



Women and Enterprises

Accelerating the Pace of Economic Growth and Social Progress

Marriott Hotel Zamalek, Cairo, 24 & 25 May 2016

DAY ONE – WOMEN IN COMPANIES

24 MAY 2016

08.00 – 09.00	<i>Registration</i>
09.00 – 10.00	<p>Opening session</p> <ul style="list-style-type: none"> - Eng. Tarek Tawfik, Deputy Chairman, Federation of Egyptian Industries - Mr. Peter Van Rooij, Director, ILO DWT Office for North Africa - Ms. Tuula Yrjölä, Ambassador of Finland in Egypt - Ms. Maya Morsy, President, National Council for Women in Egypt
10.00 – 10.30	Introductory Presentation by Ms. Susan Maybud, Senior Gender Specialist, ILO Gender, Equality and Diversity Branch
10.30– 11.00	<i>Coffee break</i>
11.00 – 12.30	<p>Round Table 1: Role of business associations in the promotion of gender equality: <i>This panel will discuss the importance of gender equality for business. Panelists will present different initiatives by business associations to develop policy recommendations, services to members, knowledge products and tools in view of promotion of diversity and gender equality.</i></p> <p>Introduction and moderation by Mr. Eric Oechslin, ILO Senior Specialist, ACT/EMP</p> <p>Presentation of the project “Wad3éyati” by Ms. Sabr Abou Ibrahim, Pilot of Gender Working Group, General Confederation of Enterprises from Morocco (CGEM)</p> <ul style="list-style-type: none"> - Ms. Armelle Carminati-Rabasse, Chair, Social and Management innovation Committee, MEDEF - Leila Belkhiria Jaber, Vice-President, Tunisian National Chamber of Businesswomen - Ms. Nouel Mameri, Vice-President, General Confederation of Algerian Enterprises (CGEA) - Ms. Basmah Osman, Senior Adviser, Federation of Egyptian Industries - Ms. Manar Korayem, Women Banking Champion Program Lead, International Finance Cooperation



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	Discussion
12.30 – 13.00	Coffee break
13.00 – 15.00	<p>Round Table 2: From Law to CSR: What companies should do? The panelists will present the experiences from companies to ensure that equality and diversity are properly applied, but also that the issue of discrimination is going beyond the conformity with the law as fully part of national strategy on Corporate Social Responsibilities (CSR)</p> <p>Introduction and moderation by: Eng. Ahmed Kamal, Executive Director, Environmental Compliance Office, FEI</p> <ul style="list-style-type: none"> - Eng. Sameh Elmallah, Managing Director, Intel Egypt and Levant region - Ms. Mona Sabri, Senior Human Resources Director, McDonalds - Ms. Laila Hosni, Head of Internal Communication and CSR Office, Alexbank - Ms. Nevine Hedayat, Human Resources Director, Sanofi - Ms. Ola Loutfi, Corporate and Government Affairs Manager, Mondelez International - Ms. Anita Kalergis, Representative of the Women Leadership program network at the Finnish Chamber of Commerce, Partner & Consultant at Broadfolio MEA FZ LLC <p>Discussion</p>
15.00 – 15.30	<p>Conclusions of Day ONE and Recommendations</p> <ul style="list-style-type: none"> - Ms. Susan Maybud, Senior Gender Specialist, ILO Gender, Equality and Diversity Branch - Ms Sally El-Kholy, Head of the FEI Women in Business Unit
15.30	Buffet lunch





DAY TWO – WOMEN AS ENTREPRENEUR

25 MAY 2016

08.30 – 09.30	<i>Registration Day Two</i>
09.30 – 10.00	<p>Opening session – Introductory remarks</p> <ul style="list-style-type: none"> - Dr. Amr Taha, Deputy Executive Director, Industrial Modernization Centre - Mr. Peter Van Rooij, Director, ILO DWT Office for North Africa - Dr Abla Abdel-Latif, Chairwoman of the Presidential Advisory Council for Economic Development and Executive Director of the Egyptian Center for Economic Studies
10.00 – 12.00	<p>Session 1: Gender-responsiveness of the business environment</p> <p>Introduction and moderation by <i>Ms. Badra Alawa, ILO Chief Technical Adviser</i></p> <p>Presentation of the study on the “Women’s Entrepreneurship Development Framework Conditions” by:</p> <p>Ms. Sherine El-Shorbagi, Director, Sustainable Development, IMC Mr. Ahmed Rizk, National Policy Support Unit Manager, IMC</p> <p>The International Labour Organization (ILO)’s Women’s Entrepreneurship Development (WED) Programme has been in operation since 2002. The study was structured around examining the state of the six framework conditions, each one associated with two to four sub-conditions.</p> <ol style="list-style-type: none"> 1. <i>Gender-sensitive legal and regulatory system that advances women’s economic empowerment</i> 2. <i>Effective policy leadership and coordination for the promotion of WED</i> 3. <i>Access to gender-sensitive financial services</i> 4. <i>Access to gender-sensitive business development support (BDS) services</i> 5. <i>Access to markets and technology</i> 6. <i>Representation of women entrepreneurs and participation in policy dialogue</i> <p>Q & A</p> <p>Presentation of the lessons learned from WED studies conducted in other countries and of their implementation</p> <ul style="list-style-type: none"> - <i>Ms. Annette St-Onge, Expert</i>
12.00 – 12.15	<i>Coffee break</i>



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12.15 – 14.00

Parallel sessions

1. Legislative framework and policy dialogue

A gender-sensitive regulatory and legal environment supports women to gain access and be able to claim the same economic rights as men. It also ensures that specific laws and regulations are clearly enforced so women are not subjected to customary practices and denied their legal rights. Policy measures related to WED are often found across multiple ministries and departments. Coordination of these measures is a necessary component of effective policy development and implementation.

Facilitation by: Dr. Abdallah El Moghazy, Lawyer and Member of the legislative committee, National Council for Women

2. Access to finance

This section assesses whether the financial products and services provided by the different financial institutions in Egypt are sensitive to the specific needs of women entrepreneurs. Access to finance is critical to the creation of a thriving private sector and essential to the entry of sustainable new enterprises and the growth of existing enterprises, especially MSMEs.

Facilitation by: Federation of Egyptian Banks

3. Access to markets, technology and business development support

Women entrepreneurs are often constrained by poor access to profitable markets, whether local, regional, national or international, due to a lack of information, capacity, productive resources, production and product quality, market integration, and use of ICT-enabling technologies. They are also constrained by a lack of access to modern technology, including ICTs, which may enable them to upgrade their production capacity and quality and expand and broaden their markets. Gender-sensitive BDS services take into account the specific needs of women entrepreneurs while delivering services in an environment where gender-bias is non-existent.

Facilitation by: Mr. Mohamed El Kamel, Executive Director, Alashanik ya Balady Association for Sustainable Development

4. Informal economy

A large number of women-owned enterprises in Egypt are informal, but there are of various forms. The issue of informal economy is often due to the constraints presented in the six framework conditions. It is then important to consider the ways to formalize the informal economy.

Facilitation by: Ms. Rula Al Sadi, Gender and Development Regional Expert



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14.00 – 14.30	<i>Coffee break</i>
14.30 – 15.30	<i>Roundtable on the follow-up on the recommendations of day TWO</i> <i>Moderation by Mr. Peter Van Rooij, Director, ILO DWT Office for North Africa and by Ms. Sherine El-Shorbaji, Director, Sustainable Development, IMC</i> <i>Mr. Amr Soliman, Founder and CEO, E-vision</i> <i>Ms. Basmah Osman, Senior Adviser, Federation of Egyptian Industries</i>
15.30	<i>Lunch</i>

