



meda **Women** entrepreneurs forum



Cambra de Comerç
de Barcelona

Union for The Med. Enterprise
Union pour le Méd. Enterprise

Confederation of the Mediterranean

afachm

amta
de Comerç de Tàrragona

VIII Mediterranean Women Entrepreneurs Forum

**Economic Empowerment and Entrepreneurship
Promotion For Women and Youth**

28th of April 2016
Mena House Hotel
Cairo (Egypt)

In the framework of:

**11th African Congress for Women Entrepreneurs
4th Cairo Women Empowerment Summit**

In collaboration with

15th Anniversary of

**Afro Arab Congress for Business & Professional Women
Mediterranean Congress of Business & Professional Women**



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



Economic Empowerment and Entrepreneurship Promotion For Women and Youth

Program

Tuesday 26th

Cairo International Women Empowerment, Entrepreneurs and SMEs Summit (view attached brochure for more information)

Wednesday 27th

Cairo International Women Empowerment, Entrepreneurs and SMEs Summit (view attached brochure for more information)

Thursday 28th

VIII MEDA Women Entrepreneurs Forum

09:30 Registration

10:00 Institutional welcoming session

- Ms. Amany Asfour, President of EBWA
- Ms. Helena de Felipe, President of AFAEMME
- Mr. Ahmed Mohamed El Wakil, President of the Federation of Egyptian Chambers of Commerce and ASCAME Vice-President

10:30 The Young Women as Job Creators Project – a good practice of entrepreneurship promotion for youth:

- Ms. Delphine Borione, Deputy SG for Social and Civil Affairs, UfM
- Ms. Amany Asfour, President of the project partner EBWA
- High level representative (tbc), Cairo University
- Young project beneficiary (tbc)
- Ms. Helena de Felipe, President of AFAEMME

11:30 Coffee Break

12:00 The situation of women owned enterprises in the Mediterranean – AFAEMME Board members providing insights

14:30 Lunch

15:30 Cairo International Women Empowerment, Entrepreneurs and SMEs Summit Closing Ceremony

16:30 AFAEMME's Annual Meeting (only members)

For more information about the MEDA Forum please contact:

AFAEMME

medawomen@afaemme.org

0034 93 200 58 51 / 0034 625 578 805

www.afaemme.org

**Cairo International Women Empowerment ,
Entrepreneurs and SMEs Summit:**

**11th African Congress for Women Entrepreneurs
4th Cairo Women Empowerment Summit**

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VIII Meda Women Entrepreneurs Forum

Launch of

More than a Mother Campaign

By MERK

And

Annual Meeting of AFAEMME

Association of Organizations of Mediterranean Business Women

17th International Congress of

Business and Professional Women – Egypt

Egyptian Business Women Association (EBWA)

Trade Promotion Fair for Micro, Small and Medium

Entrepreneurs (MSMEs)

5th International Cross Cultural Understanding Congress
for women Empowerment (25 April 2016)

Organized by

African Alliance for Women Empowerment (AFRAWE)

Business and Professional Women Egypt (BPW – Egypt)

Egyptian Business Women Association (EBWA)

Organization for Women In Trade - Egypt (OWIT – Cairo – Chapter)

Afro – Arab Network for Women Empowerment

NEW FACES NEW VOICES (Egypt Chapter)

Under the theme of

Economic Empowerment

**and Entrepreneurship Promotion for Women and Youth
and Support of MSMEs for Africa's 2063 Development Agenda
and Sustainable Development Goals (SDGs)**

For more information about the Summit:

www.ebwa.info/Title.htm

Accommodation Details:

Mena House Hotel

For reservations please contact

EBWA / BPW Secretariat

ebwaegypt@yahoo.com

cc asfour2712@yahoo.com

Tel.: +201222305832/ +201289078776/
+201222159967

Fees

Special discount for AFAEMME members
willing to attend the whole Cairo
International Women Empowerment,
Entrepreneurs and SMEs Summit: **200€**

Congress registration and accommodation
form attached



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جمعية غرف التجارة والصناعة والبحر الأبيض المتوسط

Organized by



BPW- Egypt
Business and
Professional Women
Egypt (BPW – Egypt)



African Alliance for Women
Empowerment (AFRAWE)



Afro – Arab Network for
Women Empowerment



Organization for Women
in Trade Egypt
(OWIT Cairo Chapter)



WOMEN IN FINANCE

In Partnership
with



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In collaboration with

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VIII Meda Women Entrepreneurs Forum

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Under the theme of

Economic Empowerment
and Entrepreneurship Promotion for Women and Youth
and Support of MSMEs for Africa's 2063 Development Agenda
and Sustainable Development Goals (SDGs)

26-28 April 2016

Mena House Hotel -Cairo ,Egypt

For More Information & Registration

Egyptian Business Women Association EBWA – BPW – Egypt Secretariat
14 Syria St., Mohandeseen, Cairo, Egypt

Tel: +202-33368304 / +202-37495670 Fax: +202-37495671 Mobile : + 201223144361 / + 201222305832

Email: ebwaegypt@yahoo.com , asfour2712@yahoo.com
web: www.ebwa.info

Welcome Message



Dear Sisters from Across the Globe,

It gives me great honor to welcome you to attend the ..
11th African Congress for Women Entrepreneurs, and 4th Cairo Women Empowerment Summit in collaboration with the 15th Anniversary of the Afro Congress for Business & Professional Women and the Mediterranean Congress of Business & Professional Women In Collaboration with 4th Forum for the Mediterranean Network for Business and Professional Women & 17th International Congress of Business and Professional Women – Egypt , Egyptian Business Women Association (EBWA), and for the first time the Annual Meeting of AFAEMME

Association of Organizations of Mediterranean Business Women
And the Trade Promotion Fair for Micro, Small and Medium Entrepreneurs (MSMEs) to be held on 26-28th of April 2016 , at Mena House Hotel Cairo – Egypt, and the 5th International Cross Cultural

Understanding Congress for women Empowerment (25 April 2016)..

On behalf of the organizing committee we extend our welcome to all our colleagues from Africa,

The Arab World, the Mediterranean Region & all over the world from Europe, Asia , Australia ,North America and Latin America for more communication among Business Women & Entrepreneurs around the globe.

This year 2016 is the start of the commitment of the whole world to the Sustainable Development Goals (SDGs) where the core of the whole SDGs is about ending poverty , ensuring food security ,healthy lives for all ,educating all women and girls , ensuring gender equality and women empowerment ,access to sanitation and affordable energy ,securing employment

and decent work for the youth ,access to justice ,achieving economic growth and sustainable development .All this cannot be achieved except with economic growth that has an impact on the daily life of people

Women Empowerment & Economic Empowerment for Women is a corner stone for the real Economic Growth, Social & Economic Transformation and the realization of the SDGs

It will be our pleasure to celebrate the 15th Anniversary of the Afro Arab Congress and the Mediterranean Congress for Business and Professional Women with all of my sisters from Africa and all over the world, in the Presence of Guest of Honors of Women Leaders and the presence

of Women Entrepreneurs Women, Owners of SMEs, Women in Agriculture & Agribusiness , Women Traders, Cross Boarder Women Traders, Business Women Organizations, Regional Economic Communities (RECs) Business Councils, Ministers in charge of Gender & Women, UN Agencies , Private Sector Foundations, Chambers of Commerce , CSOs for Women Empowerment , Development partners & all the Stakeholders , UN Agencies ,Financial Institutions ,



The Congress will be focusing on Economic Empowerment of Women and will be accompanied by Trade promotion fair for Women Entrepreneurs and SMEs for all the products of Women Entrepreneurs offering a Marketing tool towards accessing the international Market.

The Congress will be focusing on Multiple approaches to achieve Economic Empowerment of Women and During the congress we will launch Initiatives for the lobbying and advocacy for legislation and laws that empowers women economically and promote an enabling conducive Business Environment for women owners of SMEs and women in the private Sector .

We will also continue promoting for the Women Empowerment Principles. (WEPs) which is launched by BPW – Egypt with UN Women and UN Global Compact We will also launch the initiative More than a Mother for women Empowerment through access to Health Care and Change of Mind Set

This year it will be our pleasure to host the Annual Meeting of AFAEMME which is the Association of Organizations of Mediterranean Business Women having the Mediterranean the gate way to Africa and opening new markets and Business Contacts for our Women Entrepreneurs.

This year we will also celebrate the 3rd forum of the International Network for Entrepreneurship and SME Development (INESD)

There will also be a preconference Cross Cultural Understanding Congress that will be held on 25th of April to be attended by women from Africa, the Arab world , Europe and all over the world for cross cultural understanding for women empowerment across the globe .

It is also our pleasure to invite MSMEs and women Entrepreneurs to exhibit in the accompanying Trade Fair for SMEs

It is our Pleasure to welcome all of you on the pharaoh's land where civilization started thousands of years ago. The African Alliance for Women Empowerment AFRAWE, BPW – Egypt & the Egyptian Business Women Association and Afro Arab Network for Women Empowerment ,The Mediterranean Network for Business and Professional Women are anxious for your participation and active contribution in the Congress & wish you a pleasant stay& successful congress & a Training Program .

Dr. Amany Asfour

World Vice President

International Federation for Business & Professional Women

President African Alliance for Women Empowerment

Founder BPW-Egypt

President Egyptian Business Women Association (EBWA)

President OWIT (Cairo Chapter)

President Afro Arab Network for Women Empowerment

Chair of COMESA Business Council

Chair of Human Resources, Science and Technology Cluster of African Union – ECOSOC (Economic Social Cultural Council)

Chair of FEMCOM – Egypt Chapter

(Federation of Business Women Associations of the COMESA)

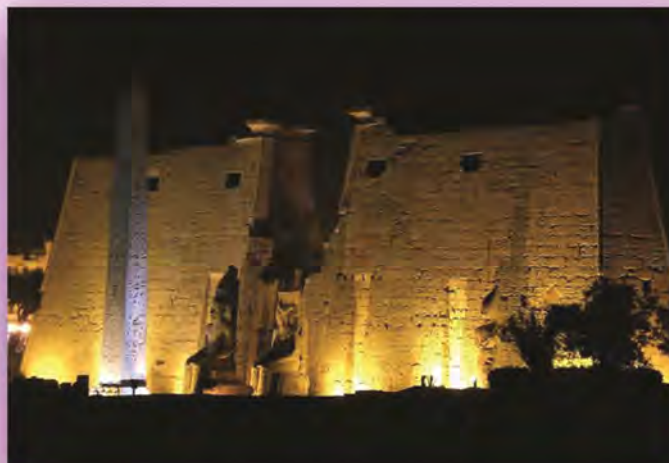
Director of New Faces New Voices –Egypt Chapter

Theme of the Conference

Economic Empowerment and Entrepreneurship Promotion for Women and Youth and Support of Micro , Small and Medium Enterprises (MSMEs)for Africa's 2063 Development Agenda and Sustainable Development Goals (SDGs)

Main Topics

1. Women Empowerment through Education , Training and capacity Building .
2. Women Entrepreneurship promotion & Building of Entrepreneurial Culture.
3. Women Empowerment through support of Micro, Small and Medium Enterprises
4. Women Empowerment in Trade & Marketing ,and Value Addition(Designing, Branding , Packaging)
5. Women and Agriculture, Agribusiness , Green Economy and Development of Women in rural areas and Women & climate change .
6. Women and Finance and New Methods of Finance , Role of Financial Institute in Economic Empowerment of Women . .
7. Promotion of Women in I.C.T Science , Technology and Innovation.
8. Women and Franchising
9. Empowering women entrepreneurs through Business Development Centers and Business Incubators
10. Youth Entrepreneurship and young women Economic Empowerment
11. Economic Integration and Africa's 2063 Development Agenda -
12. Role of Diaspora in Economic Empowerment of Women and in African Renaissance and African Economic Development
13. - Women Empowerment through access to Health Care and change of Mind Set More than a Mother Campaign (by Merck)
14. Role of Multinational Companies for Women Empowerment through Social Corporate Responsibility and Investment, Diversity & Inclusion .
15. Role of Business Women in Economic and Social Development
16. Empowering women in the Mediterranean Region and building Partnerships Across the North and South Mediterranean in Africa and Europe
17. Role of International and Regional Organizations in Economic Empowerment of Women And Entrepreneurship Development
18. Cross Border Women Traders in Africa and suggested solutions for challenges faced by Cross Border women Traders
19. Empowering Women through access to Health Care and Change of Mind Set
20. Economic Empowerment of Women in Areas of Conflict Zones.
21. Role of Women in Economic Integration in Africa and the Role of Regional Economic Blocks (RECs) in Africa
22. Alleviation of Poverty through empowering African women in the private sector





Guests of Honor

Will include Women Leaders of Africa,
Female Heads of States,
First Ladies
Ministers
Parliamentarians.



Who Should Attend the Congress & The Trade Fair and Exhibition

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- Women Entrepreneurs & Women in the Private Sector .
 - Business Women.
 - Women Leaders of the World.
 - Business Women Associations.
 - Women Entrepreneurs Associations.
 - Women owners of Micro ,Small and Medium Enterprises MSMEs
 - Chambers of Commerce
 - Civil Society Organizations Concerned about Women Empowerment
 - Young women Entrepreneurs and Young Girls Students
 - Ministers of Gender, Trade, Economy Targeting Economic Empowerment of Women .
 - National Councils for Women .
 - Financial Institutions .
 - National Institutions responsible for Development of Women and Women Empowerment .
 - Agencies & Organizations Supporting MSMEs and women Empowerment in the Private Sector.
 - Partners & Donors
 - International & Regional organizations Working for Women Empowerment & Women Entrepreneurship to meet the MDGs.
 - Multinational Companies targeting Women Empowerment through Diversity & Inclusion & as part of Social Corporate Responsibility. .
 - CSOs working in the fields of Women Empowerment and Gender Equality and Girls Education
 - Organizations supporting Women Farmers and Agribusiness
 - RECs (Regional Economic Communities) (COMESA , EAC , IGAD , ECOWAS, SADC , CenSad,etc.)
 - Women in Agriculture and in Agribusiness .
 - Chambers of Commerce and Industry
 - Entrepreneurs Associations.
 - Cross Border Women Traders
 - ICT Companies and Institutions
 - Private Sector Companies



Regional and International Organizations

- African Union
 - Arab League
 - UNECA United Nations Economic Commission for Africa
 - RECs (Regional Economic Communities)
 - UN Agencies ,UNDP.UNIDO,UN Women ITC .
 - ILO
 - African Banks supporting African Private sector and MSMEs
 - African Development Bank - African Export and Import Bank (Afriexim)
 - National Councils of Women and authorities empowering women
 - European Union
 - Organizations Supporting MSMEs.
 - Development Partners & Donors -
- International & Regional organizations working for Women Empowerment and SDGs

Objectives of Congress.

- 1- Exchange of Knowledge , Experience , Success stories from Women in Africa ,and their colleagues from The Arab world ,Europe and Mediterranean region ,Asia and from across the globe.
- 2- Economic Women Empowerment through Networking, Matchmaking Program & Business to Business partnerships and Contacts.
- 3- lobbying and advocacy for legislation and laws for economic Empowerment of Women and promoting an enabling conducive Business Environment of women in Business and in private Sector
- 4-Young women entrepreneurship promotion and motivating and inspiring young girls through attending the congress and meeting role models and Mentorship programs .
- 5-Marketing& Promotion of Products of Women Entrepreneurs through the accompanying Exhibition and Trade fair to have access to international Market through all participants from all over the world .
- 6 - Exchange of Experience for Promotion & Support for Micro, Small & Medium Enterprises owned by Women.
- 7- Finding New Solutions & New Methods of Finance and Promoting Financial Inclusion of Women
- 8-Women Empowerment through promotion of Women in Agriculture , Agri-business and Agri-processing and building the capacity of women farmers .
- 9- New Projects for empowering women in the Rural Areas .
- 10- Women Empowerment through Promoting of Women Access to ICT & Promotion of Women in Science , Technology & Innovation and use of S&T for Women in Business.
- 11- Promotion of Economic Integration & Empowerment of Women in the Private Sector .
- 12- Discussing Challenges & Recommendations to Empower Women in Trade, Market Access, Product development through value addition (Design , Branding, Packaging ...)
- 13- Display of Projects for Empowering Women Economically e.g. Business Development Centers, Business Incubators , Marketing Centers, Innovation Centers for Women .
- 14- New Projects for economic empowerment of women in Conflict Zones .
- 15- Promoting role of Women for Africa's 2063 Development Agenda
- 16-Promoting role of Diaspora in Economic Development in Africa

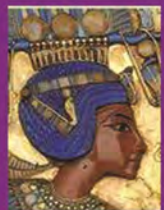


Congress Format and Presentations

- 1- Presentations from different Associations of Women Entrepreneurs & Business & Professional Women and women owners of MSMEs from Africa, the Arab World, Mediterranean region, Europe & all over the world for exchange of experience & projects.
- 2- Presentations from different Regional and International Organizations for their Policies for Economic Growth and economic Empowerment of Women and Support and Financing of MSMEs and Empowering the African Private sector
- 3- Presentations from MultiNational Companies and Private Sector for their Programs for Diversity and Inclusion and Women Empowerment

Training Programs during the Congress .

- How to grow your business through enhancing your Interpersonal Communications Skills
- Personal Empowerment Program
- Women in Agriculture and Agribusiness



Accompanying Exhibition and Trade Fair

A Grand Exhibition will be held for products of Women Entrepreneurs Business Women Associations & women participating in the Congress & local Companies and small and Medium Enterprises during the Congress. .

(Please indicate your interest to have an exhibition during the Congress and fill the enclosed Application form

Registration Fees of the Congress

Registration Fees	Before March 1st 2016	After March 1st 2016
* Participant	300 Euro	350 Euro
* Accompanying Person	200 Euro	250 Euro

Registration Fees Include:

- Admission to Sessions.
- Admission to Exhibition
- Congress kits (Badge – Bag – Program - Coffee Breaks).
- Lunches during the Congress.
- Reception Cocktail.
- Gala Dinner
- Training Programs during the Congress.

Payment for Registration:

Please address your method of payment to the favour of :

BPW Congress (Congress Service Center)

Acc. No. : Euro 00231260002248

Swift Code : AGRIEGCX

Bank : Credit Agricole – Egypt

Branch : Mohandessin Syria St. Branch Cairo Egypt

Address : 4 Syria St., Mohandessin – Cairo – Egypt

A photocopy of the bank transfer must be attached to the registration form and emailed to:

BPW-Egypt & (Egyptian Business Women Association)

Application:

Please fill enclosed registration form & send it back to

BPW - Egypt - Egyptian Business Women Association .

Address: 14 Syria St., Mohandesin , Cairo, Egypt.

Tel. : +202- 33368304 / +202- 37495670 Fax : +202- 37495671

Mobile : + 20122305832 / + 201223144361 / + 20122159967

E-mail: ebwaegypt@yahoo.com / asfour2712@yahoo.com

Web : www.ebwa.info

Hotel Accommodation

Please mark appropriate square

Hotel	Single	Double
☐ (Conference Venue) Mena House Hotel (5 Stars)	130 Euro	150 Euro
☐ Horizon Pyramids Hotel (4 Stars)	70 Euro	88 Euro
☐ Delta Pyramids Hotel (3 Stars)	50 Euro	65 Euro

- Above rates are inclusive of service charge, governmental taxes & buffet breakfast.

Social Program

- Gala Dinner on a Nile cruise boat
- Visit to a bazaar in Cairo including Egyptian dinner

