

GLOBAL WOMEN'S FORUM  
DUBAI. 16  
LET'S INNOVATE!  
23-24 February 2016

REPORT



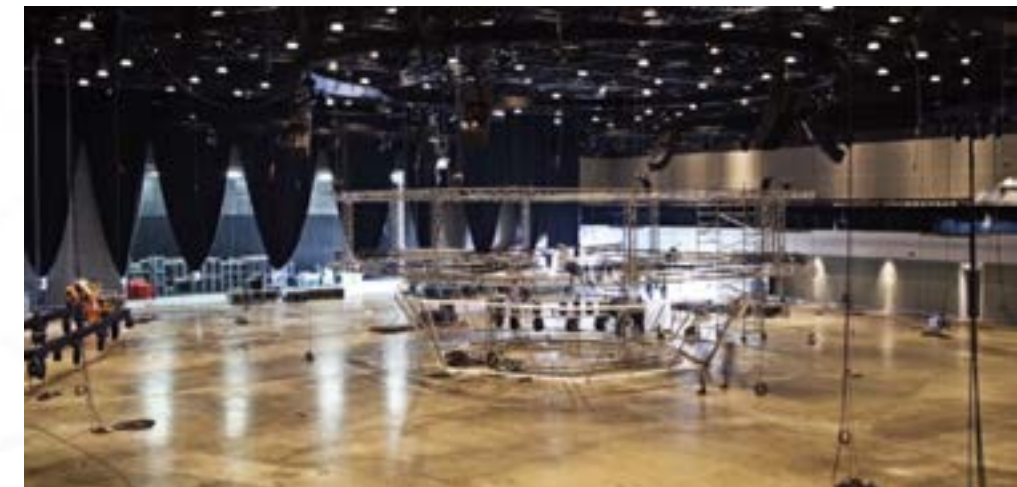
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REPORTED BY THOMSON REUTERS



EDITED BY THOMSON REUTERS FOUNDATION





I am very happy to welcome you to the first edition of Global Women's Forum Dubai. We in Dubai are honoured to host the largest gathering focused on encouraging women's advancement, and their participation in society, to be held in the MENA region.

Aside from creating a platform to advance the global dialogue on women's participation, diversity and gender balance, I see the Forum playing a role in supporting the closer integration of women into the region's development process. In particular, this Forum will help achieve this by introducing pioneering Arab women to a global audience. By raising the profile of their work and their contributions, this Forum will significantly help in breaking down stereotypes of women in the region.

The Forum's theme - Let's Innovate! - is also significant for women and is inspired by the UAE's creative approach to generating effective ideas that support the development of ambitious, talented women. Innovation is the key to women's future success – a bright future that allows women to fulfil all

roles in life. This global forum provides us with an opportunity to explore how women can contribute their unique perspectives and ideas to solving the challenges faced by the world today. Over the next two days, leading thinkers and world-renowned speakers from businesses, governments and civil society across the world, and all generations, will initiate a global exchange of ideas on a wide range of issues related to gender diversity, female engagement and women's contribution to societies. I am confident these interactions will bring to light many breakthrough ideas and practical solutions to pressing issues. I also believe these discussions will have a far-reaching impact, inspiring and empowering future generations of women to make more positive contributions to social and economic development.

Backed by the support of the UAE's leadership and its deep commitment to strengthening the role of women in society, we are pleased to be able to organise this landmark event in partnership with the Women's Forum for the Economy and Society. Our region is

currently in the process of rapid change & development with its increasingly young societies transitioning to a knowledge-based society. Leadership, creativity and breakthrough innovations are critical to the ability of the region to successfully negotiate this period of transition. The UAE has a remarkable legacy of Emirati women achievers supported by the constitution of the UAE, which guarantees balance for both men and women. The country has done significant work to closely involve women in decision-making at every level; a process that has delivered rich results in various areas.

Today, the UAE is a regional and international leader in gender balance and diversity. In light of these achievements, we in the UAE eagerly look forward to a deeper interaction and exchange of ideas with our counterparts from across the world on how we can enhance women's participation and empowerment globally. We look forward to your valued contributions, support and engagement to drive change as well as progress in the advancement of women across the Arab region and around the world.

**Manal Bint Mohammed Bin Rashid Al Maktoum**

PRESIDENT OF UAE GENDER BALANCE COUNCIL, PRESIDENT OF DUBAI WOMEN ESTABLISHMENT



It gives me great pleasure to welcome you to Global Women's Forum Dubai. Over the course of two days, we have an unprecedented opportunity to shape a new direction for strengthening women's contribution to socio-economic development across the world. We are honoured to have worked closely with the Women's Forum for the Economy & Society, to create a space where thought leaders and trailblazers in the field of women's advancement can share ideas in an innovative, connected and inspiring environment.

Bringing together more than 2,000 participants and 100 speakers from across the region and the world, the Forum offers a rich programme of plenary sessions and

keynote speeches. Interactive sessions and workshops will provide a unique opportunity for delegates to meet, share, learn and be inspired through creative hubs and corners. Our agenda over the next two days features an extremely diverse range of topics with some of our most celebrated female role models from different fields will share breakthrough moments in their work and life, and explore how women can contribute their innovative thinking to the advancement of our rapidly changing societies.

I would like to extend our special thanks to the speakers for their participation and willingness to share their insights, ideas and experiences in the global drive to enhance women's engagement and participation.

Their efforts have made this event possible and we're delighted to have their support. Our partnerships with some of the most influential local and international institutions are also a key factor in the success of the Forum.

On behalf of Dubai Women Establishment and the Women's Forum for the Economy & Society, I'd like to thank our sponsors for their incredible support in promoting the event, and contributing to the various Global Women's Forum Dubai initiatives. Lastly, I'd like to thank each and every one of our participants for their contribution to the success of this event – we wish you a rewarding experience at Global Women's Forum Dubai.

## **MONA GHANEM AL MARRI**

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

I am truly delighted to take part in this Global Women's Forum Dubai, the first-ever Women's Forum event in the MENA region. For 12 years now, the Women's Forum for the Economy & Society has played an increasingly vital role worldwide as a focal point for women's views and voices. Along with our annual Global Meeting in Deauville, France, the Women's Forum has hosted conferences in Brazil, Italy, Myanmar and Belgium, with meetings this year in Mexico (27-28 April), Mauritius (20-21 June), and again in Deauville (30 November-2 December).

The Women's Forum has always been, first and foremost, a business conference, one that showcases stories of workable solutions in different countries and contexts. In Dubai we will be discussing how business acts to promote greater economic and social equality. We will hear business leaders examine their

commitments to corporate diversity with an eye to what comes next. And we will be talking a lot about innovation. Innovation is a word we hear a lot these days. Most often it has something to do with technology. What if we were to put aside our current infatuation with technology, to focus on innovating to ensure that human beings wind up gaining more than they give up? We know that poverty and inequalities persist in both developed and developing economies. We also know that healthy, educated and empowered women are at the very core of a better society for all of us. How do we foster innovation? By being united. By thinking together. By working side-by-side. And by recognizing we all share a common destiny. Wherever you may be from, please think of Global Women's Forum Dubai as your home. Feel confident to network, to enrich your knowledge and experiences, and be sure your voice matters.

## **CLARA GAYMARD**

President, Women's Forum for the Economy & Society, France





GLOBAL WOMEN'S FORUM  
**DUBAI.16**  
LET'S INNOVATE!  
23-24 February 2016



**5 KEYNOTES**



**2000 + ATTENDEES**

**70 COUNTRIES  
REPRESENTED**



**40+  
SESSIONS**

# ABOUT DUBAI WOMEN ESTABLISHMENT



Dubai Women Establishment (DWE) was formed in 2006 under law no. (24) by His Highness Sheikh Mohammed Bin Rashid Al Maktoum – UAE Vice President and Prime Minister, and Ruler of Dubai. DWE is headed by Her Highness Sheikha Manal Bint Mohammed Bin Rashid Al Maktoum – President of the UAE Gender Balance Council and wife of HH Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs.

As a statutory body of Dubai Government and as per its founding decree, the Establishment aims to encourage and facilitate the participation of Emirati women in the workforce and society. Its mandate includes extensive research into identifying and quantifying the status of women in the workforce of Dubai, as well as initiatives towards women's further development opportunities. Awareness and policies that are conducive to women in the workforce are recommended to the Dubai Government as

solutions to enable women to play a greater role within the UAE and on a global scale. The term participation includes acknowledgment of women in arts, women in sports and women in leadership, professionally in their field as well as the societal arena, such as acts of philanthropy, humanitarianism and politics.

[www.dwe.gov.ae](http://www.dwe.gov.ae)

# THE WOMEN'S FORUM



Since 2005 the Women's Forum for the Economy & Society has been the world's leading platform featuring women's views and voices on major social and economic issues. Deploying the experience of both women and men – business leaders, researchers, politicians, entrepreneurs – across all generations and geographies, our conferences feature broad, rich and edgy debates, acting as a sounding board for today's important ideas and a springboard for tomorrow's solutions. The practical discussions in our Discovery sessions typically focus not only on overcoming barriers but on creating new opportunities. The Women's Forum also promotes the advancement of women through regional and international networks.

[www.womens-forum.com](http://www.womens-forum.com)

# ABOUT GWFD

**GLOBAL WOMEN'S FORUM**  
**DUBAI. 16**  
**LET'S INNOVATE!**  
23-24 February 2016

Global Women's Forum Dubai 2016, organized by Dubai Women Establishment & Women's Forum for the Economy and Society, takes place Tuesday 23 and Wednesday 24 February 2016 at the Madinat Jumeirah in Dubai. This historic gathering, the first-ever Women's Forum event in the Middle East and North Africa region, has garnered local, regional and international attention and showcases the many characteristics that make Dubai and the UAE one of the world's fastest developing regions in terms of innovation, education and governance. With more than 2000 participants and 200 speakers and international delegates, Global Women's Forum Dubai brings together leaders from around the world – women and men – representing business, government, academia as well as art and culture, with

the aim of considering new perspectives for today and tomorrow; creating a powerful, global network capable of boosting the influence of women throughout the world; conceiving innovative and concrete action plans to encourage women's contribution to society; and promoting diversity in the business world.

Held under the patronage of His Highness Sheikh Mohammad bin Rashid Al-Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, and led by Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of UAE Gender Balance Council, President of Dubai Women Establishment, Global Women's Forum Dubai not only reflects the keenness of the UAE leaderships to elevate the status of UAE women, but also favourably represents the character of the UAE and its citizens at a global level. Women's Forum Dubai not only serves Dubai's vision to be the epicentre of international conferences, but is also in alignment with the UAE's strategy in empowering societies through women.

# CONCEPT NOTE

Building on the theme Let's Innovate!, Global Women's Forum Dubai is a can't-miss opportunity to speak up, speak out and connect with business leaders and trailblazers from around the world. This historic gathering – the premiere Women's Forum Event in the Middle East and North Africa (MENA) region features interactive sessions and workshops as well as a gala dinner. Discussions will move beyond the usual expectations and reservations about technology and to highlight the sustainable role of women as well as the role tradition can play in innovation.

The programme draws upon five agenda streams, each an opportunity to showcase cross-sector innovation and women's achievement. These streams – Achieving, Creating, Giving, Energizing and Sustaining – are echoed in every session during Global Women's Forum Dubai, where you will meet and be inspired by:

Women whose achievements contribute to lasting progress,

Women who bring their creativity into their work and their lives,

Women who give back to their communities and beyond,

Women who pave the way for future generations with their work on energy and sustainability.





**PROGRAM**

PLENARY

09:00 **ACHIEVING: LET THE JOURNEY BEGIN**

**MC:**

**Khalid Al Ameri**  
Emirati writer and columnist, UAE

09:05 **OPENING WELCOME SPEECH**

**Clara Gaymard**  
President, Women's Forum for the Economy & Society, France

09:15 **THE TURNING POINT**

There is a crucial turning point in every career, a "breakthrough" moment that determines not only what you do but who you are. These speakers provide an inspirational opening for Women's Forum Dubai. Because as different as each story may be, we can all recognise that moment that changes everything.

**SPEAKERS:**

**HE Ameenah Gurib-Fakim**  
(GCSK, CSK, PhD, DSc),  
President of the Republic of Mauritius

**HE Reem Al Hashimy**  
Minister of State for International Cooperation  
and Director General, Expo

**Becky Anderson**  
Managing Editor and Anchor, CNN

**Comm. Margrethe Vestager**  
European Commissioner for  
Competition, European Union

**Emma Bonino**  
Former Minister of Foreign Affairs,  
Italy

10:15 - 10:30 **BREAK**

10:30 **GENDER MATTERS FOR ENERGY**

**ENERGY HUB**

Find out how women are involved as designers and end-users in practical innovations for realizing household energy savings.

**SPEAKERS:**

**Khawla Al Muhairi**  
Vice President, Marketing & Corporate Communications,  
Dubai Electricity & Water Authority,  
UAE

**Laure Alazet**  
New Business Energy South Asia, Middle East & Africa,  
Engie and Board member, Clean Energy Business Council,  
UAE

**MODERATOR:**

**Rym Tina Ghazal**  
Senior Features writer and columnist,  
The National Newspaper,  
UAE

DISCOVERY

DISCOVERY

10:30 **WORK-LIFE BALANCE: CHALLENGES & OPPORTUNITIES**

**ENTREPRENEURSHIP HUB**

Meet the Cartier Women's Initiative Awards participants from the MENA region, entrepreneurs who will discuss the challenges of running a business and caring for a family, and the opportunities for succeeding at both.

**SPEAKERS:**

**Mouna Abbassy**  
Founder and Managing Director,  
Izil Beauty and laureate of the 2015  
Cartier Women's Initiative Awards, UAE

**Zein Shiyyab**

Business Process Manager, a  
Trust Holding, and finalist of the 2011  
Cartier Women's Initiative Awards, Jordan

**Rama Kayyali Jardaneh**

Founder and Managing Partner,  
Little Thinking Minds and finalist of the 2014  
Cartier Women's Initiative Awards, Jordan

**Nermin Sa'd**

Senior Mechanical Engineer & Founder,  
Handasiyat.net, 2012 Cartier Women's  
Initiative Awards Finalist,  
Jordan

**MODERATOR:**

**Neveen El Tahri**  
Chairperson and Managing Director,  
Delta Shield for Investment and member  
of Cartier Women's Initiative Awards  
Jury, Egypt

**TWITTER PRESENTS #POSITIONOFSTRENGTH**

**WOMEN IN MEDIA HUB**

Twitter hosts workshops and training sessions tailored for women in the MENA region, and introduces #PositionOf Strength, a worldwide movement to engage and empower women online.

**SPEAKERS:**

**Frederique Covington-Corbett**  
International Marketing Director,  
Twitter, Singapore

**Kira O'Connor**  
EMEA Safety Outreach, Twitter, Ireland

**MOTHERS, THE ULTIMATE SHADOW TEACHERS**

**SOCIAL IMPACT HUB**

Presenting BabNoor, the first Arabic cloud-based app enabling easy and effective communication for children with autism. This session highlights BabNoor's positive impact on families.

**SPEAKERS:**

**Shadi Al-Hassan**  
Flagship Projects Managing Director  
and Founder, BabNoor app, UAE

## DISCOVERY

10:30

## WOMEN ON BOARDS

Boardroom success depends on how well you understand board obligations and possibilities, but also on how well you understand yourself. Self-knowledge, coupled with the flexibility to change the way you act, is absolutely essential for maximum effectiveness in a board position.

## SPEAKERS:

**Dr Ashraf Gamal El Din**  
CEO, Hawkamah, UAE

**Laura Hwang**

Representative, Government of Singapore,  
ASEAN Commission on the Promotion  
and Protection of the Rights of Women  
and Children (ACWC), Singapore

**Mette Laursen**

Founder, LinKS, Denmark

**Ayesha Sultan**

Board member TECOM Group,  
Independent Non Executive Director,  
Chairman of Audit and Risk Committee,

## RISING TALENTS HUB

## SPEAKERS:

**Sarah Amiri**

Head of Council of UAE Scientists  
and Scienc Lead of Emirates Mars Mission,  
MOHAMMED BIN RASHID SPACE CENTRE,  
United Arab Emirates

**Aisha Harib**

Social Entrepreneur,  
SOCIAL BANDAGE,  
United Arab Emirates

**Amani S. SHAJERA**

Head of Studies and Research  
Department,  
Women Information Centre,  
SUPREME COUNCIL FOR WOMEN,  
Kingdom of Bahrain

## MODERATOR:

**Mary Fitzgerald**

Journalist and Analyst,  
and Women's Forum Rising Talents  
alumnus, Ireland

## WOMEN AND SCIENCE HUB

Get a glimpse of how the Emirates Mars Mission team is preparing to head into space and hear what they're planning to discover when they get there. This interactive workshop provides a walk-through from conceptualization of the actual mission to the gathering and processing of the data necessary to unlock the mysteries of Mars.

## SPEAKERS:

**Maryam R. AlShamsi**

Engineer, Space Science,  
Mohammed Bin Rashid Space Centre, UAE

**Amal Amin**

Senior Payload Engineer,  
Mohammed Bin Rashid Space Centre,  
UAE

## DISCOVERY

10:30 **MEET WITH...JASON VALE**

## HAPPINESS HUB

Jason Vale, aka 'Juice Master', is an author, motivational speaker and lifestyle coach. He works to empower people to change their health and life by realizing the nutritional benefits of raw fruit and vegetable juices.

## SPEAKERS:

**Jason Vale**

Author of Juice Master, UK

09:00 - 13:00 **AIRBUSS LITTLE ENGINEER WORKSHOP**

## WOMEN AND SCIENCE HUB

(Closed Session)

11:00-11:30 **BREAK**11:30 **OFFICIAL OPENING SPEECHES**

Welcome and acknowledgment speech on behalf of host country

## KEYNOTES:

**HM QUEEN RANIA AL ABDULLAH**  
of the Hashemite Kingdom of Jordan

**HH SHEIKH ABDULLAH BIN ZAYED AL NAHYAN**  
Minister of Foreign Affairs  
and International Cooperation, UAE

**DR AMAL AL QUBAISI**

Speaker of the Federal National Council, UAE

11:45 **OPENING KEYNOTE PANEL: IN CONVERSATION WITH**

## SPEAKER:

**THE HON. CHRISTINE LAGARDE**  
Managing Director,  
International Monetary Fund (IMF)

## MODERATOR:

**OLIVIER FLEUROT**  
Senior Vice President  
and Member of P12 -, Publicis Groupe, France

12:45 - 13:45 **LUNCH BREAK**12:45 **CEO CHAMPIONS (PRIVATE SESSION)**

The CEO Champions initiative serves as a platform for global leaders to gather to establish new and innovative ways to drive the corporate empowerment and advancement of women in the public and private sectors. At Global Women's Forum Dubai in 2016, CEOs, senior executives and gender diversity experts in the private and public sectors are gathering together at the first-ever CEO Champions initiative in the MENA region.

## PLENARY

## PLENARY

**13:45 VOICES FROM THE GULF**

While women in the Middle East share many similarities with their counterparts in other regions, they are frequently the subjects of misperceptions throughout the world. This session aims to look beyond some of the most common stereotypes and focus on the real-life achievements of and challenges for women in this region.

**SPEAKERS:**

HE Dr Hissa Al-Otaiba

UAE Ambassador to Spain

Dr Basmah Omair

CEO, Alsayedah Khadijah Bint Khawilid Center,

Jeddah Chamber of Commerce & Industry,

Kingdom of Saudi Arabia

Ahmed Al-Mukhaini

Chairperson,

SASLO Legal Training Center,

Sultanate of Oman

**MODERATOR:**

John Deferios

Emerging Markets Editor, CNN

**14:45 - 15:00 BREAK****15:00 INNOVATIVE THINKING FOR TOMORROW'S CITIES**

Urban centres around the world are grappling with how to optimize legacy infrastructure – education, transport, culture, safety, healthcare, housing policies – with women and girls in mind. What if we were to leap forward and re-think our cities not only to incorporate women's perspectives but to deploy the genius of women for the benefit of all?

**SPEAKERS:**

Valérie Péresse

President, Ile-de-France Region,

and former Minister, France

Anja Wyden Guelpa

Chancellor of State,

Republic and Canton of

Geneva, Switzerland

Pascal Sourisse

Senior Executive VP International

Development, Thales, France

Omran Sharaf

Emirates Mars Mission Project Manager

Mohammed Bin Rashid Space Center, UAE

Prof. Yoko Ishikura

Professor Emeritus,

Hitotsubashi University, Japan

**MODERATOR:**

Ulysse Gosset

President, Ile-de-France Region,

and former Minister, France

## DISCOVERY

**09:00 - 13:00 OPEN INNOVATION, A LEAP IN MEDICAL ADVANCES****SOCIAL IMPACT HUB**

Medical innovation has always been behind closed doors with experiments, research and development done in secrecy for patents, intellectual property and pharmaceutical competitive advantages. What if all these development are made transparent from day one? And not just open-source, but we invite the world to participate in the actual contribution. We believe medicine, healing and curing are intellectual properties that belong to the world.

**SPEAKERS:**

Dr Hong Sheng Chiong

Founder and CIO,

OphtalmicDocs, New Zealand

**11:00 - 11:30 YOUR VOICE IS YOUR MESSAGE****WOMEN IN MEDIA HUB**

We own the most powerful tool of communication that is our voice, and it is taken for granted. A conscious use of the voice is creating conscious sounds that touch, awake and support words that are truly listened to.

**SPEAKERS:**

Noura Sadaka

Leadership Coach and Voiceover Artist, UAE

**STAY FOCUSED, STAY HEALTHY****HAPPINESS HUB**

Seema Shetty has built a career – and a business empire – by providing healthy solutions for eating and living well. She shares some of the secrets she has learned on the job and from her father and mentor, Dr B.R. Shetty.

**SPEAKERS:**

Seema Shetty

VP of Corporate Excellence,

NMC Healthcare, UAE

## AGORA

**16:15 PRESERVATION OF CULTURE FOR FUTURE GENERATIONS (EAST AGORA)****ART AND CULTURE HUB**

This session will explore innovations in the field of art conservation that have enabled museums to deploy new technologies to preserve the aspects of art and cultural heritage that are the building blocks of a society.

**SPEAKERS:**

Catherine Pégard

President, Public Establishment of the Palace,

the Museum and the Estate of Versailles, France

Dr Rafia Ghubash

Founder of The

Women's Museum, UAE

## AGORA

09:00 - 13:00 **WOMEN MATTER IN SCIENCE (WEST AGORA)****WOMEN AND SCIENCE HUB****SPEAKERS:**

**Dr Habiba Bouhamed-Chaabouni**  
Professor and Chief Department,  
Medical School - Laboratory Of Human Genetics, Tunisia

**HE Ameenah Gurib-Fakim**

(GCSK, CSK, PhD, DSc),  
President of the Republic of Mauritius

19:30 **GALA DINNER - CELEBRATING 10 YEARS OF THE CARTIER WOMEN'S INITIATIVE AWARDS**

(BY INVITATION ONLY)

**HOSTED BY:**

**Cyrille Vigneron**  
President and Chief Executive Officer,  
Cartier, Switzerland

**IN THE PRESENCE OF:**

**The Hon. Christine Lagarde**  
Managing Director,  
International Monetary Fund (IMF)

**MODERATOR:**

**Dr Robert Sebbaq**  
Vice President Access  
to Medicines, France

## PLENARY

09:00 **EMBARK ON A JOURNEY: CREATING, ENERGIZING & SUSTAINING****MC:**

**Khalid Al Ameri**  
Emirati writer and columnist, UAE

09:05 **80 IS THE NEW 50**

Research indicates we will continue to live longer. The life expectancy of women has risen even faster than that of men. But does living longer mean living better? One renowned expert will challenge what we take for granted about our allotted time on the planet, and share how we can disrupt and reinvent the basics so we may adapt to our future. Because sooner than you think, 80 will be the new 50!

**SPEAKERS:**

**Dr Mehmet C. Oz**  
Host of 'The Dr Oz Show'  
and Vice-Chair and Professor of Surgery at Columbia University, USA

10:20 - 10:45 **BREAK**

## DISCOVERY

10:45 **SMART HOMES FOR FUTURE GENERATIONS****ENERGY HUB**

Why should we want a smart home? What role can governments and utilities play in helping our homes become smarter? What's in it for women?

**SPEAKERS:**

**Eng. Amal Koshak**  
Senior Manager Marketing Communications,  
Dubai Electricity & Water Authority, UAE

**Brian Hull**  
Managing Director ABB Oman & Bahrain,  
Sultanate of Oman

**I AM BECAUSE I TWEET**

Twitter has developed into a powerful platform for showcasing the talents and achievements of Arab women for a wider international audience. This workshop aims to identify ways to eliminate stereotypes for a truer picture Arab woman.

**SPEAKERS:**

**Heba Al Samt**  
Director of Digital, Dubai Channel Network,  
Founder and President of Social Media Club, UAE

**Iman Ben Chaibah**  
Editor-in-Chief, Sail Magazine, UAE

**Fida Chaaban**  
Editor-in-Chief, Entrepreneur Middle East, UAE

**Kinda Ibrahim**  
Director of Media Partnerships MENA,  
Twitter, UAE

**ACTIVATION BY DMI SPEED NETWORKING**

(Bring your business card)

DISCOVERY

10:45 TALENT OF WOMEN, SPIRIT OF CHANGE

RISING TALENTS HUB

SPEAKERS:

**Hana Al Rostamani**  
Head of Consumer Banking Group,  
First Gulf Bank, UAE

MODERATOR:

**Mary Fitzgerald**  
Journalist and Analyst,  
and Women's Forum Rising Talents alumnus, Ireland

THE HAUTE COUTURE OF PERFUME

MAISON GUERLAIN

Discover the art and process behind the creation of a bespoke Guerlain perfume. As in the creation of an Haute Couture dress, a Guerlain specialist has to gauge every facet of the character of the person precise and detailed for perfection.

SPEAKERS:

**Sylvaine Delacourte**  
Fragrance Evaluation and Development Director,  
Guerlain-Paris, France

09:00 - 13:00 AIRBUSS LITTLE ENGINEER WORKSHOP

WOMEN AND SCIENCE HUB

(Closed Session)

AGORA

10:45 THE CARTIER WOMEN'S INITIATIVE AWARDS: 10 YEARS OF ACHIEVEMENTS (EAST AGORA)

ENTREPRENEURSHIP HUB

2016 marks the 10 th anniversary of the Cartier Women's Initiative Awards, supporting creative women finding solutions for the future. Entrepreneurs from the MENA region will participate in interactive sessions, and an INSEAD assessment study will show key results of the Awards over the last decade.

SPEAKERS:

**Christine Borgoltz**  
External Relations and Events Director,  
Cartier, France

**Rana El Chemaitelly**  
Founder, Little Engineer, and laureate of the 2011  
Cartier Women's Initiative Awards, Lebanon

**Zein Shiyab**

Business Process Manager,  
Trust Holding, and finalist of the  
2011 Cartier Women's Initiative Awards, Jordan

**Hanan Saab**

Founder and Managing Director,  
Pharmamed, and member of  
Cartier Women's Initiative Awards Jury, Lebanon

**Hans Wahl**

Director Social Entrepreneurship Programme (ISEP),  
INSEAD, France

MODERATOR:

**Henry Bonsu**  
Broadcaster, Conference Host  
and Analyst, BBC News, UK

DISCOVERY

10:45 INNOVATIVE PERSPECTIVES WOMEN BRING TO BOARDROOM (WEST AGORA)

WOMEN ON BOARDS HUB

Prof. Yoko Ishikura will share her experience of serving on boards of Japanese, US and UK companies and significance of bringing different and innovative perspectives.

SPEAKERS:

**Prof. Yoko Ishikura**  
Professor Emeritus, Hitotsubashi University, Japan

11:30 - 11:45 BREAK

DISCOVERY

11:45 CREATING YOUR OWN TEAM

ENTREPRENEURSHIP HUB

What makes a 'dream team'? How do geography, language and culture affect interactions between team members? Come listen to how entrepreneurs – Cartier Women's Initiative Awards participants from the MENA region – rise to the challenge of finding the right team to support their business.

SPEAKERS:

**Mirna Hamady**  
Co-founder, Kashida and finalist of the 2013  
Cartier Women's Initiative Awards, Lebanon

MODERATOR:

**Meisa Batayneh**  
Founder and Principal Architect,  
Maisam Architects and Engineers and member of the Cartier

**Sarah Hawilo**

Co-founder, serVme and finalist of the 2015  
Cartier Women's Initiative Awards, Lebanon

EMPOWERING WOMEN THROUGH SOCIAL RETURN ON INVESTMENT (SROI)

SOCIAL IMPACT HUB

Presenting the change in corporate mindset about giving back to society and how communities can empower women through innovative concepts such as Social Return on Investment.

SPEAKERS:

**Hana Alawai**  
Senior Social Investment Advisor, Sustainable Square, UAE

THE FUTURE OF DREAMING AND THE CREATIVE BRAIN

ART AND CULTURE HUB

Imagine if you could unlock the creativity hidden deep inside your brain - a small thought that could grow into the next big idea. Hunter Lee Soik, the founder of 'Shadow' the world's largest dream database explains how a small idea has turned into a big movement and unlocked a new creative process while sleeping.

SPEAKERS:

**Hunter Lee Soik**  
Founder and Chief Executive Officer,  
Shadow, USA

## DISCOVERY

**11:45 MEETING WITH RISING TALENTS FROM THE GCC****RISING TALENTS HUB**

What makes a 'dream team'? How do geography, language and culture affect interactions between team members? Come listen to how entrepreneurs – Cartier Women's Initiative Awards participants from the MENA region – rise to the challenge of finding the right team to support their business.

**SPEAKERS:**

**Sarah AL Agroobi**

Graphic Designer and Artist,  
United Arab Emirates

**Hind Seddiqi**

Vice-President Marketing,  
AHMED SEDDIQI & SONS, United Arab Emirates

**Iman Ben Chaibah**

Editor-in-Chief, SAIL MAGAZINE,  
United Arab Emirates

**MODERATOR:**

**Mary Fitzgerald**

Journalist and Analyst,  
and Women's Forum Rising Talents Alumnus, Ireland

**Raha Moharrak**

Art Director and Climber,  
Kingdom of Saudi Arabia

**MENTORING FOR WOMEN, A WORKSHOP BY REACH****WOMEN ON BOARDS HUB**

Conducted by six mentorship experts and board members, this one to one workshop is an opportunity to meet experienced women willing to share their knowledge in the field of mentorship and offering you the right tips on ensuring the alignment of your objectives and expectations

**ROLE OF JOURNALISTS IN CHANGING PERCEPTIONS: MEET WITH...BECKY ANDERSON (WEST AGORA)****WOMEN IN MEDIA HUB**

As the narrators of world news and public information, journalists play a crucial role in the construction of public opinion and its relationship to cultural perceptions. This session explores the responsibility of journalists in sharing a balanced view of the diversity in the Middle East, which includes ample stories of empowered Arab women, their many achievements and invaluable contributions on a societal, local and global level.

**SPEAKERS:**

**Becky Anderson**

Managing Editor and Anchor, CNN, UAE

## AGORA

**11:45 IN CONVERSATION WITH SARAH AMIRI (EAST AGORA)****WOMEN AND SCIENCE HUB**

As the Mohamed bin Rashid Space Centre (MBRSC) works to develop the Arab world's first mission to another planet, Sarah Amiri, the first engineer to join the Hope Mars Mission team, discusses her work in the aerospace sector, the opportunities she found, and the challenges she faced.

**SPEAKERS:**

**Sarah Amiri**

Head of Council of UAE Scientists and Science  
Lead of Emirates Mars Mission,  
Mohammed Bin Rashid Space Centre, UAE

**MODERATOR:**

**Ibrahim Hamza Al-Qasim**

Manager, Strategic Research Section,  
Mohammed Bin Rashid Space Centre, UAE

**12:30 - 13:15 LUNCH BREAK****13:15 KEYNOTE ADDRESS****SPEAKERS:**

**HE Michelle Bachelet (Video Address)**  
President of Chile

**HE Shamma al Mazrouei**

Minister of State for Youth Affairs

**13:30 GIVING BACK KEYNOTE****SPEAKERS:**

**HE Sheikha Lubna Al Qasimi**  
Minister of State for Tolerance  
and President of Zayed University, UAE

**MODERATOR:**

**Henry Bonsu**

Broadcaster, Conference Host  
and Analyst, BBC News, UK

## PLENARY

**14:00 - 14:15 BREAK**

## DISCOVERY

**14:15 YOUR PATH INTO THE BOARDROOM****WOMEN ON BOARDS HUB**

Boards are actively seeking qualified women to diversify their decision-making, to bring fresh perspectives, and to improve business results. Learn how you can take advantage of this opportunity, and build a personal roadmap and action plan for effective board service.

**SPEAKERS:**

**Elin Hurvenes**

Founder and Chair,  
Professional Boards Forum, Norway

**MODERATOR:**

**LeAnne Graves**

Energy Correspondent,  
The National Newspaper, UAE

**Mette Laursen**

Founder, LinKS, Denmark

## DISCOVERY

## 14:15 EQUALITY MEANS BUSINESS

## SOCIAL IMPACT HUB

In 2004, the UN Global Compact in collaboration with UN Women launched the first global corporate code of conduct focused exclusively on empowering, advancing and investing in women worldwide, Women's Empowerment Principles (WEP). UAE based companies are now launching a local WEPs network to underscore the importance that all business stand to benefit from greater equality for women.

## SPEAKERS:

**HE Martine Pinville**

Minister of State for Commerce,  
Small Scale Industry, Consumer Affairs  
and The Social & Solidarity Economy  
of the French Government, France

**Nicole Malick**

Corporate Social Responsibility Manager,  
NRS International, UAE

## MARS EXPLORATION MISSION WORKSHOP

## WOMEN AND SCIENCE HUB

Get a glimpse of how the Emirates Mars Mission team is preparing to head into space and hear what they're planning to discover when they get there. This interactive workshop provides a walk-through from conceptualization of the actual mission to the gathering and processing of the data necessary to unlock the mysteries of Mars.

## SPEAKERS:

**Maryam R. AlShamsi**

Engineer Space Science,  
Mohammed Bin Rashid Space Centre, UAE

**Amal Amin**

Senior Payload Engineer,  
Mohammed Bin Rashid Space Centre, UAE

## EMBODIED PRESENCE

## WOMEN IN MEDIA HUB

Presence is tangible, concrete and integrated. It is not left to chance, good day or luck. It can be sensed and learned, and when we acquire the embodied feeling of presence, we can keep on sustaining it with the simple act of attention.

## SPEAKERS:

**Noura Sadaka**

Leadership Coach and Voiceover Artist, UAE

## ENHANCE YOUR ENERGY POTENTIAL

## ENERGY HUB

An introduction to understanding auras and chakras and how optimizing this energy can positively influence the functioning and enhancement of our physical, mental and emotional well-being.

## SPEAKERS:

**Irina Khanna**

Spiritual Psychologist and Integrated Therapist, UAE

## DISCOVERY

## 14:15 - 16:15 DRAW TO INNOVATE

## ART AND CULTURE HUB

Learn how to use simple drawing techniques and info graphics to support innovation and creativity at work. This workshop will be a mix of theory and practice and focus on how to make it simple to implement at work.

## SPEAKERS:

**Maja Rottboll**

Graphic facilitator, Denmark

## 15:00 - 15:30 BREAK

## PLENARY

## 15:30 CREATING LASTING SOCIAL IMPACT

Philanthropy and social entrepreneurship are yielding new approaches to social impact, and serving up new models for making change. Meet some of the new change-makers and hear what drives them and what they aim to achieve.

## SPEAKERS:

**Tariq Al Gurg**

Chief Executive Officer,  
Dubai Cares, UAE

**Monique Villa**

Chief Executive Officer,  
Thomson Reuters Foundation

**Hong Sheng Chiong**

Founder & CIO,  
OphtalmicDocs, New Zealand

## MODERATOR:

**Khalid Al-Ameri**

Emirati writer and columnist, UAE

**Manal Omran Taryam**

Chief Executive Officer,  
Dubai Noor Foundation, UAE

## 16:30 CLOSING SPEECHES

## SPEAKERS:

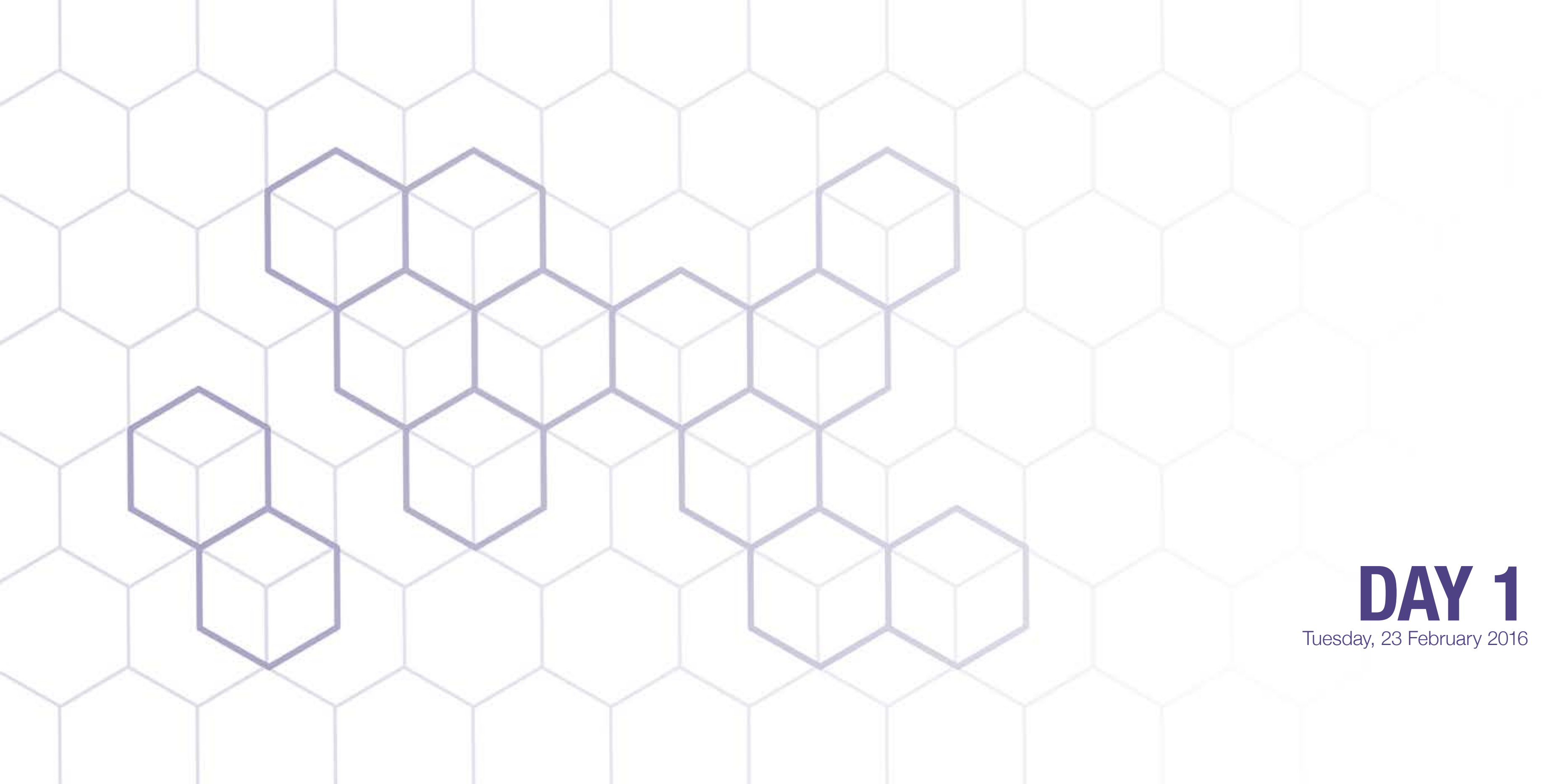
**Shamsa Saleh**

Chief Executive Officer,  
Dubai Women Establishment, UAE

## 19:30 CULTURAL DINNER

(BY INVITATION ONLY)





# DAY 1

Tuesday, 23 February 2016

# WELCOME SPEECH

## SPEAKER:

### Clara Gaymard

President, Women's Forum for the Economy and Society, France



The main purpose of the Global Women's Forum is to give both women and men the opportunity to learn, to share and to build the future, said Clara Gaymard, president of the Women's Forum for the Economy and Society, at the start of the two-day meeting in Dubai, United Arab Emirates.

"The Global Women's Forum is not about how the world sees women, it's about how women see the world," said Gaymard at the 23-24 February 2016 forum at the Madinat Jumeirah, the first GWF meeting to be held in the region.

Thanking Jacqueline Franjou, chief executive officer of the Women's Forum for the Economy and Society, Gaymard said her colleague was dedicated and passionate about the purpose of the GWF - to make a difference to society

The importance of diversity was a key theme for the GWF, and embracing the differences between men and women would create an environment that could more efficiently help cultivate innovation, said Gaymard.

Achieving a more balanced life was something to which everyone aspired, and removing stereotypes would allow society to see what women and men can achieve together.

"We are a community and today we will try to go across those stereotypes and understand what women and men can bring to this world," Gaymard said.

She stressed the importance of GWF in offering the right opportunities for women in particular, and said the forum was the ideal platform to reflect and celebrate women's voices, souls, thoughts and intelligence.

Gaymard emphasized the importance of innovation and creativity in order to change lives for the better through greater female participation, embracing differences and valuing women's contribution to society.

In her conclusion, she said attendees should use the forum to grow and to inspire, not only their colleagues, but their family and friends, and discover what they too can bring to the world.

She quoted French writer and philosopher Simone De Beauvoir as saying: "Change your life today, don't gamble on the future. Act now, without delay".



# THE TURNING POINT

## SPEAKERS:

### Clara Gaymard

President, Women's Forum for the Economy and Society, France

### HE Reem Al Hashimy

Minister of State for International Cooperation, UAE

### HE Ameenah Gurib-Fakim

President of the Republic of Mauritius

### Emma Bonino

Former Minister of Foreign Affairs, Italy

### Margrethe Vestager

European Commissioner for Competition, European Union

## MODERATOR:

### Becky Anderson

Managing Editor and Anchor, CNN

The Turning Point speakers provided an inspirational opening for the forum, sharing details of the milestones, turning points, role models and challenges that shaped who they are and determined what they do.

HE Reem Al Hashimy reflected on the key points that led to the development of the United Arab Emirates, "It was our core principle that we wanted to build a place that would respect differences, religious and cultural diversities to become a beacon of aspiration and hope."

Her Excellency further added "...as we establish the nation's durable elements of education and healthcare, and now you see innovation and scientific exploration as part of the overall agenda..., the involvement of women in this journey is the core integral component of its success, and the fact that there is recognition from the very top, not just recognition – but conviction from the very top that we are partners in building this nation towards a future with promising and exciting for the future generations is truly not only inspiring but it is a true privileged I believe..."

Ameenah Gurib-Fakim explained that the turning point in her life was leaving a well-paid job to become an entrepreneur in Mauritius, an underdeveloped and highly insular country. With 11 million young people graduating each year in Africa, of which 52% are women, Gurib-Fakim said it was critical to empower graduates in developing societies with entrepreneurial skills and provide an environment to enable transformation, especially in science, agriculture, technology and innovation.

**"I believe very much that you can derive inspiration from the least likely source sometime, that is if you were looking and aware – both self-aware as well as aware of others on the contributions that they make; so it's not so much of a somebody that I look to emulate, but it's the many different qualities that I found, that have given me strengths and inspirations, in particular resilience – the sheer determination to not just survive, but to really thrive and to make good with the little that you have."**

Reem Al Hashimi



Italy's Emma Bonino said her turning point came when she was a 27-year-old graduate and realized the lack of choice women had in their personal lives. In the 1970's, the onset of family planning and a woman's right to choose defied cultural and traditional values in Italy. She campaigned on behalf of Italian women at the time to bring about change by challenging barriers and traditional beliefs.

The realization that she had free choice was crucial for the European Union's Margarethe Vestager during her career as a politician. "Everyone was questioning if I was the right leader for the party and it dawned on me that I had an active choice, I didn't have to stay, and that realization of the fundamental freedom to do something else enabled me to decide to stay," she said.

Moderator Becky Anderson cited her role model and female champion Martha Gellhorn's quote on war reporting, "The thing about war is that it has two sides, the first is the absolute horror of it, and the other thing about it is you meet absolutely marvelous, brave and extraordinary people." Anderson asked the panel whether they aspired to be strong female champions. Panelists reflected on their personal and professional development, and agreed a role model had to have vision, integrity and most importantly, inspire.

Towards the end of the session, Anderson raised the subject about the global economy, innovation and sustainability for the development of women in society. Both Bonino and Vestager expressed concerns that Europe was facing challenging times in the wake of the economic and refugee migration crisis. They said a decline in human values alongside an increase in nationalism, extremism and lack of tolerance meant there was an urgent need to find a solution for change.

Gurib-Fakim raised the issue of political short-termism in Africa. However, she said climate change was the biggest challenge society faced and that the global leadership had not urgently embraced the need to come together to bring about change.



**"To be respected, to be accepted in political life (which is the one that I know better), you have to be twice as prepared, and three times more eloquent than men; in any case it's not difficult so don't worry...just try and you will succeed."**

Emma Bonino

**"We need to see a global leadership, across the world, coming together so as to save humanity against this impending disaster which is climate change"**

Amina Gurib-Fakim



## ENERGY HUB

## GENDER MATTERS FOR ENERGY

## SPEAKERS:

**Khawla Al Muhairi**

Vice-President of Corporate Communications, Dubai Electricity and Water Authority, UAE

**Laure Alazet**

New Business Developer for ENGIE, South Asia, Middle East and Africa Region, and Board Member of Clean Energy Business Council, UAE

## MODERATOR:

**Rym Tina Ghazal**

Senior Features Writer and Columnist, The National Newspaper, UAE

Women should play a key role in instilling a culture of energy sustainability, as along with children, they make up half of the more than 1.4 billion people around the world who suffer from energy poverty, said Khawla Al Muhairi from the Dubai Electricity and Water Authority.

They also need to be part of a powerful transition taking place in many parts of the world from conventional to clean energy. The United Arab Emirates has been a key player in this transition, with world-record setting projects such as the Sheikh Mohammed Bin Rashid Al Maktoum solar park that will produce more than 5,000 MW by 2030.

“In 1981, DEWA had only one woman engineer. Today, we’re almost 1,700 female workers in the field. That really debunks the myth that women cannot be part of the energy sector,” said Al Muhairi.

**Breaking the code**

As the energy sector has been male dominated for so long, it is defined by a ‘male code’ of business, said Laure Alazet.

“As a woman you need to learn this new language and how to break the code. Breaking the code means being more daring,” said Alazet.



**“So when you have an opportunity, go for it. You don’t need to be 100% ready, you can be 70% ready because you’re going to learn on the job.”**

Laure Alazet

**“Now more than 70% of my team members are women and they have managed to save Dubai more than AED 700 million over the past seven years in terms of conservation efforts.”**

Khawla Al Muhairi

## ENTREPRENEURSHIP HUB

## WORK LIFE BALANCE: CHALLENGES &amp; OPPORTUNITIES

The notion of work-life balance is something working women aspire to achieve. During the Discovery Session, a panel of successful entrepreneurs and mothers discussed some of the challenges and opportunities they faced, and shared their approach to managing work with family life.

Rama Kayyali Jardaneh set up her business with her partner, also a mother, following the birth of their sons when they were disappointed with the lack of ‘edu-tainment’ materials available for Arabic speaking children. Her partner left Jordan to grow the business in the UAE and found it more challenging to balance work and home life without the support of an extended family network around her.

All panelists agreed that support was vital for success, whether it was from their husbands, or other forms of child care that allowed them to work and bring up children.

Effective time management was also crucial when it came to their dual roles as mothers and successful business owners.

Mouna Abbassy explained that one of the benefits of running her own business was the flexibility to fit work around important events in her child’s life. She said she made a conscious effort to dedicate an hour of quality time with her son when she would not respond to emails or calls, simply taking time to interact with him.

Nermin Sa’d found a way to operate her virtual engineering business from home, enabling her to better balance time with her child and focus on developing her business.

Zein Shiyab said she realized her potential to succeed, helped by having a supportive partner who understood the challenges of being a business owner, provided encouragement and did not feel threatened by her success.

“By constantly reminding myself that it is my choice to work and that I enjoy it helps address challenges by prioritizing my time effectively - both at work and at home.”

**“Accepting that you will not always get it right, that at times you will not be the perfect manager, or mother, or that you will not cook the perfect meal is cathartic.”**

Rama Kayyali Jardaneh

## SPEAKERS:

**Mouna Abbassy**

Founder and Managing Director, Izil Beauty

**Rama Kayyali Jardaneh**

Founder and Managing Partner, Little Thinking Minds and Finalist of the 2014 Cartier Women’s Initiative Awards, Jordan

**Zein Shiyab**

Business Process Manager, Trust Holding, and Finalist of the 2011 Cartier Women’s Awards, Jordan

**Nermin Sa’d**

Senior Mechanical Engineer and Founder, Handasiyat.net

## MODERATOR:

**Neveen El Tahri**

Chairperson and Managing Director, Delta Shield for Investment



## WOMEN IN MEDIA HUB

## TWITTER PRESENTS #POSITIONOFSTRENGTH

Social media platform Twitter's #PositionOfStrength campaign is working to promote and protect women's voices online.

The campaign encourages women to tweet from a place of confidence, express their views on the world and topics they care about, and challenge and engage with issues by offering alternative positive narratives to combat negative opinions.

Twitter's Frederique Covington-Corbett said the platform was a place women could find global influencers. "We've been called the Bloomberg for culture," she said. "People in music, people in politics, Twitter gets them to directly connect with audiences."

Notable women global influencers on Twitter include International Monetary Fund Managing Director Christine Lagarde and Queen Rania Al Abdullah of Jordan.

There have been numerous hashtag campaigns on Twitter that have raised the profile of social issues.

#WhyIStayed and #WhyILeft have addressed domestic violence while #ILookLikeAnEngineer fights the assumption that only men can be engineers.

#StandWithAhmed rallied to support Texas teenager Ahmed Mohamed who was suspended from school for three days for taking a homemade clock to school which his teacher said looked like a bomb.

The campaign, which pulled in global influencers including U.S. President Barack Obama, received almost 2,000 tweets a minute when it first started in September 2015.

### How women can use Twitter:

- Connect with other influential women
- Humanize companies
- Listen and respond to customers
- Break news and influence the press
- Listen and respond to customers
- Break news and influence the press
- Drive content they're passionate about
- Influence the market
- Attract and retain great talent
- Respond to critics
- Engage with partners and peers
- Promote causes and ideals

## SPEAKERS:

**Frederique Covington-Corbett**  
International Marketing Director,  
Twitter, Singapore

**Kira O'Connor**  
Head of Trust And Safety  
Outreach for EMEA, Twitter,  
Ireland

## KEY FIGURES:

**82%** of world leaders are on Twitter.  
*Source: Digital Policy Council, 2015*

**40%** of Twitter users are "listeners" who read but don't tweet.  
*Source: Twitter internal data*

Twitter expects **300** million tweets for #Ramadan this year.



## SOCIAL IMPACT

## MOTHERS, THE ULTIMATE SHADOW TEACHERS

## SPEAKERS:

**Shadi Al-Hassan**

Flagship Projects, Managing Director and Founder of BabNoor App, UAE

**Eman Farid**

Mother and BabNoor App User

Shadi Al-Hassan presented BabNoor, the first Arabic cloud-based app enabling easy and effective communication for children with autism and a range of disabilities, such as hearing and speech impairments, Down syndrome, cerebral palsy, and trauma injuries.

The app has won the support of telecoms company du, and is the first app in the Arab world to be geared towards helping children with special needs communicate better and more easily. The BabNoor concept has been explored in other countries around the world, but this is the first of its kind featuring Arabic language and culture - from facial expressions and people to traditional dress.

Adopting international standards and infusing local flavor, BabNoor has the following features: Arabic interface and vocabulary, cloud-based libraries of content and picture cards, localized cards and local dialects, ability to create and personalize additional cards by the user, and constant updates based on monitored case studies

**“The app has been built to support mothers as opposed to schools because [a mother’s journey] is an ongoing journey - one that a mother lives with her child 24 hours.”**

**Shadi Al-Hassan**

**Helping mothers**

The ability to monitor progress is one of the key selling points of BabNoor. Al-Hassan talked about the central role of the mother in the care and development of special needs children and how he hoped that developing BabNoor would provide mothers across the Arab-speaking world with a tool to help tackle the three most prevalent effects of autism - lack of imagination, inability to develop relationships, and inability to communicate.

Eman Farid, mother to Ahmad, an autistic boy, shared her own experience with the audience. Ahmad was diagnosed with autism when he was two and Farid said she struggled with getting him to communicate. She realized early on that Ahmad liked using iPads and technology, but all the apps were in English and featured irrelevant images and contexts. She said BabNoor presented an ideal solution for Ahmad and their entire family.

**Plans for the future**

According to Al-Hassan, now that they are able to communicate more clearly with autistic as well as other children with disabilities, the next step was to be able to deliver education through this new medium of communication. Al-Hassan envisages autistic people becoming part of the ‘real’ world. He cited a number of organizations, including Microsoft and SAP, who have now begun to hire autistic people to be part of their workforce.



The CEO Champions initiative by the Women’s Forum for the Economy & Society serves as a platform for global leaders – both men and women – to gather and to establish new innovative ways to drive the corporate empowerment and advancement of women in the public and private sectors.

These global leaders are pioneers of change who engage in fruitful discussions on the most pressing issues facing the global business community today. At Global Women’s Forum Dubai in 2016, CEOs, senior executives and gender diversity experts in the private and public sectors are gathering together at the first-ever CEO Champions initiative in the MENA region.

The Women’s Forum for the Economy & Society is providing expertise and enriching content. McKinsey & Company, as knowledge partner, is helping to lead the private CEO Champions working session with a study – *The Power of Parity in the Workplace*

– and a report of the proceedings. The Dubai Women Establishment (DWE) brings its expertise as a statutory body of the Dubai Government, which plays an active role in nurturing the next generation of Emirati women leaders.

The United Arab Emirates, the first Arab nation to require by law the representation of women on boards of directors in the public and private sectors, is at the forefront of this discussion. The UAE is also the first Arab nation to establish a Gender Balance Council to increase the role of women in leadership positions and strengthen institutional capacity.

CEO Champions is an occasion for forward-thinking corporate and public sector leaders to come together to discuss ways to best impart these achievements and further develop them globally. The discussions will be off-the-record, but we will give the widest possible publicity to the group’s efforts and to the leaders who have launched it – to send a signal of commitment to positive change to the country, to the region, and to the world.



# Rising Talents

by the **Women's Forum** for the Economy & Society

The Rising Talents Initiative aims to distinguish highly talented young women who are on their way to becoming influential figures in our economies and societies. The initiative is the illustration of a strong belief shared by the Women's Forum, Egon Zehnder and Eurazeo: the identification and nurturing of talent amongst women is vitally important for the future of global business and society. The first MENA edition of the Rising Talents Initiative will highlight 9 talented women from the region to join the international Rising Talents network.



# Women in Media

by the **Women's Forum** for the Economy & Society

The Women in Media initiative aims to strengthen women's voices and to promote their representation as experts and professionals in the media as a whole, whether traditional or digital.

Based on the presentation of surveys, case studies and coaching sessions (TV and Web Media), the Women in Media Initiative was launched in a bid to contribute to the increasing representation of women in the media and, as such, to their professional exposure.





The Cartier Women's Initiative Awards is an international competition based on business plans by women, created in 2006 by Cartier and the Women's Forum for the Economy and Society with the support of the consulting firm McKinsey & Company and INSEAD Business School.

Each year, six Laureates are awarded US\$20,000 in funding, personalized coaching for one year, networking and visibility opportunities.

The Laureates are chosen for the excellence and feasibility of their business and for the potential impact of their projects on the lives of human beings or on the environment. Among a wide range of business solutions, be it in the domains of education, environmental protection or the potential of pharmaceutical uses, one common theme stands out – the clever and innovative strategies these young women are developing to advance these fields and circumvent existing challenges. These entrepreneurs impress with their astute inventiveness and creative use of technology.

Starting with barely a dozen finalists in 2007, now over 150 today, this community has a life and a momentum of its own. Cartier, INSEAD, McKinsey & Company and the Women's Forum serve as catalysts to bring it together, but these enterprising women do the rest! Bringing people together to share their knowledge and generosity builds a spirit of community that we hold dear.





## WOMEN ON BOARD HUB

### ACHIEVING MAXIMUM EFFECTIVENESS IN THE BOARDROOM

#### SPEAKERS:

##### Ayesha Sultan

Board Member TECOM Group, Independent Non-Executive Director, Chairman of Audit and Risk Committee, Vice Chairman of Executive Human Capital Committee, UAE

##### Dr Ashraf Gamal El Din

Chief Executive Officer, Hawkamah, UAE

##### Laura Hwang

Representative, Government of Singapore, ASEAN Commission on the Promotion and Protection of the Rights of Women and Children, Singapore

#### MODERATOR:

##### Mette Laursen

Founder, LinKS, Denmark

Board members should lead the leaders and not daily corporate life, while driving strategy in a dynamic way to be inclusive of diversity and promote lively discussion, the session on how to achieve maximum boardroom effectiveness heard.

TECOM Group's Ayesha Sultan spoke about her experience as a member of two boards, as an executive in the United Kingdom and as an independent non-executive in the UAE for TECOM, where the board is made up of three women and two men, and promotes diversity and innovation through the company's core values. Her experience in the UAE contrasted with the male dominated board she sat on in the UK, and she said she was thankful to the UAE for continuing to promote women in senior roles. Sultan stressed the importance of education and of attaining qualifications in corporate governance, which was instrumental in understanding the differences in management versus the direction of a company. She added it was important to take risks, to be educated and to continue learning.

Dr Ashraf Gamal El Din talked about what makes a great chairperson, specifically in the region, saying the board of directors was there to supervise the management and set the direction for the company. Experience was key, while selecting board members from different backgrounds and genders, adds diversity and creates a balance, he said. A good chairperson encourages discussion in the boardroom and gets the best out of each board member, concentrating on assisting the board to make collective decisions via constructive discussions. He said the board was not just responsible for protecting shareholders, and all stakeholders should have equal importance. He said the board should implement a culture of transparency, long-term sustainability, cooperation and team work, and ultimately set the tone for the company.

Singapore's Laura Hwang spoke about her background in banking and how she translated her competencies into other fields. She now chairs the audit committee for a major hospital in Singapore. She talked about the importance of board education and keeping up-to-date with rules and regulations in a fast-moving world.

Summarizing the meeting, panelists said it was essential for board members or chairs to ask the right questions, constructively challenge management, define what they can bring to the board and determine their collective skill sets. A board member should be able to take risks, step out of their comfort zones, and if they do not agree with the direction of the board, have the confidence to walk away.



**“It is not a trophy to be on a board, it is a responsibility.”**

**Dr Ashraf Gamal El Din**

**“Women are very diligent directors, they are most prepared, read all the board papers way before they get to the meeting and will ask the best questions.”**

**Laura Hwang**



## RISING TALENT

# MEET WITH RISING TALENTS FROM THE GCC

### SPEAKERS:

#### Aisha Saeed Harib

Social Entrepreneur, Social Bandage, UAE

#### Amani Shajera

Head of Studies and Research Department, Women Information Center, Supreme Council for Women, Kingdom of Bahrain

#### Sarah Amiri

Head of Council of UAE Scientists and Science Lead of Emirates Mars Mission, Mohammed Bin Rashid Space Centre, UAE

As rising talents from the region, panelists Aisha Saeed Harib, Amani Shajera and Sarah Amiri candidly discussed their views and personal experiences on leadership, failure, and mentorship.

The panelists acknowledged that leadership has its challenges and admitted they have also had to deal with failure. Harib spoke of her first few social initiatives failing and how she had to gain more knowledge before she could successfully launch her current project.

Amiri felt her failure was related to her initial methods of communication and she spoke of how being blunt and direct led to a number of problems which took time to overcome. All three panelists talked about the importance of having mentors to help them develop professionally, with Amiri highlighting the evolving landscape of mentorship.

“I’ve always had mentors throughout my life, I’ve had different mentors for different areas of my life with some of these relationships being informal,” she said. “I do believe that having more than one mentor is important and that older does not necessarily mean wiser when it comes to someone giving you advice.”

**“You don’t need to be in a position of leadership to be a leader,”**

**Aisha Saeed Harib**

**“Leadership also requires constantly pushing boundaries of the people that you’re leading and at times it has to be to the point whereby they’re uncomfortable so that they learn to surpass these boundaries.”**

**Sarah Amiri**



# AIRBUS WORKSHOP



# COLOUR THERAPY

## HAPPINESS HUB MEET WITH JASON VALE

**SPEAKERS:**

**Jason Vale**  
Author of Juice Master, UK

An inspirational session on healthy juicing habits was presented by Jason Vale who discussed the nutritional benefits of raw fruit and vegetable juices and maintaining a healthy lifestyle, a pertinent issue in the Middle East where diabetes is on the rise.

Once an overweight alcoholic smoker, with a hatred of vegetables, Vale decided to significantly change his diet by introducing raw fruit and vegetable juices for three continuous months.

Vale talked the audience through the difference between juicers and blenders, recommending the latter in order to maintain soluble and insoluble fruit and vegetables fibers. He also recommended combinations such as ginger and apple, which he said can act as a natural antibiotic.



## OFFICIAL OPENING SPEECHES

### SPEAKERS:

**HM Queen Rania Al Abdullah**  
Hashemite Kingdom of Jordan

**Dr Amal Al Qubaisi**  
Speaker of the Federal National  
Council, UAE

**HH**  
**Sheikh Abdullah Bin Zayed Al Nahyan**  
Minister of Foreign Affairs and  
International Cooperation, UAE

### KEY FIGURES:

The rate of participation of women in higher education in the UAE is **more than 90%**, according to *Dr Amal Al Qubaisi*, speaker of the *Federal National Council*.

Women hold **23%** of seats in UAE's Federal National Council.

The most beautiful thing about innovation is that it is free from limitations, Jordan's Queen Rania told the GWF in Dubai. She stressed the need for unconventional ideas and solutions to enact change in the Arab world, at a critical time when "dark currents" were trying to drag down the region.

Although the Arab world has given birth to women who excelled at science, business, politics and the arts, some women have found it difficult to break free from cultural molds designed to negate talent and ambition. The queen said these molds were shaped by culture and not by religion, as Islam had granted women rights, a standing in the community and choices. "But with the passing of time, we started marginalizing women in our minds and therefore their role in society was marginalized," she said. "We must choose from our inheritance that which allows each girl to spread her wings and show her unique colors."

### Paradigm shift

Queen Rania said that while it would take time to change laws, and generations to change perceptions, technology and innovation could create a paradigm shift in education and job creation to provide opportunities for women. She cited the UAE and particularly Dubai, as an example of what innovative leadership can accomplish.

The UAE's Sheikh Abdullah Bin Zayed Al Nahyan said that if Arab countries were serious about advancement and development then they must seek out all those that are qualified and be open to all ideas and initiatives. He said recent strides by Emirati women, such as the appointment of eight women ministers and the UAE's first women air force pilot, was not "window dressing" but a serious and organized effort by the country's leadership. He said the empowerment of women was especially important due to a demographic imbalance in which Emiratis were a minority in their country. "Let us imagine what the demographics would look like if women did not work," he said. "We need all our citizens, men, women, the old and young."

### Tolerance and diversity

He said his father, UAE founder Sheikh Zayed Bin Sultan Al Nahyan, had prized respect, tolerance, diversity and love, not only of the country but of all citizens.

Dr Amal Al Qubaisi, the first women speaker of the UAE's Federal National Council, said Sheikha Fatima had been an early champion of the participation of women in political life and now 23% of seats on the council are held by women.

She recounted her experience of running for a council seat in 2006, when an elderly Emirati man congratulated her warmly and told her he had driven three hours to vote for her.



**“The slogan of the forum, ‘Let’s Innovate’, was inspired by the foundations established by our wise leadership (UAE). The concepts of creativity and innovation are a fundamental pillar for our developmental journey towards a future full of opportunities.”**

**HE Mona Ghanem Al Marri**

[Watch Video](#)

**“There is no shame in a woman not working, what is shameful is when we dilute a woman’s rights.”**

**“I was raised in a home where Sheikh Zayed and Sheikha Fatima were partners in our upbringing, in our education and also partners in the country’s journey. My father used to share his concerns with her and she used to relay to him of the concerns of citizens.”**

**HH Sheikh Abdullah Bin Zayed Al Nahyan**

[Watch Video](#)



**“When a woman rises, she stretches her arms to lift those who are around her... If you empower a woman, you empower the entire society”**

**“I work a lot with self-made women and when I ask them about their hopes, a part of their answer is always, with no exception, “I want to help women in my society”**

**HM Queen Rania Al Abdullah**

[Watch Video](#)



**“Today, the percentage of women enrolling in the higher education exceeds 90%, which is considered to be one of the highest percentages in the world, if not the highest one”**

**“The complementarity between the woman and the man is a complementarity of roles and the mutually reinforced work in a single team spirit, based on the community cohesion that constitutes one of the basics of the United Arab Emirates, in order to establish the elements of progress in various sectors, which ensures the setting of the highest world standards, in accordance with our cultural and religious values and traditions, and preserves our national identity that we will not misuse no matter how our openness to the world was an important part of our progress.”**

**Dr Amal Al Qubaisi**

[Watch Video](#)



## OPENING KEYNOTE PANEL: IN CONVERSATION

When asked to describe the biggest challenges of the last five years, Lagarde chose to illustrate them through women she encountered who demonstrated “resilience, sometimes empowerment and occasionally suffering”.

Lagarde highlighted Michelle Bachelet, president of Chile, was determined to put in place social programs and safety nets to encourage women and provide for economic growth, despite struggling with fiscal constraints. She also talked about Germany’s Chancellor Angela Merkel, who has tackled the Greek debt crisis and Britain’s membership in the European Union, and mentioned Ukraine, where the Central Bank Governor Valeriia Hontareva is trying to keep the country afloat. Asked by Fleurot about the challenges she faced in her first term as head of the IMF, Lagarde talked about the fact it took her four years to convince U.S. Congress members to vote to reform the IMF to ensure that under-represented countries had a stronger voice.

### Prevention mode

Lagarde said she hopes that over the next five years the IMF will move beyond “remedial mode” when it is called into action when a country is in absolute crisis, and be more actively in “prevention mode”. This would involve raising the alert when countries are heading towards economic crisis and collaborating with nations to restore stability and peace.

As advancements in technology and science open new possibilities for the creation of jobs and labor markets and improve the wellbeing of people, the IMF would try invest in education and prevent the digital divide between countries from widening, she said.

Lagarde further added that with regard to the empowerment of women, the UAE could set the standard for governments around the world, and she lauded the election of Dr Amal Al Qubaisi as the first woman speaker of UAE’s Federal National Council.

She urged governments around the world to support women by removing discriminatory laws, improving education for women and girls, improving access to finance for female entrepreneurs, and providing childcare to allow mothers to work

### Picking a champion

Lagarde, who was ranked by Forbes as the sixth most powerful woman in the world, advised women to engage, be firm and stand up for themselves, without necessarily being aggressive, in order to realize their dreams.

“I think it’s helpful to pick a champion because things do not happen in isolation and I believe that no matter how determined and willing you are, you need to have others with you,” she said, urging women to champion others once they have broken the glass ceiling.

### SPEAKERS:

**The Hon. Christine Lagarde**  
Managing Director, International  
Monetary Fund

### MODERATOR:

**Olivier Fleurot**  
Senior Vice President and Member  
of P12-, Publicis Groupe, France

### KEY FIGURES:

**90%** of **143** countries have rules in their legal systems and constitutions which needs to be changed in favour of women. Policy makers can do lot that allows equal opportunity to all.

The global economy is witnessing “*tepid growth*” with forecast growth of **3%** this year compared with **3.1%** in 2015.

China’s economic growth is expected to be **5.6%** this year and **6%** next year.

**“My role model was my mother... who taught me how to keep your head down and to stand tall at the same time.”**

**Christine Lagarde**

[Watch Video](#)



**SPEAKERS:**

**HE Dr Hissa Al-Otaiba**

United Arab Emirates' Ambassador to Spain

**Dr Basmah Omair**

Chief Executive Officer, Alsayedah Khadijah Bint Khawilid Center, Jeddah Chamber of Commerce & Industry, Kingdom of Saudi Arabia

**Ahmed Al-Mukhaini**

Chairperson, SASLO Legal Training Center, Sultanate of Oman

**MODERATOR:**

**John Defferios**

Emerging Markets Editor, CNN

**KEY FIGURES:**

**33%** of tertiary female students in Gulf countries chose business as a field of study while **13%** chose media and design, *according to a report by Dubai Statistics Center and Al Masah Capital Research.*

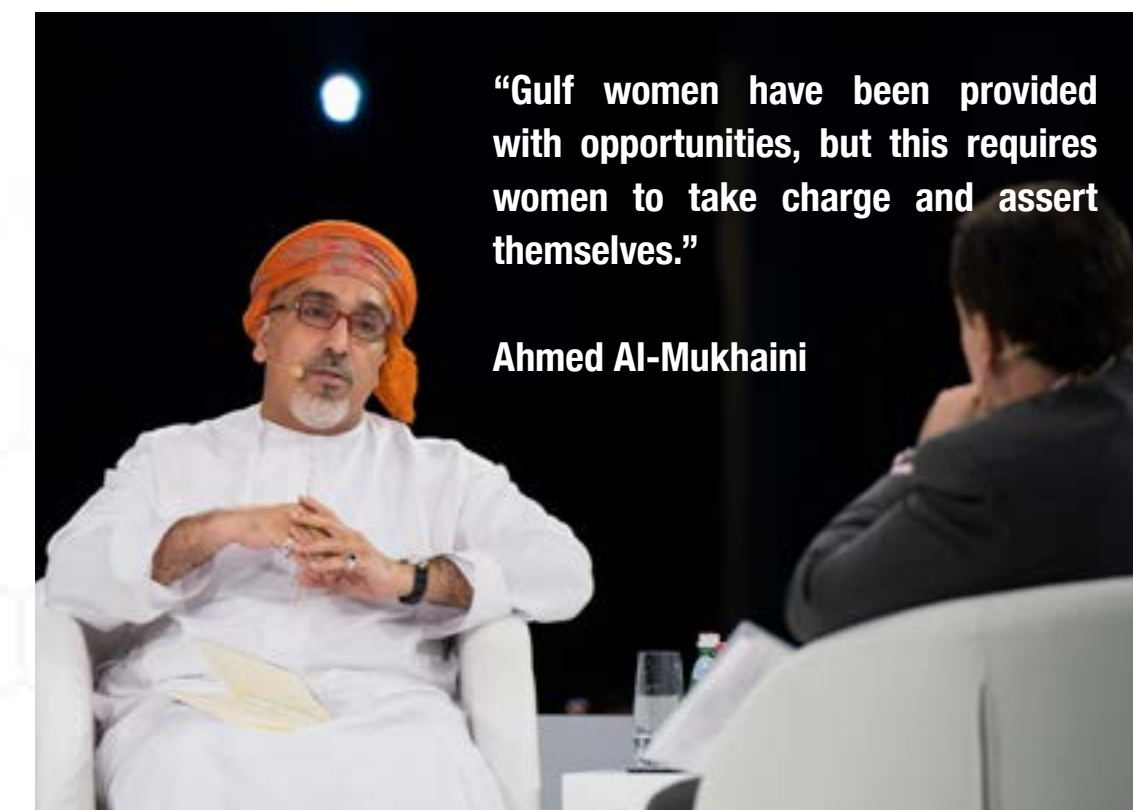
Female labor force participation in Gulf Arab states is the highest in Qatar at **51%**, followed by the UAE at **47%** and Kuwait at **44%**, *according to a slide shown during the session.*

## VOICES FROM THE GULF

There has been a five-fold increase in the number of women joining Saudi Arabia's workforce over the last four years because of amendments to the country's labor laws, and now there are around 350,000 women working in the private sector, the kingdom's Basmah Omair told the forum.

She said the entry of women into new fields such as sales had been “transformative” in the sense that it started to change local perceptions in the conservative kingdom about women interacting with and working alongside men who were not related to them. “Now what we are lobbying for is to get them into the board of directors of private companies, to get them to CEO positions, to higher level- and mid-management,” she said. “We are still aiming for a woman to be a cabinet minister.” Omair's Alsayedah Khadijah Bint Khawilid Center has lobbied for legislative changes to provide more opportunities for women, working with Saudi Arabia's Ministry of Trade to allow women to become board members of family-owned companies, publicly-listed and private companies.

“It took two years to convince the Ministry of Trade to allow women to invest or own licenses in the construction, real estate and services sectors. The claim at the time, before 2008 when we changed that, was that construction was not within a woman's demeanor or nature.”



**“Gulf women have been provided with opportunities, but this requires women to take charge and assert themselves.”**

**Ahmed Al-Mukhaini**

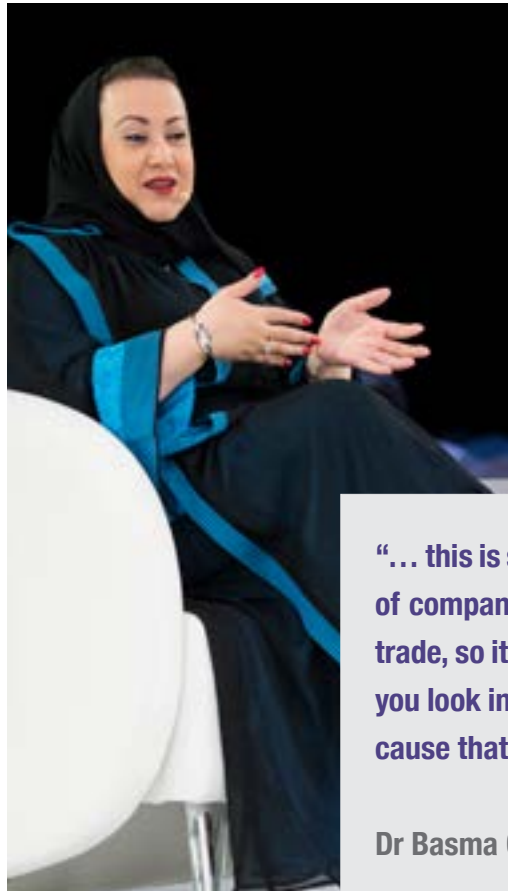
**Women’s voices**

Oman's Ahmed Al-Mukhaini said it was important to involve women in legislation and policy-making to ensure that their rights are protected. “When we empower women it is not because we are gracious, it is because they deserve it. It is their inalienable right,” he said. Al-Mukhaini cited as an example Oman’s domestic violence law which had placed the burden of proof of harm on women, who may not have enough evidence or witnesses to support their claims. Men had also resisted the introduction of flexible working hours under the labor law because they saw it as a luxury and not a necessity. An increasing number of women were applying to business and media studies courses because it provided them with an opportunity to assert themselves in fields that were seen as acceptable for women to work in, Al-Mukhaini said. “We now need women in the Gulf to challenge the norms and push the boundaries further and further,” he said.

**Stereotypes**

Dr Hissa Al-Otaiba, who has served as the United Arab Emirates’ ambassador to the Vatican and to Spain, said the appointment of Gulf women to senior positions in government, legislative bodies and the judiciary was helping change stereotypes abroad. “One of the fallacies linked to Gulf and Emirati women is that leadership positions are monopolized by men,” she said. She said Emirati women accounted for 66% of the working force in federal ministries and 33% of leadership positions in the United Arab Emirates.

Omair said that Islam had provided women with a great role model - Alsayedah Khadijah Bint Khuwaylid, a successful merchant who hired the Prophet Mohammad (peace be upon him) as a business agent and later became his first wife.



**“The ambassador of the United Arab Emirates, the officials were expecting that the ambassador to be a man, not a woman. So I could see the surprise on their faces when I introduced myself but that surprise quickly turned to welcome, support and admiration for Emirati women.”**

**Dr Hissa Al-Otaiba**

**“... this is something that we tell the business world a lot of companies have fell down because of their unethical trade, so its very important that when you employ people you look into their ethical background and ethical values cause that’s what’s going to last...”**

**Dr Basma Omair**



**INNOVATIVE THINKING FOR TOMORROW’S CITIES**

With more than 50% of the world’s population living in urban centers, innovation is essential for the development of services that improve overall quality of life to keep up with growing demand and increases in population.

The world is witnessing a revolution whereby power is shifting from states to cities, which are often more flexible and more likely to influence change.

As such, cities are becoming more efficient, providing a rich platform for experimentation and innovation. Panelists in this session shared insights on the projects they lead that showcase how innovation can improve cities.

**Smart cities**

France’s Valerie Pecresse said innovation should be applied in areas such as infrastructure, transportation and the entrepreneurial sphere.

Huge amounts of data on citizens is accumulated, but the biggest challenge is to make the data open and accessible, and utilize it to improve public services.

For instance, real-time data can be shared online to support and manage the accessibility and availability of hospital services for citizens. Data can also be leveraged to support an innovative framework that would improve the quality of life in cities, paving the way to making them smarter.

**SPEAKERS:**

**Valerie Pecresse**  
President, Ile-de-France Region, and former Minister, France

**Pascal Sourisse**  
Senior Executive VP International Development, Thales, France

**Yoko Ishikura**  
Professor Emeritus, Hitotsubashi University, Japan

**Anja Wyden Guelpa**  
Chancellor of State, Republic and Canton of Geneva, Switzerland

**Omran Sharaf**  
Emirates Mars Mission Project Manager, Mohammed Bin Rashid Space Center, UAE

**MODERATOR:**

**Ulysse Gosset**  
Foreign Affairs Columnist, BFM TV, France



**“Innovation is not about technology, it is about people, passion, meaning, and values.”**

**Anja Wyden Guelpa**



**“Cyber security is very important to make systems more robust.”**

**Pascal Sourisse**



**“It is important to be a part of the new generation, to love innovation and to want to innovate.”**

**Valerie Pecresse**





### Leading innovation

Technology is a vital factor in the transformation to smart cities. However, Japan's Yoko Ishikura said technology is not without its limitations and no matter how advanced it becomes, innovation requires face-to-face interaction.

France's Pascal Sourisse talked about a project for Mexico City that combined both technology and data to reduce criminal activity in the city and improve authority response rates. The project helped cut crime rates by 30% and improve response time as a result.

Omran Sharaf talked about the important role women play in UAE's initiative to launch an aircraft to orbit Mars in 2020, saying that more than 41% of employees at the Mohammed Bin Rashid Space Center are women. The Mars Mission is also to build the Science and Technology sector in the UAE. So going to Mars is just a means for a much bigger vision for the UAE.

"The MENA region has more than 200 million youth. If the energy is not utilized in a positive way, it can be used elsewhere," he said.

### Transparency key

Panelists said it was important to modernize public administrations to meet citizen expectations, allowing for open conversations in order to empower people. Ongoing engagement and dialogue would lead to an environment where innovation could thrive in a society.

Switzerland's Anja Wyden Guelpa stressed the importance of building transparency and trust with citizens. Even if a government has the best technological capabilities, it has to earn trust through a two-way dialogue.

She said politicians and managers in the private sector need to create a safe and empowering environment that enables citizens to be creative and innovative, and feel confident of taking risks.



**“Innovativeness of a city really depends upon the institutions, as well as policies & regulations for the business environment, as well as physical infrastructure, soft connectivity which is digital, education and cultural interaction.”**

**Prof. Yoko Ishikura**



**“UAE’s economy depends a lot on science and technology and the quality of life here depends on technology.”**

**Omran Sharaf**

## SOCIAL IMPACT HUB

## OPEN INNOVATION, A LEAP IN MEDICAL ADVANCES

## SPEAKERS:

**Dr Hong Sheng Chiong**

Founder and Chief Executive Officer,  
OphthalmicDocs, New Zealand

Making healthcare accessible and affordable is still a major challenge in many parts of the world, but thanks to the low-cost and innovative solutions created by ophthalmologist Dr Hong Sheng Chiong, access to specialist eye care is improving.

Looking to create a solution to tackle poor access to healthcare, lack of equipment, weak referral methods and geographic isolation, he developed a smartphone app and special lenses, which effectively convert a mobile phone into a comprehensive eye clinic.

“Every five seconds someone in this world goes blind. Every 60 seconds a child goes blind. Ninety percent of cases occur in the developing world,” said Chiong, who was born in Borneo and received his medical training in Ireland.

The app is used to test vision, with one lens providing 10 times magnification to examine the front of the eye where common diseases such as glaucoma and cataracts are found, while another lens enables the user to look at the retina.

In case the person doing the test requires a second opinion, a picture can be snapped with the smartphone and easily sent to a specialist.

The total cost of this equipment amounts to approximately USD 100, while conventional equipment, which is stationary at a specialist clinic, costs around USD 37,000.

With regards to healthcare innovations and inventions, Chiong is a supporter of open source as opposed to patent protection, making his solutions available to everyone.

Today, there are over 5,000 users of his mobile eye clinic solution around the world.

Other innovations he has worked on, and which are all available through open source, include the production of a prosthetic eye by using common 3D photography and imaging software along with his own 3D printer, which reduced the delivery time of the prosthetic from six months to five days.

He also built a robotic arm which costs USD 4,000 as opposed to USD 20,000, the cost of conventional robotic arms, by using a low cost Raspberry Pi computer, which is sold for USD 50.



## WOMEN IN MEDIA HUB

**YOUR VOICE IS YOUR MESSAGE**

## SPEAKERS:

**Noura Sadaka**

Leadership Coach and Voiceover Artist, UAE

Leadership coach Noura Sadaka's session focused on how to use the voice to convey the right message and ultimately use it as a tool for empowerment. "The voice is energy and this energy is misused or not used at all," she said. She explained the tendency to fall into what she calls circles of energy.

In the first circle, the voice fades in the background, the third circle was where our voice gives too much energy and the second circle, which Sadaka said was always difficult for everybody, was very much in the center. She demonstrated options to moderate the voice and communicate what people want to say in an inclusive way.

The first option was register, and she encouraged attendees to practice speaking in low and high pitches, and to find the register that demonstrated qualities such as warmth or confidence.

The second option was prosody or intonation. She pointed out habits such as ending sentences in a questioning tone or speaking in a monotone, and encouraged everyone to explore their range. Thirdly, she talked about pace and the importance of ensuring pace was in line with the message the speaker wanted to convey. Volume was another component she addressed. She said this was particularly difficult for women who are often asked to shout during meetings in order to be heard but end up coming across as aggressive. Her advice was to learn the difference between energy and strength.

The fifth option was silence. She taught attendees not to be scared of silence but to embrace it as a powerful tool. Rather than using filler words, they should comfortably fall into silence while collecting their thoughts and forming their next words.

**"Your voice carries your thoughts. Your voice carries your emotion."**

**Noura Sadaka**



## SPEAKERS:

**Seema Shetty**

VP of Corporate Excellence, NMC Healthcare, UAE

## HAPPINESS HUB

**STAY FOCUSED, STAY HEALTHY**

Seema Shetty, who has built a career on providing healthy solutions for both eating and living well, talked about her 70/30 rule which involves people concentrating on eating well 70% of the time and focusing on regular exercise 30% of the time. "Prevention is a practice," she said, stressing it should be included in everyday life.

Shetty also spoke about the importance of keeping good people around you and the effect positive people have on your happiness. She talked about some of the companies she founded, including BiteRite which she set up in 2005 to offer healthy options and weight management solutions for people suffering from severe health issues such as diabetes and obesity. She is now taking that concept to the next level by including medical support, wellness cuisine and a new concept of city retreats. She concluded her session by talking about the importance of leading a balanced life for both body and soul.



**ART AND CULTURE HUB**

**PRESERVATION OF CULTURE FOR FUTURE GENERATIONS**

There are two types of culture, the tangible and the intangible, and each poses challenges for museums whose work is to collect and preserve both artefacts and oral history for posterity, while remaining relevant to each new generation, the speakers said.

For the contemporary museum, tangible artefacts and oral history are presented on two main sites: in 'real life' galleries and museums, and online in the virtual world.



**“If you love something you will be loyal to it, any love – whether its towards a human being or culture or science, you will be creative and innovative, all you need is love.”**

**“Culture makes the people of the world comes together in a peaceful manner, and interact in a peaceful manner.”**

**Dr Rafia Ghubash**

**SPEAKERS:**

**Catherine Pegard**

President, Public Establishment of the Palace, the Museum and the Estate of Versailles, France

**Professor Rafia Ghubash**

Founder of The Women’s Museum, UAE

**MODERATOR:**

**Dr Lamees Hamdan**

Founder, Shiffa, UAE

**KEY FIGURES:**

Versailles welcomes **7.5 million** visitors every year to its grounds and an additional **11 million** to its online site.

The average French visitor to Versailles is in their **40s** but the average age of the visitor from China is **32**.

There are some **96** names for the different types of traditional textiles of the UAE.

France’s Palace of Versailles and the UAE’s Women’s Museum share similar approaches to exhibiting and presenting their respective cultures to contemporary audiences. In order to attract new and younger visitors, both museums encourage interaction with traditional materials in a bid to give relevance to history. For example, the Women’s Museum has encouraged contemporary Emirati women artists to create new artworks using traditional textiles, while Versailles invited French fashion designers to create new pieces inspired by the dresses of Marie Antoinette. Both museums are leveraging the power of the Internet and digital technologies. The Women’s Museum is compiling an encyclopedia that will be made available online, while Versailles is in the process of putting online every piece of historical information relevant to its grounds and palace.

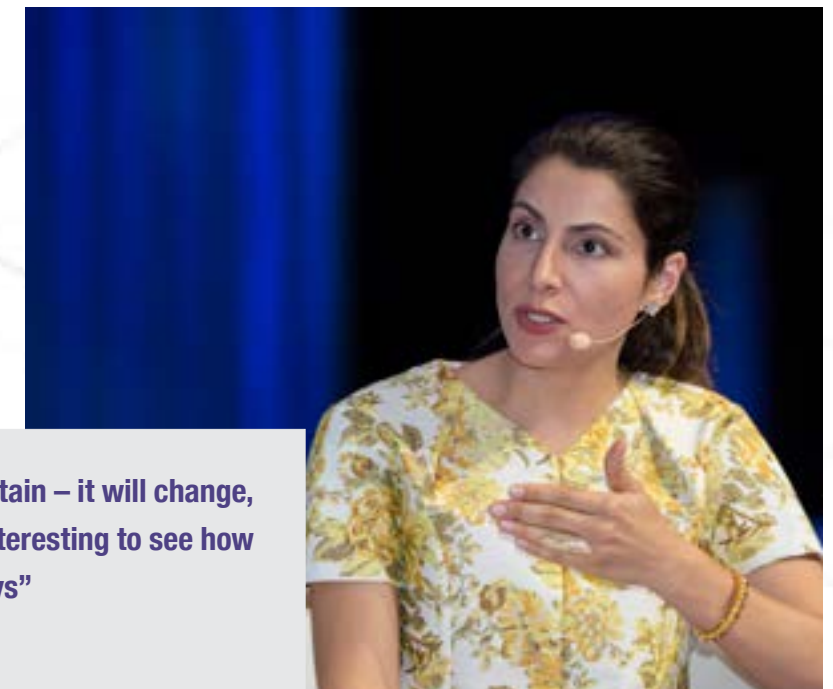
Rafia Ghubash, founder of The Women’s Museum, underlined the challenges she faced with regards the collection of local cultures that have a predominantly oral history. “With the death of every elder person you are destroying a complete library,” she said paraphrasing a quote from UNESCO.

For Versailles, the constant challenge was maintaining the grounds and making the culture and history that it embodies continuously relevant and attractive to local and global audiences. Harnessing the immediacy of social media has helped Versailles remind the world of important dates in history through a ‘Today in History’ format.



**“We are trying to put all information in digital formats. This way, we widen the circle of those discovering our culture and we reach out to generations who don’t read books but pick up a tablet to see what’s happening at Versailles.”**

**Catherine Pegard**



**“No matter what culture people are part off, one thing is for certain – it will change, culture no longer fixed, it is more fluid in motion, so it will be interesting to see how the future generation will preserve the diverse culture nowadays”**

**Dr Lamees Hamdan**

WOMEN AND SCIENCE

# WOMEN MATTER IN SCIENCE

It is vital to empower women in science, while acknowledging the need for strong family support to achieve success, the session heard.

With women having multiple roles in society, it was important to be organized and set priorities for your family and career.

“Staying focused is key,” said Ameenah Gurib-Fakim, president of Mauritius.

Tunisia’s Habiba Bouhamed-Chaabouni said she believed science would play a key role in making a better future, while Gurib-Fakim said tackling climate change was the most important challenge that needed to be addressed.

**SPEAKERS:**

**Dr Habiba Bouhamed-Chaabouni**

Professor and Chief Department, Medical School- Laboratory of Human Genetics, Tunisia

**H.E Ameenah Gurib-Fakim**

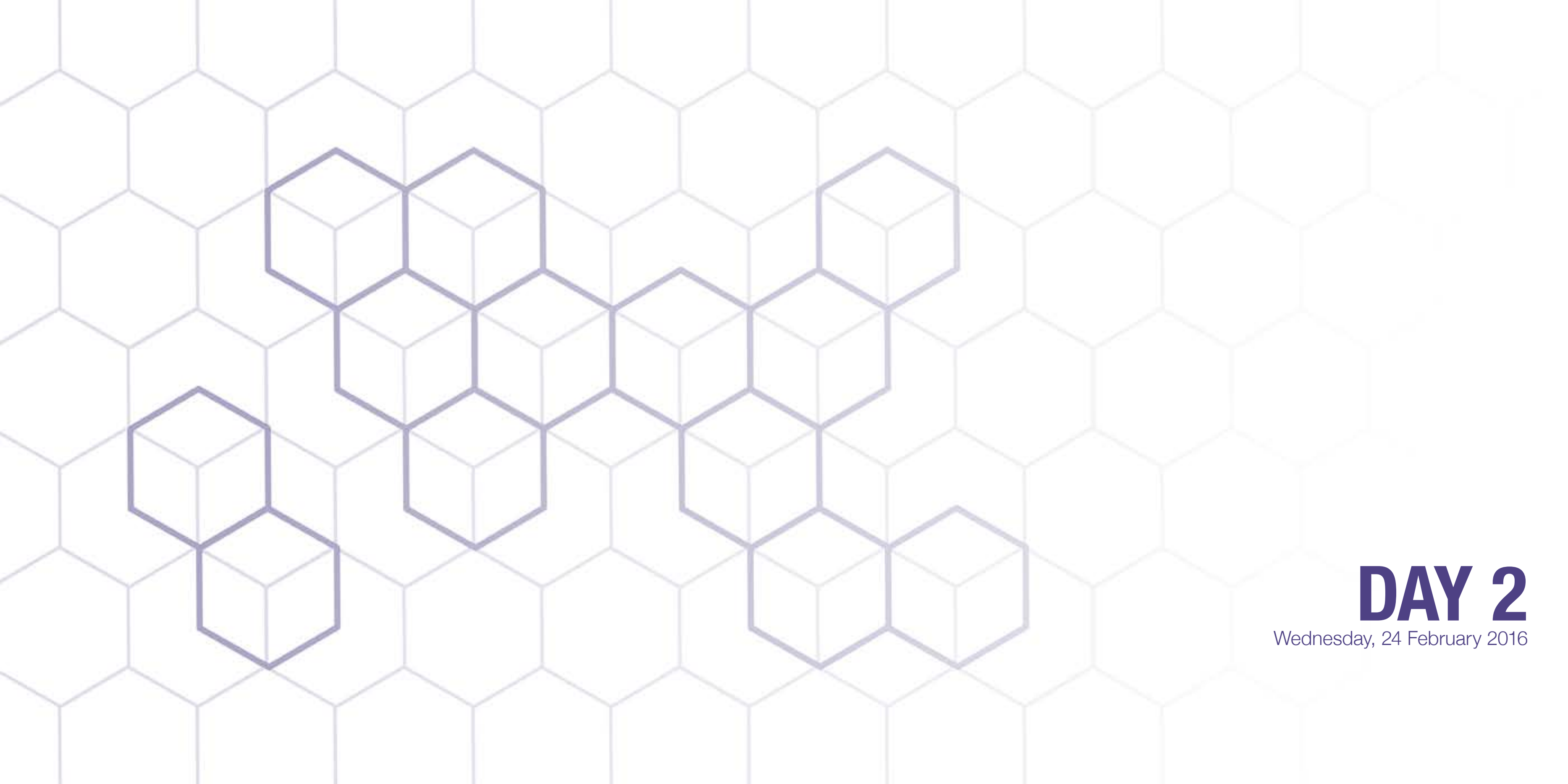
President of the Republic of Mauritius

**MODERATOR:**

**Dr Robert Sebbag**

Vice President Access to Medicines, Sanofi, France





# DAY 2

Wednesday, 24 February 2016



**THE DISCOVERY**

## 80 IS THE NEW 50

### SPEAKERS:

#### Dr Mehmet Oz

Vice-Chair and Professor of Surgery at Columbia University, Host of 'The Dr Oz Show', USA

### KEY FIGURES:

**70%** of how old and how well we will live is driven by five factors:

Blood pressure (ideal 115/75), exercise **30** mins daily, healthy diets that's easy to love, stress control and sleep, curtail addictions.

Muscle burns **12 times** more calories than fat.

Social media and screen time reduces your biological life by **21** minutes.

Women who live near highways or busy cities have higher rates of heart attacks due to noise.

The average fitness level of a 60-year-old is the same as that of a 17-year-old.

Most people could begin to achieve their biological age of 120 if they made certain adjustments to their lives, said surgeon and TV host Dr Mehmet Oz, who has brought complementary medicine to the mainstream.

While research indicates people will continue to live longer, Oz advocated people focus on what drives their happiness. "If 80 is the new 50, you want to be 80 in a way that makes us want to go to 90... do it with grace and with a feeling of vitality, so that you enjoy those years," he said. "Diabetes together with blood pressure is a one-two punch that dramatically ages us," he told the audience in the UAE, which has one of the highest rates of diabetes in the world. He said the human brain required two weeks to eliminate an unhealthy habit and acquire a new one.

Talking his audience through healthy adjustments, he highlighted dietary issues he said were misconceptions people should be aware of:

- It is a misconception that skimmed milk is a healthier option; people should drink full fat milk as it contains less sugar.
- Coffee increases the metabolism and distracts from eating but it can be replaced by green tea which is not as oxidized and doesn't have the same level of caffeine.
- Nuts are an excellent source of nutrients; they are a healthy alternative to snacks that happen to be full of sugar.
- Eggs are a good source of protein and do not cause high levels of cholesterol. In fact, eating eggs encourages the liver to produce the healthy type of cholesterol that helps in eliminating belly fat.

### Stress

Dr Oz emphasized on the importance of handling stress. Stress is not anger. Identifying the difference between anger and hostility – hostility is the problem of stress that drives to more health issue. Proper breathing is another powerful tool and important factor to calm oneself.

### Sleep

Sleep increases growth hormone. Lights is one of the factors that affect our sleep as it turns off the brain ability to make melatonin, as well as temperature of the room should be cold. And the value of sleep before midnight is much better than after midnight.

### Imperfection is beautiful

"What makes this event interesting, ultimately, is you are going to go home and try to change the lives of people who are dear to you with the information you are going to learn," said Oz. "And if you think imperfection is a hindrance you won't be able to do that."

He said the change process was held back by four key points, the inability to manage time and energy efficiently, the belief that money may be holding back change and a fear of change which results from a fear of failure.

**"Omega 3 fats... it's the most important supplement that I take. Especially women, as we know postpartum depression when women don't have enough Omega 3s cause the babies takes your Omega 3s to put them into their brains, and you are left without enough. So there've been trials that when they give women Omega 3s to deal with postpartum depression."**

**"Don't eat healthy food, eat food you love that happens to be healthy. If you do that then you will be living the good life."**

**"People do not change based on what they know, they change based on how they feel," said Oz.**



**Dr Mehmet Oz**



## ENERGY HUB

## SMART HOMES FOR FUTURE GENERATIONS

## SPEAKERS:

**Amal Koshak**

Senior Manager, Marketing Communications, Dubai Electricity and Water Authority, UAE

**Brian Hull**

Managing Director, ABB LLC, Oman and Bahrain

Innovating and satisfying increasing consumer demands in sustainable way is crucial for future generations, said Brian Hull, whose company ABB is involved in cybersecurity for new smart technologies being rolled out in Dubai.

With Dubai planning to be the first smart sustainable city by 2021, the Dubai Electricity and Water Authority (DEWA) is implementing a series of initiatives, starting with Shams Dubai to encourage households and building owners to install solar panels to produce electricity.

Its second initiative involves smart applications via smart grid and meters, followed by an infrastructure and electric vehicle charging station project.

“The Dubai plan is to make Dubai the happiest and smartest city in the world,” said DEWA’s Amal Koshak.

Hull said the issue of cyber-security was key as technologies evolves and adapt, and ABB was working to ensure products released to market were secure.



## SPEAKERS:

**Fida Chaaban**

Editor-in-Chief, Entrepreneur Middle East, UAE

**Iman Ben Chaibah**

Editor-in-Chief, Sail Magazine, UAE

**Heba Al Samt**

Director of Digital, Dubai Channel Network, Founder and President of Social Media Club, UAE

## WOMEN IN MEDIA HUB

## I AM BECAUSE I TWEET

Twitter has become a powerful tool to showcase the achievements and potential of Arab women across global media, and is helping change negative perceptions through empowering initiatives by leading women from the region, the session heard.

“Twitter is a small representation of our lives. So how we are in real life, how we speak and engage with people on whatever we think and do is actually reflected on Twitter,” says Dubai Channel Network’s Heba Al Samt.

Twitter has enabled many women to reach out and connect to leading figures that are very difficult to reach outside the digital platform, and many of their experiences on Twitter have contributed significantly to their career success.

Entrepreneur Middle East’s Fida Chaaban reflected on how building a strong digital presence and promoting a powerful personal brand on Twitter helped boost her career.

“Do not be afraid to tweet at someone you would like to meet in real life and clearly state your intentions,” Chaaban said. “If your digital profile is clean, active and proactive, it works.”

“Use Twitter to develop yourself, your network and connections, and positively contribute to media. It is a really powerful platform, if you know how to leverage it,” Chaaban advised.

Twitter has also helped transform strong initiatives into active online communities that bring together like-minded people who believe in one cause.

It has also provided an influential means of connection and sharing perspectives. Through building and promoting communities, Twitter has placed many women in positions of strength and enabled them to be advocates of change, the session heard.



# CARTIER GALA DINNER



## RISING TALENTS HUB

## TALENT OF WOMEN, SPIRIT OF CHANGE

## SPEAKERS:

**Hana Al Rostamani**

Head of Consumer Banking  
Group, First Gulf Bank

## MODERATOR:

**Hana Al Rostamani**

Head of Consumer Banking  
Group, First Gulf Bank

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## SPEAKERS:

**Sylvaine Delacourte**

Fragrance Evaluation and  
Development Director,  
Guerlain, France

## MAISON GUERLAIN HUB

## THE HAUTE COUTURE OF PERFUME

Delacourte, who joined Guerlain 25 years ago as a make-up artist, explained how she mastered the skills of a perfumer independent of the fashion house, and then brought her knowledge in-house by setting up a training hub for perfumes within the company.

“Perfume is not an accessory, it is more to touch your soul and art. It is a reflection of your deep personality,” she said.

Tailoring a bespoke perfume to an individual is a very intimate and personal experience, she said.

During an initial consultation process, clients are asked to connect positive memories and link it to perfume. This emotional and personalized phase determines the type of raw ingredients that moves people and helps them recover positive memories.

The next step involves linking those memories with the four basic smell boards, before more information was gathered about the client’s life, moods, lifestyle, travel, likes and dislikes.

Finally, she said, clients are given perfume samples and can select the sample which is closer to his or her heart.





## ENTREPRENEURSHIP

### THE CARTIER WOMEN'S INITIATIVE AWARDS: 10 YEARS OF ACHIEVEMENTS

This session was dominated by the vision, impact and the legacy of the Cartier Women's Initiative Award finalists, and how it was important for every single entrepreneur to apply for the award.

The session addressed the importance of the Cartier award in recognizing the entrepreneurial ideas of women innovators.

"The main reason of this initiative is transformation," said Cartier's Christine Borgoltz.

The award program, launched in 2006, aims to help women gain international exposure and build networks across the globe which can then be leveraged to support the launch of their new businesses.

Recognizing women's entrepreneurial ideas, the programs aims to accelerate the creation of jobs in various fields.

Applicants for the Cartier program are drawn from a diverse geographical and professional backgrounds, such as healthcare, education, and science, and the number of applicants now reaches up to 2,000 a year.

INSEAD's Hans Vahl said the continual engagement of Cartier women entrepreneurs allowed them to broaden their horizons and expand their ideas to become the leaders of the future.

He said transformation takes place in four key areas:

- Leadership in management skills
- Financial skills
- Media and marketing skills
- Balancing social and environmental impact

#### SPEAKERS:

##### Christine Borgoltz

External Relations and Events  
Director, Cartier, France

##### Hans Vahl

Director, Social  
Entrepreneurship Programme  
(ISEP), INSEAD, France

##### Rana El Chemaitelly

Founder, Little Engineer and  
Laureate of the 2011 Cartier  
Women's Initiative Awards,  
Lebanon

##### Zein Shiyab

Business Process Manager,  
Trust Holding and Finalist of  
the 2011 Cartier Women's  
Awards, Jordan

##### Hanan Saab

Founder and Managing  
Director of Pharmamed and  
Member of Cartier Women's  
Initiative Awards Jury,  
Lebanon

#### MODERATOR:

##### Henry Bonsu

Broadcaster, Conference Host  
and Analyst, BBC News, UK

**SPEAKERS:**

**Yoko Ishikura**  
Professor Emeritus,  
Hitotsubashi University,  
Japan

**WOMEN ON BOARDS****INNOVATIVE PERSPECTIVES WOMEN BRING TO THE BOARDROOM**

Raising fundamental questions as a board member forces people to rethink how they are running a business and opens up the possibility of change and innovation by showcasing what other companies are doing, said Japan's Yoko Ishikura.

As a woman, Ishikura acknowledged she had sometimes faced challenges from older male board members who, in case of the public sector, held lifetime posts. She said as a board member, she actively questioned archaic ways of doing things, but found it easier to suggest looking into new ways of doing things rather than forcing change directly.

Ishikura detailed her own career path, from teaching different disciplines as a professor to joining McKinsey & Company Inc. She went on to become a board member of several well-known companies including Avon, Vodafone, Japan Post, Fujitsu and the Science Council of Japan, and told the session about her desire to learn about different lines of industry and levels of entrepreneurship.

She said the implementation of new corporate governance codes in Japan had forced companies to improve their previously notorious lack of transparency by forcing them to appoint two independent board members. She said the approach to transparency in Japan was very different from the United States and the UK. This change in corporate governance led to an influx of women being appointed to boards and professors were very often asked to be members of corporate boards.

Ishikura recommended that startups should actively look to appoint an advisory board, whose members could contribute their experience of working in larger organizations. In turn, they would benefit from being exposed to developments in the entrepreneurial space, allowing a cross-flow of ideas.

**“In order to innovate, you have to ask provocative questions, you have to ask why and how can we make it better – ask fundamental questions.”**



**“With all the changes that’s taking place, you really cannot take anything for granted today, you have to keep asking questions.”**

**“It’s the people, you know whether you share the vision of the company, and the purpose of the company or not – that’s going to be translated into performance, rather the number of female”**

**“I believe only through practice you can develop innovative capability in leadership, you cannot really learn what leadership and what innovative is all about unless you try it, unless you are given the opportunity to try to practice and I think that is an important factor.”**

Yoko Ishikura

## ENTREPRENEURSHIP HUB

## CREATING YOUR OWN TEAM

How do you build a dream team? There was a clear consensus that everyone must share the same vision of what the business stands for. Beyond this fundamental, there's no foolproof formula and the strategies are different for each company, according to three very different startups and entrepreneurs.

**The Kashida way**

Early stage product design studio Kashida, which has offices in the UAE and Lebanon, wanted to establish a clear vision and brand before hiring its first employees.

It was three years before the company took on its first designer and once it did, it made sure the lines of communication were kept open and that all subsequently hired staff understood that they were working with the bosses and not for them. For Kashida, it was about “an open space and not about hierarchy.” The company also believes in “hiring its weaknesses” to ensure any gaps in the company are plugged. “I don't feel intimidated [by the talents] of a junior designer out of college,” said co-founder Mirna Hamady.

**The serVme way**

For Lebanon-based analytics and data-driven startup serVme, founder Sarah Hawilo found it challenging to communicate with her team. “I'm a woman leading a technology firm and most of the team are programmers who are men. I don't come from a tech background but from a management background,” she said. She had to learn to adapt to how her developers and programmers communicate, she said, and ensure that a right flexible environment was set up for them so they could feel comfortable working. It was also important for serVme to put in place proper structures to take on board its employees' feedback and opinions. This was key, said Hawilo, so all employees believe the company is theirs, and that they are not just an ‘agent’.

**The Little Thinking Minds way**

“Every mistake is a lesson,” said Rama Kayyali Jardaneh of Jordan-based Arabic educational products provider, Little Thinking Minds. As a new startup, the company could not afford to do everything in-house and so outsourced a lot of its functions. As the business started to achieve scale, it faced trials and errors in hiring and retaining talent, and finding the right people remains its biggest challenge. “There's a lot of unemployment in the [Middle East] region but finding the right people is difficult,” said Jardaneh. Not being able to pay the same rates as big corporates led Little Thinking Minds to start offering incentives such as equity options and flexible working hours, which she said has been key to it retaining the right staff.

**SPEAKERS:****Mirna Hamady**

Co-founder, Kashida, and Finalist of the 2013 Cartier Women's Initiative Awards, Lebanon

**Sarah Hawilo**

Co-founder, serVme, and Finalist of the 2015 Cartier Women's Initiative Awards, Lebanon

**Rama Kayyali Jardaneh**

Founder and Managing Partner, Little Thinking Minds, and Finalist of the 2014 Cartier Women's Initiative Awards, Jordan

**MODERATOR:****Meisa Batayneh**

Founder and Principal Architect, Maisam Architects and Engineers, and Member of the Cartier Women's Initiative Awards



**“We put a lot of investment into hearing [our programmers’] voices and hearing their opinions so they believe the company is theirs as well. They’re not an agent in the company, they are the company.”**

**Sarah Hawilo**

**“You work with me, not for me.”**

**Mirna Hamady**

**“We were major micro managers in the beginning and we had to learn to let go and let [our staff] fly with their ideas.”**

**Rama Kayyali Jardaneh**



**SPEAKERS:****Hana Alawai**

Senior Social Investment  
Advisor, Sustainable Square,  
UAE

**SOCIAL IMPACT HUB****EMPOWERING WOMEN THROUGH SOCIAL RETURN ON INVESTMENT**

Social Return on Investment (SROI) is a measure of the social impact an investment has and originates from the UK where it is widely used.

In recent years, the concept of SROI has been gaining momentum in the Middle East with the execution of a number of projects which expand the focus of SROI to empowering women across the region.

Hana Alawai, a UAE national and mother of three, was involved in several such projects during her eight years working at Mubadala before co-founding Sustainable Square, where she currently holds the role of Senior Social Investment Advisor.

“Taking care of a child, whether it’s the health or the brain, will give you a higher return on investment than anything else,” said Alawi.

One of the most prominent SROI projects in the UAE was the Mawaed Al Rahman project, where telecommunications provider du gave funding to the Sheikh Khalifa Bin Zayed Humanitarian Foundation and together they trained 36 local women to become cooks.

During Ramadan, these women cooked iftar meals for the needy, which were distributed by volunteers, thus giving back to the community.

After the project ended, several of the women started their own small catering businesses out of their homes, and in continued collaboration with the Sheikh Khalifa Bin Zayed Humanitarian Foundation, are now providing meals to several schools across the UAE.

Leaving a long-term positive impact on society, the Mawaed Al Rahman project was calculated to have an SROI of 1:4.

Another example was the Zaree Khasab project in Khasab, Oman, a rural area inhabited by just two tribes where women traditionally stay at home. When Khasab started becoming more popular with tourists, the local women wanted to share the benefits of tourism, so learnt English in order to better communicate and sell local products such as embroidery, henna and clothes.

Aside from its positive economic impact, the project has led to a shift in the mentality of the tribe and greatly empowered local women, the session heard.

The SROI achieved on this project was 1:2.46 and also demonstrates how such projects have a long term positive impact on societies.



## ART AND CULTURE HUB

## THE FUTURE OF DREAMING AND THE CREATIVE BRAIN

## SPEAKERS:

**Hunter Lee Soik**

Founder and Chief Executive Officer, Shadow, USA

## KEY FIGURES:

**95%** of dreams fade away before we even leave our bed.

Every person has **three to five** dreams a night.

There is a short window of **five minutes** when people are transitioning from the limbic system to the pre-frontal cortex during which they can remember dreams.

Hunter Lee Soik wants to build the largest dream database in the world using his Shadow application, creating a community about dreaming and utilizing technology to make people feel more connected by sharing and talking about their dreams.

“A dream you dream alone is only a dream. A dream you dream together is reality,” he quoted John Lennon as saying.

Every person has three to five dreams a night, he said. Studies show that women dream more than men and the dreams of women have multiple characters as opposed to men who mostly have single characters.

“There is a short window of five minutes when you’re transitioning from your limbic system to your pre-frontal cortex when you can remember that dream,” he said.

Shadow measures your sleep patterns and wakes sleepers up wake at the optimal time in their REM cycle so they can record or write their dream. Lee Soik said he sees Shadow as a window into a different place. “We want to use tools to uncover the invisible data. Dreams are intangible. They’re sometimes lost. But if we start to connect the data then maybe we can figure out what this all means,” he said. Asked whether our dreams can help in our creative process, Hunter said: “A good understanding of the subconscious mind can lead to a better understanding of the conscious mind.” However, asked whether people would want to recall their nightmares, he said: “I think the only way to evolve is to look at what scares us and analyze it.”

**“We want to use tools to uncover the invisible data. Dreams are intangible. They’re sometimes lost. But if we start to connect the data then maybe we can figure out what this all means.”**

**Hunter Lee Soik**



## SPEAKERS:

**Sarah Al Agroobi**

Graphic Designer and Artist, UAE

**Iman Ben Chaibah**

Editor in Chief, Sail Magazine, UAE

**Raha Moharrak**

Art Director and Climber, Kingdom of Saudi Arabia

**Hind Seddiqi**

Vice-President Marketing, Ahmed Seddiqi & Sons, UAE

## MODERATOR:

**Mary Fitzgerald**

Journalist, Analyst and Women’s Forum Rising Talents Alumnus, Ireland

## RISING TALENTS HUB

## MEETING WITH RISING TALENTS FROM THE GCC

Social and family pressures, alongside a lack of role models may have proved hurdles for the youth of the region and hindered their ability to succeed, but social media is playing a critical role in empowering young people today, speakers told the discussion.

Panelists said younger generations in the Gulf region needed to remedy the lack role models by changing their perception of the older generation and becoming role models themselves.

The generation today has much more to offer and was ready to pursue their dreams with the support of their parents, the discussion heard.

Advancements in technology and access to social media platforms have also enabled access to a wealth of information and connectivity to people that matter.

Speakers said the characteristics of a leader were to be human, passionate and to lead by example, and that leaders would empower the youth of today to achieve their dreams.

They also agreed that failure should be embraced as a learning process, and it was vital for young people to believe in themselves when facing hurdles in their lives.



## WOMEN IN MEDIA HUB

## ROLE OF JOURNALISTS IN CHANGING PERCEPTIONS: MEET WITH BECKY ANDERSON

## SPEAKERS:

**Becky Anderson**

Managing Editor and Anchor, CNN

## MODERATOR:

**Khalid Al-Ameri**

Emirati Writer and Columnist, UAE

Moderator Khalid Al-Ameri opened the session with a quick introduction to CNN's Becky Anderson and said he wanted to make the session not just about her journey in journalism, but her journey from the West to the Middle East.

He started by asking Anderson what made her want to become a journalist. A graduate in economics and French, Anderson said she got into journalism at the age of 21 because she wanted to make a difference. She specialized in business journalism at a time when business news was beginning to thrive with the rise of CNBC and Bloomberg. Anderson says she made the call to move to the Middle East because she saw that in a post-Arab Spring world, there was a need for a CNN primetime show that could give some degree of analysis through the prism of the region.

Prior to setting up in Abu Dhabi, CNN had 41 bureaus around the world and seven in the MENA region, but it did not have any shows from the Middle East.

### Changing perceptions

Speaking about the role journalists play in changing perceptions, specifically in relation to the stereotypes that have been perpetuated about Arab women, Anderson noted that things were changing. "There were perceptions that I had about this region [before coming here] that I have been able to put to bed," she said, crediting her access to the business world, and the ability to get a sense of the local population.

With the UAE singled out a trailblazer in the region, Anderson pointed out the country is making a massive effort and a lot of noise about women's empowerment and that the metrics reflect how far the UAE has come in this respect. Given the positive environment, she said that it was incumbent upon women in the region to tell their story.

She went on to talk about the role of youth in changing perceptions and mentioned Kuwaiti rappers 'Sons of Yousef', saying their active engagement with social media and their involvement with music, arts, culture, sport and entertainment, was changing the ways in which people saw the Arab world.

### Making a difference

Speaking about the role of journalists and the principles of trust and objectivity in reporting, Anderson said that in certain situations, there was no place for a balanced view. She spoke about CNN's Freedom Project, an initiative that provides a voice for the victims of modern-day slavery. "I don't buy the argument of the trafficker," she said. Over five years, CNN has undertaken 400 reports as part of the Freedom Project, providing a voice for victims, holding governments to account, and advertising the kind of help that was available to victims.



**“It’s my job and the job of every journalist to change perceptions, to knock back those misconceptions.”**

**Becky Anderson**

## WOMEN IN SCIENCE HUB

## IN CONVERSATION WITH SARAH AMIRI

## SPEAKERS:

**Sarah Amiri**

Head Council of UAE  
Scientists and Science Lead  
of Emirates Mars Mission,  
Mohammed bin Rashid  
Space Centre,  
UAE

## MODERATOR:

**Ibrahim Hamza Al-Qasim**

Manager, Strategic  
Research Section,  
Mohammed bin Rashid  
Space Centre,  
UAE

Sarah Amiri, Science Lead of the Emirates Mars Mission, explained why research and development related to the project would have positive repercussions for the country as a whole.

Scientific research and development was crucial to finding innovative ways to advance sectors beyond science, she said, such as renewable energy, manufacturing, transportation, infrastructure and food technology. Applying the same scientific expertise to these fields would open up opportunities for young men and women from a scientific background to apply their skills beyond academic boundaries. She explained that developing the research and development infrastructure, the clean rooms, laboratories and research centres was easy, it was developing the human component that was much harder.

The objective of the UAE's mission to Mars was not only to reach that end and empower individuals with the skills to apply innovation, but to expand this accomplishment to have a wider impact as part of this technological journey of discovery. The notion of 'knowledge economy' and quantifying a return on investment from a project of this kind was an important in understanding how to change the ideology of how research and development is perceived, and help simulate increased interest of the sector in the UAE.

A software engineer by profession, Amiri said her mandate as head of research was to progress others by introducing self-development programmes and providing an environment conducive for innovation and success. She said she felt that there was a certain level of hypocrisy connected to the empowerment of women. She said she was often asked how it feels to be a women in science, rather than how it feels to working in a new sector, developing something that does not exist - a much larger question that is often overlooked.

Asked if she felt that there was competition among women in science, she said that knowledge was not owned by the individual but by the organization and therefore using it to compete was detrimental to the goal of trying to achieve something beyond oneself. Instead, she preferred to think there was co-operation in order to compete towards growing or advancing a sector.

When asked by Ibrahim Hamza Al-Qasim what would be her legacy, she said she would like to see a higher percentage of GDP spent on research and development in order to make UAE number one in the world. She concluded by saying that the UAE was a high user of technology but not high producer of technology, and she would like to see that change over time.



# STEP UP FOR GIRLS EDUCATION!



**OVER  
1000  
GIRLS  
EDUCATED**

The Al Manal Initiative was established in 2013, by Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum to activate humanitarian work locally and regionally, and to entrench the UAE's values that enhance the importance of humanitarian work.

**5 STEPS = AED 1  
AED 700 WILL EDUCATE 1 GIRL FOR A YEAR**

A PROJECT BY



AL MANAL  
HUMANITARIAN INITIATIVE

BENEFICIARY



دبي العطاء  
Dubai Cares

**3.7 MILLION STEPS**

## KEYNOTE VIDEO ADDRESS

### SPEAKERS:

**HE Michelle Bachelet**  
President of Chile

### KEY FIGURES:

Chile's rate of female labor participation is one of the lowest in Latin America at **48.1%**, compared with an OECD average of **63%**.

There has been a rise in the number of female researchers in the development of scientific activity in Chile from **24.2%** in 2009 to **32%** in 2014.

There are now more women on boards of public companies, up from **5%** in March 2015 to **28%** in early 2016.

Chile is striving to raise its rate of female participation in sectors such as politics and science by boosting training and childcare programs as well as changing legislation and introducing new policies in the country, which has one of Latin America's lowest rates of working women, President Michelle Bachelet said in a keynote video address to the GWF.

Its rate of female participation in the labor force currently stands at 48.1%, compared with an OECD average of 63%. While only five out of 20 Latin American countries reached gender parity in science and technology, Chile's rate in those sectors stood at 32% in 2014.

However, that rate has climbed from 24.2% in 2009, thanks to the Chilean government's support of female scientific researchers, and it is now working at all educational levels to encourage more girls into the world of science.

Bachelet said the government was currently promoting a comprehensive training plan, its most ambitious in recent years, which should see 300,000 women trained in trades and entering the labor market by 2018. It was also working to promote entrepreneurship and partnership among women, giving access to specific and targeted funding for more than 18,000 women heads of households. The government was building nurseries and kindergartens to help women cope with childcare, and expanding care to children up to four years old.

Recent electoral reforms for upcoming parliamentary elections should help tackle the political representation of women, who currently make up only 15.8% of the national congress. Now political parties are required make sure at least 40% of their candidates are women and neither sex can exceed 60%. These measures come with economic incentives for parties for each elected female candidate and higher reimbursement for votes won by women candidates.

The president said there was also a pressing need to help women who were victims of domestic violence, in a country where one in three women says she has suffered domestic abuse.

The government is doubling the number of shelters to protect and support women who suffer violence or who are at high risk of violence, and plans to develop community training programs to help prevent violence against women. Additionally, legislation will be expanded to include all forms of violence against women, the president said.

**“Of course we’re also betting on the future, encouraging the inclusion of girls into the world of science, with a targeted plan to all educational establishments.”**

**“We know that the way to advance female participation in paid work outside the home is job training and empowerment. Thus, we’re promoting a comprehensive training plan, the most ambitious in recent years, which will allow 300,000 women to be trained in trades and enter the labor market by the year 2018.”**

**Michelle Bachelet**

**“For women, one of the barriers to access and remain at work is care of children and elderly relatives. That’s why my government is building and implementing nurseries and kindergartens to expand care coverage to children up to four years old.”**



**“HH Sheikh Mohammed Bin Rashid Al Maktoum has taught us that the impossible is nothing but a point of view”**



## KEYNOTE SPEAKER

“If there was anyone who believed that nothing is impossible in the UAE, it was me,” said HE Shamma Bint Suhail Faris Al Mazrui, at the first Global Women’s Forum Dubai, which also marked her first speaking appearance as the UAE Minister of State for Youth.

Al Mazrui explained, “Two weeks ago, I was having a normal life, I had different dreams and aspirations and my life revolved around my job in the investment field and the free time that I used to spend with my friends and family. Suddenly my life began to change with the start of historical tweets for a leader with a unique vision, tweets that were short in the number of their words but that had a deep effect on me and on a complete generation representing more than 50% of the Emirati society.”

In his tweets in question were from His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, in February 2016, inviting universities to nominate candidates to serve as a Minister in the government, and who is capable of representing the youth issues and relay their opinions, aspirations and thoughts.

Al Mazrui added, “I was proud and honored by these tweets, and felt lucky to be an Emirati.”

Two days after the tweets of His Highness, Al Mazrui received an invitation for an interview from the Cabinet, where she shared her research on Emirati women and the employment market and my opinion of the issues of the youth, as well as her ideas about the future of the youths and their ambitions.

A few weeks later Shamma Bint Suhail Faris Al Mazrui was announced as the youngest Minister in the world.

**“Standing here today in front of you is the biggest proof that the United Arab Emirates is the best platform to hold a conference about women empowerment, women’s rights and women’s role in the development journey”**

**HE Shamma al Mazrui**

## GIVING BACK KEYNOTE

The United Arab Emirates' newly-created Ministry of Tolerance stands for values, said its head Sheikha Lubna Al Qasimi, and reflects the principals the country has demonstrated over the years.

Tolerance is about acceptance and rejoicing differences, something the UAE has repeatedly demonstrated, she told the Global Women's Forum. Asked how tolerance is measured, she said: "I have to think out of the box."

She said that while the UAE has provided aid outside its borders, it has also created domestic social development programs. Focusing on providing projects for remote areas to avoid people having to move to cities to find better opportunities. The first organization to be established, even prior to the federation, was the Abu Dhabi Development Fund, Al Qasimi said this resonated with the values of the UAE as a nation. She said it was a huge political statement that we are not here only to look after ourselves, we are here to look after other countries and help without looking at race, religion or any background.

A confessed science geek, Al Qasimi said her parents were open-minded but she lived a sheltered life and it took a lot of convincing for her father and brothers to let her study computer engineering overseas. She acknowledged that she had been given extraordinary opportunities and explained that she had returned the UAE to give back to the society and to its leaders.

Explaining her own leadership ethos, she said loyalty was key.

"You work in an organization, people forget about the work but they will always remember you as an individual - whether you are kind, reachable, modest, can sit and talk to them," she said.

### SPEAKERS:

#### HE Sheikha Lubna Al Qasimi

Minister of State for Tolerance and, UAE

### MODERATOR:

#### Henry Bonsu

Broadcaster, Conference Host and Analyst, BBC News, UK

### KEY FIGURES:

The UAE has given over USD **47 billion** in aid over **44 years**.

**"A strong leader is someone who can give a lot but ultimately be the most dispensable person."**



**"You work in an organization, people forget about the work but they will always remember you as an individual - whether you are kind, reachable, modest, can sit and talk to them."**

HE Sheikha Lubna Al Qasimi

## WOMEN ON BOARDS HUB

## YOUR PATH INTO THE BOARDROOM

Boards worldwide are seeking qualified women to bring new perspectives, diversify decision making processes, and enhance business results, but it can be a lonely road to the board room, marked by unique challenges and opportunities, the session speakers said.

“In some situations, the waves move really fast, and you are very much alone. You have to think before you act, be very rational, and you have to plan your game by thinking ahead,” Mette Laursen, founder of LinKS, Denmark.

“You get used to be the odd one out, maybe what makes you a bit resilient is that it is an opportunity since you stand out and people expect you to say something different.”

Only 10% of board room positions are held by women. However, Norway was one of the first countries to introduce legislative quota for woman by setting a 40% female quota on boards in 2003.

This new legislation inspired Norway's Elin Hurvenes to start an organization that works with firms to help introduce potential female candidates to the boardroom.

“If you really want to do something in your life, and you are convinced in your heart that this is what you want to do, you just have to do it and don't let anything stop you,” she women who aspired to boardroom positions.

How to position yourself to get on a board?

- Build a strong career that starts with a solid academic base
- Enhance your profile
- Build strong executive experience (20 to 25 years in general)
- Be vocal about your ambitions
- Speak out about the value you believe you can bring

“When you are on a board, you have to be able to allow the executive team to shine when everything is good, but have the personality to step forward and take the blame when things are not good,” Hurvenes said.



## SOCIAL IMPACT HUB

## EQUALITY MEANS BUSINESS

France's Martine Pinville started the discussion by talking about what is being done to promote equality between men and women at work, focusing on how France is pushing forward on gender equality issues.

She covered a number of statistics, such as the employment rate in France which is growing regardless of the economic crisis, while the wage gap between men and women is declining at the fastest rate in Europe. A law on gender equality was passed in 2014 in France, where women still earn a quarter less than men.

Ultimately, real change needs to come from society and more needs to be done by the corporations, the session heard.

“A code of conduct needs to be adopted, only 17% of companies in France have signed an agreement for equal opportunity for salaries, the goal is to reach 55% by end of 2016,” she said, noting 30% of French entrepreneurs were women.

On a positive note 40,000 new child care places were created from 2012 to 2014 and the French government, alongside a number of corporations, is making it easier for fathers to take paternity leave.

The discussion moved to Nicole Malick who spoke briefly about Global Compact, the largest corporate sustainability initiative driven by the United Nations.

A campaign was currently being conducted to look for business leaders across the world who were demonstrating how business can be a force for good. To date 8,402 companies have signed up across 162 countries, however, only 70 corporations were from the UAE.

Malick also touched upon the importance of ‘women empowerment principles’ and how they can be applied across the private and public sector.

More information can be found at: [www.unglobalcompact.org](http://www.unglobalcompact.org)

## SPEAKERS:

**HE Martine Pinville**

French Minister of State for Commerce, Small Scale Industry, Consumer Affairs and the Social & Solidarity Economy of the French Government, France

**Nicole Malick**

Corporate Social Responsibility Manager, NRS International, UAE





**SPEAKERS:****Noura Sadaka**

Leadership Coach and  
Voiceover Artist,  
UAE

**WOMEN IN MEADIA HUB****EMBODIED PRESENCE**

The definition of presence dominated the session, which began with audience members sharing their opinions which ranged from personal character, to body language and charisma.

According to Leadership Coach Noura Sadaka, presence was not defined by a person's reactions to emotions and feelings.

She said the key to overcoming a feeling of being at war with oneself was to magnify positive characteristics and leverage them to equalize the pressure that stems from negative emotions. "It is about accepting that I do have a reaction, but that I am also bigger than that reaction," she said.

She encouraged the primarily female audience to take part in an exercise to see how they reacted under pressure. Working in pairs, one partner gently pushed her partner when she least expected, and audience members said they reacted by either wanting to flee, fight or freeze. They were then asked to equalize the pressure in the situation by aligning the gut, heart, and mind, and after balancing their emotions, many said they stood their ground and did not experience their previous reactions.

Sadaka advised audience members that when they were about to react in a stressful situation, they should step away from that reaction, put their feet together, breathe in, magnify positive emotions, and stand their ground. She said that was how individuals could establish and strengthen their presence.

**SPEAKERS:****Irina Khanna**

Spiritual Psychologist and  
Integrated Therapist

**ENERGY HUB****ENHANCE YOUR ENERGY POTENTIAL**

Human beings are beyond physical, and like every living organism, are made up of a series of energy lines that at times become blocked and ultimately affect a person's health, said Irina Khanna, spiritual psychologist and integrated therapist, explaining the importance of healthy bodies and minds.

She said she discovered the importance of human energy fields, or auras and chakras, when she was diagnosed at 19 with auto immune disease and wanted to explore solutions beyond traditional medicine.

Khanna said increases in stress and a lack of 'life balance' can cause different emotions, a sense of failure, or negative thoughts and bad judgment. By not managing emotions effectively, the energy center becomes blocked, causing a lack of well-being or more serious health issues such as hormone imbalances.

Stress management techniques such as meditation and emptying one's mind helped people rejuvenate and replenish lost energies, enabling them to feel re-energized for the day ahead, she said.



## ART AND CULTURE HUB

**DRAW TO INNOVATE**

Drawing is important in innovation, an easy way to connect and can help create workplace projects, said Maja Rottboell, who facilitated a two-hour activity using graphics, art and drawing to help participants discover their inner skills.

She said right side of the brain was responsible for creating new and innovative ideas, which the left side then helps carry out. For her, thinking of designs was a way to innovate.

Rottboell said graphic facilitation was a field of drawing that uses the four P's of drawing technique invented by David Sibbet to release creative design processes. Putting this drawing technique together and framing it, would release creativity, she said.

She explained that the first P was about people, and the second about place or putting people in an environment. The third refers to process - getting these people to move around. Lastly, with a degree of creativity in the spelling, was (s)peech to communicate what the drawing was about.

**SPEAKERS:****Maja Rottboell**

Partner, Co-founder and  
Chief Executive Officer,  
Process Ink, Denmark



## CREATING LASTING SOCIAL IMPACT

Money used for philanthropy was society's risk capital, moderator **Khalid Al-Ameri** quoted philanthropist **Laura Arrillaga-Andreessen** as saying in his introduction to the session, and it was up to society to provide innovation and determine how it should be used.

**Khalid** opened the discussion by quoting a view of a Harvard professor **Michael Porter's** 'that billions of dollars are wasted on philanthropy because of the way that charitable foundations are run', to the panel.

**Tariq Al Gurg** agreed with **Porter** to an extent, and said in the early days of **Dubai Cares** as a donor and philanthropy organization how they were at the start more of a funding agency and simply writing checks; however, a couple of years later, it started to learn from its implementation partners and then, eventually, started to design programs alongside them. **Dubai Cares** invest a lot of money, millions of dollars into research and education for global education. And the findings that we get from these research, we know what works and what doesn't work, we would know how to innovate new programs, and **Dubai Cares** is always about changing the paradigm when it comes to education, **Al Gurg** further added.

**Thomson Reuters Foundation's Monique Villa** agreed with **Porter**, saying that even though huge quantities of money are given in aid every year, it was impossible to tell how much arrives effectively at the frontline for those who really need it.

Going back to how organizations can ensure that they are making a lasting social impact, she stressed they need to provide the goods and services that they are good at.

She referred to the work the **Thomson Reuters Foundation** does - training journalists, providing pro bono legal services, and covering under-reported issues such as human trafficking and slavery, human rights and women's rights.

Today, its **TrustLaw** global pro bono legal program has 3,000 members and over the last five years, law firms have spent more than USD 70 million in man-hours by providing their services to **TrustLaw**.

The **Foundation**, despite its small budget, has used its position to create a multiplier effect, and **Villa** said she believed more organizations should aim to do this.

### SPEAKERS:

#### **Tariq Al Gurg**

Chief Executive Officer, Dubai Cares, UAE

#### **Dr Hong Sheng Chiong**

Founder and Chief Executive Officer, OphthalmicDocs, New Zealand

#### **Manal Omran Taryam**

Chief Executive Officer, Noor Dubai Foundation, UAE

#### **Monique Villa**

Chief Executive Officer, Thomson Reuters Foundation

### MODERATOR:

#### **Khalid Al-Ameri**

Emirati Writer and Columnist



### Smart giving

Manal Omran Taryam of the Noor Dubai Foundation referred not only to smart donors but to smart philanthropy. Alluding to war and political unrest in the Middle East, she said that philanthropy was especially difficult in the region and there should be greater focus on whether the way resources were given was smart, and whether they were achieving their objectives.

Dr Hong Sheng Chiong, whose mission is to try and prevent blindness, said true innovation comes about when people lack access to treatment and funding. Talking about his company Ophthalmicdocs, he explained how its focus has remained singular - trying to pick up preventable blindness at an early stage. His company uses mobile phones to allow doctors to take photos of the eye and share the images specialists who can help diagnose problems.

### Innovation in delivery

Al Gurg said that Dubai Cares uses innovative models to bring about sustainable change for women through education, noting the biggest emphasis on gender equality and equality in education has to be in the early childhood education years.

“If you have girls and boys balanced from the primary level - imagine how many of those graduates will go into the market, to create a balanced recruitment process? It takes a few generations to change the way that things work,” he said. In its work in the Philippines, Dubai Cares has come up with innovative models to enable young girls to continue with their education, despite the fact girls are often forced to leave school early, and early marriages and pregnancies are common.

As part of its goal to increase access to education and enrollment, teacher training, literacy and numeracy programs, accelerated learning centers were set up to provide six-month education boosts, and avoiding the need for girls to go back to school with children younger than them.

**“I do feel that after the financial crisis, the donors of the world became smart donors because they wanted to know where the money is going, so things have changed, so I think till the financial crisis, things have changed and will change to the better.” Al Gurg said.**

**Tariq Al Gurg**



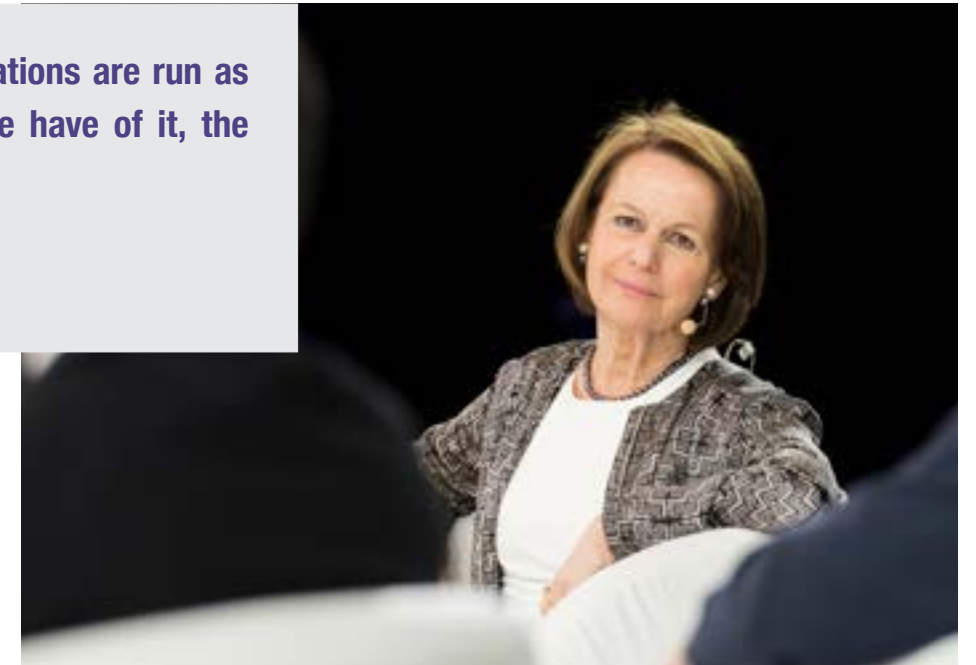
### Keeping innovation top of mind

To make innovation a regular feature in philanthropic organizations, Villa said the answer lay in hiring brilliant people and ensuring organizations never lose the startup mentality but keep looking for new ideas. Talking about the Foundation’s Trust Women program, which works to empower women and fight slavery, Villa said there were different ways to innovate, such as putting the rule of law behind women. In this regard, she said the combination of TrustLaw and Trust Women has been “phenomenal”.

Also using the Philippines as an example, she talked about the Vizayan Forum, which wanted to push through laws regarding the treatment of domestic workers. “Working with a law firm called White & Case, we produced the report and gave it to Vizayan Forum, who were able to push through this new law, changing the lives of two million workers,” said Villa. “The best law in Asia is in the Philippines. It’s innovation to do this kind of research.”

**“Unfortunately, not all philanthropic organizations are run as businesses. It’s a pity because the more we have of it, the better it will be for society.”**

**Monique Villa**



**“The beauty of having innovation is when providing innovative solutions for certain problems, whether education, healthcare or finding proper jobs, we are making it easier for people to access these services and in time it is going to be less of a cost burden.”**

**Dr Manal Taryam**



## CLOSING SPEECHES

Global Women's Forum Dubai successfully provided a platform for cross-cultural cooperation, Jacqueline Franjou said in her closing speech to the forum, demonstrating that the empowerment of women could lead to a rush of economic growth.

"Time after time, experience has proven that if women are allowed control over their life choices, if they have access to education and healthcare, if they have equal access to financial credit and economic resources - then culturally, socially, financially, their entire communities will suddenly and spectacularly perform better, across every kind of quantifiable marker of social progress," said Franjou.

Dubai Women Establishment's Shamsa Saleh said the forum had helped demonstrate that the UAE was a "university for creative thought and creative ideas".

"We promise to continue working to achieve the goals that we have discussed over the two days," she said, to the applause of the audience.

Franjou said the objective of the GWF was to encourage discussion and exchange, rather than promote a single message.

"Have we succeeded over the past two days? Absolutely. Many of our discussions focused on issues of crucial importance to the future of women in Dubai and throughout the region," she said.

"And we did a lot more than sit and talk. We drew up plans. Developed strategies. Created alliances. We made deals. We made friends."



### SPEAKERS:

#### Shamsa Saleh

Chief Executive Officer, Dubai Women Establishment, UAE

#### Jacqueline Franjou

Chief Executive Officer, Women's Forum for the Economy and Society, France

