise the steps needed to facilitate female progression in the workforce. It is important to ensure that women have

equal pay and access to infrastructure, such as daycare, transportation, and finance, to make participation in the workforce realisable.





## WOMEN LEADERS IN GOVERNMENT

### DEVELOPING SKILLS FOR THE FUTURE

Looking to the workforce of tomorrow, governments must equip women with the education, skill sets, and vocational training that allow them to participate, as jobs carried out by women today are most likely to be replaced by technological advancements.

In the future, the skills of policy makers, diplomats, and graduates will need to be agile, resilient, and flexible. The UAE

Education Council is looking at matching schools and the education system to future workforce requirements. Mariam Al Mheiri notes that the vision of the UAE in sending its first astronaut into space and in developing the Mars Probe project (with 34% of the team comprised of women) sends out an inspirational message to the youth around the region as to what can be achieved.

### PEACE & SECURITY

Lana Nusseibeh notes that gender equality is not just a financial matter; it is critical for peace and security. The *UN Security Council* is a reflection of global realities today – the effectiveness of the UN is dependent on efficient coordination between member states and the political will to negotiate solutions. This is why the normative framework created by the UN is important for setting benchmarks and

standards. *UN Security Council Resolution 1325* mandates the role of women in the peace and security continuum. While the legislative framework is already there, the challenge is its implementation – today, less than 10% of women are negotiators and mediators in peace and conflict situations. Women bring the full spectrum of considerations when negotiating peace settlements and develop more successful solutions.

### SESSION HIGHLIGHTS & RECOMMENDATIONS

- Governments and private organisations can cooperate to provide inspiration to youth to engage in the workplace and wider society.
- Women can open doors for other women to participate in the workforce.
- Government support in specifying relevant education curriculums and training courses is key in preparing for the future and ensuring that the workforce is equipped with the relevant skills .
- Governments should implement programmes to encourage women to seek leading positions in government.
- Women's participation in peace and security is not only essential to achieving gender equality, but also helps develop successful peace solutions.



## GAME CHANGER

Dajani wears five scarves, representing the different roles she has in her life: mother, teacher, molecular cell biologist, social entrepreneur, and Islamic Feminist, a title that was given to her in 2014, when she was chosen as the most influential female scientist in the Arab world. This title led her to researching gender imbalance within the STEM workforce through a scientific lens.

In reviewing the role of women in the workplace, Dajani emphasised that it is important to recognise and credit women with the essential role of being able to have and nurse children. Antiquated workplace structures that are not designed to accommodate women having children need to be reformed to recognise the role of women as mothers.

Employers should not ask how to attract more women to the workplace, but instead ask women what they want to succeed, beyond an outdated work framework designed to only accommodate men.

As the differences between men and women are recognised, it is important to ensure that women are not discriminated against simply because of biology.

Research shows that the first five years of a child's life are the most important for the emotional, social, and brain development, and that parents are the most important people to influence a child's development during that time – facilitating gender balance in the workplace requires recognition of key, scientific, family considerations.

Male dominated concepts of success are predominant throughout the world. Women should be able to choose how they want to define their success.

Success can be defined differently by each individual – often changing throughout a person's lifetime; whether that be taking care of children or succeeding in the corporate world. Success should be defined by a person's own parameters and measurements for success.



### **RANA DAJANI**

Professor of Molecular Biology, Founder & Director of We Love Reading, President of Society for Advancement of Science & Technology in the Arab World, and Visiting Professor at Jepson School of Leadership, University of Richmond



### HILLARY YIP

CEO, Minor Mynas - Hong Kong



Entering a young entrepreneurs competition at the age of 10, Hillary came up with the idea of Minor Mynas, a ground-breaking idea to leverage children's free time to teach each other new languages.

The young entrepreneurs competition gave children the opportunity to pitch their ideas to a government led start-up event, where she met her first mentor, who took the time to provide insight into the entire life cycle of a start-up enterprise, from inception to fundraising and going to market.

The mentor support gave her the confidence to take her idea to market and resulted in Hillary launching the Minor Mynas app in 2017.

The experience of launching Minor Mynas and its success in creating a platform for children to learn, has opened opportunities

to influence online content and make access to the internet safer for children.

Technology has enabled the development of effective teaching tools, suited to the learning needs, skills, and styles of children.

Giving children and young people, from a diverse variety of backgrounds, a safe and effective global platform to communicate, educate, and interact with one another can help create a more tolerant society, where people become familiar with and more understanding of the viewpoints and backgrounds of others.

Hillary has demonstrated, that even at a young age, when ideas are encouraged, mentored, and supported, young girls can have an impact and influence society for the better.



# BREAKOUT SESSIONS



## ECONOMY

### GENDER RESPONSIVE BUDGETING

Speakers

**ZOHRA KHAN**

Global Policy Advisor, Governance & National Planning, UN Women

**STEFANIA FABRIZIO**

Deputy Chief, Strategy, Policy and Review Department, IMF

Moderator

**NOUR EL CHEDRAWI**

Lead Projects Executive - Fedral Competitiveness & Statistics Authority – UAE

Gender budgeting benefits men, women, and children, and strengthens economies, societies, and nations. This session highlighted considerations for effective approaches to gender budgeting:

#### TAILORED APPROACH

Effective gender budgeting requires consideration of the relevant country's needs and levels of development.

#### PROPER ASSESSMENT

It is imperative to ensure that proper assessments are carried out on the potential effects of budget reform before implementation.

#### COHERENT POLICIES

Implementing effective gender budgeting can be a complex process due to different stakeholders, agendas, and expectations in government departments and ministries. It is important to have coherent policies that address all aspects of the process.

#### EFFECT ON GENDER BALANCE

For developing countries, gender budgeting can be more focused on creating opportunities for women – for example, allocating funding and aid for the creation of essential infrastructure, such as the provision of clean drinking water, where obtaining clean drinking water has traditionally been the responsibility of women.

## FUTURE

### THE POWER OF SUSTAINABLE ACTION

Speakers

**ATHBEH HAMDAN ALSHEHHI**

Senior Engineer, Climate Change & Sustainability, DEWA – UAE

**MARYAM KHANSAHEB**

Senior Engineer, Sustainability, DEWA – UAE

**ABDULRAHMAN ALJAMEA**

Vice President, Corporate Strategy, Risk & Resilience, DEWA – UAE

**MOHAMMED ABDULKAREEM ALSHAMS**

Chief Officer, Climate Change & Sustainability, DEWA – UAE

Moderator

**CHRISTOPHER SKIPPER**

Partner, Squire Patton Boggs – UAE

Sustainable action benefits individuals, economies, and the environment. Panellists discuss achieving sustainable development in the energy sector and leading the way as a global influencer for change.

#### CLEAN ENERGY AND THE FUTURE

A collaborative effort is being taken by Dubai Electricity & Authority (DEWA) and the Government of Dubai to reduce carbon emissions and achieve the target of having 75% clean energy, as set by the Dubai Clean Energy Strategy 2050.

#### CLEAN ENERGY AND GENDER BALANCE

In the fast-paced world of changing technology, it is important to have a diverse team with different perspectives all working together to anticipate changes and develop new ideas. Within DEWA, 60% of the team is comprised of women and the varied perspectives bring out the best results for the company and Dubai.



## BREAKOUT SESSIONS



### TRANSFERABLE SKILLS AND SOCIAL RESPONSIBILITY

The inclusive environment within DEWA means that employees are encouraged to explore new initiatives to address climate change and engage in sustainable humanitarian activities such as the *UAE Water Aid Foundation*. Such an environment allows employees to help influence other organisations in developing strategies to meet DEWA's sustainability and clean energy target, and to partner on sustainable activities.

## SOCIETY

### MEANINGFUL WORK-LIFE BALANCE

Speaker

**GHADA OTHMAN**

Director of INSEAD Women in Business Club – UAE

#### SCANDINAVIAN MODEL

Flexible working hours are a common practice in Scandinavian countries, where working hours are not measured by time spent in the workplace, but by the amount of time spent working anywhere.

#### RETAINING WOMEN IN THE WORKFORCE

In order to retain women in the workforce, companies need to implement policies that make it easier for women to remain at work, and remove the barriers that prevent them from progressing in their careers. Scandinavian countries have provided an example of how that can be achieved, and that example can be tailored to other nations.

## MEDIA

### SOCIAL MEDIA: DOORS TO WOMEN'S ECONOMIC OPPORTUNITIES

Speaker

**EBELE OKOBI**

Facebook Public Policy Director, Africa, Middle East & Turkey

Moderator

**MARWA AL SIYABI**

Associate, Squire Patton Boggs – UAE

Social media platforms have emerged as sites of convergence and opportunity for many, including women entrepreneurs who may not otherwise have had access to markets. Ebele Okobi highlights some of the initiatives Facebook is using to empower women.

#### SHE MEANS BUSINESS

*She Means Business* is an online platform for entrepreneurial women to make valuable connections, share advice, and move forward together. Since its launch in 2016, Facebook has supported more than 500,000 women in 48 markets with training and mentorship opportunities, including training more than 14,000 women across the Middle East and North Africa to use Facebook and Instagram to start and develop businesses.

#### PARTNERSHIP WITH KHALIFA FUND FOR ENTERPRISE DEVELOPMENT

*She Means Business* has collaborated with the *Khalifa Fund for Enterprise Development*, aiming to contribute towards enhancing the UAE's competitive economy and to transform Abu Dhabi into a major investment and economic hub in the region. This collaboration also aims to connect, support and train more than 1,000 women entrepreneurs through a series of in-person training sessions, and campaign to celebrate, recognise, and inspire women entrepreneurs throughout the region.



ART & CULTURE

CURATING COMMUNITIES:  
INFLUENCING SOCIETY THROUGH ART

Speakers	DINA SAADI Artist – UAE
Moderator	JALAL LUQMAN Artist and Author – UAE

Urban hubs throughout the world are integrating art and creative installations into streetscapes, transport and building designs, and bringing art to the public.

Taking art out of museums or galleries and incorporating it as a key element of city design serves a number of unique purposes, including enhancing community happiness, strengthening cross-cultural relations, and increasing tourism and socio-economic activity.





## THE RT. HON. THERESA MAY

Member of Parliament for Maidenhead and Former Prime Minister of the United Kingdom of Great Britain and Northern Ireland

Moderator

LANA NUSSEIBEH

UAE Ambassador and Permanent Representative to the UN



May was elected as a Member of Parliament (MP) in 1997, following two unsuccessful election campaigns, and in July 2016 became the second woman to hold the office of Prime Minister of the United Kingdom (PM).

Despite women being a minority in government, May never thought of herself as a “woman in parliament” and refuses to attribute any negative outcomes, such as losing two election campaigns, to being a woman.

It is critical that aspiring women see other women in leadership roles, in government, in business, and elsewhere. May reflected that, women in leadership roles had not done enough to facilitate the progression of other women, and that men tend to be better at networking and leveraging contacts. Accordingly, in 2005, May co-founded *Women2Win*, a campaign to identify, train, and mentor female candidates for public office within the Conservative Party.

Focusing on women in government, May says it has been important to identify and eliminate any inadvertent bias against women in the selection process. For example, during selection, candidates were required to stand up and deliver a speech – a process that appeared unconsciously to favour men. Women fared better when afforded the chance to hear and respond to people and

their issues. Women appear to be better listeners – a crucial trait, since MPs are supposed to represent their constituents – and a simple change to the selection process resulted in the election of more female candidates.

It is also important to ensure that the right infrastructure is available to facilitate women participating in any field. Lactation facilities, female toilets, and changing rooms are often missing from workplaces that have traditionally been male-dominated.

For a variety of reasons, such as removing unconscious bias from government selection processes; providing training to women on skills such as public speaking; women networking; encouraging open-mindedness; striving to eliminate pigeonholing and stereotyping; and ensuring equal opportunities, a record number of female MPs were elected to parliament at the last UK General Election, with the proportion of female MPs now at 34%.

May also noted that not all jobs are suitable for everyone; different personality traits and abilities suit different activities. Rather, it is imperative that men and women both participate – male and female skillsets are complementary and differing perspectives breed superior decisions.



## IN CONVERSATION WITH...

Reflecting on traits important for success in government, May stated that perseverance and experience are both important to lead a successful political career. Perseverance is required to keep moving forward in the face of opposition and defeat, and broad experience provides an understanding of wider issues and results in better collective decision-making

Prior to being elected PM, May was Home Secretary and Minister for Women and Equalities. This allowed her to focus on addressing issues of vital importance to society, not just to politics, including combatting domestic abuse and violence, and promoting shared parental leave.

Holding public office means discharging a valuable public service. That service involves providing a voice to the voiceless,

representing the unrepresented, and striving to improve the lives of all.

Since stepping down as PM, May continues to serve her local constituency, and has remained a champion of three particular causes: passing new legislation to counter domestic abuse; passing new legislation to tackle modern slavery; and raising awareness of mental health issues.

In drawing the conversation to a close, Mrs. May noted that she wants to be remembered as someone who:

- Encouraged people to realise their potential.
- Was committed to public service and improving lives.
- Championed those with no voice.





### CAPTAIN SHEIKHA MOZAH BINT MARWAN AL MAKTOUM

Lieutenant Pilot, Dubai Police Force – UAE



When was the last time you did something for the first time – did you get that buzz and adrenaline? Sheikha Mozah grew up loving adrenaline sports and, at the age of 12, took her first flying lesson – starting a love for aviation.

Shortly thereafter, she started taking aerobatic flying lessons and wing walking – achieving a Guinness World Record in 2013 for the most consecutive wing walking rolls.

Girls often tell stories to themselves about their dreams and aspirations. Sheikha Mozah thinks that if we sit and wait for our dreams to materialise, that day will never come – and that a person ought to go and test reality.

Many people create boundaries in their own minds, before the questions are even verbalised or tested. For Sheikha Mozah, she thought that she would never be able to study abroad, but when she asked her parents, she discovered an amazing amount of support and encouragement to pursue her dream of becoming a commercial pilot, joining *Oxford Aviation* as the youngest student at the age of 17.

The first few months at *Oxford Aviation* were tough – having to learn the discipline of independent study at a young age, surrounded by older students with much more experience.

After completing her studies, Sheikha Mozah joined Emirates Airlines with the support of her parents. On her first commercial flight, her mother flew on the same flight with friends to celebrate and support Sheikha Moza's achievements.

Even with the support of her family, however, training to become a pilot was not easy and she went through periods of homesickness, negativity and self-doubt. The journey to success was a physical and mental challenge but she faced it with a positive attitude.

The aviation industry is currently male-dominated and in October 2019 Sheikha Mozah established the *Women in Aviation Association* to increase the proportion of women in the industry.

The leadership of the UAE has demonstrated incredible support to the promotion of women in the UAE and the number of women in aviation is steadily growing.

With a desire to serve her country, Sheikha Mozah decided to join the Dubai police, and recently graduated as First Lieutenant Pilot of the *Dubai Police Air Wing*, becoming the first female police pilot in the UAE. She is proud to serve the community and hopes that her journey can provide inspiration to women to pursue their dreams and spirit for adventure.



## GAME CHANGER

Laura grew up in a very small town outside of Chicago, but had a father who encouraged her to dream big, and decided to join the *US Foreign Service*.

On her first tour of duty to Bogota, Columbia, serving at the height of the drug cartel violence, she was assaulted 3 times on official duty. Although a humbling experience, it taught her to find strength by partnering with others – that partner was a US marine who later became her supportive husband.

Laura's next tour of duty was to Kigali, Rwanda, trying to broker peace between soldiers and rebel forces, as the only women crossing the Demilitarised Zone (DMZ). Her attempts were initially met with disparaging treatment and threats by soldiers at DMZ checkpoints, until she found a way to establish trust with the soldiers and rebel forces, in a woman's way – by bringing them food.

Although she tried to broker peace, the Rwandan genocide unfolded and she became a first-hand witness to the horrors of genocide. In three months, more than 800,000 people were killed. In the middle of the evacuation efforts, there was a realisation that the team had to save everyone they could – no one else would do it.

Out of the ashes of genocide, rose modern day Rwanda. With a huge number of

men killed during the fighting, many of the refugees were women, and when they returned, they rebuilt the country. The empowerment of women and the changes they effected drove change in Rwanda.

The experience in Rwanda made Laura a champion for women's empowerment. With a desire to effect change, Laura joined the *US Trade Representatives Office* to build the kind of changes and economic opportunities that foster peace.

Moving to *Time Warner*, Laura experienced that women were more often judged on how they looked but her influence allowed her to get involved in film making that told how women can be powerful agents for change.

Upon joining *Citi Group*, Laura learned the importance of finance in forging new economic opportunities for women and the power of fostering programs to bring women to markets. The experiences in *Citi Group* led to Laura joining UPS, which has given her the opportunity to provide the logistics for women to have market access and economic empowerment. UPS programs provide women with the ability to come to market and understand the requirements of logistics.

Laure believes the world can be a more peaceful and prosperous place. If everyone has the opportunity to engage in economic growth, nothing is impossible.

## LAURA LANE

President, Global Affairs, UPS – USA







## ACHIEVING 2030'S SUSTAINABLE DEVELOPMENT GOALS: WOMEN'S ENGAGEMENT

### Speakers **ABDULLA LOOTAH**

Director General of Federal Competitiveness and Statistics Authority – UAE

### **SHAMSA SALEH**

Secretary General, UAE Gender Balance Council

### **TALINE KORANCHELIAN**

Deputy Director, Middle East and Central Asia Department, IMF

### **ZOHRA KHAN**

Global Policy Advisor, Governance & National Planning, UN Women

### Moderator **HADLEY GAMBLE**

Anchor, CNBC

The 17 Sustainable Development Goals (**SDG**) are a universal call to action to end poverty, protect the planet, and improve the lives and prospects of everyone, everywhere. All UN Member States adopted the 17 Goals in 2015, as part of the 2030 Agenda for Sustainable Development, which sets out a 15-year plan to achieve the Goals by 2030. Although each SDG is a stand-alone goal, it can be argued that SDG 5: Gender Equality is critical to achieving all other SDGs. Panellists examine the challenges of achieving the 2030 SDGs and the importance of SDG 5.

### CONTEXTUALISE PROGRESS

In order to successfully achieve each SDG and implement effective transformation across a nation, it is critical to examine not just the statistics around the achievements, but to also find out what suits each nation individually and determine whether

fulfilment is being achieved at the correct pace. Achievement of gender parity across the region is being met at varying paces, reflecting when each country began focusing its efforts on gender parity.

### SUSTAINABLE DEVELOPMENT

In implementing change across both government and the private sector, it is important to do so in a manner that is consistent with the international community. Certain government strategies are not always sustainable, and engaging in a manner that is reflective of the views of the population is important. Policy effected in this manner can be sustainable and is critical to the stimulation of foreign direct investment in a country.

Effective transformation cannot be reflected in legislative reform alone, but also requires changes to broader policies, which can influence job creation, access to education, finances, and asset ownership. In tackling social norms and cultural perceptions in certain societies, it is critical to raise awareness and change perceptions from an early age.

### SUPPORTING CHANGE

IMF can play an important role in supporting and driving initiatives for promoting gender balance and achieving the SDGs. This can be done through policy advice initiatives to countries and granting loans only upon achieving certain gender balance initiatives, or specific SDGs.

Commenting on the role of government in driving change, Abdullah Lootah highlighted the culture in UAE politics – all

departments and authorities work for the benefit of the country as a whole, without the bias of party politics. This culture was reflected in the manner in which the UAE Government acted to address issues identified in the *World Bank* Report on “*Women, Business and the Law*”, which ranked the UAE in the lower quartile of countries internationally. Within a three-week period, the UAE successfully changed many of its existing laws,





## ACHIEVING 2030'S SUSTAINABLE DEVELOPMENT GOALS: WOMEN'S ENGAGEMENT

notwithstanding that the culture around gender balance in the UAE was already at the forefront of international best practices. To properly effect sustainable change, there needs to be a clear and

transparent dialogue with international organisations to ensure that the demands made by the international community reflect the needs and deliverables of the local community.



## SESSION HIGHLIGHTS & RECOMMENDATIONS

- Effective transformation cannot be properly measured in isolation but requires implementation of tailored measurement criteria.
- Sustainable change requires clear and transparent dialogue with international organisations, with proper regard to a nation's starting point.
- The demands of the international community must reflect the needs and deliverables of the local community.
- Effective transformation cannot be reflected in legislative reform alone but requires both public and private policy changes.





ECONOMY

THE POWERFUL ROLE WOMEN CAN PLAY ON COMPANY BOARDS

Speakers	<b>ASHRAF GAMAL EL DIN</b> CEO, Hawkamah – UAE
	<b>FAHIMA AL BASTAKI</b> Executive VP and Head of Business Development Division, Dubai Financial Market – UAE
	<b>VANESSA ABERNETHY</b> Committee Member, 100 Women in Finance, UAE Chapter

Strong company boards require a diversity of perspectives, including those of women leaders. Panellists discussed the importance of women on boards and the skills needed to hold board positions:

THE IMPACT OF DIVERSITY

The importance of women participating on boards has been well documented globally, with a variety of perspectives, skills, and backgrounds all contributing to better decision making.

THE RIGHT CANDIDATES

The session noted the importance of ensuring that women appointed to boards have the requisite skills and qualifications to add value to the company. Such appointments must be qualitative and not just a token initiative.

THE ROLE OF THE BOARD

Ashraf Gamal El Din noted that board membership was not about management, but about supervision – the board being responsible for management oversight. The one exception is in relation to board roles in finance – an area in which greater engagement is required in the region.

ENCOURAGING CHANGE

Fahima Al Bastaki noted that the *Dubai Financial Market* (DFM) has set the objective of having at least 20% of all Board members in every DFM listed company being women – reflecting their view that gender balance is critical to board success. Accordingly, all women are encouraged to stand for board positions, and DFM advertises all available positions on its website to encourage applicants.





## BREAKOUT SESSIONS

### FUTURE

#### INNOVATION FOR THE FUTURE

##### Speakers

**AAESHA ALNUAIMI**

Director, Solar Innovation Centre, DEWA – UAE

**MATAR ALMHEIRI**

Chief Innovation Officer, DEWA – UAE

**HESHAM ISMAIL**

Senior Researcher, 4IR, DEWA – UAE

**SAMIA ALMUDHAREB**

Graduate, Research and Development, DEWA – UAE

##### Moderator

**MARWA AL SIYABI**

Associate, Squire Patton Boggs – UAE

Panellists discussed the tools to encourage women to thrive and advance in the solar sector, as more women are powering the solar energy and research development sector in the UAE.

##### LEADERSHIP SUPPORT

Governments play an important role in motivating women to join STEM fields. Words of encouragement and positive messages help inspire, attract, and advance women in STEM-based careers.

##### ORGANISATIONAL SUPPORT

Women make up the majority of the workforce within DEWA, and the organisation empowers women to pursue new ideas and visions for innovation. Role models play an important part in DEWA and offer opportunities for the right people to attain the right position without gender bias.

##### ADVICE TO YOUTH

- Enjoy what you are doing.
- Do not be afraid of failure – learn from mistakes.
- Do not be afraid to ask challenging questions.
- Follow your dreams and have the confidence to achieve your goals.

### MEDIA

#### GOOGLE TRENDS: WHAT ARE PEOPLE SEARCHING FOR?

##### Speaker

**SAMYA AYISH**

Google News Initiative Teaching Fellow – UAE

Launched in 2006, *Google Trends* is a global online tool that can be used to understand behaviours in searching for specific events, common phrases, and how to effectively utilise search functions.

Google creates tools and platforms that organise online information and make it easily accessible. The online search indicators provide insights into what people are searching for, and the trends in each region.

### ARTS & CULTURE

#### HEALING THROUGH ART

##### Speakers

**DALAL AL SINDI**

Art Therapist

**SARA POWELL**

Art Psychotherapist

##### Moderator

**JALAL LUQMAN**

Artist and Author – UAE

Effective therapies take many forms and Art Therapy has proven to be an effective therapeutic treatment for a number of medical ailments, including eating disorders, depression, and encouraging patients to engage in physical therapy following traumatic injuries. Art Therapy also helps with social care and communicating with patients who may be unable to communicate freely.



we-fi  
WOMEN ENTREPRENEURS  
FINANCE INITIATIVE





## THE WOMEN ENTREPRENEURS FINANCE INITIATIVE (WE-FI)

The Women Entrepreneurs Finance Initiative (We-Fi) is a collaborative partnership among 14 governments, 6 multilateral development banks, and other public and private sector stakeholders, housed at the World Bank Group. We-Fi supports women entrepreneurs by scaling up access to financial products and services, building capacity, expanding networks, offering mentors, and providing opportunities to link with domestic and global markets. The initiative also helps remove regulatory and legal barriers to women's success.

The We-Fi MENA Regional Summit took place on the sidelines of *GWFD 2020* and was co-organised by Dubai Women Establishment, to identify challenges and actionable steps to support women entrepreneurs. This section highlights the key messages and takeaways delivered during the Summit.

GLOBAL WOMEN'S FORUM منتدى المرأة العالمي  
**دبي.20**  
 POWER OF INFLUENCE قوة التأثير  
 16-17 FEBRUARY 2020 فبراير 17-16







WE-FI MENA REGIONAL SUMMIT KEYNOTE ADDRESS

SÉRGIO PIMENTA

Vice-President, Middle East & Africa, International Finance Corporation, World Bank Group

WHY IS IT IMPORTANT TO SUPPORT WOMEN?

Women across the globe lose more than \$160 trillion in lifetime earnings due to the gender pay gap. In developing countries, women-owned SMEs face a credit deficit of nearly \$1.5 trillion, leading to difficulties with starting, growing, or sustaining business. Eliminating such disparities would be of significant economic benefit to society as a whole.

Across the world, governments, private companies, and organisations are

1. ACCESS TO FINANCE

In the MENA region, 56% of men have access to bank accounts compared to 38% of women. Recent studies have shown that women entrepreneurs own between

recognising the potential for female entrepreneurs to have a substantial impact on the global economy.

With its broad network of governments, banks, and public and private stakeholders, We-Fi has become a powerful catalyst to overcome the barriers to women’s participation in the economy. Helping to facilitate the participation of women requires addressing three key elements:

50% and 70% of micro businesses within the region; however, participation drops to between 20% and 30% for larger businesses.

The *World Bank* is collaborating with financial institutions within the region and throughout the world to offer innovative

solutions to provide women entrepreneurs with greater access to financing.

2. ACCESS TO MARKET

Globally, women make up approximately 30% of the world’s entrepreneurs. However, large corporations only source 1% of their goods from women-owned

businesses. Corporations need to establish more inclusive supply chains to bolster women entrepreneurs and positively impact gender equality.

3. NETWORKS AND MENTORING

Studies show that men have greater access to business opportunities, information, and investors than women, ultimately resulting in greater access to seed capital for business growth.

Recent research shows that women lead 50% of start-up entities that enter accelerator programmes designed to train and support the development of start-ups,

but only 11% of companies that receive funding are led by women. In order to address this disparity, with the support of We-Fi, the IFC has launched the *Scale X programme* with the aim of incentivising emerging market accelerator programmes by providing a bonus for every woman entrepreneur who successfully raises funds from investors.





## EMPOWERING WOMEN ENTREPRENEURS IN THE MENA REGION: NEW SOLUTIONS TO OVERCOMING BARRIERS

- Speakers**
- RANIA AL MASHAT**  
Minister of International Cooperation – Arab Republic of Egypt
- NADIA AL SAEED**  
CEO, Bank Al Etihad – Jordan
- HEIKE HARMGART**  
Managing Director, European Bank for Reconstruction and Development – Jordan
- LAURA LANE**  
President, Global Public Affairs, UPS – USA
- MICHAEL OKOROAFOR**  
Vice President - Global Sustainability & Packaging Innovation, McCormick & Company – USA
- Moderator**
- LUBNA BOUZA**  
Editor-In-Chief, Business, Sky News Arabia

Women entrepreneurs can transform the industries they are in but face a multitude of constraints and biases that hinder their success. Rania Al Mashat, Minister of International Cooperation, Arab Republic of Egypt; Michael Okoroafor, Vice President - Global Sustainability & Packaging Innovation, McCormick & Company, USA; Nadia Al Saeed, CEO, Bank Al Etihad, Jordan; Laura Lane, President, Global Public Affairs, UPS, USA; and Heike Harmgart, Managing Director, European Bank for Reconstruction and Development discuss solutions to help women entrepreneurs overcome financing, market, and policy barriers to grow their business. Moderated by Lubna Bouza, Editor-In-Chief, Business, Sky News Arabia

### BARRIERS TO BUSINESS

The IMF has described the participation of women in economy as “macro-critical” – shifting the focus of women from simply being a minority needing more representation, to the quantifiable economic gains of gender balance.

Many factors negatively affect the participation of women in the workforce, including “social norms”. Changes to public policy can play a big role in improving the participation of women in the workforce by introducing equal pay, as

well as good transportation and daycare for children and dependents.

In developing countries, women often experience greater barriers to business, as they are unable to own land, access finance, or travel freely to expand their networks. Entrepreneurship is important in contributing to innovation in a country. Understanding how to export goods and the logistics industry plays an important role in allowing women to trade around the world and expand their businesses.

### SUSTAINABLE SUPPLY CHAINS

Global companies can deliver top-tier performance while ensuring ethical and sustainable supply chains. Investing in schools, hospitals, and clean drinking water in farming communities in developing countries is good for business and ensures continuity of supply, while also creating the infrastructure for women to participate in the workforce. Successful

women are examples to their children and communities, driving them to succeed and thrive.

Fostering sustainable growth and investing in women is good for business. There are multiple elements to creating a successful environment for women-owned businesses to flourish. Mentoring,





# EMPOWERING WOMEN ENTREPRENEURS IN THE MENA REGION: NEW SOLUTIONS TO OVERCOMING BARRIERS

training, infrastructure, and services are all important factors to creating a successful ecosystem for women entrepreneurs.

In providing financing, bank panels need diversity to be able to identify all the elements that feed into the creation and funding of successful business.

## CELEBRATE SUCCESS

Forums such as *GWFD 2020* are important to highlight the success stories of women, encourage other women to become entrepreneurs, and demonstrate the gains to society and the economy. Government policy and public-private partnerships are important in removing barriers to women, and giving them the confidence to engage.

The provision of good role models is an important aspect to achieving gender balance. Competence, connections, confidence, and charm are all important aspects to success. Competence is gained through education, connections will be made through demonstrating competence, confidence is gained through competence, and charm allows successful interactions with connections.

## BANKING SOLUTIONS

In addressing access to finance, *Bank Al Etihad*, Jordan, has launched the first full banking solution for women. The programme addresses women as business leaders, professionals, and leaders of their households. The programme includes products such as collateral-free loans, start-up loans, savings accounts, insurance,

wealth management services, and savings products for women. The programme also includes non-financial aspects; providing financial literacy mentorships, training, networking events, and awards. Since commencing the programme, 36% of the bank’s customers are now women and the portfolio of women clients has multiplied by six.

## INCREASING THE C-SUITE

As well as legislative changes, advancing women to C-Suite roles also requires a holistic approach in providing training, suitable recruitment practices and policies, inclusive work environments, and

supportive champions. Recent reports have demonstrated that if all barriers to women’s advancement were removed, there would be a huge increase in global GDP.

## SESSION HIGHLIGHTS & RECOMMENDATIONS

- Global companies can thrive by ensuring and investing in ethical and sustainable supply chains.
- Public and private sector organisations should highlight the success of women to encourage others.
- If all barriers to women’s advancement were removed, global GDP would increase by 26%.
- Companies need to implement holistic policies to increase the number of C-suite women, including the provision of training and support.





HOW TO GET FUNDED

Speakers	<b>RAMEZ EL SERAFY</b> Chief Investment Officer, Flat6Labs – Arab Republic of Egypt
	<b>AMBAR AMLEH</b> Chief Operating Officer, Ibtikar Fund – Palestine
	<b>DANY FARHA</b> Co-Founder & CEO, BECO Capita – UAE
Moderator	<b>SHRUTI CHANDRASEKHAR</b> Head of SME Ventures & Startup Catalyst, IFC

INVESTOR FOCUS

When assessing potential investment opportunities, investors focus on the team and team dynamics within an organisation, assessing their vision, decision-making

capabilities, and ability to deliver products to market. If the team is investable, then assessment is made to test the feasibility and scalability of the relevant product.

STANDING OUT

Investors receive thousands of applications from organisations looking in need of funding, with only a small percentage receiving investment. In order to be

successful in fundraising, it is important for all entrepreneurs to effectively demonstrate the potential of their product, team, and marketability.

ENCOURAGING WOMEN ENTREPRENEURS

There are currently far fewer women entrepreneurs who receive funding than men. Female mentorship, accessible daycare facilities, access to finance, and

relevant infrastructure are important in encouraging more female entrepreneurs to enter and remain in the market.

WOMEN LEVERAGING E-COMMERCE FOR GROWTH

Speakers	<b>MERIEM SLIMAINE</b> Senior Private Sector Specialist, World Bank
	<b>YASMINE EL MEHAIRY</b> Coushies – Arab Republic of Egypt
	<b>LARA SHAHIN</b> Jeroun – Jordan
	<b>HANA GUELLATI</b> Ma Box – Algeria

BENEFITS OF E-COMMERCE

Panellists discussed how e-commerce platforms, social media, and websites have provided valuable tools in launching, advertising, and growing their businesses. E-commerce tools have helped overcome barriers to trade traditionally experienced

by women and allowed businesses to launch and reach international markets. Many of the large e-commerce solutions, however, still require greater scale and remain cost inefficient or inaccessible to small businesses.

LACK OF SUITABLE ELECTRONIC BANKING SOLUTIONS

Fees of intermediate payment platforms can still be high for small businesses requiring electronic payments, and there

is a lack of access to international banking solutions suitable for small businesses.





## WOMEN-LED BUSINESSES ACCESSING PROCUREMENT OPPORTUNITIES

### Speakers

#### HADY AGINA

Procurement and Training Expert, CIPS Egypt Branch  
Founder Member

#### ELIZABETH A. VAZQUEZ

President, CEO and Co-Founder, WeConnect International  
– France

The *World Bank Group* is the largest single buyer of products globally, but only 3.1% of *World Bank* procurement agreements are with women-led businesses, and the organisation is seeking to increase this to 7%.

### LACK OF VISIBILITY

Women led businesses are not sufficiently visible within the market supply chain. There is no need to be a large enterprise

to work with the *World Bank Group* and it provides significant market opportunities for women in business.

### INCREASING VISIBILITY

*WeConnect International* is a partner organisation of the *World Bank*, and connects women-owned businesses with qualified buyers throughout the world and helps them succeed in global value chains. The organisation educates, registers, and

certifies women's business enterprises based outside of the U.S. and are at least 51% owned, managed, and controlled by one or more women, and subsequently connects them with multinational corporate buyers.

## WE-FI TECHNICAL WORKSHOPS

The We-Fi technical workshops brought together representatives from large corporations, development finance institutions, and non-governmental, not-for-profit organisations to identify specific challenges to women's participation in the workforce, and to discuss solutions to advancing gender equality in this sector. The following section summarises the key messages from each workshop.

## VALUE CHAIN PARTNERSHIP

### CAREN GROWN

Senior Director for Gender, World Bank Group

In order to effect sustainable change in the supply chain, it is necessary to identify the constraints facing women and the changes required to remove them.

### IDENTIFY

- The constraints facing women and corporations in the participation of women.
- The skills and training required to build competence and confidence.

### QUESTIONS FOR SOLUTIONS

- How can education be scaled to accelerate effective change?
- What needs to be done to change procurement processes to make them more accessible to women?
- What changes can be implemented to supply chains to encourage women's participation?

### MONITORING

- Collaboration among public and private entities for funding and upkeep of databases.
- Database reporting for effective monitoring and solution development.





ACCESS TO MARKETS

MICHAEL OKOROAFOR

Vice President - Global Sustainability & Packaging Innovation, McCormick & Company – USA

JAMILA BELABIDI

Purchase Group Manager, P&G

ELIZABETH A. VAZQUEZ

President, CEO, and Co-Founder, WEConnect International

ANNA MORI

Partnerships Officer, SheTrades

ACCESS TO FINANCE

MAMADOU BITEYE

Vice President, Social Impact for the Central Europe, Middle East and Africa, VISA

OKSANA PAK

Head of Access to Finance and Entrepreneurship, European Bank for Reconstruction & Development (EBRD)

NATASHA JAMAL

Middle East & Africa Regional Director, MasterCard Centre for Inclusive Growth

HANH NAM NGUYEN, Program Manager, Global SME Facilities & We-Fi, IFC

INCREASING WOMEN’S PARTICIPATION

Women face greater challenges to accessing markets and finance. A joint effort is required between the public and private sectors to ensure funds

are accessible to women, including encouraging training programmes, as well as providing education on the skills and confidence required to access and effectively manage funding.

CHANGING CORPORATE SOCIAL RESPONSIBILITY VIEWPOINTS

Global companies can deliver top-tier performance while ensuring ethical and sustainable supply chains. Investing in training, education, schools, childcare facilities, hospitals, and clean drinking water in farming and other communities in

developing countries should not be viewed as CSR initiatives. Such action is good for business and ensures continuity of supply, while also creating the infrastructure for women to participate in the workforce.

DIGITISATION

There are an estimated 3.6 trillion annual cash payment transactions that cannot be accounted for or documented for the purposes of demonstrating income. Digitisation would help in creating transaction histories that would, in turn,

assist in facilitating access to loans. Digital payment solutions, such as Visa, are creating low cost digital payment methods, schedules, and repayment channels to support access to financing

EDUCATION AND ACCESS

Providing education programmes to micro and small businesses on the benefits of utilising digital payment and banking methods that assist in the creation of

verifiable transaction histories, is an important step in providing access to finance.



INVESTING IN WOMEN-LED SMES IN FRAGILE AND CONFLICT SITUATIONS

BACKGROUND

This workshop highlighted some of the measures taken in areas of conflict to support women-led small and medium sized enterprises in times of fragility and conflict.

SUPPORT

Spark is a non-governmental organisation, started by a group of students during the war in former Yugoslavia, which unites private sector, local government, and other key partners in building environments to allow young people and women to start and scale businesses in fragile communities.

In Yemen, the *Small and Micro Enterprise Promotion Service* (SMEPS) is bridging development and humanitarian projects

with local and international partners, and seeking to build and facilitate the economic and technical capacities of the private sector. SMEPS has created more than 20,000 jobs since its inception in 2005.

The *Islamic Development Bank* provides financial and non-financial support services to countries experiencing conflict in order to assist in building a sustainable future.

PARTNERING TO ACCELERATE WOMEN-LED BUSINESSES GROWTH

**SHRUTI CHANDRASEKHAR**  
Head, SME Ventures & Startup Catalyst, IFC

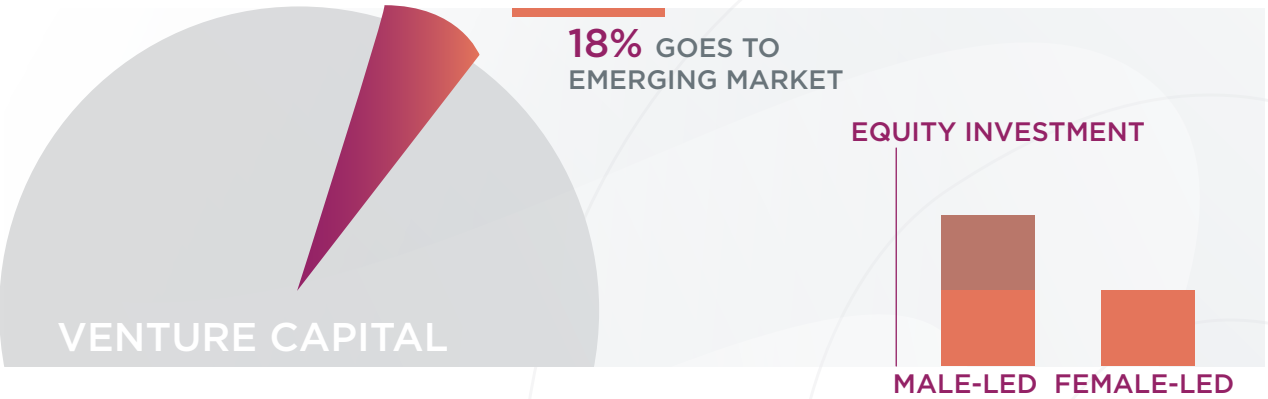
**DEEPAK MENON**  
Chief Program Officer, Village Capital

**HEATHER MATRANGA**  
Senior Director, Village Capital

This workshop highlighted various statistics gathered by the *Global Accelerator Learning Initiative* (GALI) from 2,157 different startups and 82 accelerator programs around the globe, and discussed potential reasons for discrepancies between men-led start-ups and women-led start-ups.

STATISTICAL HIGHLIGHTS

- Currently, only 18% of venture capital worldwide goes to emerging market economies.
- Male-led startups raise over twice as much equity investment compared to female-led startups.
- The gender gap for debt investment for start-ups is less, with male-led start-ups receiving 1.5 times the amount of female led start-ups







POTENTIAL REASONS FOR DEBT & EQUITY GAPS

- Since early stage start-ups often have little demonstrated traction, equity investors must heavily rely on the vision and potential of the founding team to capture a sizable share of the market.
- With investor teams heavily comprised of men, decision-making may be subject to unconscious bias.
- Women experience difficulties in building professional relationships in male-dominated fields.
- Debt is a less risky financing option, where the gender make-up of the founding team may have less of an impact on how the start-up is evaluated.

E-COMMERCE CLINIC

JAMES HOWE

Senior Adviser International Marketing and Branding,  
International Trade Centre

MEHDI CHAKER

Trade Promotion Advisor, International Trade  
Centre

This workshop highlighted some of the barriers to e-commerce trade and provided key insights to assist entrepreneurs in expanding market reach and growing sales.

BARRIERS TO E-COMMERCE TRADE

Small and medium sized enterprises face several barriers to e-commerce trade, including high costs, low visibility, unfavourable government and business

policies, slow delivery, lack of access to effective logistics solutions, lack of internet access, and poor payment solutions.

E-COMMERCE PLATFORMS

There are four main ways of selling products internationally using e-commerce, each entailing different costs:

- E-commerce websites
- Social stores
- Online marketplaces
- Chat applications

DIGITAL MARKETING

Digital marketing is an important element in creating a successful e-commerce business, and there are various digital marketing solutions available, which fall under the following parameters:

- Pay per click
- Social media
- Content marketing
- Email marketing
- Search engine optimisation
- Display advertising

INTERNATIONAL TRADE CENTRE SOLUTIONS

The International Trade Centre has launched the EcomConnect training programme in partnership with a number of private sector firms to address the

barriers to e-commerce trade, and to ensure improved access and appropriate support for small enterprises from developing countries.



## WE-FI GAME CHANGER

*Flat6Labs* is a leading accelerator and seed fund manager in the MENA region. Since launching more than 9 years ago, *Flat6Labs* has supported more than 1,000 entrepreneurs. Dina shares the success stories of some of the women entrepreneurs she has worked with, and highlights their shared attributes of success.

### DABCHY

Ameni Mansouri is one of the co-founders of *Dabchy*, a Tunisia based fashion marketplace that connects buyers and sellers. *Dabchy* has become the number one online fashion store in Tunisia and is expanding across the Middle East.

### CHEFAA

Cairo-based *Chefaa* enables patients with chronic diseases to order and arrange delivery of medication to their homes every month. The online application was inspired by co-founder Doaa Aref who, as a young cancer patient, struggled to find her

medication. *Chefaa* now has a network of more than 1,000 pharmacies, and is continuing to grow.

### REFORM STUDIO

*Reform Studio* was co-founded by Dina Ahmed Amin, Hend Riad, and Mariam Hazem, and is an international, award-winning company based in Arab Republic of Egypt, that designs and manufactures responsible fashion items and furniture made out of discarded plastic bags, using sustainable manufacturing techniques.

The story of each successful women entrepreneur is different, but Dina notes that they all share similar attributes: strong conviction, perseverance, tenacity, and stubbornness.

Currently, less than 10% of start-up companies in the MENA region are started by women, and much more work is required to encourage female entrepreneurs.

## DINA EL SHENOIFY

Chief Investment Officer, Flat6Labs







### DANIELE HENKEL

Founder of Daniel Henkel Enterprises

Born in 1956 in Morocco to a Jewish mother and German, Catholic father, before later moving to Algeria, Daniele grew up feeling she did not belong anywhere. Her father disappeared before she was born, while serving in the French army in Morocco.

Her mother was illiterate but an exceptional business-woman and an inspiration to Daniele. In 1989, with the rise of extremism in Algeria, Daniele and her family immigrated to Quebec, Canada, with very little money.

With a firm self-belief, Daniele decided to bring North African inspired beauty rituals to the Canadian market.

Despite repeated rejections from banks and suppliers, Daniele had a strong conviction

and eventually persuaded a manufacturer to produce 1500 exfoliating gloves to test the market.

In 1997, *Daniele Henkel Enterprises* was born from a basement to a 900 sq. ft. office. Today, the company has its own building, two warehouses, employs the whole family, has sold millions of products throughout the world, and created 80 franchises throughout Quebec.

Daniele is an advocate for women throughout the world and supports women's economic empowerment in developing countries. Her story shows that with determination and will power the impossible can become possible.



# PARTNERS

الجهة المنظمة  
ORGANIZER

مؤسسة  
دبي للمرأة  
DUBAI WOMEN  
ESTABLISHMENT



شريك الاستدامة الاستراتيجي  
STRATEGIC SUSTAINABILITY PARTNER



شركاء المعرفة العالميون  
GLOBAL KNOWLEDGE PARTNERS



الشريك الاستراتيجي العالمي  
INTERNATIONAL STRATEGIC PARTNER



الشريك الثقافي  
CULTURAL PARTNER



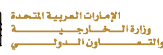
شريك الإعلام الاستراتيجي  
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شريك التكوين الصوتي  
PODCAST PARTNER



الشركاء الداعمون  
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MEDIA PARTNERS



شركاء الإعلام العالميون  
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OUTDOOR ADVERTISING PARTNER



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# GLOBAL WOMEN'S FORUM DUBAI 2020

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## THE POWER OF INFLUENCE

# DECLARATION