

The  
**WOMEN'S FORUM  
PROGRAMME**  
15-17 October  
Deauville, France

**09**



**WOMEN'S FORUM**  
FOR THE ECONOMY & SOCIETY

Building the future with women's vision

*Think again, think ahead!*

As of 12 August 09. All speakers listed in this program are confirmed; others will be added as their answers are received.

Breaks, meals and the Discovery Program	Plenary sessions	Roundtables and work sessions in parallel
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**WEDNESDAY, OCT. 14**

**16:30-19:00** | **REGISTRATION**

**19:00-21:30** | *Welcome reception*

**DAY 1: THURSDAY, OCT. 15**

**07:30-09:00** | **REGISTRATION**

**09:00-09:30** | **WOMEN'S FORUM WELCOME**

**Aude Zieseniss de Thuin**, Founder and CEO, The Women's Forum for the Economy & Society, France

**09:30-10:45** | **Opening plenary: THINK AGAIN, THINK AHEAD!**

Three speakers from very different backgrounds and perspectives to inspire Forum participants and make us sit up and question our presuppositions about progress, relationships and responsibility.

Speakers:

**Janine Benyus**, President, Biomimicry Institute, USA

**Ghassan Salamé**, Professor of International Relations, Institut d'Etudes Politiques, France

**Barry Schwartz**, Dorwin Cartwright Professor of Social Theory and Social Action, Swarthmore College, USA

**10:45-11:30** | *Networking break/Discovery Hall*

The Discovery Hall offers occasions for revealing intriguing new ideas, making unusual encounters and finding innovative approaches of concrete relevance to participants.

There will be no formal sessions scheduled during this first time period. Instead, delegates are invited to explore the different areas in the Hall, sign up for those Discovery sessions which have restricted access, and network at the central coffee bar.

## DAY 1: THURSDAY, OCT. 15 CONT.

11:30-11:45	<b>Participant plenary interviews: SPEAKING OUT</b>
	<p>Individual participants briefly present for 3 minutes each the issue/commitment they have submitted in advance and wish to address publicly at the Forum.</p>
	<p>Moderator: <b>Hilary Bowker</b>, Bowker Media + Communications, UK</p>
	<p>Participants: <b>Pierre Nougé</b>, Co-founder and Executive Director, Reporters d'Espoir, France <b>Gülseren Onanç</b>, President of Kadiger (Women Entrepreneurs Association), Turkey <b>Nicole Schwab</b>, Co-Founder, Gender Equality Project, Switzerland</p>
11:45-13:00	<b>Plenary session: GOVERNANCE AFTER THE FALL: THE STATE AND THE POLITICS OF THE ECONOMY AFTER THE FINANCIAL CRISIS OF 2008</b>
	<p>A high-level debate with active audience participation on government's new role in controlling the markets and managing boom-bust cycles, and the effectiveness and implications of new regulatory frameworks. With "raw capitalism" so widely rejected, what mode or modes of governing the economy should we look towards supporting and promoting instead?</p>
	<p>Moderator: <b>Tim Sebastian</b>, Chairman, Doha Debates, UK</p>
	<p>Speakers: <b>Anne Lauvergeon</b>, Chairman, AREVA, France <b>Ngzi Okonjo-Iweala</b>, Managing Director, World Bank, Nigeria</p>
13:00-14:20	<b><i>The delegations lunch</i></b>
	<p>An occasion to celebrate the international delegations attending the 2009 Global Meeting.</p>
14:30-14:45	<b>CEO plenary interview: GET SERIOUS/MAKE A DIFFERENCE</b>
	<p>In a short interview, a CEO speaks about how they intend to lead their company to new growth and the change commitments they are making in the process of implementing their strategy.</p>
	<p>Moderator: <b>Hilary Bowker</b>, Bowker Media + Communications, UK</p>
	<p>Speaker: <b>Carlos Ghosn</b>, Chairman and CEO, Renault Nissan Alliance, France</p>
14:45-15:00	<b>WOMEN FOR EDUCATION AWARD</b>
15:00-16:30	<b>Plenary session: THE NEW GLOBAL BUSINESS ENVIRONMENT: PROTECTIONISM, REGULATION, RESPONSIBILITY – AND GROWTH?</b>
	<p>The weakening of the global economy has led to a rise in protectionist sentiment and some protectionist policies, together with lower cross-border capital flows, tighter regulation and less risk-taking. Business leaders from different regions discuss why they expect these trends to abate, continue, or be amplified, and set out the key challenges for businesses to return profits and flourish over the next several years.</p>
	<p>Moderator: <b>Maria Livanos Cattai</b>, Chairman, Petroplus Holdings, Switzerland</p>
	<p>Speakers: <b>Sheikha Lubna al Qasimi</b>, Minister for Trade, United Arab Emirates <b>Deanna Oppenheimer</b>, Chief Executive, UK Retail Banking, Barclays, USA <b>Laurence Parisot</b>, President, Mouvement des entreprises de France (MEDEF), France</p>
16:45-17:45	<b><i>Networking break/Discovery Hall</i></b>
	<p>This period launches the Discovery Hall Program with 5-6 small group sessions. It is also another occasion to network at the central coffee bar and to visit the innovative stands in the Discovery Hall.</p>

## DAY 1: THURSDAY, OCT. 15 CONT.

18:00-19:15

### Roundtable: RESTORING HOPE, RISK AND ENTREPRENEURSHIP

The effects of the economic crisis on entrepreneurship and innovation, especially from a smaller business perspective. What can rekindle entrepreneurial spirit and activity in different countries and regions? Women have been so central in micro- and small business startups – what is the situation of women-led enterprises in particular, and what practically can be done to promote “women capital” in the new environment?

Moderator:

**Moira Forbes**, Publisher, ForbesLife Executive Woman, USA

Speakers:

**Hoon Eng Khoo**, Provost and Acting Vice-Chancellor, Asian Women's University (Bangladesh), Malaysia

**Jay Mitra**, Associate Director, International Development, Head of Entrepreneurship and Innovation & Director of the Centre for Entrepreneurship Research, University of Essex, UK

**Dorcus Muthoni**, Founder and Managing Director, Openworld, Kenya (2009 Women's Forum Rising Talent)

**Maria Nowak**, President, l'Association pour le droit à l'initiative économique, France

**Sháá Wasmund**, Co-Founder, Bright Station Ventures, and Founder and CEO, Smarta, UK

### Roundtable: WHEN WORLD POWER SHIFTS...

The decline in US power and the rise of Asia have been evident for some time. What are the major implications of global recession for the structural changes which have been unfolding? If we are heading into an Asia-centric world, what are the geopolitical and geoeconomic faultlines along the journey? International change is not just a matter of shifts in state power structures, it also involves the emergence of new social actors and forces. What could be their positive and negative effects for regional and global stability? What about for human security?

Moderator:

**Keith Krause**, Professor, Graduate Institute of International and Development Studies, Director, Centre on Conflict, Development and Peacebuilding, and Programme Director, Small Arms Survey, Canada

Speakers:

**Thérèse Delpech**, Senior Research Fellow, CERI, France (in principle)

**Christine Loh**, CEO, Civic Exchange, Hong Kong

**Princess Mabel of Orange**, CEO, The Global Elders, The Netherlands

### Roundtable: CONSUMING: IS THERE A POST-CRISIS CONSUMER? A GLOBAL CONSUMER? DO WE WANT A CONSUMER BEHAVIOUR SHIFT? WHICH ONE?

A discussion with experts from different parts of the world about how the crisis economy may have changed consumer needs. Are emotional benefits from consumption (e.g., social recognition, a sense of achievement) being replaced by more functional values (e.g., quality, durability?) What has the recession economy meant for eco-consumer and ethical consumer trends? Are the changes likely to last? Why/why not? And what do they imply for strategy, marketing and innovation in different sectors and regions?

Moderator:

**Hung Huang**, CEO, China Interactive Media Group

Speakers:

**Mercedes Erra**, Executive Co-Chairman, Euro RSCG Worldwide, Managing Director of Havas, and. President of BETC Euro RSCG, France

**Meglana Kuneva**, European Commissioner for Consumers, Bulgaria

### Roundtable: WOMEN AS A FORCE FOR DEMOCRACY IN THE WORLD TODAY

Leading women politicians speak about their experience as elected officials in their countries and the process of promoting social change in both established and emerging democracies. What is most needed in order to ensure the full participation of women in citizenship and governance, whether local, regional, national or international?

Moderator:

**Vicki Barker**, Writer and Broadcaster, UK

Speakers:

**Fadela Amara**, Secretary of State of France for Urban Policies

**Zoya Phan**, Author and International Coordinator, Burma Campaign UK, Burma

## DAY 1: THURSDAY, OCT. 15 CONT.

**19:15-22:00** **MUSICAL PERFORMANCE**  
**KEYNOTE ADDRESS**  
**OPENING DINNER**  
*HOSTED BY BARCLAYS*

## DAY 2: FRIDAY, OCT. 16

**07:45-09:00** *Working breakfast*  
*Hosted by Goldman Sachs*

*Working breakfast*  
*Hosted by AIG*

Speaker:  
**Julio A. Portalatin**, President & CEO, AIG Europe, USA

**09:15-10:30** **Plenary session: FROM ONE CRISIS TO THE NEXT: WHAT REALLY MATTERS**

A hard look at the international community's responses to poverty, conflict, and humanitarian crisis, and the international institutions which deal with these issues. How well is "the responsibility to protect" actually recognised today? What changes are needed in paradigms and practices by multilateral and bilateral actors to prevent crisis cycles and better promote economic development?

Moderator:  
**Liz Padmore**, Independent consultant and international advisor, UK

Speakers:  
**Louise Arbour**, President-designate, International Crisis Group, Canada  
**Christine Ockrent**, General Director, Audiovisuel Extérieur de la France (in principle)  
**Baroness Patricia Rawlings**, Opposition Minister on International Development and Foreign Affairs, UK House of Lords  
**Zainab Salbi**, Founder, Women for Women International, Iraq  
**Dina Habib Powell**, Global Head of Corporate Engagement, The Goldman Sachs Group, Inc, USA  
**Sasha Havlicek**, Executive Director of the Institute for Strategic Dialogue, UK

**10:45-11:45** *Networking break/Discovery Hall*

The Discovery Hall Programme of 5-6 small group sessions. It is also another occasion to network at the central coffee bar and to visit the innovative stands in the Discovery Hall.

**12:00-13:30** *Meet with lunches in parallel*

6-7 lunches in parallel, developed around the opportunity to brainstorm on an issue of general interest or to meet an intriguing personality, whether from politics, economics, the arts and literature, science, etc.

Among the lunches:  
***Businesses, states and people: Recognizing our new responsibilities***

A brainstorming session hosted by Mazars to examine how the global financial and economic crisis has propelled us towards new questions about and new roles for businesses, governments and individuals. The state has become a regulator/stabilizer (or its role as such has been reinforced). Businesses are being challenged to provide greater accountability and to balance the profit motive with social goods. People are finding that the career paths they have followed have failed them, and that they wish for a "calling" in their work and social lives. What are the right clusters of responsibility for different actors? What are the inherent risks in the new demands being put on them? How can new aspirations for solidarity be made compatible with the business world, or with the politics of partial interests and privilege which has been a normal part of states all over the world?

Moderator:  
**Diane Brady**, Senior Editor & Content Chief, BusinessWeek, USA

Discussion leaders:  
**Patrick de Cambourg**, President, Mazars, France  
**Henrietta Holsman Fore**, Chairman, Holsman International and former US Undersecretary for Management, USA

## DAY 2: FRIDAY OCT. 16 CONT.

13:45-15:00

### Plenary in parallel: **VALUES, TOOLS AND SKILLS FOR LEADERS ARE WE LEARNING TO LEAD DIFFERENTLY?**

We now demand from our leaders (whether in government, civil society, or business) new set of skills and a new emphasis on values. But can current leaders deliver on these demands? How can we encourage the rise to positions of authority of women and men who are more capable? Why is women's leadership crucial? And what has to change in our societies, their political economy and systems of governance, for new leadership practices to emerge?

Moderator:

**Patricia Mitchell**, President, Paley Center for the Media, USA

Speakers:

**Najla Al Awadhi**, Member of the UAE Federal National Council, Deputy CEO of Dubai Media Inc, and Director General of Dubai One TV, UAE (2009 Women's Forum Rising Talent)

**Beth Brooke**, Global Vice Chairman, Ernst & Young, USA

**Michel Landel**, Group CEO, Sodexo, France

**Ndidi Nwuneli**, Founder and Director, LEAP Africa, Nigeria

**Melanne Verveer**, US Ambassador-at-Large for Global Women's Issues

**Zhang Xin**, Co-Chairman, Soho China, PRC

### Plenary in parallel: **THE REAL VECTORS OF CHANGE FOR THE ENVIRONMENT**

Business, environmental and policy voices discuss with the audience what would practically correct the environmental course we are on. When will alternative energies be commercially viable, and what other technological innovations are under development that could make a real difference for climate change trends? What could move industry – as a key player -- to change course and practices, and how can governments be led to create the rules and incentives to produce change?

Moderator:

**Tim Sebastian**, Chairman, Doha Debates, UK

Speakers:

**Changhua Wu**, President, Climategroup, PRC

**Vivienne Cox**, former Executive Vice President and CEO of Alternative Energy, BP, UK

**Bruno Lafont**, Group CEO, Lafarge, France

**Ana Palacio**, Senior Executive Vice-President, International Affairs, AREVA, Spain

**Lee Stein**, Managing Director, Virtual Group, LLC, and Founder, Chairman and CEO, Prize Capital, USA

15:15-15:30

### Participant plenary interviews: **SPEAKING OUT**

Individual participants briefly present for 3 minutes each the issue/commitment they have submitted in advance and wish to address publicly at the Forum.

In a short interview, a CEO speaks about how they intend to lead their company to new growth and the change commitments they are making in the process of implementing their strategy.

Participants:

**Susan Kilsby**, Chairman, European M & A, Credit Suisse, USA

**Patricia Mitchell**, President, Paley Center for the Media, USA

Moderator:

**Hilary Bowker**, Bowker Media + Communications, UK

15:30-16:15

### CEO plenary interviews: **GET SERIOUS/MAKE A DIFFERENCE**

A group of 3-4 CEOs discuss how they intend to lead their company to new growth and the change commitments they are making in the process of implementing their strategies.

Moderator:

**Hilary Bowker**, Bowker Media + Communications, UK

16:30-17:30

### *Networking break/Discovery Hall*

Discovery Hall Programme of 5-6 small group sessions. It is also another occasion to network at the central coffee bar and to visit the innovative stands in the Discovery Hall.

## DAY 2: FRIDAY OCT. 16 CONT.

17:45-19:00

### Roundtable: BUSINESS INNOVATION: THE UPSIDE OF THE DOWNSIDE?

Companies have practically no choice today but to innovate. They are being challenged by the new demands/opportunities for coordination with the public sector, the difficulties of motivating talent in a recession, and the requirement to make large corporations nimbler and more entrepreneurial. Where are the geographical and sectoral growth areas and sources of innovation today? What has made some innovation efforts fail, and others succeed?

Moderator:

**Diane Brady**, Senior Editor & Content Chief, BusinessWeek, USA

Speakers:

**Rohini Anand**, Senior Vice President and Global Chief Diversity Officer, Sodexo, USA

### Roundtable: SUSTAINABILITY AS A 'KILLER APP'

Sustainability has become one of the cornerstones of the corporate social responsibility movement. So how then can "green" and "responsible" business be made more efficient and profitable? Speakers in this session present cutting edge developments and discuss with participants best practices and innovative approaches to doing sustainable business in new areas.

Moderator:

**Flore Vasseur**, Author, documentary director and Founder, TrendSpotting, France

Speakers:

**Dawn Danby**, Sustainable Design Program Manager, Autodesk, Canada

**Odile Desforges**, Executive Vice President, Engineering & Quality, Renault, France

**Penny Low**, Founder and President, Social Innovation Park, Singapore

**Pascale Thumerelle**, Vice President, Sustainable Development, Vivendi, France

### Roundtable: RESILIENCE: LESSONS FOR THE OVER-DEVELOPED WORLD

The contemporary global recession is not the first nor necessarily the most severe set of developments for emerging countries and their peoples. How have groups with far fewer entitlements than those in Europe and North America survived, innovated, and built anew? What are some of the examples of resistance, courage, and practical problem-solving from which we can all learn?

Moderator:

**Marina Mahathir**, Columnist, blogger, HIV and women's rights activist, Malaysia

Speakers:

**Cheryl Carolus**, Chairperson, Peotona Holdings and former ANC National Executive Committee Member, South Africa

**Clara Rojas**, Author and former Vice-Presidential Candidate, Colombia

**Aysha Saifuddin**, Founder, Kaarvan Crafts Foundation, Pakistan

### Roundtable: INVESTMENT: WHERE IS OUR MONEY GOING? WHERE SHOULD IT GO?

Even if people were not invested in the stock market or real estate, many discovered in the last couple of years that they remained exposed to financial markets through public and private pension plans. This session provides a practical survey of investment options and opportunities in the aftermath of the financial crisis. It brings a cross-cutting regional perspective and, thanks to the speakers participating, a true "women's dimension."

Moderator:

**Toddi Gutner**, Journalist, writer and editor, USA

Speakers:

**Marie-Hélène Bérard**, President, MHB SA, France

**Shimi Shah**, Managing Director, FORSA (UAE), UK

**Halla Tomasdottir**, Co-Founder, Audur Capital, Iceland

### Work session

*Hosted by CEGOS*

19:00-22:00

**WOMEN'S FORUM/CARTIER**

**WOMEN'S INITIATIVE AWARD CEREMONY AND RECEPTION**

## DAY 3: SATURDAY, OCT. 17

### 08:45-09:00 Participant plenary interviews: **SPEAKING OUT**

Individual participants briefly present for 3 minutes each the issue/commitment they have submitted in advance and wish to address publicly at the Forum.

Moderator:  
**Hilary Bowker**, Bowker Media + Communications, UK

### 09:00-09:15 CEO plenary interview: **GET SERIOUS/MAKE A DIFFERENCE**

Moderator:  
**Hilary Bowker**, Bowker Media + Communications, UK

### 09:15-09:30 CEO plenary interview: **GET SERIOUS/MAKE A DIFFERENCE**

Moderator:  
**Hilary Bowker**, Bowker Media + Communications, UK

### 09:40-10:40 *Networking break/Discovery Hall*

Continuation of the Discovery Hall Programme of 5-6 small group sessions. It is also another occasion to network at the central coffee bar and to visit the innovative stands in the Discovery Hall.

### 10:50-12:10 Plenary in parallel: **FROM NEW TECHNOLOGIES TO NEW SOCIETIES?**

Are the Internet and other new communications technologies killing institutions and/or reinventing them? How are communication, information and entertainment converging to change the way we work, play, learn and exercise people power? How are these technological forces challenging our expectations about "the good life"?

Moderator:  
**Roger Bingham**, Co-founder and Director of The Science Network, UK

Speakers:  
**Nita Farahany**, Associate Professor of Law and Associate Professor of Philosophy, Vanderbilt University, USA  
**A C Grayling**, Professor of Philosophy at Birkbeck College, University of London, and Supernumerary Fellow of St Anne's College, Oxford  
**Jessica Jackley**, Co-Founder Kiva.org, USA  
**Viviane Reding**, European Union Commissioner for Information Society and Media, Luxembourg (in principle)

### Plenary in parallel: **SELF-CONFIDENCE: SOCIAL FOUNDATIONS**

### 12:20-12:35 **SCI TECH GIRLS VISION STATEMENT**

Speakers:  
**Lucy Hawking**, Co-author of *George's Secret Key to the Universe*, UK

### 12:35-13:50 Plenary session: **CHANGING LIFE AS WE KNOW IT: THE CONSEQUENCES OF PROLONGING LIFE; THE ENHANCED HUMAN BRAIN/COMPUTER INTERFACE**

When people regularly live past 100 years old, increasingly becoming bionic, what will this mean for business? Economics? Politics? How we have to rethink our social values in terms of merit and "cheating," intergenerational justice, among other ethical dilemmas of the new era?

Moderator:  
**Roger Bingham**, Co-founder and Director of The Science Network, UK

Speakers:  
**Cynthia Breazeal**, Associate Professor of Media Arts and Sciences, MIT, Founder and Director, Personal Robots Group, USA  
**Aubrey de Grey**, Chairman and Chief Science Officer, Methuselah Foundation, and Editor-in-Chief, *Rejuvenation Research*, UK  
**Patricia Churchland**, Professor at the UCSD Philosophy Department, Adjunct Professor, Salk Institute for Biological Studies, and Associate, Computational Neuroscience Laboratory (Sejnowski Lab) at the Salk Institute, Canada  
**Juan Enriquez**, Managing Director of Excel Medical Ventures, USA  
**Maria Freire**, President, Albert and Mary Lasker Foundation, former CEO and President, Global Alliance for TB Drug Development, Peru/USA

### 13:50-14:15 **OUTCOMES OF THE WOMEN'S FORUM GLOBAL MEETING 2009**

**Aude Zieseniss de Thuin**, Founder and CEO, The Women's Forum for the Economy & Society, France

**14:15-15:15**

***Closing reception***