



ARAB INTERNATIONAL WOMEN'S FORUM

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Haifa Al Kaylani completes Fellowship of the Harvard Advanced Leadership Initiative 2017

AIWF is proud to announce that in November 2017, Haifa Al Kaylani completed her year-long Fellowship of the Harvard Advanced Leadership Initiative.

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Acting Chairman's Message

As Acting Chairman and on behalf of the Board of the Arab International Women's Forum, I am delighted to bring you this edition of the AIWF Newsletter for December 2017. This is the final edition for this year, recapping AIWF milestones, key initiatives, and Board, Partner and Member achievements and appointments.

One of AIWF's highlights this year was the *Young Arab Women Leaders* conference held in Fez, Morocco in April 2017, which was reported on in the last edition of the newsletter. In Morocco, we all saw first-hand the power of collaboration and dialogue in identifying common challenges for women. We also saw how this collaboration can generate significant outcomes and exciting new opportunities for women, not only by inspiring new relationships and business links but by helping women develop joint ventures and new projects. We have seen many such relationships and projects emerge between women leaders as a direct result of the *Young Arab Women Leaders* program.

Following on from the success of the Morocco conference, AIWF recently announced that it would host the 10th conference of the *Young Arab Women Leaders* series in London in December 2017. The conference is organized in continued partnership with PwC, and with the valued partnership and support of the World Bank, Shell and PepsiCo. AIWF is proud to announce that the Royal Academy of Engineering, the UK's national academy for engineering, is Host Partner for this special conference

Haifa Al Kaylani appointed to the ILO Global Commission on the Future of Work

In August 2017, Haifa was appointed as the only Commissioner from the Arab world to the ILO Global Commission on the Future of Work.

Full announcement on page 4

Upcoming Conferences & Events

AIWF 10th Young Arab Women Leaders Conference at the Royal Academy of Engineering on 'Women-Led Innovation in STEM'

The 10th *Young Arab Women Leaders* conference will be held on 11 December 2017 in partnership with the Royal Academy of Engineering, PwC, the World Bank, PepsiCo and Shell. To register your interest, please contact AIWF in London.

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Al Qasimi Room, Prince Philip House, Royal
Academy of Engineering, London, UK

and we are delighted to have the support of the Academy's Diversity & Inclusion Programme in the preparations for this milestone event.

Young Arab Women Leaders is an initiative that is very dear to the hearts of the Board Members of AIWF. This series represents our shared commitment to empower, enable and support the next generation of young women leaders across all sectors and spheres and at every stage of their leadership journeys. The initiative, which AIWF launched in 2011 with PwC, has developed a remarkable track record over the last six years in bringing established and emerging women leaders together from across the globe. The forum has enabled learning, networking and the creation of new business links and partnerships.

We are especially looking forward to continuing our work with PwC and key initiative partners in 2018 to further enrich the *Young Arab Women Leaders* program, develop its dynamic platform to reach even more women leaders around the world, and engage more deeply in the STEM sectors, where we see critical opportunities for women to create and shape the future working world, levelling the playing field and narrowing the gender gap in the process.

This edition of the newsletter also reports on the recently held 3rd IBA / AIWF Women Business Lawyers Initiative, a one-day seminar held in London at the offices of AIWF Global Partner Boodle Hatfield on 19 September 2017. As Member of the Board and Acting Chairman of the Arab International Women's Forum, as well as General Counsel of PepsiCo's AMENA sector, I was delighted to co-chair this high-impact seminar together with **Jane Ellis** from the International Bar Association and **Sara Maccallum** from Boodle Hatfield. The rich program gave participants the opportunity to interact with women leaders in business and law from London, Europe, the US and the Arab world.

Like all other participants, I very much appreciated the opportunity to benefit from the experiences shared by a stellar lineup of speakers, led by our keynote speakers **Dame Fiona Woolf** and **Baroness Helena Kennedy QC**. The sessions were lively and interactive, and the message resonated with impact.

We at AIWF deeply appreciate the work of the IBA as the global voice of the legal profession. We acknowledge all its valuable work to influence international legal reform and bring gender neutrality to the legal profession not just in the UK and the MENA region but across the globe. We assure our partners at the IBA of our full commitment to seeing this initiative prosper and developing it even further into the future to directly address gender diversity



Rania Rizk, Senior Vice President & General Counsel AMENA at PepsiCo and Acting Chairman, Arab International Women's Forum

challenges in law and the professions and to empower and support women within and beyond the legal sector, in the UK and the Arab world.

Last but not least, I would like to express my personal congratulations and that of the AIWF Board to AIWF Founder & Chairman **Haifa Al Kaylani** on her much-deserved appointment in August 2017 to the ILO's High Level Global Commission on the Future of Work as the only Commissioner from the Arab world. We are pleased to include a special announcement together with details of the Commission's objectives and that of the ILO Women at Work initiative. We wish Haifa every success in this exciting appointment and will report regularly in this publication on the outcomes and progress of the Commission as it prepares its high-impact report for delivery in 2019. We are all tremendously proud of Haifa and greatly inspired by her belief in the value of education as the ultimate foundation from which women and youth can optimise their potential and build a better future for the next generation of Arab leaders.

Over the course of the year, AIWF has gone from strength to strength, and the Board and I are looking forward to developing new relationships, broadening, strengthening and diversifying the AIWF platform of events, initiatives and activities, and enriching our unique, high-impact business and networking offerings to women in the MENA region and internationally. We hope that you will join us on the exciting journey ahead, as Partners, Members and Friends of the Arab International Women's Forum.

Rania Rizk
Acting Chairman
Arab International Women's Forum

Haifa Al Kaylani completes Harvard Advanced Leadership Initiative Fellowship with a special concluding programme and certificate ceremony at Harvard University

AIWF is proud to announce that in November 2017, **Haifa Al Kaylani**, Founder & Chairman of the Arab International Women's Forum, completed her year-long Fellowship of the Harvard Advanced Leadership Initiative with a special two-day concluding programme culminating in a certificate ceremony at Harvard University led by Director and Chair of the ALI Programme at Harvard University, **Rosabeth Moss Kanter**.

It was announced by AIWF in January 2017 that Haifa would be based in Cambridge, MA for the year to undertake the Harvard Advanced Leadership Initiative as a 2017 Fellow. The Harvard ALI Programme is an exciting new 'third stage' in higher education, designed to prepare experienced global leaders to take on new challenges in the social sector and carry the impact made in their careers forward towards even greater societal good. Launched in 2009 and supported by Faculty from Harvard's Schools of Business, Education, Government, Law, Medicine and Public Health, ALI aims to tap into the experiences of a socially conscious generation of leaders, to help 'redirect and broaden their skills to fill critical leadership gaps in solving major social issues'.

This year's selected ALI Fellows formed the ninth cohort of the programme, coming from diverse sectors and backgrounds with outstanding records of achievement and accomplishment. The ALI Fellows spent the year at Harvard to transition from their earlier careers and prepare for the next phase of leadership as change agents working collaboratively towards a better future for the next generation of young leaders.

During the concluding programme, Haifa had the opportunity to present her Harvard Advanced Leadership Initiative Special Project, titled '**Ploughing New Ground: Sustainable Agriculture in the MENA Region**', will be launched in Jordan as a pilot project in early 2018. The project provides an innovative model for sustainable development through agriculture and aims to revive a critical sector in the MENA region, sustainable agriculture, to enhance food security, conserve scarce water resources, create job opportunities for local communities (both men and women, as well as refugees).

Haifa's Harvard ALI Project prioritises job creation for young people in entrepreneurial and tech-based agricultural enterprises and in food systems, to generate income by producing high yield products and opening up new markets for export. Crucially, it will create new



Haifa Fahoum Al Kaylani, receiving her Harvard ALI Certificate from Rosabeth Moss Kanter, Director and Chair of the Harvard Advanced Leadership Initiative, at the conclusion of her year-long Fellowship at Harvard University in November 2017

"I would like to express my congratulations and that of the AIWF Board to AIWF Founder & Chairman Haifa Al Kaylani. We are all tremendously proud of Haifa and greatly inspired by her belief in the value of education as the ultimate foundation from which women and youth can optimise their potential and build a better future for the next generation of young Arab leaders."

Rania Rizk, Senior Vice President & General Counsel AMENA, PepsiCo; Acting Chairman, Arab International Women's Forum

economic opportunities in a sector that is often overlooked in the Arab world, leading to higher GDP for MENA states as well as fostering equilibrium between rural and urban communities. In Haifa's view, this will reduce social tension and possibility for social unrest that normally results from ignorance, poverty, and deprivation.

To elaborate further on the need for a sustainable agricultural revival in the Arab world, access to water has been identified as a fundamental condition for food security, human health and agriculture. Its looming scarcity in the Middle East is a critical challenge that requires urgent response according to the FAO Director Jose de Silva. Accessible fresh water in the region has fallen by two thirds in the past 40 years. It now amounts to 10 times less per capita availability than the world

average, underscoring the need for significant overhaul of farming systems.

Recent studies by FAO showed that higher temperatures may shorten growing seasons in the region by 18 days and reduce agriculture yield a further 27% to 55% less by the end of this century. Competition between water usage sectors will only intensify in the future between agriculture, energy, industrial production and household needs, while the marginal cost of producing water in some of the MENA countries has exceeded \$1.4 per cubic meter. Urgent actions include measures aimed at reducing food loss, increasing the crop per drop ratio and supporting the resilience of small holders and family farmers. This requires a mix of social protection and intervention, investments and technology transfer. Haifa believes that it is vital to boost public and private sector investment in the agricultural value chain to support economic growth and job creation in the Arab world.

The project envisions the achievement of economic, political and social stabilization in the MENA region by addressing the most urgent challenges of food, water, and energy insecurity through the revival of sustainable agriculture. The goal is to establish a social enterprise model that allows for a sustainable agricultural ecosystem in the MENA region by leveraging innovation through new technologies (such as hydroponics and vertical farms) that will enhance efficiency and productivity in sustainable agriculture, promote climate resilient agriculture in the region, and reduce the land and water requirements of the agricultural sector, thereby creating much-needed jobs for Arab youth and creating an innovative model that can be emulated in other regions.

During her time at Harvard, Haifa has strengthened relationships on behalf of AIWF with the Arab, American and international academic, philanthropic and entrepreneurial communities at Harvard, and has created valuable partnerships with women change agents and key organisations whose mission and objectives mirror that of AIWF's – the empowerment of women and youth in a changing global economy. She has also been delighted to meet and encourage a number of *Young Arab Women Leaders* currently studying for degrees at Harvard.

For Haifa, the year at Harvard as a Fellow and a member of the ALI Coalition has been truly transformational, and she looks forward to joining the nine cohorts of ALI Fellows as they become members of the global Harvard alumni. She now looks ahead to implementing the valuable outcomes of her ALI Fellowship and launching the Special Project that has directly emerged from her intensive, year-long research as a Fellow of the Harvard ALI Programme.

SPECIAL ANNOUNCEMENT

Haifa Fahoum Al Kaylani, Founder & Chairman of the Arab International Women's Forum, appointed to the ILO Global Commission on the Future of Work

The Arab International Women's Forum is proud to announce that in August 2017, **Haifa Al Kaylani** joined the **ILO Global Commission on the Future of Work**, the only Commissioner from the Arab world to contribute to this timely and valuable Centenary Initiative under the joint chairmanship of Prime Minister of Sweden, **Stefan Löfven**, and the President of Mauritius, **Ameenah Gurib-Fakim**.

The ILO launched the Global Commission on the Future of Work, a high-level international body to address the challenges of the rapidly transforming world of work, in Geneva on 21 August 2017 to undertake an in-depth examination of the future of work that can provide the analytical basis for the delivery of social justice in the 21st century. The Commission will focus in particular on the relationship between work and society, the challenge of creating decent jobs for all, the organization of work and production, and the governance of work, towards the development of a Commission Report.

In her address at the Geneva launch in August, the President of Mauritius **Ameenah Gurib-Fakim** strongly encouraged "all countries and stakeholders to come up with comprehensive recommendations and novel ideas on how to address the opportunities and challenges of the future of work. We can accomplish this by 'putting people first', by recognising that labour is more than simply a commodity in the labour market in the spirit of the ILO Constitution, or even just a factor of production."

Swedish Prime Minister **Stefan Löfven** said: "We cannot stop development, nor should we even try. What we need to do is come together: to harness innovation to improve the daily lives of millions, to use new technology to build cleaner and more sustainable societies, and at the same time create new jobs with better conditions for everyone. These objectives lie at the heart of this Commission."

The Commission was set up under the ILO's Future of Work Centenary Initiative launched by the ILO Director-General **Guy Ryder** in 2013. The Commission has 28 members (all of whom serve in their personal capacity), including the co-chairs themselves and its four ex-officio members – ILO Director-General Guy Ryder and the Officers of the ILO Governing Body. The members of the Commission will produce an independent report that will be submitted to the Centenary Conference of the ILO in 2019.



Haifa Fahoum Al Kaylani, Founder & Chairman, Arab International Women's Forum; Fellow, Harvard Advanced Leadership Initiative; and Commissioner, ILO Global Commission on the Future of Work, attending the Commission's inaugural meeting in Geneva on 22 October 2017. Photo used with the kind permission of the ILO, © Marcel Crozet

“My appointment to the ILO Global Commission represents an important opportunity for all of us who are deeply committed within AIWF and our network of valued Global Partners to make a valuable contribution to a more prosperous and secure future through ensuring decent jobs for all especially women and young people in the MENA region and globally.”

Haifa Fahoum Al Kaylani, Founder & Chairman, Arab International Women's Forum ; Commissioner, ILO Global Commission on the Future of Work

Following her appointment, Haifa attended the inaugural meeting of the ILO Global Commission on the Future of Work in Geneva on 22 October 2017, and in advance of the next ILO Global Commission meeting in Geneva in February 2018, she is focused on deepening her research on issues related to the new Knowledge Economy and its impact on the Future of Work and Jobs for Arab youth, specifically bringing into focus women's empowerment issues in this context. Haifa's research, together with the findings of the other Commissioners, will ultimately contribute to the Commission's report to be submitted to the Centenary Conference of the ILO in 2019.

On her appointment as a Commissioner of the **ILO Global Commission on the Future of Work**, Haifa said: “It is a privilege to be invited to join the ILO Global Commission and to serve alongside such distinguished

Commissioners from around the world. In my role as Founder and Chairman of AIWF and as a development economist, the key issues of job creation and creating opportunities for women and youth in the MENA economy and internationally have been at the heart of my work and commitments for two decades. Realising the vision of a future working world that empowers young people to progress and prosper is, in my view, vital to global security, a mission that I am deeply committed to, and now, as a Commissioner on the Future of Work Centenary Initiative, a mission that I am very much looking forward to developing even further.”

The Arab International Women's Forum Board, Partners and Members extend their warmest congratulations and support to Haifa Al Kaylani as she assists the ILO in its mission to address critical challenges and potential for the future working world.

The ILO Initiatives on the Future of Work and Women at Work: Shaping a future that works for all

The ILO, a specialised agency of the United Nations, is equipping itself to understand and respond to the changes in the world of work and to give leadership in the global challenge of ensuring Decent Work for all women and men. In 2013 the Director-General of the ILO, **Guy Ryder**, set out the challenges facing the Organization in his report Towards the ILO centenary: Realities, renewal and tripartite commitment, where he presented the seven ILO Centenary Initiatives, among them the **Future of Work Initiative** and the **Women at Work Initiative**, which aims to better understand, and to address, why progress on delivering on decent work for women has been so slow and what needs to be done towards securing a better future for women at work. The Initiative addresses four main areas, identified through research and consultations:

- **Discrimination, including stereotypes, that undermine access to decent work**
- **Low pay and the absence of equal pay**
- **Lack of recognition, unequal distribution and undervaluation of care work**
- **Violence and harassment**

These issues are highlighted in the 2030 Agenda for Sustainable Development, which provides the global development framework for action for the coming years. The Initiative has global, regional and national components, and links to the other ILO centenary initiatives, in particular the ILO Future of Work initiative, to which Haifa Al Kaylani was appointed in August 2017 as a Commissioner.

AIWF and the IBA host third successful Women Business Lawyers Seminar in London in September 2017 in partnership with AIWF Global Partner Boodle Hatfield

Deeply committed to its joint mission of advancing gender diversity in the legal profession, **AIWF** and the **International Bar Association** (IBA) hosted a third successful seminar as part of the Women Business Lawyers Initiative on 19 September 2017 in London at the Bankside offices of AIWF Global Partner **Boodle Hatfield**. The focus of this initiative is to empower Arab women lawyers around the world, build skills and awareness of global standards and encourage young Arab women to aspire to positions of leadership in legal practice both in the MENA region and in international commercial practice.

The inaugural event was held in Amman in September 2015 in partnership with the Arab Women's Legal Network, and a second seminar was hosted in Beirut in March 2016, in partnership with the Beirut Bar Association. At each of these events, the IBA and AIWF have joined forces to deliver a high-impact agenda for discussion, bringing together influential, talented, and deeply engaged speakers and delegates from the Arab world and internationally to explore highly topical challenges ranging from law firm talent management and networking in culturally conservative environments, to anti-corruption and international commercial arbitration. In September 2017, a third and highly successful one-day seminar event was held in the heart of the City of London, hosted by AIWF Global Partner, Boodle Hatfield, and titled Advancing gender equality in law and the professions.

It is a well-known global phenomenon that despite unprecedented numbers of women entering and graduating from law school, women are still underrepresented in leadership positions across all sectors of the professions and in both the Western world and the MENA region. The programme for the IBA / AIWF Women Business Lawyers Initiative was therefore designed to explore and share best practices that support the advancement of gender equality in law and the professions.

The London event this past September highlighted AIWF's unique ability to bring together aspiring and established women leaders, to network, learn from each other, consider new perspectives, and make valuable new business contacts. AIWF and the IBA brought senior Arab women lawyers and General Counsels for leading multinational inhouse teams across the MENA region, together with some of the UK's most distinguished

women in law, among them **Dame Fiona Woolf**, internationally renowned energy lawyer with CMS Cameron McKenna and the 686th Lord Mayor of London in 2013-2014 (only the second woman to hold the role since 1189), and **Baroness Helena Kennedy QC**, a member of the House of Lords and one of the UK's most senior human rights barristers.

The discussions that took place at the IBA / AIWF seminar were powerful, insightful and encouraged women lawyers at all levels, in practice and inhouse, as well as law students and PhD students, to drive change forward through an exchange of strategies, initiatives, advice and reflections, to help advance gender diversity, inclusion and a level playing field in law and the professions for the benefit of society.

The day was moderated by **Alison Hook**, Co-Founder of Hook Tangaza, and the four panel sessions featured distinguished panellists addressing current and dynamic topics for discussion, including:

Breaking down barriers to entry and career progression for women in law and the professions

Creating women- and family-friendly working cultures in law and the professions

Bringing gender equality into the business and human rights agenda

Reflections and advice for aspiring women lawyers and professionals

The seminar was opened by **Sara Maccallum**, Senior Partner Boodle Hatfield; **Jane Ellis**, Director, Legal Policy & Research Unit (LPRU), International Bar Association; and **Rania Rizk**, Senior Vice President & General Counsel AMENA, PepsiCo and Acting Chairman of the Arab International Women's Forum.

Opening session remarks were followed by **Dame Fiona Woolf's** inspirational Morning Keynote. Panellists for the first panel, *Breaking down barriers to entry and career progression for women in law and the professions*, included **Najwa Attiga**, General Counsel at Emirates Investment Authority and co-founder, Women Lawyers Group Middle East; **Jane Ellis**, Director, LPRU, IBA; **Tony Hyams-Parish**, Employment Partner, DMH Stallard LLP and co-Chair of the IBA's Discrimination and Equality Committee; **Jane Pearce**, Managing Director, Vistra; and **Amanda Pinto QC** of 33 Chancery Lane and Chair of the International Committee of the Bar Council of England and Wales, Trustee of the Slynn Foundation and UK representative on the Council of the International

The second panel, *Creating women-and family-friendly working cultures in law and the professions*, featured **Sarah Ellington**, Legal Director, DLA Piper; **Dr Mona Hamade**, Programmes and Development Director, Unity for Global Development; **Shaima Jillood**, Partner, Boodle Hatfield; **Neelim Sultan**, Barrister, 1MCB Chambers and Chair of the IBA's Human Rights Law Committee; and **Camila Reed**, Co-Founder of Global Voice UK. The seminar programme included an Arabian-themed networking luncheon followed by an Afternoon Keynote by **Baroness Helena Kennedy QC**. Panel 3, *Bringing gender equality into the business and human rights agenda*, featured **Debbie Barbour**, Partner, DLA Piper, Abu Dhabi; **Rae Lindsay**, Partner, Clifford Chance and Vice-Chair of the IBA's Corporate Social Responsibility Committee; **Andrea Shemberg**, Co-Chair of the Global Business Initiative on Human Rights; **Helen Sullivan**, Global Social Investment Manager, Shell; and **Yasmin Waljee OBE**, International Pro Bono Director, Hogan Lovells.

The final panel session of the day delivered *Reflections on advancing gender diversity in law and the professions*. Panel speakers included **Heba Al Emara**, UK Head of Relations EMEA, Vistra; **Reem Al Jumaily**, Associate, Boodle Hatfield; **Gabrielle Patrick**, Vice Chair of the IBA's Leisure Industries Section and The Blockchain Lawyer; **Rania Rizk**, Senior Vice President & General Counsel AMENA, PepsiCo and Acting Chairman, Arab International Women's Forum; **Wafa Tarnowska**, Gender Equality & Corporate Social Responsibility Consultant, writer and former Corporate Responsibility Manager, DLA Piper and IPF; and **Julie Wynne**, Partner, Froriep, co-founder of the Women's Business Society and Member of the Innovation Steering Group of the Geneva Bar Association. Closing remarks were delivered by **Salpy Kouyoumjian**, Partner, Boodle Hatfield.

AIWF's partnership with the International Bar Association follows on from over a decade of advocacy to promote empowerment and enhanced opportunities for women not only in the legal profession but in public life, in parliament, in the judiciary and at the highest levels of the legislature in the Arab world. AIWF extends its warmest thanks and appreciation to AIWF Global Partner Boodle Hatfield, which is well known for its commitment to diversity as a six-time winner of the Euromoney Best National Firm for Women in Business Law. AIWF is proud to have the support of Boodle Hatfield and looks forward to continuing to work closely with its team of Senior Partners and leading women lawyers to further shared aims of empowering and supporting women in law and the professions in the MENA region and internationally.



Rania Rizk, SVP & General Counsel AMENA, PepsiCo, delivering opening remarks at the 3rd IBA / AIWF Women Business Lawyers Initiative one-day seminar at the London Bankside offices of Boodle Hatfield on 19 September 2017



Dame Fiona Woolf, Energy Lawyer and former Lord Mayor of London, delivers the Morning Keynote at the 3rd IBA / AIWF Women Business Lawyers Seminar



Najwa Attiga, General Counsel at the Emirates Investment Authority, UAE, and **Jane Ellis**, Director LPRU, International Bar Association



Delegates at the 3rd IBA / AIWF Women Business Lawyers Initiative one-day seminar in London



Baroness Helena Kennedy QC delivers the Afternoon Keynote at the 3rd IBA / AIWF Women Business Lawyers Seminar



Camila Reed, Co-Founder Global Voice UK, leads an interactive poll on gender diverse working cultures as part of the second panel, 'Creating women-and family-friendly working cultures in law and the professions'



Bringing gender equality into the business and human rights agenda: Andrea Shemberg, Co-Chair of the Global Business Initiative on Human Rights, and Helen Sullivan, Global Social Investment Manager, Shell, speaking on the business and human rights panel at the 3rd IBA / AIWF Women Business Lawyers Seminar



Shaima Jillood, Partner at Boodle Hatfield, and Dr Mona Hamade, Programmes and Development Director, Unity for Global Development, speaking on Panel 2 on 'Creating women-and family-friendly working cultures in law and the professions'



Reem Al Jumaily, Associate at Boodle Hatfield, on 'Reflections on advancing gender diversity in law and the professions'

AIWF announces 10th Young Arab Women Leaders conference in London in December 2017 in partnership with PwC, the Royal Academy of Engineering and the World Bank

AIWF is proud to announce that it will be hosting the 10th edition of the *Young Arab Women Leaders* conference series on 11 December 2017 in London, in partnership with the **Royal Academy of Engineering**, **PwC** and the **World Bank** and with the valued support of **PepsiCo** and **Shell**.

Young Arab Women Leaders is AIWF's keystone initiative, launched in 2012 in London with AIWF Global Partner PwC. The conference will promote the development of leadership skills and confidence in the next generation of young women leaders in STEM, and is set to welcome members, guests and delegates from over 40 different countries, including the US, UK, the EU and the Arab States.

The 2017 London conference follows successful events in Amman, Beirut and Dubai in 2012, Palestine in 2013, London in 2014, Doha in 2015, Kuwait City in 2016, and Fez, Morocco in early 2017. All conferences have been heavily subscribed to and attended by young women from across the MENA region and internationally. For each conference, AIWF and PwC have joined efforts to deliver a high-impact programme of sessions in a one-day, highly interactive format and in a supportive environment. Through the *Young Arab Women Leaders* initiative and indeed in all its work and programmes, AIWF is nurturing the next generation of young women and is committed to helping to empower them as they break new ground in business and in public life.

The 10th *Young Arab Women Leaders* conference will be hosted at and in valued partnership with the **Royal Academy of Engineering** in London as Host Partner, and AIWF looks forward to continuing its longstanding partnership with **PwC** and all AIWF Global Partners to further develop the initiative and celebrate this important milestone in the city in which *Young Arab Women Leaders* was first launched. AIWF is also delighted to announce that the **World Bank** has confirmed its partnership with AIWF for the London 2017 edition of the *Young Arab Women Leaders* initiative, and **Shell** and AIWF Benefactor Partner **PepsiCo** will be lending valued support as Conference Networking Partners.

All conference programme sessions are aligned with the core priority policy areas of AIWF, the Royal Academy of Engineering, PwC, and the World Bank, and include:

Educating and empowering the next generation of STEM women leaders

Women-led innovation and new solutions to the global energy, food, water, and climate change crises

Women-led innovation in medical technologies and healthcare AI

Supporting diversity, inclusion and innovation in energy, engineering, and infrastructure

Advancing gender diversity in tech entrepreneurship and the digital economy

Haifa Fahoum Al Kaylani, Founder & Chairman of the Arab International Women's Forum, said: "AIWF clearly sees the advancement of opportunities for women in STEM as a national education priority not only in the UK but across the EU and in most MENA countries. Supporting women and young people to enter into STEM careers is critical not only to advancing innovation in the knowledge economy but to creating the decent jobs that are so desperately needed in the Arab world as well as elsewhere in the world. We see STEM jobs as the jobs of the future, and supporting women-led innovation in STEM could make a game-changing contribution to narrowing the gender pay gap whilst levelling the playing field in STEM for future generations."

Haifa continued: "In both the Arab world and in the UK, new opportunities in STEM are being driven by women leaders with the passion, ideas, confidence and skills to launch new platforms, drive new projects, and work productively and collaboratively. AIWF's Benefactor Partner PepsiCo and all AIWF Global Partners in the STEM sectors, including PwC, Shell and Pfizer (among others), are wholly committed to recruiting, training and retaining the best STEM talent in the region and internationally, and equally to supporting initiatives such as *Young Arab Women Leaders* which aims to develop women's confidence, leadership and entrepreneurial skills, and STEM proficiency. We look forward to welcoming speakers and delegates to the Royal Academy of Engineering in December for what will undoubtedly be a unique and exceptional opportunity for established and emerging women leaders in STEM to develop new competencies, new connections and engage in valuable dialogue with each other."

Dr Hayaatun Sillem, Deputy CEO and Director of Strategy of the Royal Academy of Engineering, said: "The Royal Academy of Engineering is delighted to host the 10th *Young Arab Women Leaders* STEM conference in London in collaboration with the Arab International

Women's Forum, PwC and the World Bank. The Academy has a vision of an inclusive engineering profession that inspires, attracts and retains people from all walks of life. It wholeheartedly supports events such as this to encourage the next generation of diverse leaders."

According to Dr Sillem, only 9% of UK engineers are women and 6% are from Black, Asian and minority ethnic (BAME) groups. Recent Royal Academy of Engineering research shows that both these groups experience the culture of engineering as less inclusive than white and male engineers do. For this reason, the Academy works collectively to address barriers faced by under-represented groups by bringing together employers, professional institutions and others through its Diversity and Inclusion (D&I) Programme. Dr Sillem said: "As a national Academy with a global outlook, it's also crucial that we learn from similar efforts around the world and share our insights and approaches with international partners. We look forward to welcoming these talented women from across the UK, the Middle East and North Africa to London in December."

Hani Ashkar, Territory Senior Partner at PwC Middle East, which launched the *Young Arab Women Leaders* initiative with AIWF in 2011, said: "We are completely – and boldly – confident of one fact about PwC: to build trust in society and solve the region's most important problems we need diverse talent. That's why we feel so strongly about creating and nurturing a diverse work environment for our people, one in which they feel they can thrive. We ensure that our people all come from a vast array of backgrounds and with an equally wide range of experiences - this means they each think differently from one another, and apply varying approaches to problem solving. And we're committed to helping each and every one of them - both men and women - build a rewarding career and achieve their full potential. We do that by providing them with the resources, role models, mentors and support that contribute to their successes."

He continued: "Women today already make up a third of our regional workforce and around 43 per cent of our graduate intake - we're on the right track but there's more to do. We know that we're only just getting started and are committed to keep investing in and targeting highly talented and ambitious young women from across the Middle East. As a founding partner of the *Young Arab Women Leaders* initiative, we are proud to support AIWF drive that same vision of creating more opportunities for our next generation of women leaders and drive gender diversity, top to bottom."

The conference opening session will be addressed by **Haifa Fahoum Al Kaylani**, Founder & Chairman of the



Delegates of the 8th Young Arab Women Leaders conference held in October 2016 in Kuwait

"The Royal Academy of Engineering has a vision of an inclusive engineering profession that inspires, attracts and retains people from all walks of life. It wholeheartedly supports events such as this to encourage the next generation of diverse leaders."

Dr Hayaatun Sillem, Deputy CEO and Director of Strategy, Royal Academy of Engineering

Arab International Women's Forum, Fellow of the Harvard Advanced Leadership Initiative and Commissioner on the ILO Global Commission on the Future of Work; **Philip Greenish CBE**, CEO of the Royal Academy of Engineering; **Samia Msadek**, Director of Strategy and Operations, MNAV, MENA Region, The World Bank; **Professor Dr Hayat Sindi**, Founder and President, Institute for Imagination and Ingenuity (i2institute), Co-founder & Director, Diagnostics for All, Scientific Advisory Board of the UN Secretary-General and Advisor to the President of the Islamic Development Bank; and **Pam Jackson**, Regional Deals Leader, PwC Middle East.

As with previous editions, all five panels of the *Young Arab Women Leaders* conference in London have been designed to be highly interactive and discussion-based, with valuable personal strategies for success shared between speakers and delegates and between emerging and established leaders in STEM. Each session will deliver key recommendations and impact-driven action points, which AIWF shall follow up on in future programmes and initiatives in collaboration with all Global and Institutional Partners. To register to attend the 10th *Young Arab Women Leaders* Conference, please contact the AIWF Office at info@aifwonline.com.

10th Young Arab Women Leaders Conference Programme

Royal Academy of Engineering, London, UK | 11 December 2017

Opening Session Founder Chairman's Introduction to AIWF and the Young Arab Women Leaders initiative

Haifa Fahoum Al Kaylani Founder Chairman, Arab International Women's Forum; Fellow, Harvard Advanced Leadership Initiative 2017 Commissioner, ILO Global Commission on the Future of Work

Host Partner Welcome Keynote

Philip Greenish CBE CEO, Royal Academy of Engineering

Guest of Honour Keynote

Samia Msadek Director of Strategy and Operations, MNAVP Middle East and North Africa Region, The World Bank

Guest of Honour Keynote

Professor Dr Hayat Sindi Founder and President, Institute for Imagination and Ingenuity (i2institute), Co-founder & Director, Diagnostics for All, Scientific Advisory Board of the UN Secretary-General and Advisor to the President of the Islamic Development Bank

Conference Partner Keynote

Pam Jackson Regional Deals Leader, PwC Middle East

PANEL 1 Educating and empowering the next generation of STEM women leaders

Panel Moderator

Professor Alison Noble OBE FREng FRS Professor of Biomedical Engineering at University of Oxford and Fellow of the Royal Academy of Engineering, UK

Speakers

Dr Alanoud Alsharekh Research Associate, London Middle East Institute (LMEI), SOAS University of London; Consulting Partner, Ibtakar Strategic Consulting, Kuwait

Delel Chaabouni Chief Information Officer - Middle East & North Africa, PepsiCo, UAE

Sarah Churchman UK Head of Diversity, Inclusion and Wellbeing, PwC, UK

Samia Nehme Vice President New Business Development and Deal Delivery, Shell Upstream International, UK

Kate Robertson Founder, One Young World, UK

PANEL 2 Women-led innovation and new solutions to the global energy, food, water and climate change crises

Panel Moderator

Florence Gschwend Co-founder, Chrysalix Technologies; PhD, Imperial College London; Forbes 30Under30 Most Promising GameChanger in Science and Healthcare in Europe

Speakers

Susan Kilani Advisor to HE the Minister of Water and Irrigation for Water Quality Management, Water Authority of Jordan, Jordan

Nadereh Chamlou International Development Advisor & Former Senior Advisor of the World Bank, Washington DC

Chiara Corazza Managing Director, Women's Forum for the Economy and Society, France

Anne Glover CBE HonFREng CEO & Co-Founder, Amadeus Capital Partners & Enterprise Hub Mentor, Royal Academy of Engineering, UK

Dr Nitya Mohan Khemka Affiliated Lecturer, Centre of Development Studies, University of Cambridge, UK

Aisha Oyebo Founder & CEO, Muhammed Murtala Foundation, Nigeria

PANEL 3 Women-led innovation in medical technologies and healthcare AI

Panel Moderator

Nikita Thakrar Innovation & Entrepreneurship Manager, Imperial College London; Head of WE Innovate @ Imperial; Fellow, Global Startup Generation & the New Entrepreneurs Foundation and past Chair of International Development at Youth G8 Summit, UK

Speakers

Dr Naila Arebi Consultant Gastroenterologist, St Mark's Hospital and The London Clinic; Chairman of Medicine and Director IBD Service, St Mark's Hospital, UK

Dr Jane Griffiths Global Head, Actelion Pharmaceuticals, UK

Dr Raghda Kurdi Member of the Board of Directors, Hayat Pharmaceutical Industries, Jordan

Sally Radwan Healthcare AI Startup Founder, Egypt / UK

Hanan Saab CEO & Managing Director, Pharmamed, Lebanon

PANEL 4 Supporting diversity, inclusion and innovation in energy, engineering and infrastructure

Panel Moderator

Elsbeth Finch MBE Chair of the Enterprise Hub's Innovators Network, CEO & Founder of Indigo&, Royal Academy of Engineering, UK

Speakers

Dr Enass Abo Hamed CEO & Co-Founder, H2GO Power; University of Cambridge Energy Champion 2017; Royal Academy of Engineering Enterprise Fellow, UK

Nicola Ehlermann Head, MENA-OECD Competitiveness Programme, Middle East and Africa Division - Global Relations Secretariat, France

Janet Heckman Managing Director SEMED, European Bank for Reconstruction and Development, Egypt

Cleopatra Kitti Founder, Mediterranean Growth Initiative, Cyprus

PANEL 5 Advancing gender diversity in tech entrepreneurship and the digital economy

Panel Moderator

Dr Hayaatun Sillem Deputy CEO & Director of Strategy, Royal Academy of Engineering, UK

Speakers

Parveen Dhanda Programme Lead - Future Fifty, Tech City UK

Dr Nadine Hachach-Haram Surgeon, Lecturer, Clinical Entrepreneur & Founder, Proximie, UK

Afef Haddad Country Program Coordinator & Deputy to the Country Director, Maghreb and Malta; Project Manager of EmpowerHer Maghreb, The World Bank, USA

Mursal Hedayat Founder, Chatterbox, UK

Hanadi Jabado Executive Director, Entrepreneurship Centre, University of Cambridge, UK

Gabrielle Patrick Vice Chair Leisure Industries Section, International Bar Association & The Blockchain Lawyer, UK

AIWF Founder & Chairman Haifa Al Kaylani delivers a reflective keynote on her leadership journey at Edward S Mason Fellows Seminar at Harvard Kennedy School

Haifa Al Kaylani was invited by **Suzanne Shende**, Director of Edward S Mason Program, to deliver a one-hour guest speaker keynote for the Fellows of the **Edward S Mason Fellowship Program** at **Harvard Kennedy School** on 26 October 2017, to reflect on her leadership of AIWF as well as her Board roles, Commissioner appointments, and current Fellowship of the Advanced Leadership Initiative at Harvard.

In her remarks, 'Reflections on leadership and the future of the working world for women and youth in the MENA region', Haifa shared examples that illustrate her leadership journey over the last three decades as a development economist, as an Arab woman and British citizen, but also as a global citizen, creating connections, fostering learning, increasing economic growth, changing negative social norms or stereotypes and bridging the universal gender gap.

Haifa shared that her work has spanned several valuable issues ranging from gender to conflict and security issues, to trade, business and entrepreneurship, and importantly, women's empowerment in the economic and political spheres, as an advocate for a greater role for women in every sector, every sphere.

She discussed the achievements of AIWF, which she founded in 2001 as a non-profit, non-governmental, non-political organisation, with the clear aim of supporting and enhancing the role of women as engines of economic growth in MENA development under the guiding mission of 'Building Bridges, Building Business'. She talked about her role as a Member of the Women's Leadership Board at Harvard, and reiterated how proud she is to have served on the Board for over 14 years alongside an outstanding group of women leaders from the US and increasingly internationally, representing government, business, academia and the non-profit sector.

In addition to AIWF and her Fellowship of the ALI and Board role at the WLB, Haifa is also committed to a select number of international organisations to which she is proud to contribute her expertise as a Board Member and to serve as a voice for Arab women in their important work to address and resolve serious challenges related to global security, youth unemployment and job creation. Among these is the EastWest Institute (EWI) based in New York, a leading



Haifa Fahoum Al Kaylani, delivering the guest speaker keynote at a seminar organised for the Fellows of the Edward S Mason Fellowship Program at Harvard Kennedy School on 26 October 2017 and meeting the Fellows following the event

"think and do tank" in the global development community, providing thought leadership and mobilizing resources to address some of the most critical issues of today, focussing on Peace and Security issues and track two diplomacy.

As an economist and as a Board Member of the EastWest Institution, Haifa's key issues of interest and areas of contribution have been Conflict Prevention, the Food-Water-Energy Security Nexus, Politics and Governance for the MENA and Southwest Asia. Haifa shared her pride in having worked with the valued Board Members on a number of important projects, among them the Women Parliamentarians Initiative and importantly to use the knowledge, expertise and outreach of EWI to build peace and security in the ME.

She talked about her role as a Commissioner on the Global Security, Justice and Governance Commission led by Madeleine Albright. Haifa was the only Arab to have served on this Commission, which was committed to addressing several serious global challenges at the intersection of security and justice, including critical questions of state fragility, climate governance, and the stewardship of the world economy and cyberspace, in the understanding that these common global threats require collaborative action at all levels of governance.

The discussion then moved to her recent appointment to the ILO Global Commission on the Future of Work, a high-level international body to address the challenges of the rapidly transforming world of work. On this appointment, she said: "It is a privilege to be invited to join the ILO Global Commission and to serve alongside such distinguished Commissioners from around the world. In my role as Founder and Chairman of AIWF and as a development economist, the key issues of

“I couldn’t be prouder of the representation of Arab women in the global leadership sphere. Having women participate at such events is very important. Haifa helped move the discussion from how we can empower Arab women leaders to this is how we empower communities as a whole ... Haifa was very clear in her calling to make changes top-down when it comes to practical solutions for cultural challenges vs development ambitions.”

Mariam Balfaqeh, Section Head, General Secretariat of the Executive Office, UAE & Edward S Mason Fellow at Harvard

job creation and creating opportunities for women and youth in the MENA economy and internationally have always been at the heart of my work and all my commitments.”

Haifa concluded her remarks by sharing how deeply she believes in the value of education and learning, and in the value of collaboration. She shared details of her Harvard ALI Special Project with the Mason Fellows, saying: “As part of my Harvard ALI project, I have identified an unprecedented opportunity to introduce and implement new technologies and innovative ideas to an age-old agricultural tradition in the Arab world, upon which millions of people rely and which can represent a new driver of economic prosperity and growth for the Arab states and further afield, directly addressing the key and most critical challenge for the region – youth unemployment.” She reiterated how delighted she was to be completing her Harvard project at the end of 2017 and launching it in Jordan in the New Year.

Attending the event was Edward S Mason Fellow **Mariam Balfaqeh**, Section Head, General Secretariat of the Executive Office, United Arab Emirates, who said: “I couldn’t be prouder of the representation of Arab women in the global leadership sphere. Having women participate in such events is very important. Haifa helped moving the discussion from how we can empower Arab women leaders to this is how we empower communities as a whole. In a room full of future leaders from different developing countries, Haifa was very



Haifa Al Kaylani and some of the Arab women Fellows of the Edward S Mason Program, at a dinner hosted for Mrs Al Kaylani

clear in her calling to make changes top-down when it comes to practical solutions for cultural challenges vs development ambitions. She is actively breaking stereotypes by action rather than lecture. I was personally very inspired, not only by her work, but her energy to pull resources and connect people to make positive change at any level or magnitude. I cherished meeting Haifa and look forward to the cascading effects of her work and leadership.”

Haifa was delighted to stay on after the presentation and meet with and hear directly from the Fellows of the Edward S Mason Fellowship Programme about their own projects and plans to implement them in their home countries.

The Edward S Mason Fellowship is acknowledged as Harvard Kennedy’s School’s flagship international programme with a cohort comprised of global leaders from Africa, Asia, Latin America, the Caribbean, the Middle East, and Europe, coming from business, policy, entrepreneurial and political backgrounds. All Fellows are dedicated to advancing positive growth, progress and change in their countries or regions. It was a pleasure and privilege for Haifa to meet with and address the talented Fellows and she looks forward to supporting their efforts in the future wherever possible.

'Social media offers a unique chance for women and girls to find their voices where they might otherwise struggle' - Krista Pilot, VP Corporate Affairs, PepsiCo AMENA

Social media has become a key factor in how we conduct our social lives and how we see ourselves in relation to the world. In societies where women's voices have not traditionally been very active in the public sphere, the safety and anonymity of Twitter or Snapchat allows women to speak their minds more freely. It allows issues like sexual harassment in the United States (search for #MeToo), or the disappearance of girls in Nigeria to gain worldwide prominence quickly. Following hashtags allows women to engage in a conversation discreetly, and using them, even anonymously, helps women to see that they aren't alone, that there are others out there who can provide encouragement and support.

For example, I was in Pakistan recently, and I heard about secret hashtags that women use to signal that they need "virtual" help if they are getting trolled (i.e. attacked with negative comments on social media). Other women will jump in to a conversation to support when they see the signal. I've also talked to women in Saudi Arabia who are pursuing their passions in sports from boxing to bicycling and fencing, but they are reticent to share their experiences and compare performance because of cultural norms. They are taking to social media anonymously to create virtual communities to share tips and compare scores.

At PepsiCo, we use social media to help connect us to consumers, promote new products and answer consumer queries. Increasingly, however, we are using social media to support causes that are in line with our values and our sustainability agenda. With the PepsiCo commitment to give \$100 million over ten years to support women and girls empowerment, it is natural that we are using our social media channels to support efforts to raise awareness.

For International Day of the Girl (October 11), we took to social media to show our support for helping girls to thrive across the Middle East and Asia. Organizations like Girl Rising, one of our partners, are harnessing this as they look to raise awareness about the positive impact of supporting girls to fulfil their full potential in society. A quick search for #IDG2017 will show you how many individuals and groups are showing their solidarity with girls and the challenges and opportunities they face each day. Social media is a fact of life, and women have a unique opportunity to take charge of this medium to drive the conversations that we want to have, and to create the world we want to leave for the next generation.



INTERNATIONAL DAY OF THE GIRL 2017

PepsiCo is educating and empowering girls and women across AMENA to reach their full potential.

MENA

Zaatari - Jordan

Mercy Corps and PepsiCo helped more than **6,300** children and adolescents in Zaatari through



Education



Arts and sports activities



Social and psychological well-being support services

World's largest refugee camp



Promoting literacy in China



CHINA

Library - Shaanxi

Masheng Kulve Primary School



Through the "PepsiCo Library" initiative, **12 libraries** and 1 kindergarten have been built in China to support education and create stronger communities.

INDIA

Project Thiramai

Funded by the PepsiCo Foundation, Project Thiramai provides free vocational training to women in:



Tailoring



Yoga



Meditation



Nutrition

So far, nearly **500** women across 12 villages in the Kancheepuram district have completed their training.



Vocational training program

PAKISTAN

I am PepsiCo - Lahore

Offers young girls the opportunity to be mentored by employees at PepsiCo Pakistan through:

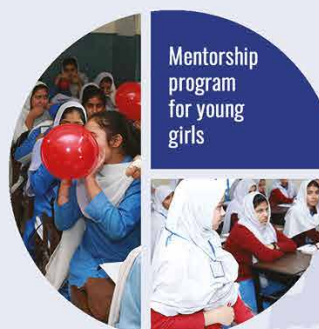


confidence building workshops

1-on-1 mentoring sessions



Since its inception, over **1,000** girls have been mentored, and **100** scholarships have been granted.



**AIWF would like to acknowledge with appreciation
the valued support of AIWF Global Annual Partners**

AIWF Global Corporate Benefactor Partner



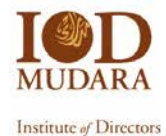
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AIWF Global Communications Partner



AIWF Founder & Chairman Haifa Al Kaylani and distinguished Board Members featured in Forbes' Lists in July 2017 in recognition of their valuable efforts as role models helping Arab women leaders break new ground in business and public life



Haifa Fahoum Al Kaylani, Founder & Chairman, Arab International Women's Forum and Fellow, Harvard Advanced Leadership Initiative



Dr. Shaikha Al Maskari, Chairperson of AI Maskari Holding (AMH), Emirates & AI Maskari Holdings and Tricon Energy Operations



Mona Almoayyed, Managing Director of YK Almoayyed & Sons

AIWF is proud to share that **Haifa Al Kaylani**, Founder & Chairman of AIWF and Fellow, Harvard Advanced Leadership Initiative 2017, was featured in **Forbes Middle East's LeaderBoard: Standing Out** list of High Achievers in July 2017.

Forbes' High Achievers list featured many of the region's most influential women who, "aside from their day jobs are inspiring their peers and the next generation by heading up business councils, excelling in sports, leading philanthropic initiatives and breaking records. Mrs Al Kaylani was commended for her leadership of AIWF, which has achieved international recognition for successfully linking Arab women with their international counterparts, and for encouraging cultural exchange and

understanding between communities and promoting gender equality around the world.

AIWF also proudly congratulates AIWF Board Members **Dr. Shaikha Al Maskari**, Chairperson of AI Maskari Holding (AMH), Emirates & AI Maskari Holdings and Tricon Energy Operations, and **Mona Almoayyed**, Managing Director of YK Almoayyed & Sons, who were both featured in Forbes Middle East's Top 100 Most Powerful Arab Businesswomen 2017. AIWF remains deeply appreciative of the invaluable efforts of all Board Members to level the playing field for the next generation of Arab business women leaders as they break new ground in business and in public life.

Engage for Impact: AIWF proud to support the Women's Forum Global Meeting in Paris in October 2017

'Engage for Impact! Daring to lead in a disrupted world' was the ambitious theme of the Women's Forum for the Economy & Society 13th Global Meeting which took place in October 2017 for the first time in Paris, at the Carrousel du Louvre.

The **Women's Forum for the Economy & Society** is an international platform that examines major social and economic issues from women's perspectives. Founded in 2005, the Forum seeks to give voice to leaders in politics,

business, civil society and academia through a dynamic programme of international meetings, and to highlight initiatives that empower women's entrepreneurship through education, advance corporate parity and advocate for better representation of women in the media. The Forum was ranked among the top five influential forums worldwide by the Financial Times in 2007, and is led by AIWF Board Member **Chiara Corazza**, Managing Director of the Women's Forum for the Economy & Society.

AIWF was proud to support the first edition of the Women's Forum Global Meeting in Paris, at which more than 2000 delegates attended high-level plenaries and discussions on the following topics: environmental

preservation with the continuation of work from the Rome-based Climate Manifesto, the evolutions made possible by technology in smart cities, the impact of new technologies on companies, and the opportunities offered by a de-globalized financial system.

The Global Meeting 2017 included vibrant debates, research presentations and challenges, including the CEO Champions, a two-hour brainstorming session which for 8 years has consolidated a network of decision-makers who have actively pursued advancement of women within their company. This challenge allows them to “dare to imagine” global and pluralistic organisations of tomorrow, in both the public and private sectors.

This year, the Women's Forum for the Economy & Society was also proud to celebrate the 10th anniversary of the 'Rising Talents' initiative, a network of more than 200 talented young women from more than 50 countries, which welcomed 13 new members as one of the world's most promising leaders in their field. They will join all the women of the network, coming from five continents, to continue exchanges at the next Meetings in France and abroad.

The Global Meeting agenda was structured around four pillars:

I. Embracing our humanity: In a disrupted world, it is the people at the heart of institutions and organisations who will ultimately make them fit for the future. This pillar looked at the relationship between organisations and the people they employ and serve, and how businesses and institutions can embrace their humanity to lead through disruption.

II. Harnessing technology: The impact of technology is not a technical issue - it's a social one. The Global Meeting examined the social and economic implications of game-changing technologies, such as data analytics and artificial intelligence, how to diversify and enrich the environment that gives rise to new technologies, and how to better apply new technological developments to the pursuit of a better world.

III. Thriving through creativity: Creativity offers value at all scales - from personal fulfilment to world-changing invention. In this pillar, successful entrepreneurs, innovators, companies, and organisations shared how they have systematically inspired and catalysed creativity and innovation.

IV. Shaping the future of work: The future of organisations depends on talent: engaging the right talent, with the necessary competencies and skills, and giving them the environment to succeed. This pillar looked at the



Delegates and session participants of the Women's Forum for the Economy & Society 13th Global Meeting held in October 2017 in Paris

competencies of the future and how businesses will find them, as well as how workplace environments and cultures can engage and support workers to be committed and productive.

In addition to the main programme, the Global Meeting also offered 'The Discovery', a co-curated space with Women's Forum Corporate & Institutional partners showing how participants are putting their principles into action.

The Women's Forum for the Economy & Society headed on to Mexico in November 2017, and will head to Malta and Toronto in the Spring 2018 and to Singapore in September 2018. AIWF is pleased to share that the 2018 Women's Forum Global Meeting will take place on 14, 15, 16 November 2018.

AIWF congratulates the Women's Forum for the Economy & Society on the success of its first Global Meeting in Paris and looks forward to developing its collaboration even further for future editions to support the representation of talented women leaders and rising stars from the MENA region at this exceptional global event dedicated to women's leadership.

AIWF congratulates the Arab British Chamber of Commerce on its 40th Anniversary celebrations at Banqueting House Whitehall in the presence of London's diplomatic corps and influential members of the Arab and British business communities

AIWF Institutional Partner the Arab British Chamber of Commerce celebrated a special 40 year milestone with a Gala Dinner event held at the Banqueting House Whitehall on Tuesday 14 November 2017. **HE Mr Ahmed Aboul Gheit**, Secretary-General of the League of Arab States, **HE Dr Abdullatif AlZayani**, Secretary-General of the Gulf Cooperation Council (GCC), and **The Rt Hon Alistair Burt MP**, Minister of State for the Middle East & North Africa at the Foreign & Commonwealth Office, addressed over 250 guests, comprising a significant proportion of London's diplomatic corps, members of the Arab and British business communities and representatives from British, European and Arab Chambers of Commerce. Guests listened to keynote speakers' thoughts on the Arab-British relationship, many of which referenced Brexit and Arab economic diversification projects.

Baroness Symons, Chair of the ABCC's Board, thanked ABCC CEO and Secretary-General Dr Afnan AlShuaiby for a decade of service, praising her "determination and charm" and declaring her "an example of what Arab women can do around the world."

Dr Afnan AlShuaiby told guests that the evening was a celebration of "not just the ABCC's 40th Anniversary, but so much more than that: we celebrate four decades of excellent Arab-British trade relations ... We see opportunity in the changes that Brexit and ambitious diversification projects in Arab economies will bring."

HE Dr Abdullatif AlZayani, Secretary-General of the Gulf Cooperation Council, reported that the UK-GCC relationship had been especially strong in recent years, particularly regarding tourism and students. He called upon guests to "build upon these successes in human interaction which this evening embodies," and referenced the Prime Minister's statement at last year's UK-GCC summit that "Gulf security is UK security" and "Gulf prosperity is UK prosperity."

HE Mr Ahmed Aboul Gheit, Secretary-General of the Arab League, stated that: "the core mission of the Chamber, to promote friendship through trade, remains equally valid today as it did throughout the years of its operation." He continued: "The Arab British Chamber of Commerce has played an instrumental role in advancing



Dr Afnan AlShuaiby, Secretary General & CEO, ABCC, and Baroness Symons, Chair of the ABCC Board

the multi-dimensional partnership that the Arab world enjoys with the United Kingdom through the sustained promotion, encouragement and facilitation of trade and commercial relations between the two sides," and surveyed the challenges and opportunities the region faces.

Rt Hon Alistair Burt MP, Minister of State for the Middle East & North Africa at the Foreign & Commonwealth Office, surveyed prevailing challenges and opportunities in both the UK and the Arab world, telling guests that "problems can become opportunities when the right people come together," and appealing for even closer trading relations.



Rt Hon Alistair Burt MP, Minister for the Middle East and North Africa, delivering a keynote address on the special occasion of the ABCC's 40th Anniversary

The Arab British Chamber of Commerce is a non-profit organisation whose function is to promote bilateral trade and investment between the UK and Arab countries, guided by its motto 'friendship through trade'. It works closely with governmental, diplomatic and business organisations and individuals in both the UK and the Arab world, and also provides trade services to businesses. Membership is open to all companies, associations and individuals who are involved in, or have an interest in, Arab-British commercial relations.

AIWF Founder & Chairman **Haifa Al Kaylani** is proud to be a Board Member of the Arab British Chamber of Commerce and to have **Dr Afnan Al Shuaiby** as a valued member of the AIWF Board. The Board and Members of AIWF are also proud to enjoy a longstanding institutional partnership with the ABCC. AIWF warmly congratulates the Board, CEO and Secretary General, and members of the ABCC for 40 successful years of supporting and developing vital Arab-British trade links.

Sheikha Alanoud Al Thani attends the Bucerius Summer School on Global Governance 2017 after nomination of AIWF

AIWF was proud to nominate **Sheikha Alanoud Al Thani** to this summer's edition of the Bucerius Summer School on Global Governance which took place in August 2017. **Haifa Al Kaylani**, Founder & Chairman of AIWF who is annually asked to nominate an exemplary young Arab women leader to the Bucerius programme, was this year delighted to nominate Sheikha Alanoud, who is a valued supporter of AIWF and has been a distinguished speaker at numerous Young Arab Women Leaders conferences (most recently at the 9th conference in Fez, Morocco).

Of her experience at the Bucerius Summer School, Sheikha Alanoud said: "This course has provided me with a great summer in Germany, plus a lot of learning. I would like to thank Haifa Al Kaylani for the nomination and for her continuous support to young Arab women. Sharing ideas with different backgrounds and cultures is a great experience – I have walked away with a lot of ideas to use, and some great networks that I think will be really lasting."

The first Bucerius Summer School on Global Governance was launched in 2001 and is an annual intensive two-week summer seminar; today, one of the most longstanding and successful programs of the ZEIT-Stiftung. The aim of the Bucerius Summer School is to foster leadership qualities among young professionals by opening a cross-border dialogue on current questions of global relevance. Participants will be inspired by – and



Sheikha Alanoud Al Thani, Managing Director, Qatar Financial Centre, Qatar, at the Bucerius Summer School in August 2017

learn from – high profile speakers who are eminent public figures in politics, business, academia and the NGO sphere. Among the speakers in recent years have been **Rahul Gandhi**, Vice President of the Indian National Congress Party; **Valéry Giscard d'Estaing**, former President of the French Republic; **Charles Kupchan**, Professor of International Relations at Georgetown University; **Lotte Leicht**, EU Advocacy Director, Director of Human Rights Watch's Brussels Office; **Volker Perthes**, Director, German Institute for International and Security Affairs; **John Ruggie**, UN Special Representative for Business and Human Rights; **Wolfgang Schäuble**, German Federal Minister of Finance; **Shashi Tharoor**, Member of the Indian Parliament; and **Frank-Walter Steinmeier**, German Federal Minister for Foreign Affairs.

Over the past years, the thematic focus of the Summer School has shifted as have the issues that occupied the decision makers: The fall of the Iron Curtain, 9/11, the economic and political rise of Asia, the recurrence of conflicts in the Middle East, the global financial crisis and economic downturn, and finally overarching questions of good governance, sustainable and equitable development. These topics demand responsible political and economic action in a globalized world, and the Bucerius Summer School is the ideal platform for leaders of tomorrow to discuss and further develop their ideas in a highly inspiring, interactive, engaging atmosphere.

AIWF also congratulates Sheikha Alanoud on her well-deserved recent promotion from Vice President of Strategic Alliances at the CEO Office of the Qatar Financial Services Authority to Managing Director at the Qatar Financial Centre. AIWF reiterates its best wishes to Sheikha Alanoud on this exciting new phase in her career and her leadership journey as an exemplary young Arab woman leader who has already made a remarkable impact on women's empowerment in Qatar and the wider Arab world.

AIWF represented at the MENA-OECD Women's Economic Empowerment Forum in Cairo by AIWF Board Member and former World Bank Advisor Nadereh Chamlou and Dr Ghada Howaidy, Executive Director of AUC School of Business

Delegates from 22 countries and 12 international organizations gathered in Cairo on 7 – 8 October 2017 to witness the launch of the MENA-OECD Women's Economic Empowerment Forum and debate the findings of the recent OECD publication that researched Women's Economic Empowerment in Selected MENA Countries: The Impact of Legal Frameworks in Algeria, Egypt, Jordan, Libya, Morocco and Tunisia. The report highlights that "... raising women's labour force participation rates to that of men could add up to USD 12 trillion, or 26% to global GDP by 2025." While the countries covered in the report have made the necessary constitutional reforms to support gender equality, implementation and practice remain a challenge. The MENA region still has the lowest rate of women's participation in the labour force globally. The report identifies additional factors impacting women's agency such as banking practices, social norms and traditions as well as women's confidence and personal security.

More than 45 speakers including government ministers, ambassadors, directors of regional and international multilateral organizations, as well as policy analysts, business executives, civil society representatives and academics, discussed the impact of the Sustainable Development Goals, SDGs, on women's economic empowerment in the MENA region. Delegates also delved into the balancing act women maintain between personal responsibilities and career opportunities as well as the challenges they face in the informal economy. In addition to sharing best practices in setting up institutions that support gender equality across the MENA region, experts analyzed the access women have to finance and financial literacy, which has been identified as a main obstacle facing women entrepreneurs. The need for more gender-disaggregated data to inform and monitor policy decisions, and enable the development of internationally comparable indicators was also emphasized.

AIWF was well represented at the event with the participation of AIWF Board Member and International Development Advisor, **Nadereh Chamlou**, and **Ghada Howaidy**, Executive Director, Strategic Alignment, School of Business, The American University in Cairo. Nadereh chaired the joint session on 'Work-Life Balance and the Informal Economy' and Ghada was a speaker in the same



Nadereh Chamlou and Ghada Howaidy represent AIWF at the MENA-OECD Women's Economic Empowerment Forum in Cairo on 7-8 October 2017



Ghada Howaidy speaking on the 'Work-Life Balance and the Informal Economy' panel at the MENA-OECD Women's Economic Empowerment Forum in Cairo

session. Nadereh highlighted how gender is now a global issue and that women all over the world and particularly in the MENA region bear the larger burden of home care for the young and the elderly in society. She called for more detailed studies of the care economy in order to identify the parts that could be pushed out to the market to free women and expand their choices. Ghada pointed out that the informal economy reflects a failure by the state to provide inclusive growth, enforce regulations and offer protection to certain segments of society. Some of the reasons for women to opt out of the formal economy include fear of taxation and red tape. She also pointed out that none of the participants in the Forum belonged to the informal economy, so the voice of the main stakeholders was missing from the conversation.

The Forum concluded by stressing the universality of SDGs and the importance of keeping women's economic empowerment on the national agenda in the MENA region and to have it adopted and supported by men as well as women.

AIWF represented at Global Thinkers Forum House of Commons event by Dr Enass Abo Hamed, CEO & Co-Founder, H2GO Power and University of Cambridge Energy Champion 2017

AIWF was represented by **Dr Enass Abo Hamed**, CEO & Co-Founder, H2GO Power, University of Cambridge Energy Champion 2017 and Royal Academy of Engineering Enterprise Fellow, at the recent **Global Thinkers Forum** high-level panel discussion at the House of Commons titled **Technical Connectivity vs Human Disconnection**.

During the panel discussion, the Global Thinkers Forum expert panel asked whether 'hyperconnectivity' actually means less effective communication. People seem to come closer thanks to technology and hyperconnectivity but they are also becoming more estranged. Geographic boundaries become increasingly irrelevant due to technological change, yet people seem more uncertain than ever about the idea of a 'peaceful future, together'.

"Connectivity, not division, is our oldest human impulse. It has unfolded over the millennia through diplomacy, trade and engineering of infrastructures that connect us. So, connectivity is the overwhelming and accelerating fact of the world. Sovereignty pales in comparison as a force," argued author and global expert, **Dr Parag Khanna**. UK's Minister for Africa, **Rory Stewart OBE MP**, was less sanguine, citing the high costs and lack of infrastructure – and particularly low levels of literacy – as factors that would prevent connectivity transforming developing nations. For **Baroness Onora O'Neill**, cross-bench member of the House of Lords and emeritus professor of philosophy at the University of Cambridge, there were problems even in the developed world: "Connectivity is an enabler, but what we enabled isn't at all what we imagined" she stated, going on to suggest that greater connectivity has led to less communication."

Global Thinkers Forum Founder, **Elizabeth Filippouli**, said: "What if obscure and rogue players out there write their own rules for the use of technology? We cannot trust that there will be a 'moral order' and we need regulations and rules in place to secure trust and best use of technology to the benefit of our societies and to the benefit of the individual." Comments from the floor in the discussion, moderated by international broadcaster **Stephen Cole**, pointed out the wide-ranging impacts of connectivity on today's society – namely, concerns about the increase in stress and mental illness seen as directly related to the pressure to be connected at all times, and a warning that the potential to make huge numbers of connections could result in unrealistic expectations of how personal and community relationships can function.



The Global Thinkers Forum hosted a panel on 'Technical Connectivity vs Human Disconnection' at the House of Commons on 17 October 2017

AIWF Founder & Chairman **Haifa Al Kaylani** is proud to be an Advisory Board Member of the Global Thinkers Forum, a global platform that brings together a diverse network of thought leaders to share their visions of the future, create meaningful conversations around them and effect positive change in the world. GTF's mission focuses on three areas: accountable leadership, women's empowerment and youth development. GTF was launched officially in 2012 in Amman, Jordan, under the Founding Patronage of Her Majesty Queen Rania Al Abdullah.

Representing AIWF at the panel discussion was **Dr Enass Abo Hamed**, who said: "It was a great pleasure to represent AIWF and be part of an inspiring conversation! I hope conversations about hyperconnectivity continue to catalyse our collective efforts and create the better-connected world we all aspire to live in."

Enass is the co-founder and CEO at H2GO power Ltd, an award-winning spin-out company from the University of Cambridge developing energy storage technologies. She completed her PhD at Cambridge University, where she also was a postdoctoral fellow. She obtained her BSc and MSc degrees in applied chemistry from the Hebrew University of Jerusalem. Currently, she is also the Cambridge University Energy Champion, the Royal Academy of Engineering Enterprise Fellow and a technology expert consultant to European Commission (REA). Enass has won recognition awards and grants to support the development of H2GO Power and recently won the Visionary of the Year Award by MIT Tech Review Innovators Under 35 Europe, the best energy start-up award at the Global Hello Tomorrow Summit. Enass will be speaking at the forthcoming 10th *Young Arab Women Leaders* conference in London at the Royal Academy of Engineering, on the panel titled: *Supporting diversity, inclusion and innovation in energy, engineering and infrastructure*.

AIWF congratulates Heba Al Emara, UK Head of Relations Vistra, on eprivateclient '35 Under 35' award

AIWF congratulates Heba Al Emara on her recent recognition in the eprivateclient '35 Under 35' award list announced in September 2017. Heba is the UK Head of Relations for AIWF Global Partner Vistra, and has been a valued guest and speaker at past AIWF Young Arab Women Leaders conferences and the recent AIWF / IBA Women Business Lawyers Seminar in London.

Heba began her career in various legal and philanthropy roles in the City of London and later joined Orangefield Group (now Vistra) in 2012 as part of the UK client commercial advisory department. In addition to management responsibilities, Heba continues to focus on developing and coordinating relationships as well as providing fiduciary services to a number of subsidiaries of multinational organisations. Heba has a particular focus on HNWIs, UHNWIs and family offices particularly from the Arabian Gulf in relation to their private and corporate matters. Heba grew up in the Middle East, and is equally comfortable working in English and Arabic. She holds a degree in Law and has completed the Legal Practice Course at the University of Law, London.



Heba Al Emara, UK Head of Relations - EMEA, Vistra UK

Q&A with Heba Al Emara, UK Head of Relations - EMEA, Vistra UK

Q: *As a young Arab woman who has participated at numerous AIWF conferences and seminars in the past, both attending and as a valued and deeply engaging speaker, what are your thoughts and observations on the importance of networking and mentorship for empowering and building confidence in female professionals?*

A: Networking and mentorship are where stories and opportunities are born, you never know who you will meet and where the journey of that relationship will lead. A mentor not only helps to develop our businesses and careers successfully, it also helps us to develop into more effective leaders and change-makers.

Today's prominent figures in any given industry each had a strong mentor that shaped in some form the path of their career at a very early stage. We should all aim to be cushioned by a tribe of mentors that hail from different backgrounds. Their advice will come from a different perspective than your own, and this will help you to think about a subject-matter from a different angle. Mentors understand they can give back and uplift the entire ecosystem simply by serving as sound boards.

The AIWF platform is a great example of a strong supportive environment to network locally and internationally, and sets the standard for an effective forum creating a podium for aspirations to become – a space to meet and be inspired by others (like themselves) who have achieved and are achieving in senior positions. My experience 'take-away' is to be an adventurer, and to embrace the journey wholeheartedly as a networker (and a mentor, because we are all mentors). Along the way, you will find the right crowd and resources to support and inspire your vision.

Q: *In your experience, although obstacles to diversity in the professions and barriers for women to advance in their careers are universal, how do these impact women in the MENA region specifically? How can professional firms operating in the region proactively and effectively address these challenges?*

A: Within the MENA region, obstacles for women to advance their careers within their family businesses and otherwise still exist, particularly cultural perceptions. However, we are observing shifts in attitude spearheaded by some government policies, and the recognition that the entrance of more women into the regional economy will serve as an economic multiplier, creating benefits for each nation as a whole.

When entering any competitive profession in the MENA region and beyond, the competition is naturally rigorous at an academic level. This is fair. But the difficulty is access and progression within any industry after one has demonstrated that they have the academic capabilities to move into the level of practice, and more so overcoming the hurdles to climb the respective hierarchy.

The more effective of organisations are those that proactively encourage professionals to join their (respective) industry when recruiting and promoting

from a diverse pool. Initiatives such as CV-blind recruitment, workshops, work experience and mentoring, as well as scholarships for underrepresented groups should be encouraged particularly at higher levels which would positively reflect the corporate culture.

Q: What are your professional goals and objectives for the year ahead?

A: I am proud to be part of a growing ambitious Group that is leading in our industry, and one where entrepreneurship is encouraged. The days ahead are exciting and my focus is to continue to share knowledge, and commercial experience to support the business activities within the MENA region and the female economy.

AIWF congratulates Reem Habayeb, Board Member of the International Women Forum in Jordan, on 2017 Women Who Made a Difference Award

AIWF congratulates **Reem Habayeb**, Member of the Board of Directors of the International Women's Forum in Jordan and a longstanding friend and supporter of AIWF, on her well-deserved recognition as a 2017 Woman Who Made a Difference at this year's International Women Forum (IWF) held in Houston on 25-27 October on *Global Citizens: Interconnected, Inquisitive, Engaged*. Reem was selected by her 46 peers at the IWF Jordan Chapter, and was praised "for her lifetime efforts in empowering women and children in Jordan", during the award ceremony.

As co-Founder of Silsal Design House and President of the Board of SOS Children's Villages Jordan, Reem is a strong believer in empowering children and women in order to shape a strong future for the region. With her sister Rula, she founded Silsal Ceramics with the goal of employing women and disadvantaged individuals from across Jordan, and creating Jordanian products using local material and talent. Their presence at the Louvre Museum among other internationally renowned locations has helped build visibility and interest in Jordan and its artisans. When Silsal adapted its business model to create upmarket tableware and serveware on a broader scale out of Dubai Design District, it helped its former employees to spinoff new ventures to continue precious artisanal traditions.

Reem is a strong advocate of early childhood development, starting with her early career as a teacher, and continuing throughout as an active volunteer for over 20 years with SOS Children's Villages. She served on the Board of the International Women's Forum,



Reem Habayeb, Co-Founder of Silsal Design House, President of the Board of SOS Children's Villages Jordan, and Winner of the IWF Women Who Made a Difference Award 2017

where she worked with the Leadership and Mentoring Program, empowering women in upper middle management of their career. Reem also served on the Board of the Business and Professional Women's Association Jordan, focusing on training and promoting mid-career women and supporting small business owners. She currently serves on the Boards of the Queen Rania Teacher's Award for disseminating excellence amongst teachers; Al Shams Al Mushriqa, helping disadvantaged sectors of society in Jordan; and on the Board of the American Center of Oriental Research, which promotes research, publication, archaeological excavations and restoration programs.

Reem's achievements as an Arab woman leader have greatly inspired young Jordanian and Arab women, not only in the MENA region but internationally, and AIWF deeply appreciates her valued participation at several key AIWF events in Jordan and around the MENA region as well as her continued dedication and support for the AIWF mission.

AIWF wishes Reem every success in her remarkable leadership journey and the positive impact she continues to make for women and children's empowerment in Jordan and the Arab world.



ARAB INTERNATIONAL WOMEN'S FORUM

المنتدى العربي الدولي للمرأة

A development organisation
leading the way forward for women
in the Arab world and internationally

AIWF, established in 2001 as an independent not for profit organisation, is a unique network linking Arab women with their international counterparts, showcasing their development, ability and competence in business, professional and public life, and creating greater global awareness of women's success and prospects in the Arab world.

Now in its second decade of fulfilling its founding mission of *Building Bridges, Building Business*, AIWF has been a force for change for women in the MENA region, encouraging them to take greater leadership roles and reach higher levels of responsibility in all sectors of business, public life and in civil society while at the same time contributing to the progress and prosperity of their families and communities.

AIWF has received international recognition in the Arab world and internationally as a powerful advocate of women in business for the advancement of women, and its growing role to promote and advance legislative rights for the participation of Arab women has been distinguished by collaboration with, among others, the League of Arab States, the European Commission and European Parliament, United Nations organisations and agencies, the World Bank, the MENA-OECD Investment Programme, women's business councils in the Arab States, the UK Foreign and Commonwealth Office, International Chambers of Commerce and many globally recognised institutes of higher and further education.

AIWF could not have made the impact it has over the last decade without the support of its Global Partners: PepsiCo, Pfizer, Shell, Nama Women Advancement Establishment, PwC, Janssen Pharmaceutical Companies of Johnson & Johnson, Vistra, Northern Trust, and Boodle Hatfield, all of whom are committed to strong inclusiveness and diversity policies and developing and training women. Also of great importance to the work of AIWF are its MoU partnerships with the Arab-British Chamber of Commerce, the Hawkamah Institute for Corporate Governance, the Mudara Institute of Directors, the Pearl Initiative, the Dubai Business Women Council and Mamac Ogilvy.

AIWF's keystone initiative, the *Young Arab Women Leaders*



8th Young Arab Women Leaders Conference, Kuwait, October 2016.

Conference Series launched in 2011 by AIWF in partnership with Global Partner PwC, provides a platform for young aspiring Arab women to support, engage and network with mentors in political, economic and social leadership roles in the Arab world. AIWF is also pleased to partner with the International Bar Association Legal Practice Division (IBA/LPD) Initiative for *Women Business Lawyers* to develop and support women in commercial law in the Arab region and encourage more Arab women to enter into the legal profession.

Supported fully by a global network of partners, the Arab International Women's Forum continues to build on its core mission to achieve sustainable empowerment for women and youth and to champion a concerted drive at the highest levels to advance gender equality in the Arab world.

**To join AIWF, please visit
www.aiwfonline.com**

Arab International Women's Forum
Berkeley Square House, Berkeley Square,
London W1J 6BD, United Kingdom

T: +44 20 7887 7630 | F: +44 20 7887 6001
info@aiwfonline.com | www.aiwfonline.com

Date of next issue

The next edition of the AIWF Newsletter will be published in March 2018. AIWF Global Partners, members and contacts are kindly requested to contact the Editor at info@aiwfonline.com on or before 20 February 2018 to contribute articles, photos and news.