

# ARAB - AFRICAN CONFERENCE FOR BUSINESSWOMEN

— 2<sup>ND</sup> EDITION —

Under the Slogan  
**Achieving the SDGs through Supporting  
Women Entrepreneurs**

February, 13<sup>th</sup> -14<sup>th</sup> 2019  
Palais des Congrès, Marrakech  
Kingdom of Morocco



# PROGRAM

08:00 – 09:00

**REGISTRATION & WELCOME DRINKS**

09:00 – 10:00

Ambassador  
Room

**Master of ceremony : Mrs. Sanae Lahlou**

**Official opening keynote session of the Arab African  
Conference for businesswomen – second edition**

**Speakers**

- H.E. Mr. Moulay Hafid Elalamy, Minister of Industry, Investment, Trade and Digital Economy of Morocco
- H.E. Mrs. Olivia Hajar Nguema Obiang, Minister Delegate attached to the Minister of State, Minister of Employment, Youth, Vocational Training, Integration and Reintegration (Gabon)
- H.E. Mrs. Yvonne-Adélaïde MOUGANY - Minister of Small and Medium Enterprises (SMEs), Crafts and Informal Sector (Congo Brazzaville)
- Speech of H.E Mrs Soraya Hakuziyaremye, Minister of Trade and Industry, delivered by H.E Mathias Harebamungu, Ambassador of Rwanda in Senegal (Rwanda)
- Speech of the Secretariat-General of the League of Arab States, delivered by H.E. Minister plenipotentiary Mrs. Nawal Berrada
- H.E Sheikha Hind Bint Majed Al Qasmi, Chairperson, Sharjah Business Women Council
- Speech of UNIDO Director General, delivered by Ms. Hanan Hanzaz UNIDO Representative in Morocco
- Mrs. Amany Asfour, President of Business & Professional Women -BPW International
- Dr. Hashim S. Hussein, Head of UNIDO-ITPO
- Mr. Ambassador Abdel Moneim Mohammed Mahmoud, Secretary General, AUIED

10:00 – 10:15

**Coffee break: AAC Networking Area**

**PANEL 1: EFFORTS TO SUPPORT WOMEN ENTREPRENEURS TO  
ACHIEVE SUSTAINABLE DEVELOPMENT GOALS (SDGs)**  
(in Arabic, French & English)

**Mrs. Radia Cheikh Lahlou, Managing Partner, Declic :  
Presentation of SGD's**

**Session 1: Government initiatives and best practices for  
supporting women entrepreneurs**

**Discussion topics**

- The sustainable Development Goals (SGD's) are the blueprint to achieve a better and more sustainable future for all
- African and Arab Government's initiatives in supporting women entrepreneurs
- Developing policies to make capital and financial assets accessible to women entrepreneurs and enable them to actively in the labor market
- Best practices to support women entrepreneurs
- Training, key to success

**Speakers**

10:15 – 12:30  
Ambassador  
Room

- H.E Mrs. Rakiya Eddarhem, Secretary of State for Foreign Trade (Morocco)
- Mrs. Soukeyna Ndiaye Ba, former Minister of Decentralized Cooperation and Regional Planning (Senegal) and President of FDEA Micro Finance
- Mrs. Beatrice Nere, International Affairs Advisor
- Mrs. Ghizlaine El Manjra, President of the Social entrepreneurship commission, General Confederation of Moroccan Enterprises CGEM (Morocco)
- Mrs. Sonya Janahi, Board Member of the Bahrein Chamber of Commerce and Founder CEO The Living Concepts
- Mr. Attiya Nawazish Ali, Asst. Secretary General, Islamic Chamber of Commerce, industry, and Agriculture
- Mr. Abdellatif Miraoui, President of Cadi Ayyad University in Marrakech Morocco
- Mrs. Ndapwilapo Selma Shimutwikeneni, Managing Director, RichAfrica Consultancy (Namibia)
- Mr. Ameer Hassan Abubakr, representing Arab Organization for agricultural Development

**Moderator/Speaker** : Dr. Hashim S. Hussein, Head of UNIDO-ITPO

12:30 – 14:00

## Invitation to Lunch

### Session 2: How innovation enhance the role of women entrepreneurs in economic development??

#### Discussion topics

- Women's participation in the growing digital economy
- Empowering women entrepreneurs through training, technical expertise, technology
- Role of IT and social media in empowering women entrepreneurs
- Testimonies from African & Arab entrepreneurs

14:00 – 16:00

Ambassador  
Room

#### Speakers

- H.E Sheikha Hind Bint Majed Al Qasmi, Chairperson, Sharjah Business Women Council
- Mrs. Saloua Karkri Belkeziz, President of the Moroccan Federation of Information & Technology (APEBI) and President of Gfi Africa
- Mrs. Khadija Boujnaoui, President of the Parity and Diversity Committee of 2M (Morocco)
- Mrs. Awamary Khan, Founder, Innovate Gambia
- Dr. Menas Ibrahim, Founder & CEO EG Gate

#### Moderator/Speaker

Mrs. Wassila Kara Ibrahim, General Manager, Founder Bil Consulting (Morocco)

16:00 – 16:15

Coffee break: AAC Networking Area

**PANEL 2: THE ROLE OF WOMEN IN ECONOMIC DEVELOPMENT:  
WHY INVESTING IN WOMEN AND WHAT ARE THE MAJOR  
CONSTRAINTS AND CHALLENGES?** (in Arabic, French & English)

16:15 – 18:15  
Ambassador  
Room

**Discussion topics**

- The goal of women's economic empowerment is to end the unfair reality faced by half of the world's population
- Women evolution in gender development
- Women's economic empowerment is a prerequisite for sustainable development,
- Women's empowerment is about rights and equitable societies

**Speakers**

- Mrs. Fatou Kine Diaw, President of the African Businesswomen's Organization and Coordinator of the International Federation of Women Leaders for Peace and Development
- Dr. Amany Asfour, President of the International Federation of Business and Professional Women (BPW International)
- Mrs. Josephine Noro, President of the Madagascar Business Group (GEM)
- Mr. Victor Harison, Commissioner for Economic Affairs of the African Union Commission
- H.E. Ambassador Mrs. Nawal Berrada, Director of Women, Family and Children of the General Secretariat of the League of Arab States
- Mrs. Vivian Onano, Social Entrepreneur, Youth Advisor, Global Education, Monitoring report, Unesco
- Mrs. Laila Myara, member of AFEM

**Moderator/Speaker**

- Mrs. Radia Cheikh Lahlou, Managing Partner, Declic

20:00 – 22:00  
Royal Room

- **Speech of Mr. Hicham Boudraa, AMDIE**
- **Ted Ex Mrs. Nabou Fall, Author, CEO Vizeo :  
"Empowering Women Entrepreneurs"**
- **Fashion show & Gala Dinner**

*Networking and BtoB meetings will be organized in parallel of all the sessions in a dedicated area.*

**PANEL 3: WOMEN & TRADE**  
(in Arabic, French & English)

09:00 – 10:45

Ambassador  
Room

**Discussion topics**

- Use trade as an “enabler” for development
- Promote business opportunities between Arab and African women entrepreneurs
- International Programs and activities to strengthen women as actors in the economic development of their countries

**Speakers**

- Mr. Thomas Arthur Coulibaly, Adviser in charge of industry and private investments (Prime Minister’s Office) (Côte d’Ivoire)
- Mr. Mohammad Ali Mohammad Kamali, Deputy Chairman of Arab Union for Industrial Exports Development (AIUED), Deputy Executive Director of Dubai Exports
- Mrs. Carole Kariuki, CEO of the Kenya Private Sector Alliance (KEPSA)
- Mr. Yassir Adil, President of the Casablanca Chamber of Trade
- Mrs. Lulu Shabell, Co-Founder and President, African Youth Mentorship Network
- Ms. Gwen Mwaba, Director & Global Head Trade Finance, Afreximbank

**Moderator/Speaker**

- Mrs. Lynda Apling Kouassi , Managing Director, Kaizene

10:45 – 11:00

**Coffee break: AAC Networking Area**

**PANEL 4: ACCESS TO FINANCING OF FEMALE ENTREPRENEURS**  
(in Arabic, French & English)

11:00 – 12:30  
Ambassador  
Room

**Discussion topics**

- Empowering women through access to financial resources and the role of banks and financial institutions
- Financing Options for Women Entrepreneurs
- Multi donors coordination mechanisms for supporting business women's association
- Best international Practices in financing women entrepreneurs

**Speakers**

- Mrs. Soukeyna Ndiaye Ba, former Minister of Decentralized Cooperation and Regional Planning (Senegal) and President of FDEA Micro Finance
- Mrs. Hend Alsurayea, First Lady who established and managing Global Firm in Kuwait
- Mrs. Kristine Ngiriye, Founder of the Entreprenarium Foundation
- Mr. Neo Ramajoana, Consultant

**Moderator/Speaker**

- Mrs. Laïla Andaloussi, President of the Wimen Association

12:30 – 14:30

**Invitation to Lunch**



**PANEL 5: BEST PRACTICE & SUCCESS STORIES OF ARABIC  
AND AFRICAIN FEMALE ENTREPRENEURS**

(in Arabic , French & English)

14:30 – 16:30

Ambassador  
Room

**Discussion topics**

- Success stories from Africa and Arab Countries will be highlighted
- Best practices of successful women entrepreneurs

**Speakers**

- Mrs. Nwamaka Okoye, CEO, Housestories
- Mrs Amal Hihi, VP Wimen Association
- Mrs. Fatimata Ly, Ceramic Designer & Founder Fatyly
- Mrs. Seynabou Dia, CEO Global Mind Consulting
- Mr. Youssef Errami, Executive Director, Very Small Social Enterprises Center (CTPES)
- Emirates Business Women Council

**Moderator/Speaker**

- Mrs. Samira Ben Ali, Industrial, member of the Board of Directors of the European industrial Federation (BEMAS)

16:30-17:00

**Closure session: Reading of the manifesto formalizing  
the commitment of the economic community for  
equitable and sustainable development.**

*Networking and BtoB meetings will be organized in parallel of all the sessions in a dedicated area.*