



اتحاد الصناعات المصرية  
FEDERATION OF EGYPTIAN INDUSTRIES



مركز تحديث الصناعة  
INDUSTRIAL MODERNISATION CENTRE



The National Council for Women



International  
Labour  
Organization

## Women and Enterprises

### *Accelerating the Pace of Economic Growth and Social Progress*

**Day one – Women in companies**

**Day two – Women in Entrepreneurship**

**Marriott Hotel Zamalek, Cairo, 24 & 25 May 2016**

The conference will be organized by the International Labour Organization, the National Council for Women, the Federation of Egyptian Industries (FEI) and the Industrial Modernization Center (IMC). It is conducted within the framework of the project “The Way forward after the revolution: Decent Work for Women in Egypt and Tunisia” project funded by the Ministry for Foreign Affairs of Finland in cooperation with the ILO Bureau for Employers Activities (ACT/EMP) and the ILO Gender, Equality, and Diversity Branch (GED).

### **Context**

There is widespread agreement that a person’s gender is not an indicator of competence. And yet the “ILO Women at Work: Trends 2016” report<sup>1</sup> published in March 2016, points to only marginal improvements that have been achieved in the achievement of gender equality in the twenty years since the Fourth World Conference on Women of Beijing in 1995. Large gaps need to be covered in the implementation of the 2030 Agenda for Sustainable Development, adopted by the United Nations in 2015 if we are to make true and lasting progress. The evidence is compelling. For example, a recent study informed that US\$12 trillion could be added if all countries matched the country in their own regions that was doing the best in terms of gender parity<sup>2</sup>.

As stressed in the ILO report “Women in Business and Management: Gaining Momentum”<sup>3</sup>, women are only running a third of the world’s businesses. Moreover, women business owners are concentrated in small and micro-businesses, and still only five per cent or less of CEOs of the largest global corporations are women. In parallel, while women have advanced in business and management, they continue to be shut out of higher level economic decision-making despite activism in the last decade to smash the “glass ceiling”.

In Egypt, women had a labour force participation rate of 22.8%, with an unemployment rate of 25.0% according to statistics from ILO KILM 2015 and the Central Agency for Public Mobilization and Statistics in Egypt (CAPMAS). These numbers will be further impacted by the large number of young men and

<sup>1</sup> ILO, 2016. *Women at Work: Trends 2016*, (Geneva)

<sup>2</sup> McKinsey Global Institute: *The Power of Parity: How Advancing Women’s Equality Can Add \$12 Trillion to Global Growth*, 2015. See [www.mckinsey.com/mgi](http://www.mckinsey.com/mgi)

<sup>3</sup> ILO, 2015. *Women in Business and Management Report* (Geneva)



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women entering the workforce, about one-fifth of the population, adding approximately 600,000 new entrants to the labour force each year.

In this context of low female participation in the labour market, a rise in female employment could significantly boost growth and per capita income. Booz and Co. (2012) estimate that, if female employment rate was to match male rate in Egypt, the GDP would increase by 34%. More generally, a growing body of research shows that enhancing women's economic participation improves national economies, increases household productivity and living standards, enhances the well-being of children with positive long term impacts and can increase women's overall economic empowerment.

### ***Gender equality in the world of work***

Higher economic activity rates of women are both a contributing factor and an outcome of the gender-responsiveness of the world of work, and of the rules and institutions that govern it. ***As global experience clearly indicates, women have become more and more active as their specific needs and their rights in the work place are better recognized and protected.*** Extending equal pay for work of equal value, ensuring appropriate safety and health conditions for the protection of pregnant, nursing mothers in their workplaces; protecting home-based workers, enforcing measures to combat sexual harassment and discrimination in the workplace; providing fair maternity, paternity and parental leaves and benefits all lead to fair and inclusive workplaces. : these are the conditions that should be in place to mobilise women's productive potential and promote women in business and leadership, as women in the private sector represent a powerful source of economic growth and opportunity for enhanced business performance.

As stressed by UNECE<sup>4</sup>, gender equality in the corporate sector is not only desirable on human rights grounds, but also makes good business sense. ***The benefits of a balanced participation of women and men in business, particularly in management, are thought to be diverse and range from improved staff recruitment and retention; improved creativity, innovation, and problem solving; to improved marketing strategies and outcomes.*** Gender equality could be then part of the Corporate Social Responsibility initiatives (CSR) launched by companies to go beyond the discrimination law by including parity and gender-sensitive approaches.

At the managerial level and as indicated in the ILO Report "Women in Business and Management: Gaining Momentum in the Middle East and North Africa." published in 2016, Egypt is often below the average in the region. Women executives accounted for 23 per cent in Morocco out of all executives, 17 per cent in the UAE, 16 per cent in Egypt and 7 per cent in Qatar. As for women Chief Executive Officers (CEOs), the MENA region reported a share of 13 per cent women CEOs out of the total, versus a 21 per cent similar share in developing countries in other regions.

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<sup>4</sup> UNECE Discussion paper, "Gender Equality and Corporate Sector", 2009



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Women as a percentage of all managers (legislators, senior officials and managers)<sup>5</sup>

Countries	Year 1	% Women Managers	Year 2	% Women Managers
Algeria	2001	5.2	2013	10.6
Bahrain	2001	12.3	-	-
Egypt	2000	10.1	2013	7.1
Jordan	2004	5.1	-	-
Lebanon	2004	11.8	2007	8.4
Morocco	2004	10.8	2008	12.8
Occ. Palestinian terr.	2000	10.8	2013	15
Qatar	2001	4.7	2013	12.2
Saudi Arabia	2006	9	2013	6.8
Tunisia	2011	13.9	2012	14.8
UAE	2000	7.8	2012	10

### **Women's entrepreneurship in Egypt**

**Women have, just as much as men, the potential to become successful entrepreneurs, yet large gender gaps exist in business ownership and entrepreneurial activity rates. In addition, omen-owned businesses are found to employ more women than their male-led counterparts<sup>6</sup>: thus increasing women's entrepreneurship has a multiplier effect on women's wage employment.**

Women business owners (including self-employed) accounted for 11% of the total number of self-employed/businesses owners of whom 83% are concentrated in rural areas<sup>7</sup>. This is a striking figure as it is far below the global average of about 30%. Among the younger generations the gender gap is even wider: only 2.1% of young active females are self-employed/entrepreneurs (vs. 7.4% for young males)<sup>8</sup> – another alarming indication that women at work are losing ground in Egypt.

The ILO methodology for “National Assessments of Women’s Entrepreneurship Development (WED) Framework Conditions” seeks a comprehensive understanding and assessment of a set of framework conditions for women’s entrepreneurship development (WED) with the objective of coming out with national, relevant, evidence-based and consulted policy recommendations that can then be used to

<sup>5</sup> ILO Stat, 2015 and ILO Report, 2015. *Women in Business and Management – Gaining Momentum in Middle East and North Africa*

<sup>6</sup> The World Bank, 2010. *Egyptian women workers and entrepreneurs: maximizing opportunities in the economic sphere (Washington DC)*.

<sup>7</sup> CAPMAS, 2013

<sup>8</sup> ILO, 2014. *Labour market transitions of young women and men in Egypt (Geneva)*.



build a national action plan and feed into advocacy agendas for Women Entrepreneurs' Associations, Employers' Organizations. For example, national Assessment of the Women's Entrepreneurship Development Framework Conditions has been completed in Tunisia and its recommendations are being considered for official adoption by the Ministry of Women and Family Affairs in Tunisia within the National Action Plan for Women's Entrepreneurship Development. In Egypt, the Assessment of the Women's Entrepreneurship Development Framework Conditions will be completed in May and presented during this Conference.

### **Opportunities for Intervention**

The ILO, as the UN agency specializing in the world of work, focuses its expertise on issues related to equal opportunities and treatment for all women and men in the world of work, and on eliminating discrimination based on gender. It also advocates for a greater role for national business organizations, which can assist their member companies with putting in place policies and measures to recruit, retain and promote talent. In 2014, the Federation of Egyptian Industries established, with the support of the ILO, a new unit entitled Women in Business. The purpose of this unit is to support the creation and development of business by women and to promote the place of women at all levels of companies.

Egypt has ratified ILO's two of the key Conventions<sup>9</sup> with respect to gender equality and women's rights. However, and as recognised by the Government, the workers and employers' organisations, and other key stakeholders, a lot needs to be done for their effective application and enforcement. This requires a comprehensive reform agenda at legislative and policy levels, as well as within the institutions mandated for its application and enforcement. Significant results cannot be achieved on this front without the full engagement of the private sector and workers, nor without the effective engagement of their representative organisations. Employers' organizations need to bolster their capacity to reach out to businesswomen as well as to effectively advocate to their member companies for the business case for gender equality and to provide advice, tools and good practices on why and how to promote women in management. Promoting gender equality and women in business and management go hand-in-hand as inequalities at work and at home have been the primary reasons for women's traditional lack of access to managerial jobs.

The concern for women's economic empowerment is reported to be a priority on the agenda of the Government of Egypt and social partners as well as non-governmental organisations, and the international community. Despite the various efforts and as described above, women are disproportionately represented in the workforce and the business arena. As women in Egypt still struggle to take their rightful place in the economy, a targeted and sustainable approach is required to increase the economic empowerment of women in Egypt. Egypt's Vision 2030 is to increase the average annual GDP growth rate to 7%. With only one in four women who are economically active,

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<sup>9</sup> *Promotion of Equal Remuneration Convention, 1951 (No. 100) and Discrimination (Employment and Occupation) Convention, 1958 (No. 111),*



such an ambitious increase in economic activity will only be achieved if Egypt mobilises the productive potential of a much larger share of its working age women.

This can be done through a double action: i) improving the working conditions of women in the private sector, and ii) eliminating the gender-gap in entrepreneurship.

### Objectives

1. Exchange on international practices (Finland, France, Morocco, Tunisia) and increase awareness among the business community on the discrimination against women in the private sector
2. Identify the obstacles to the recruitment, retention and promotion of women and develop policies to encourage diversity
3. Sharing of the conclusions and recommendations of the Women's Entrepreneurship Development (WED) Assessment
4. Discussion of the role of national stakeholders in implementing the recommendations of the assessment: Towards a national action plan

### Outputs

- Validation of the recommendations presented in the WED Report
- Roadmap for the ILO on the promotion of women in business and management
- Roadmap for the FEI on the way forward to encourage women entrepreneurship and women in corporate leadership
- Launch of a communications campaign on gender equality
- Adoption and dissemination of the recommendations

### Participants

- Representatives from enterprises
- Representatives of business associations
- Academics
- Representatives of public institutions
- Representatives of international agencies
- Representatives of Embassies and development agencies

### Location

Marriott Hotel, Zamalek (Egypt) (TBC)

### Languages

Arabic, English and French





## DAY ONE – WOMEN IN COMPANIES

24 MAY 2016

08.00 – 09.00

*Registration*

09.00 – 10.00

***Opening session***

- Mr. Mohamed Zaki El Sewedy, Chairman, Federation of Egyptian Industries (FEI)
- Mr. Peter Van Rooij, ILO DWT Office for North Africa
- Ms. Tuula Yrjölä, Ambassador of Finland in Egypt
- Ms. Maya Morsy, President, National Council for Women in Egypt (TBC)
- Mr. Tarek Qabil, Minister of Trade and Industry (TBC)
- Ms. Ghada Waly, Minister of Social Solidarity (TBC)

10.30 – 11.00

***Keynote speech*** by Ms. Deborah France-Massin, Director, Bureau for Employers Activities (ACT/EMP)

11.00 – 12.30

***Round Table 1: Role of business associations in the promotion of gender equality:***

*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.*

Introduction and moderation by Mr. Eric Oechslin, ILO Senior Specialist, ACTEMP

- Ms. Miriem Bensalah-Chaqroun, President, General Confederation of Moroccan Enterprises (CGEM) (TBC)
- Ms. Lidwine Charbeau Director, MEDEF (TBC)
- Ms. Basmah Osman, Senior Adviser, FEI
- Ms. Ilka Schoellmann, ACTEMP, Gender Specialist

Discussion

12.30 – 13.00

*Coffee break*





13.00 – 15.00 **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)*

Introduction and moderation by Mr. Tarek Tawfik, Deputy Chairman, FEI

- McDonalds (TBC)
- Orange (TBC)
- Alexbank (TBC)
- Nevine Hedayat, Human Resources Director, Sanofi
- Private sector from Finland (from EK)

Discussion

15.00 – 15.30

**Conclusions of Day ONE and Recommendations**

- Ms. Susan Maybud, Senior Gender Specialist, ILO Gender, Equality and Diversity Branch
- 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	<b>Opening session – Introductory remarks</b> <ul style="list-style-type: none"><li>- Mr. Ahmed Taha, IMC Director General (TBC)</li><li>- Mr. Peter Van Rooij, Director, ILO DWT Office for North Africa</li><li>- Dr Abla Abdel-Latif, Chairwoman of the Presidential Advisory Council for Economic Development and Executive Director of the Egyptian Center for Economic Studies (TBC)</li></ul>
10.00 – 12.00	<b>Session 1: Gender-responsiveness of the business environment</b> <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 Framework Conditions” by the <i>IMC research team members</i></p> <p>Q &amp; A</p> <p>Presentation of the lessons learned from assessments conducted in other countries</p> <ul style="list-style-type: none"><li>- <i>Ms. Lois Stevenson, Expert</i></li></ul>
12.00 – 12.15	<i>Coffee break</i>
12.15 – 14.00	<b>Parallel sessions</b> <ol style="list-style-type: none"><li>1. Legislative framework and policy dialogue</li><li>2. Access to finance</li><li>3. Access to markets, technology and business development support</li><li>4. Informal economy</li></ol>
14.00 – 14.30	<i>Coffee break</i>
14.30 – 15.30	<b>Roundtable on the follow-up on the recommendations of day TWO</b> <p>Moderation by <i>Peter Van Rooij, ILO DWT Office for North Africa</i></p> <ul style="list-style-type: none"><li>- Representatives of National Council for Women, Ministry of Trade and Industry, and Ministry of Social Solidarity NCW (TBC)</li><li>- Ms. Sherine El-Shorbagi, Director, Sustainable Development, IMC</li></ul>
15.30	<i>Lunch</i>