



ARAB INTERNATIONAL
WOMEN'S FORUM

المنتدى العربي الدولي للمرأة

THE AMERICAN
UNIVERSITY IN CAIRO



JOINT CONFERENCE OF THE
ARAB INTERNATIONAL WOMEN'S FORUM &
THE AMERICAN UNIVERSITY IN CAIRO

Women as Engines of Economic Growth

Empowering women innovators, entrepreneurs,
executives and educators towards fulfilment of the
Sustainable Development Goals in the MENA Region

EXECUTIVE SUMMARY & CONFERENCE PROGRAMME

Conference Dates

16-18 September 2019

AUC New Cairo Campus, Cairo, Egypt

The Arab International Women's Forum (AIWF) is proud to partner with the American University in Cairo on *Women as Engines of Economic Growth: Empowering women innovators, entrepreneurs, executives and educators towards fulfilment of the Sustainable Development Goals*. The AIWF / AUC conference will take place at the American University in Cairo's New Cairo campus on 16-18 September 2019.

Based in London, AIWF is a non-profit development organisation focused on women's development and youth empowerment. AIWF's Annual Programmes have featured over 40 high-level international conferences since inception in 2001, in London, Berlin, Paris, Dubai, Doha, Damascus, Washington DC, Madrid, Brussels, Sharjah, Cairo, Amman, Beirut, Palestine, Kuwait and Morocco, covering a broad range of women's and youth issues and examining strategies for job creation, inclusive sustainable development, the role of women as engines of economic growth, economic competitiveness, early stage entrepreneurship in the MENA region, women-led innovation in STEM, and important challenges related to women's peace and security and the impact of water scarcity and food insecurity on women and refugees in the MENA region as well as refugee maternal health.

AIWF works closely with a global network of corporate and institutional partners to promote and prioritise the engagement of women and youth towards finding innovative and actionable solutions to the multi-faceted and complex environmental, economic security, gender and developmental challenges the MENA region faces. AIWF and all AIWF Global Partners are committed to giving women across all sectors and spheres a powerful platform to voice and examine critical issues of global and regional concern that deeply impact women's lives, their livelihoods and their security, wellbeing and prosperity.

This important conference builds on the AIWF high-level agenda for action over the last eighteen years under the guiding principle of *Building Bridges, Building Business*, and takes forward AIWF's successful advocacy on women in business, as engines of economic growth and drivers of sustainable change.

Conference Themes

**Women as Engines of Economic Growth: Empowering women innovators, entrepreneurs, executives and educators towards fulfilment of the SDGs in the MENA Region
16-18 September 2019, American University in Cairo, Egypt**

AIWF is proud to have this opportunity to partner with the American University in Cairo to bring into focus key challenges and opportunities for women as engines of economic growth, development and progress in Egypt, the broader MENA Region and internationally. The programme for *Women as Engines of Economic Growth* has been developed by the Arab International Women's Forum in full partnership with the American University in Cairo towards the joint AIWF / AUC mission to inspire, inform, engage and interact with women leaders from Egypt, the Arab region and globally.

The conference will examine and elaborate on key issues and challenges on women's participation business and the economy, in entrepreneurship and SME growth, on corporate boards and in executive leadership, innovation and economic development, engagement in political life and public service, and women's leadership in regional family owned businesses and their vital contributions to the rural and agricultural

sectors. The conference programme will conclude with a high-level panel of women leaders' reflections on the future of work in the MENA region and globally.

Accordingly, panel sessions of the conference will be aligned with the core priority policy areas of AIWF and AUC, and will include:

- 1 Advancing women's leadership and gender diversity on corporate boards and in family business: Best practices from Egypt, the broader MENA region and internationally**
- 2 Women in entrepreneurship and SME development, the rural / agricultural sectors and the informal economy**
- 3 Women in public service and leadership: Towards gender parity in parliament and women's inclusion in policy-making**
- 4 Reflections on the future of work for women and young people in the MENA Region**

Conference Concept

Throughout the MENA region, women are increasingly taking on high-level leadership positions in business, public service, the judiciary and the legislature, advancing rapidly in professions previously dominated by men, including finance, aviation, law, business, research and STEM careers, and challenging gender bias in nearly every sector and sphere. *Women as Engines of Economic Growth* will deliver a unique opportunity for women leaders in these and many more sectors to come together at the American University in Cairo, a leading hub for academic excellence, innovation and research in the Arab world, to examine emerging opportunities, ongoing challenges to women's leadership and persistent barriers to their full and meaningful engagement and participation in business and entrepreneurship, in society, in political life and in public service in Egypt, the broader MENA region and internationally.

The conference programme will bring into focus and specifically address:

- Women's leadership and gender diversity on corporate boards and in family business
- Women's inclusion and participation in the MENA economy, with emphasis on challenges of women's entrepreneurship and SME development, women in the rural / agricultural sectors and women in the informal economy
- Women's critical role in public service and policy-making to advance legislative reform and societal progress
- The future of work for women and young people in a region where women's participation in the economy is among the lowest in the world and where youth unemployment figures consistently rank among the highest in the world

Key Theme: Women's leadership and gender diversity on corporate boards and in family business

Across the MENA region, Arab women are leading and succeeding in business and featuring prominently on corporate boards, inspiring the next generation of young Arab women business leaders with more Arab women are playing prominent roles on corporate boards and in executive leadership in the Middle East than ever before, with 11.3% of board seats and 5.4% of Board Chairs in the region held by women (according to Deloitte Middle East).

Significantly, companies with a female Chair had 31.9% women on the Board, whereas companies with a male Chair had just 10.5% of women on the Board. Among the top industries with the highest percentage of women on boards are the media and technology sector at 12%, and manufacturing at 11%. 32% of family-owned companies in the Gulf have female Board Members, and Deloitte Middle East reports that companies with women on the board are outperforming companies lacking board gender diversity by 36%.

Strategies to increase women's representation on boards have gained considerable momentum in the last few years, which include "implementing quotas, setting voluntary targets, disclosing and increasing transparency in director appointments, and addressing unconscious bias". According to a Harvard International Review report, there is less emphasis on regulation and quotas in corporate governance reform in the region, and more on developing Arab women to take on future board leadership roles.

Some countries have in recent years legislated to improve women's participation on corporate boards and in executive leadership – for example, the UAE issued a ruling requiring all state-owned corporations to have at least one board member and in Egypt, the Code of Corporate Governance adopted by the Egyptian Institute of Directors of the Ministry of Investment set a benchmark for promoting gender diversity on corporate boards and in the workforce. In Egypt, the National Strategy for the Empowerment of Egyptian Women 2030, which adopts a rights-based approach and is grounded in the SDGs and Egypt's Sustainable Development Strategy 2030, was endorsed by the President in March 2017. The strategy promotes the leadership roles of women and holding key positions in public institutions and companies, setting the target for women in senior management posts by 2030 at 30%. This target is also closely aligned with the global 30% coalition movement for women on boards. Research shows that three women on a board is the “critical mass” that normalizes the presence and voice of women on boards.

There are numerous NGOs and organisations in the region that are working closely with the private sector to strengthen corporate governance and promote the role of female leadership on corporate boards. The Women on Boards consortium was initiated by the American University in Cairo, AUC School of Business, with support from the United Nations Development Program, UNDP, in 2014. The Consortium is a unique partnership bringing together government, business associations, research institutions, international organizations and non-government organizations. The consortium founded the Women on Boards Observatory in 2017. The flagship activities of the observatory include the annual Egyptian Women on Boards monitoring report and the Egyptian Board Ready Women database.

Hawkamah, The Institute for Corporate Governance in the UAE and an AIWF Institutional Partner, has launched a ‘Women Directors Program’ that aims to prepare women leaders to serve as board members through a specialised director development programme, which also offers women leaders valuable mentorship opportunities with leading Board Directors around the world. And the Dubai Business Women Council, also an AIWF Institutional Partner, seeks to empower women professionals and entrepreneurs in Dubai by building awareness, educating, promoting opportunities and enhancing positive change in the community towards greater acceptance of women in business and corporate reform that brings women leaders into the Boardroom.

Key Theme: Women's inclusion and participation in the MENA economy, with emphasis on challenges of women's entrepreneurship and SME development, women in the rural / agricultural sectors and women in the informal economy

More Arab women in parliament will ultimately safeguard women's interests in policymaking and ensure that women can contribute their vital voices towards the elimination of gender imbalances in legislative and regulatory frameworks impacting economic and social progress in the region. World Bank research indicates that legislative restrictions and regulatory red tape are among the key factors presenting the most serious barriers to women joining the labour force in MENA, causing an estimated loss of 27% in income for the region overall. Every MENA economy has at least one restriction on the type of work a woman can do, and Morocco is the only country where it is prohibited by law to discriminate against women when giving them access to credit. Morocco and Djibouti are the only countries that legally mandate equal remuneration for equal work and non-discrimination based on gender in hiring for jobs, and Algeria legally mandates equal remuneration for equal work.

The impact of gender-based barriers on women's inclusion in the workforce is evident in the low rates of female-led entrepreneurship in the MENA region, with the Global

Entrepreneurship Monitor's (GEM) MENA 2017 Report identifying the most serious barriers as: women having higher levels of domestic responsibility, lower levels of education, a lack of female role models in business and public service, fewer business-orientated networks in Arab communities, a lack of capital and assets, and a "culturally-induced lack of assertiveness and confidence" in women's abilities to succeed in business, entrepreneurship and professional life.

For many women in the Arab world, entrepreneurship has been a lifeline to economic inclusion. In some parts of the MENA region, especially the GCC States, Lebanon, Morocco, Egypt and Tunisia, there is a dynamic start-up scene gaining momentum among young and female innovators. Business incubators, clusters, and entrepreneurship acceleration programmes have launched in major cities throughout the Arab region in the last five years, such as Astrolabs in Dubai, Berytech in Beirut, Cogite in Tunisia, and TechnoPark in Morocco. In Egypt, leading startup incubators include TIEC (Technology Innovation and Entrepreneurship Center), Injaz Egypt, Gesr, Flat6Labs, and Nahdet El Mahrousa, funded by Egypt's Social Fund for Development, the European Union, and the World Bank, as well as AUC Venture Labs, Egypt's first university-based accelerator and incubator which offers seed capital to winning startups, coworking space, access to AUC campus facilities, mentorship, investor exposure and networking events and recently partnered with CIB bank to launch a fintech accelerator.

The region is also witnessing the exciting growth of networking organisations, online web communities, publications, entrepreneurship training and mentorship initiatives, as well as funding competitions specifically targeted at women entrepreneurs with a special focus on those in tech innovation and social enterprise. Although the Arab world does not yet compare fully with Silicon Valley's enabling environment for entrepreneurship, progress is being steadily made despite significant barriers that young entrepreneurs face in the region. A January 2017 article in *The Economist*, titled *Startups in the Arab World*, noted that "young men and women have created new products, started new companies and inspired hopeful talk of replicating the startup scenes in America and Europe. These entrepreneurs are a potential boon to the region's economies, which suffer from slow growth and high unemployment, especially among the young. A pity, then, that so many obstacles stand in their way—and that so many are put there by governments."

These include the process of starting up and winding down a company, which can be expensive and cumbersome. Across the region, labour laws make it very difficult for startups to hire tech talent, especially foreign talent, and as *The Economist* observes, "high barriers to trade have prevented e-commerce more generally from taking off. Getting goods through customs can be a bureaucratic nightmare, made worse by high tariffs, varying regulations and fluctuating currencies." Freedom of movement for Arab citizens both within the region and internationally also presents a serious restriction on women entrepreneurs as well as academics, either because of the legal requirement for a guardian to approve or accompany her on the travel or because of arbitrary visa and immigration policies.

In other parts of the region, women in the rural and agricultural sectors face the most significant gender disparity, a situation that the ILO describes as "the ever-present challenge". Within Arab rural communities that rely heavily on agriculture, forestry, fisheries and livestock, women and young girls typically lack regular, viable, decent employment, face hunger and malnutrition, poor access to health and education. As the ILO finds: "Although gender inequality varies considerably across regions and sectors, there is evidence that, globally, women benefit less from rural employment, whether in self- or wage-employment, than men do", with 25% less pay than men and women also shouldering much of the burden of unpaid work which is neither valued nor remunerated. Women working in the rural sector are also less able to anticipate or

recover from disasters or civil unrest, more likely to suffer from food insecurity and poverty and more likely to be marginalized in development projects and economic growth initiatives.

In the MENA, the informal sector, estimated at around 25% of regional GDP, plays an increasingly significant role in providing entry-level work to low-skilled women and young people. However, as Brookings Institute notes, young people entering the informal economy typically encounter low wages, inadequate working conditions and job insecurity. The informal economy is also very difficult to measure, and estimates vary widely between the Arab countries. According to the World Bank, in 2017 the unemployment rate for Egyptian women stood at 25%, which was one of the highest unemployment rates in the world for women. A study by the Central Agency for Public Mobilization and Statistics found that Egyptian women represent 22.9% of the country's labour market (considerably lower than the world average of 49% but above the average of 21% for MENA countries), yet 30% of Egyptian households rely primarily on women's income and the informal economy is believed to account for 40% of economic activity; in Morocco, around 30%; in pre-war Syria, 25% of the labour force was believed to be unregulated and working in the informal sector; and in Jordan, the informal sector represents over 20% of the economy.

Across the region, the informal sector is rapidly absorbing the high numbers of women and young people who are unable to secure job opportunities in the formal economy. A 2015 EBRD survey of the business environment in the MENA region shows that the informal sector in the MENA is bloated and shows no signs of slowing down, which puts formally registered businesses – especially those led by women – at a serious disadvantage in some sectors.

Key Theme: Women's critical role in public service and policy-making to advance legislative reform and societal progress

Across the region, the progress that has been made to improve gender diversity in executive leadership, on corporate boards and in entrepreneurship and SME growth in the MENA region is remarkable, but it is clear that the percentage of women in these roles remains unacceptably low. This is also the case in political life and parliamentary representation, not only in the MENA region but globally, where half of the world's population are women but women only hold 23% of all seats in parliaments and senates. In most Arab countries, women are successfully assuming positions of leadership in public service and international relations and are increasingly being elected and appointed to political, diplomatic and international development roles, giving women a greater voice in legislative reform throughout the region.

The overall rate of parliamentary participation of women in the Arab States is, as of September 2018, 17.6% (up from 13% in 2012 and 9% in 2010, according to September 2018 data from the Inter-Parliamentary Union), evidence that Arab women are becoming more deeply engaged in the political structures and legislative processes of the region despite the universally low representation of women in the political sphere. In addition to senior cabinet positions, more Arab women than ever before are serving as Governors, Ambassadors and leading diplomatic figures, and are also levelling the playing field in law and politics, breaking new ground at the highest levels of the judiciary.

Among MENA States, Tunisia and Algeria are leading the way with 31.1% and 25.8% female representation in parliament, with electoral law in both countries now including a quota that women should comprise half of the candidates on political party lists. In June 2018, for the first time in Egyptian history, the Egyptian Cabinet under the newly

appointed **Prime Minister HE Mustafa Madbouly** announced the appointments of eight female ministers, a landmark achievement for Egyptian women leaders in political and public life. Now, prominent ministries in Egypt led by women include the Ministry of Investment and International Cooperation (**HE Sahar Nasr**); the Ministry of Social Solidarity (**HE Ghada Wali**) and the Ministry of Planning, Monitoring and Administrative Reform (**HE Hala El Said**) among many others in the region.

In Jordan that same month, women celebrated a record number of female ministers, with 7 women appointed to cabinet seats out of 29 cabinet seats in the new government. Morocco also has some of the most gender progressive laws in the region and one of the largest percentages of women in parliament - around 20.5% in 2018, surpassing the quota that mandates 15% of parliamentary seats for women. In November 2017, 28 new Shura Council members were appointed in Qatar, including four women.

The UAE has launched several world-first high-level Ministries led by women, including the world's only Ministry of Happiness and the Ministry of Future Food Security. Emirati women today make up 31 percent of the UAE cabinet, with a recent announcement from HH Sheikh Mohammed bin Rashid al Maktoum that this is set to increase to 50%. Women occupy diverse and significant portfolios such as Minister of State for International Cooperation, Minister of Culture and Knowledge Development, Minister of Community Development, Minister of State for General Education, Minister of State, the world's first Minister of State for Happiness and Wellbeing, and significantly, the Minister of State for Advanced Sciences is also a woman. 22-year-old Emirati woman leader, **HE Shamma Al Mazrui**, is the UAE's Minister of State for Youth Affairs.

Saudi Arabia, in a move that was truly a groundbreaking development for Saudi women, announced in 2013 that it would reserve 20% of seats for women in its National Shura (Legislative) Council. Saudi Arabia reshuffled the Shura Council in December 2016, naming 29 women as members, and of the 29, the majority hold doctorate degrees and have previously held positions in universities and civil societies across many different fields.

Key Theme: The future of work for women and young people in a region where women's participation in the economy is among the lowest in the world and where youth unemployment figures consistently rank among the highest in the world

The key to the Arab world's progress thus far has been education, which could well be the region's success story and the key to its future prosperity. Largely due to the strong investment of Arab governments in education across the region in recent decades (above 5.3% of GDP), the MENA region has 'quadrupled the average level of schooling since 1960, halved illiteracy since 1980 and achieved almost complete gender parity for primary education', according to World Bank research. At higher and advanced education level, in almost every MENA country, women are graduating from universities in far greater numbers than men and in subjects such as computer science, engineering and law, in what the World Bank has called a 'reverse gender gap'. In some countries, the ratio of women to men studying STEM subjects at university is 2:1; in some GCC countries, more than 70% of law graduates are women; and in most Gulf States, which are outperforming the rest of the world on female STEM participation, around 60% of university graduates overall are women.

For many Arab women, not only has education enhanced economic opportunity and engagement, it has helped move gender equality forward in the region, it has lifted families out of poverty and broken the cycle of under-privilege, deprivation and disenfranchisement. However, although many more women are studying science

subjects across the MENA region and globally, this is not necessarily translating into employment in these vastly male-dominated sectors.

Notwithstanding the undeniable progress that has been made in most MENA states, as the ILO notes in its World Employment and Social Outlook Trends 2017 report, women in North Africa are still twice as likely to be unemployed as their male counterparts, unemployment for women in the Arab States is still 13 percentage points higher than that for men, and female participation in the labour market remained the lowest globally at just 21.2% overall in 2016, against a world average of 49.5%. The OECD estimates that only 27% of women in the MENA region join the labour force compared with 51% of women in other low, middle and high-income economies. According to the UNDP Arab Human Development Report 2016, more than two thirds of women in Arab countries in the 15–29 age group are not in the labour force, compared with 20% among young Arab men and 50% among young women worldwide.

Economic participation among women varies significantly from country to country in the Arab region, especially between the GCC and other Arab States. World Bank figures, drawn from ILO data and World Bank population estimates retrieved in September 2018, show that the percentage of women in the total labour force in 2017 in the MENA Region increased only slightly from 19.5% to 20.5% against a global percentage of 39.3%. By country, according to World Bank data, the percentage of formal female labour force participation stood at 41% in the UAE, 28.2% in Kuwait, 26.5% in Tunisia, 26% in Morocco, 25.7% in Sudan, 24.4% in Lebanon, 23% in Egypt, 21% in Bahrain, the West Bank and Gaza, 20% in Iraq, 18.3% in Algeria, 17.7% in Jordan, 16.2% in Saudi Arabia, 14% in Syria, 14% in Qatar, 12.9% in Oman, and just 7.9% in Yemen.

As the ILO has found: “Such large gender disparities in labour market performance undoubtedly highlight the fact that although women have achieved high levels of education, this has not translated into their inclusion in the world of work.” Across the board, despite tremendous achievements in all sectors by Arab women, gains in business and political life for women are a direct result of the Arab world’s investment in education over the last two decades but are not translating into greater inclusion in the world of work. What does this mean for women and the future of work in the Arab world? This question has inspired the concluding panel of the conference programme, *Reflections on the future of work for women and young people in the MENA Region*, which will be chaired by AIWF Founder & Chairman **Haifa Fahoum Al Kaylani**, who in August 2017 was appointed to serve as a Commissioner to the ILO Global Commission on the Future of Work, established by the ILO to undertake an in-depth examination of the future of work, provide the analytical basis for the delivery of social justice in the 21st century, identify key challenges facing the world of work and deliver practical recommendations about how these may be addressed in the future.

By continuing to power progress in education levels across the board, we are likely to see more women working in the professions and in technical, or previously male-dominated sectors such as STEM, and assuming leadership roles in all sectors and all spheres. And by ensuring that due attention is paid to the voices of women and youth in the rural and informal sectors, we can drive forward more equitable economic prosperity and social transformation towards true gender equality between men and women in the MENA region.

The McKinsey Global Institute, in its influential report in September 2015, *The Power of Parity*, identified six types of intervention necessary to bridge the gender gap and push through further progress for women, which include promoting financial incentives and support for women; promoting literacy in technology and improving infrastructure; creating economic opportunities for women; capacity building; building on advocacy to

reshape cultural attitudes and inspire women's own self-belief; and much-needed reform in laws, policies and regulations that impact the lives of women, children and societies overall.

Gender parity can certainly be achieved by strengthening normative and legal frameworks impacting working women, ensuring decent work and progression opportunities for women at all levels and in all sectors. Simply increasing women's labour force participation and eliminating discriminatory barriers could raise productivity by as much as 25% in some economies, according to the World Bank Report *Women, Business and the Law 2018*. This requires serious political will and the collaborative efforts of all stakeholders – including, most importantly, women and young people themselves – to integrate gender perspectives in labour and economic institutions and programmes at local, national and global levels. Gender inequality exists in the workplace – not only in the Arab world but globally – because gender inequality exists at home and in society overall.

By taking a wide lens view of the societal and cultural factors that inhibit women's progression in the workplace and adopting top-down legislative and regulatory reform to give legal protection and political voice to women both at work and at home, greater gender parity in the Arab world can be achieved and women can be empowered as drivers of political, social and cultural progress and as engines of economic growth and drivers of change. This is the key objective underpinning the AIWF / AUC Conference on *Women as Engines of Economic Growth*, bringing women together with key stakeholders, the private and public sectors and civil society to make that difference, advance the momentum, push growth and progress forward, support each other and their important efforts to build bridges and build business between Arab and international markets – which is key to securing a peaceful and prosperous Arab future.

Conference Speakers, Participants & Format

Women as Engines of Economic Growth will be held on the AUC's New Cairo campus and will engage 180 delegates and stakeholders from the private and public sectors, civil society and NGOs, women's advocates and change agents, entrepreneurs, social enterprise founders, senior professional women and policymakers from Egypt and the broader MENA region, women's networking organisations, academia, students, PhD and early career researchers, local and regional media, among others.

AIWF and AUC look forward to welcoming prominent and distinguished speakers from Egypt, the wider MENA region and internationally who will help bring our conference objectives to life. Through high-level panel sessions, each panel addressed by 4-5 experts in their fields, guest speakers and participants will engage in frank discussion in a supportive environment on women's empowerment challenges and opportunities in the region which are inhibiting fulfilment of the SDGs, as well as capacity building in women's leadership, in business, academia, entrepreneurship, family-owned businesses and the rural and agricultural sectors, through training, education, collaborative research, innovation and discovery, and entrepreneurship and social enterprise.

The conference programme also includes a unique high-level session led by AIWF Founder & Chairman **Haifa Al Kaylani** (a Commissioner of the ILO Global Commission on the Future of Work), during which women leaders will reflect on the future of work in the Arab world and will share innovative solutions, projects and initiatives that directly address critical youth employment challenge and low rates of women's economic participation in the region.



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Empowering women innovators, entrepreneurs, executives and
educators towards fulfilment of the SDGs in the MENA Region**
American University in Cairo, Egypt | 16-18 September 2019

16 September 2018

1700 – 1800 Visit to John D Gerhat Center for Philanthropy and Civic Engagement
and visit to AUC Venture Lab

1800 – 2000 Conference Welcome Reception with Guest of Honour Keynote
Speakers (Invited)

Haifa Fahoum Al Kaylani

Founder & Chairman, Arab International Women's Forum, United
Kingdom & Commissioner, ILO Global Commissioner on the Future
of Work

Ambassador Francis J Ricciardone

President, American University of Cairo, Egypt

HE Sahar Nasr

Minister of Investment and International Cooperation, Egypt

17 September 2018

0730 – 0900 Registration & Coffee Networking

0900 – 1000 OPENING SESSION (PROMPT START AT 0900)

AIWF Chairman's Welcome & Keynote Address

Haifa Fahoum Al Kaylani

Founder & Chairman, Arab International Women's Forum, United Kingdom &
Commissioner, ILO Global Commissioner on the Future of Work

Guest of Honour Keynotes (Invited)

Ambassador Francis J Ricciardone

President, American University of Cairo, Egypt

HE Dr Hala El Said

Minister of Planning, Monitoring and Administrative Reform, Egypt

Dr Maya Morsi

President of the National Council for Women (NCW), Egypt

Omar Farid

President MENA Region, PepsiCo

1000 – 1130

PANEL 1

Advancing women's leadership and gender diversity on corporate boards and in family business: Best practices from Egypt, the broader MENA region and internationally

Panel Chair

Dr Ghada Howaidy, Associate Dean Executive Education and External Relations, School of Business, American University in Cairo, Egypt

Invited Guest Speakers

Nermine El-Tahri, Assistant Sub-Governor, Central Bank of Egypt, Egypt

Mona Al Moayyad, Managing Director, YK Almoayyed & Sons, Bahrain

Yehia El Hussein, Corporate Governance Project Manager for Egypt and Levant / MENA, International Finance Corporation (IFC), World Bank Group, Egypt

Carol Hamilton, Group President Luxe Division, L'Oréal & President of the Harvard Women's Leadership Board, United States

Lobna Helal, Deputy Governor, Central Bank of Egypt

Jane Valls, Executive Director, GCC Boards Institute, UAE

Lilia Hachem, Director of the Economic Commission for Africa (ECA) Office for North Africa, Morocco

Manal Abdel Razek, Chairwoman, Orascom Development, Chair, Women in Business Committee at American Chamber of Commerce in Egypt

1130 - 1200

Networking & Refreshments

1200 – 1330

PANEL 2

Women in entrepreneurship and SME development, the rural / agricultural sectors and the informal economy

Invited Panel Chair

Dr Blanca Moreno-Dodson, Head, Center for Mediterranean Integration, France

Invited Guest Speakers

Dr Nada El Agizy, Sustainable Development and International Cooperation Director, League of Arab States, Egypt

Janet Heckman, Managing Director for the Southern and Eastern Mediterranean (SEMED), European Bank for Reconstruction and Development (EBRD), Egypt

Fatma El Zahraa Aglan, Agricultural Specialist, Agriculture and Food Global Practice, The World Bank, Egypt

Rana El Houjeiri, Portfolio Manager Arab States, UN Women, Lebanon

Dr Salwa Bayomi El Magoli, Professor, Department of Food Science, Faculty of Agriculture, Cairo University, Egypt

Dr Iman Bibars, Vice President, Ashoka Global & Regional Director, Ashoka Arab World, Egypt

Dr Haya Al-Dajani, Professor of Entrepreneurship, Mohammed Bin Salman College for Business and Entrepreneurship, Babson Collaborative Member, Saudi Arabia

Dr Shireen Assem, Director of the Agricultural Genetic Engineering and Biotechnology Research Institute (AGERI), Agricultural Research Center (ARC), Egypt

1330 – 1430

Buffet Lunch & Networking

1430 – 1600

PANEL 3

Women in public service and leadership: Towards gender parity in parliament and women's inclusion in policy-making

Invited Panel Chair

Sheikha Lubna Al Qasimi, President of Zayed University, Former Minister of State for Tolerance, United Arab Emirates

Invited Guest Speakers

HE Amal Al Qubaisi, President of the Federal National Council, UAE

HE Violette Khairallah Safadi, Minister of State for the Economic Empowerment of Women and Youth, Lebanon

HE Dr Inaya Izzedine, President of the Committee on Women and Child, Lebanese Parliament, Lebanon

Heba Hagrass, Member of Parliament, Egypt

Sophie Becker, Deputy Head of Swedish Mission to the United Nations in New York, Ministry of Foreign Affairs, Sweden

1600 – 1630 **Coffee & Networking Break**

1630 – 1755 **PANEL 4**

Reflections on the future of work for women and young people in the MENA Region

Panel Chair

Haifa Fahoum Al Kaylani, Founder & Chairman, Arab International Women's Forum, United Kingdom & Commissioner of the ILO Global Commission on the Future of Work

Invited Guest Speakers

Deborah Greenfield, Deputy Director General for Policy, International Labour Organization (ILO), Switzerland

David Suarez, People and Organisation Middle East Leader, PwC Middle East, UAE

Elisabeth Guigou, President, Anna Lindh Foundation, Egypt

Dr Afef Haddad, Deputy to the Country Director, Country Program Coordinator Maghreb and Malta, The World Bank, USA

Dr Nagla Rizk, Professor, Department of Economics & Founding Director, Access to Knowledge for Development Center, American University in Cairo, Egypt

1755 – 1800 **Closing remarks delivered by Rania Rizk, SVP & General Counsel PepsiCo AMENA & Co-Chair and Board Member, Arab International Women's Forum**

2000 – 2230 **Official Dinner and Cultural Performance**

18 September 2019

10:00 – 11:00 **Tour of AUC's Tahrir Culture Center**

11:00 – 12:00 **Greek Campus Tour:** The GrEEK Campus is the world's first heritage-driven technology center, a physical platform for entrepreneurs, startups, and SMEs.

Conference Partners



The Arab International Women's Forum (AIWF) is a non-profit development organisation that has members and contacts in more than 45 countries and links Arab business and thought leaders with each other and their counterparts in the international community to exchange knowledge, experience and develop their business potential.

Founded in London in 2001, AIWF is today recognised in the international development community as a powerful advocate for women in business, entrepreneurship, academia and public service. AIWF's growing role to promote and advance legislative rights for the participation of Arab women has been distinguished by collaboration with, among others, the League of Arab States, the European Commission and European Parliament, UN organisations and agencies, the MENA-OECD Investment Programme, women's business councils in the Arab States, the UK Foreign and Commonwealth Office, International Chambers of Commerce and globally recognised institutes of higher and further education.

International conferences have been held in London, Paris, Dubai, Doha, Damascus, Washington DC, Madrid, Berlin, Brussels, Sharjah, Cairo, Amman, Beirut, Palestine, Kuwait and Morocco, examining strategies for job creation, inclusive sustainable growth, economic competitiveness, development of human capital, increased innovation and collaboration through public-private partnership and multi-stakeholder engagement and dialogue.

AIWF's keystone initiative, the *Young Arab Women Leaders Conference Series* launched in 2011 by AIWF in partnership with Global Partner PwC, provides a platform for young aspiring Arab women to support, engage and network with mentors in political, economic and social leadership roles in the Arab world. AIWF is also pleased to partner with the International Bar Association Legal Practice Division (IBA/LPD) *Initiative for Women Business Lawyers* to develop and support women in commercial law in the Arab region and advance gender diversity in law and the professions.

Supported fully by a global network of partners, the Arab International Women's Forum continues to build on its core mission and momentum to achieve sustainable empowerment for women and youth, and to champion a concerted drive at the highest levels to advance gender equality in the Arab world.



Founded in 1919, AUC is a leading English-language, American-accredited institution of higher education and center of intellectual, social and cultural life of the Arab world. Its community of students, parents, faculty and staff, trustees, alumni and other generous sponsors represent more than 60 countries. The University stands as a crossroads for the world's cultures and a vibrant forum for reasoned argument, spirited debate and understanding across the diversity of languages, facilities and human experiences.

The University offers 36 undergraduate, 44 master's and two PhD programs rooted in a liberal arts education that encourages students to think critically and find creative solutions to conflicts and challenges facing both the region and the world. It also offers a globally recognized professional community-based education in English to meet the needs of the dynamic Egyptian and broader regional economies. The University's educational assets include the largest English-language academic library collection in Egypt, three modern theaters and 15 cross-disciplinary research centers. The University's modern, 260-acre New Cairo campus constitutes a visionary investment in the future of Cairo, Egypt and the region — a state-of-the-art facility for advanced research, innovative teaching, lifelong learning and civic engagement. Chartered and accredited in the United States and Egypt, The American University in Cairo is an independent, not-for-profit, equal-opportunity institution.

Mission

AUC is a premier English-language institution of higher learning. The University is committed to teaching and research of the highest calibre and offers exceptional liberal arts and professional education in a cross-cultural environment. AUC builds a culture of leadership, lifelong learning, continuing education and service among its graduates, and is dedicated to making significant contributions to Egypt and the international community in diverse fields. Chartered and accredited in the United States and Egypt, The American University in Cairo is an independent, not-for-profit, equal-opportunity institution. AUC upholds the principles of academic freedom and is dedicated to excellence.

Vision

Our vision is to be a world-class University internationally recognized for its leadership and excellence in teaching, research, creative expression and service. We build on our existing strengths to become the leading University in the Middle East and the destination of choice for students and faculty members from around the world seeking in-depth cultural exposure, combined with outstanding academic programs, cutting-edge research, as well as an ethically engaged, diverse community of scholars.