



# AIWF NEWS

## Arab International Women's Forum

المنتدى العربي الدولي للمرأة

Issue No: 20  
February 2010  
London

### CHAIRMAN'S MESSAGE

At the start of another active year for AIWF, as Chairman and on behalf of the Board of Trustees of the Arab International Women's Forum, I would like to begin by wishing all of our valued members, global partners and friends a happy, successful and peaceful New Year.

2009 was indeed a very successful and impressive year for AIWF and concluded on a high note with the landmark agreement whereby PepsiCo AMEA became the first and sole Benefactor for AIWF. This significant new three-year relationship and enhanced partnership was confirmed at an official Signing Ceremony between PepsiCo AMEA President, Mr Saad Abdel Latif and myself as Chairman of AIWF on Monday 4 January 2010 in Dubai, UAE in the presence of HH Sheikha Lubna Bint Khalid Al Qasimi, the UAE Minister for Foreign Trade and a founding member of the AIWF Board of Trustees. The full details of this important occasion are to be found in the special report enclosed with this newsletter.

On 3 January, I was delighted to meet with all AIWF valued Global Annual Partners at the offices of DLA Piper in Dubai. This was the third meeting with our valued Global partners in a year and provided the opportunity for a sound exchange on the AIWF Programme for 2010. Together, we were able to build on our very successful network of cooperation between all the partners, which we established last year and I look forward to another exciting year of activities with the confidence of their support and commitment to the AIWF Programme of activities in the Arab world and internationally.

Also in January, AIWF was very proud to welcome Deutsche Bank, an organisation with a strong representation in the Arab region, as a new Global Annual Partner, joining our distinguished coalition of Partners, sharing and working towards the achievement of our mission of *Building Bridges, Building Business*. We greatly appreciate the confidence of their valued support and look forward to Deutsche Bank's active participation in the AIWF activities in the year ahead.

A special highlight in the first month of 2010, was the great honour of meeting the First Lady of the Syrian Arab Republic, Her Excellency Mrs Asma Al Assad in Tishreen Palace in Damascus.. It was a great pleasure to have this unique opportunity to brief Her Excellency on the AIWF mission and the important programme for the year ahead which would bring AIWF to Syria and which received Her Excellency's considerable interest and encouragement. The meeting provided the occasion for me to learn of the excellent projects that Her Excellency is inspiring and encouraging in Syria for women.

Moving ahead to building on the Programme theme of Partnership in 2010, we are proud and delighted to be holding our first Conference in Syria entitled *Prosperity through Partnership: Women Leaders in Modern Syria, the Arab World and the International Community* from 14 to 17 May this year in Damascus with the valued support of the Ministry of Social Affairs and Labour and the Business Women Committee at Damascus Chamber of Commerce, (DCC) Syria. Preparations are going ahead for the organisation of this major event with the well-established encouragement and support from our valuable official hosts. More details of this major event for 2010 can be found in the full report on page 8.

The New Year Reception at the Connaught Hotel, hosted by the Arab International Women's Forum and generously supported by the Maybourne Hotel Group on 28 January was the occasion to bring together and welcome a distinguished gathering of members, global partners and guests from diplomacy and business and a wide range of other sectors.

2009 was a very good year for AIWF and we were delighted to share the reports of the excellent events that we held, starting in March with the successful AIWF first conference in France, *From*

### DATES FOR YOUR DIARY

**Prosperity through Partnership:  
Women Leaders in Modern Syria, the Arab World  
and the International Community**

شراكة في النجاح  
قيادات نسائية في سوريا الحديثة والعالم العربي  
والمجتمع الدولي

The Arab International Women's Forum is proud to announce its first Conference in Syria hosted with the valued support of  
**The Ministry of Social Affairs & Labour**  
&  
**Business Women Committee at Damascus Chamber of Commerce, Syria**  
at  
*The Four Seasons Hotel, Damascus, Syria*  
14 - 17 May 2010

**A Panel Discussion: "The Importance of a Strong Accounting Profession in the Middle East"**

The Arab International Women's Forum  
&  
The Arab British Chamber of Commerce  
with the valued cooperation of  
The Institute of Chartered Accountants of England and Wales  
at  
*The Arab British Chamber Commerce*  
43 Upper Grosvenor Street, London W1K 2NJ  
22 February 2010 5pm - 7 30pm  
For more information contact the AIWF office  
email [info@aiwfonline.com](mailto:info@aiwfonline.com) [www.aiwfonline.com](http://www.aiwfonline.com)

**Partnership to Prosperity – Women in the Arab World, France and the International Community** at the invitation of Madame Christine Lagarde, the French Minister for Economy, Industry and Employment and partnered and hosted by the Greater Paris Investment Agency. On 1 July in London another landmark partnership was forged when a *Memorandum of Understanding* was signed between Arab International Women's Forum and the Arab British Chamber of Commerce to form a powerful coalition to jointly promote trade and foster economic development within the UK and the Arab world with a special focus on women's entrepreneurship.

The final major AIWF event, a very well attended seminar held in Amman Jordan on 19 October, entitled *Directorship, Development and Diversity: Challenges for Women in Governance* demonstrated the connectivity with our partners in every sector, corporate, institutional and organisational. This seminar was presented by AIWF in partnership with Mudara Institute of Directors (IOD) and Hawkamah Institute for Corporate Governance at the Dubai Financial Centre, jointly hosted by BPW-Amman & IWF Jordan Chapter and supported by DLA Piper and The World Bank and is fully reported within this newsletter.

A new initiative was the *AIWF Paris Newsletter* prepared by AIWF Member, Brigitte Messali and Editions 1-5 were distributed to all Paris attendees by email and received positive feedback.

*continued on page 2*

## CHAIRMAN'S MESSAGE

*continued from page 1*

In December, I had the distinct honour and pleasure of attending, at the kind invitation of the Prime Minister, the Honourable Gordon Brown MP, the Eid Al Adha Special Reception held at 10 Downing Street. The occasion, which was very well attended by senior members of the Muslim Community in the UK representing government, business and civil society, was addressed by the Prime Minister.

AIWF supported the MENA OECD Investment Programme Women Business Leaders Summit held on 22 November in Marrakesh, an outcome report for which is within this newsletter. At that meeting the MENA-OECD Business Council was launched and I am delighted to report that, as Chairman of AIWF, I have been invited to be a member of the Business Council, which seeks to strengthen public-private dialogue on business climate reform priorities and to make formal recommendations to policy-makers on maximising the impact and effectiveness of reform policies.

Moving ahead 2010 promises to be another year of high level activities, including the full implementation of the Memorandum of Understanding with the Arab British Chamber of Commerce, commencing with a joint event, a panel discussion, in cooperation with the Institute of Chartered Accountants of England and Wales on 22 February at the Arab British Chamber of Commerce, London entitled: **"The Importance of a Strong Accounting Profession in the Middle East"**

I have been invited to participate as a member of the **UNCTAD/EMPRETEC Women in Business Award 2010 Award Panel**, in Doha in April this year. The panel of experts will select a finalist in the field of women's entrepreneurship to be announced in Doha, Qatar.

AIWF has pledged its continuing cooperation with the third **Financial Times Special Report on Leading Arab Businesswomen** and our next collaboration is the production of a third report being prepared for publication to coincide with the Damascus Conference.

AIWF looks set to build still further on its overall mission of **Building Bridges, Building Business** with our members and global partners to whom I express our deep appreciation for their strong continuing support. We remain totally committed with our partners and members to forging ahead with the agenda for business growth and development and look forward to your continuing support and participation in this year's stimulating and progressive programme.

*Haifa Al Kaylani*

*Haifa Fahoum Al Kaylani  
Chairman, Arab International Women's Forum*

## THE AIWF NEW YEAR RECEPTION



*Left to right: AIWF Members, Ms Saliha Garah Neilson, Blue Sky Strategy, Ms Saleha Dau, Newedge Group, Mrs Latifa Anbari-Debar, LDS Translations Ltd, Ms Maria Roumy, SG Private Banking Middle East*



*Mrs Haifa Al Kaylani, Chairman AIWF, Dr Afnan Al Shuaiby, Secretary General and CEO Arab British Chamber of Commerce, Mr David Grace, Partner, PricewaterhouseCoopers LLP*



*Alderman Michael Bear, Regeneration Director, Hammerson UK Properties plc, Baroness Emma Nicholson of Winterbourne, HE Khaled Al-Duwaisan, Ambassador, The State of Kuwait, HE Mrs Hamide Mrabet Labidi, Ambassador Tunisia*

Mrs Haifa Al Kaylani, Chairman, and the Members of the Board were delighted to welcome distinguished guests to the Arab International New Year Reception at the Connaught Hotel in London on Thursday 28 January. Among the guests were AIWF members, global partners, Ambassadors and members of the Diplomatic Corps, peers and others representing government, business, institutions and universities, including some from overseas.

This was a timely opportunity for Mrs Al Kaylani to launch the 2010 Programme **Prosperity through Partnership** and to announce the new Pepsi Co status on becoming the AIWF Benefactor at the Signing Ceremony in Dubai held in January, and also the newly forged relationship with Deutsche Bank as the latest AIWF Global Platinum Partner and introducing Ms Eileen Taylor, Head of Global Diversity, Deutsche Bank, who was attending her first AIWF event.

There was also high praise for the meeting the Chairman had held with all the Global Partners in Dubai in January.

The Chairman spoke about the honour of meeting HE Mrs Asma Al Assad, The First Lady of the Syrian Arab Republic, during a special visit to Damascus in January

The rapport and support from the Syrian valued official partners and hosts, the Ministry of Social Affairs and Labour and the Business Women Committee at the Damascus Chamber of Commerce, for the AIWF Conference in Damascus in May was acknowledged and Mrs Al Kaylani urged everyone to attend saying it would be a really outstanding conference.

This very special event took place in the elegant and beautiful setting of the new Ballroom of the Connaught and was supported by the Maybourne Hotel Group.

Congratulations were offered on the arrangements including the décor and the service and AIWF extends thanks and appreciation to Ms Natalie Kjellstrom, Director of Sales – Middle East and Mr Guillaume Marly, Hotel Manager and Ms Marlene Gibson-Skinner, Head of Events & Groups for their warm welcome and cooperation for all.

The Reception was clearly a very successful business and social networking occasion providing a fitting opportunity for AIWF to maintain its close links with its valued members, partners and friends.



*Left to Right: Ms Natalie Kjellstrom, Director of Sales- Middle East, The Maybourne Hotel Group, Mrs Haifa Al Kaylani, Chairman AIWF, Mr Guillaume Marly, Hotel Manager, The Connaught*

## FIRST AIWF CONFERENCE IN SYRIA

The Arab International Women's Forum is proud and delighted to be holding its first conference in Syria, entitled: *Prosperity through Partnership: Women Leaders in Modern Syria, the Arab World and the International Community* in Damascus, 14 - 17 May 2010, hosted with the valued support of **The Ministry of Social Affairs & Labour** and **Business Women Committee at Damascus Chamber of Commerce, Syria**.

Eminent guest speakers – ministers, officials and leading women in business from Syria and across the Arab world, Europe and the international community – will share their experiences and best practices with high-level delegates, AIWF members, partners and board members, addressing such issues as *Empowering Women in Public Life; Empowerment through Education: Realising the Potential of Arab Women in the Private and Public Sectors; Supporting the Role of Women in Business & Women as Investors; The Role of Women in Rural Economies* since agriculture is one of Syria's most prominent industries; *Promoting Partnership & Experience Exchange*.

Development of these particular topics will foster an environment ideal specifically for identifying opportunities for business partnership and innovative collaboration between women in Syria, the Arab world, Europe and the International Community; exploring opportunities for entrepreneurial, academic and economic collaboration among women in Syria, the Arab region and the International Community and providing an insight into the motivations, successes and challenges of the women who are driving business growth and who are occupying leading positions in public life in Syria, the Arab world and the International Community.

Holding this conference in Damascus, in particular, could not be more timely since, currently, Syria's economy is progressing and all the economic indicators point towards a sustained growth. Furthermore, in all sectors of the Syrian economy, the role of women is well supported.

Although Syria is not a major oil exporter by Middle Eastern standards, oil is a major pillar of the economy. The service sector

accounts for nearly 45% of GDP and employs over 40% of the labour force (including government).

The Syrian government's administrative rules, national law, and the education system have long been gender neutral but following the ratification of CEDAW (the UN Convention on the Elimination of All Forms of Discrimination against Women) the principle of equality has been well and truly incorporated into the country's legal system.

Syrian women currently occupy 12% of the total seats in parliament, and in 2006, Her Excellency Najah Al Attar (former Minister of Culture) was named Syria's Vice President, the first woman in the Arab world to rise to this position. Syrian women have had the right to vote since 1949. In the parliamentary elections in April 2007, 158 women ran for office and won 30 seats. We are proud that HE Dr Diala Al Haj Aref, Minister of Labour and Public Affairs, Syria, is our valued official host and partner for the conference. HE Mrs Lamia Assi has just been appointed Minister for Economy and Trade, the first woman in Syria to occupy this position. Syria's First Lady, Her Excellency, Asma Al Assad, has become a strong role model for women, not just in Syria but across the Arab world. She has been internationally commended for working alongside the President to promote an agenda of reform and social development. Mrs Assad trained in Computer Science at Kings College in London, going on to work on Wall Street in New York and as a banker with J.P. Morgan in London and Paris.

Overall, as private investment and a changing market economy emerge in Syria, opportunities for women-owned businesses are increasing. These opportunities can be largely credited to the commendable efforts of the First Lady and the women ministers who serve in the Syrian government.

Plans for the Conference are progressing very well and we are delighted to have the valued cooperation of the Ministry of Labour and Social Affairs, Syria and the Business Women Committee at the Damascus Chamber of Commerce, Syria.

## ARAB-BRITISH ECONOMIC FORUM HELD IN LONDON

The first ever Arab British Economic Forum (ABEF), one of the most ambitious initiatives undertaken by the Arab-British Chamber of Commerce (ABCC) in the more than thirty years of its existence, opened in London on 27 October 2009. The Arab International Women's Forum (AIWF) supported this event in its role as a partner of the Arab British Chamber of Commerce following the signing of an Memorandum of Understanding to jointly promote trade between UK and the Arab region.

During the two-day Forum, distinguished senior executives and decision makers from the UK and around the Arab world came together to discuss the new opportunities for business partnership that are emerging in a range of key sectors in the wake of the global economic crisis.

In her opening remarks, the ABCC's Secretary General & CEO Dr Afnan Al-Shuaiby and AIWF Board Member told more than 200 delegates present "the Arab economies were now viewed increasingly as a lucrative investment option as governments in the region were investing heavily to upgrade their infrastructure and diversifying away from reliance on oil and gas. British companies with their wide ranging expertise and know-how are well placed to partner with the Arab World in their ambitious endeavours to strengthen and diversify their economies"

In his keynote address, His Excellency Amr Moussa, Secretary General of the League of Arab States, paid tribute to the vital work carried out by the ABCC to promote bilateral trade between Britain and the Arab World, saying that the Forum gave a chance to focus on a wider agenda than simply economic matters including the cultural issues that often divide nations. HE Amr Moussa mentioned that the Arab League planned to launch a new fund to help the growth of SMEs in the Arab World by the end of the year.

Other keynote speakers were ABCC Chairman, Sir Roger Tomkys, His Excellency Khaled Al-Duwaisan, Kuwait's Ambassador to the UK and Dean of the Diplomatic Corps, UK Foreign Office Minister Ivan Lewis MP, Sir Andrew Cahn, Chief Executive of UK Trade & Investment. Delegates and speakers expressed their hopes that the discussions would be followed through with tangible outcomes leading to improved trade and establishing new partnerships.

*The Role of Woman in Global Business* was the theme of the seminar in session 2 on Day One, which was chaired by

Mrs Haifa Al Kaylani, Chairman of the Arab International Women's Forum. Mrs Al Kaylani opened the session with a wide ranging and thought provoking address on the progress made in enhancing the status and participation of Arab women in economic life in recent years and warned against the dangers of retreating in the face of the global downturn.

First speaker on the panel was Baroness Virginia Bottomley, Chair of Board Practice at Odgers Berndtson, a premier executive search firm in the UK, who recounted the history of women's progress in society, politics and business, and at various levels of government, the judiciary, parliament and the universities. She noted that cultural barriers are coming down and how diversity and inclusiveness have become essential for winning in today's competitive environment.

Ms Fiona Sanderson, joint MD of the Luxury Channel then talked about the impressive progress of the Channel and its adoption by 5-star hotels, major airlines and the fact that it can now be seen at prestigious events and on-line.

A leading business woman in Oman and deputy chair of the Omani Women Business Forum of the Omani Chamber of Commerce, Mrs Maha Lamki, touched on the growth of the private sector within the Omani economy which is growing at a rate of 6.4% per year. She talked about the role of Omani women in the growth of the private sector, particularly in SMEs which has been made possible by the many rights that women won under H R H Sultan Qaboos Bin Saeed. Dr Afnan Al Shuaiby joined with Mrs Al Kaylani and the panellists in the discussion that followed.

The other seminars hosted on day one of the Forum covered a wide range of issues including nurturing innovation and the shape of the future economy. On day two, the Forum addressed natural resources, education and training and the future of world financial markets.

The event also offered delegates facilities for face-to-face meetings with some leading decision makers in the increasingly important Arab markets.

As His Excellency, Amr Moussa had stated in his address, the Forum gave a chance to focus on a wider agenda than simply economic matters including the cultural issues that often divide nations. It was no surprise that the success of the Arab-British Economic Forum fulfilled the expectations of organisers and delegates alike.

**DIRECTORSHIP, DEVELOPMENT AND DIVERSITY:  
CHALLENGES FOR WOMEN IN GOVERNANCE  
AIWF JORDAN SEMINAR HELD ON 19 OCTOBER 2009 IN AMMAN**



*Seminar One panel Guest Speakers, Mrs Kalyani Santoshkumar, Mr Ziad Badr, Mrs Haifa Al Kaylani, Mr Karl Tabbakh, Dr Omar Aljazy, Mrs Noora Al Abbar*

**Directorship, Development and Diversity: Challenges for Women in Governance** was the theme of this Seminar held by AIWF in collaboration with the Hawkamah Institute for Corporate Governance, at the DIFC and the Mudara Institute of Directors (IOD) and in cooperation with and jointly hosted in partnership with the Business and Professional Women's Federation-Amman, Jordan and the International Women's Forum, Jordan Chapter, with the valuable support of AIWF distinguished Global Partners, DLA Piper and the World Bank.

In her opening address, **Mrs Haifa Al Kaylani**, Chairman Arab International Women's Forum, pledged, "AIWF is firmly committed to putting corporate governance squarely onto the Arab business agenda. We believe that higher standards of corporate governance (in terms of accountability, transparency, integrity and risk), are an essential part of global efforts towards future economic sustainability, not just for the Arab region but the business world as a whole."

A very distinguished panel of speakers addressed the theme of the Seminar: **Mr Ziad Badr**, World Bank Head of Mission in Amman, Jordan, made a statement on behalf of the World Bank, one of the Seminar Global Partners for this event. He said, "There is also ample literature from various disciplinary fields that support the conclusion that with greater diversity there are better outcomes and decisions not just in boardrooms of financial institutions and corporations, but political institutions as well. For this reason, in conclusion, I believe that the theme and timing of this Seminar is not only so timely, but also of great importance for our region".

**Ms Noora Khalifa Al Abbar**, Executive Director of Mudara (IOD), **Mrs Kalyani Santoshkumar**, International Finance Corporation (IFC) Middle East and North Africa, **Mr Karl Tabbakh**, Abu Dhabi Corporate Partner of DLA Piper – who were also a Seminar Global Partner - and **Dr Omar M H Aljazy**, Managing Partner/Aljazy & Co. Advocates and Legal Consultants, addressed the theme of Corporate Governance from various aspects: from raising awareness of corporate governance, to adapting corporate governance to corporate reality in the new Arab markets, with a special focus on the role of women in the corporate workplace highlighting the benefits they are able to bring. In his address Dr Aljazy said, "The overall impact of women owned enterprises is significant. Their businesses stimulate economic growth, provide services and, more importantly, generate income for a population increasingly affected by unemployment and poverty".

This very illuminating session was followed by a panel of high profile Jordanian women business leaders who have achieved success in the professions and corporate roles who exchanged ideas and shared information on the theme of *Challenges for Women in Corporate Governance in Jordan*.

In this part of the Seminar panel speakers **Ms Reem Modar Badran**, Chairman of Al Hurra for Management and Business Development Co and board member of the Kuwaiti Jordanian Holding Company, **Ms Simona Sabella Bishouty**, CEO/General Manager of Arab Banking Corporation, **Mrs Meisa Batayneh**

**Maani**, Founder and Principal Architect at Maisam Architects and Engineers and **Mrs Majd Shweikeh**, CEO – Orange Mobile/VP JTG, made short initial presentations on the subject of Challenges for Women in Corporate Governance in Jordan followed by an interactive session with the audience able to pose questions and make comments, bringing to a conclusion a very informative and stimulating day. The Moderator for this session was **Ms Suzanne Afanah**, Director of Communications and CSR ZAIN.

Throughout the event, the high quality of the guest speakers created an excellent interaction with the 140 delegates, thereby fulfilling all the criteria of a highly successful Seminar from which great benefit was derived by all.

The Seminar was a resounding success with delegates attending from Jordan, Palestine and other Arab countries who were able to benefit from the valuable knowledge and experience of the distinguished guest speakers covering all aspects of corporate governance and focusing particularly on the role of women.

In acknowledging the support of AIWF Corporate Partners, Mrs Haifa Al Kaylani said, "We are very proud to be collaborating on this initiative with the **Mudara Institute of Directors (IOD)**, the region's leading initiative to promote excellence at board level, and with distinguished AIWF Global Partner, Hawkamah, the Institute for Corporate Governance, at the Dubai International Financial Centre.

I would like to take this opportunity to acknowledge with much appreciation the corporations that have lent their support, expertise and partnership to today's event - our Seminar Partners, **DLA Piper** and the **World Bank**, in cooperation with **BPW-A, Business and Professional Women in Amman**, as well as the **International Women's Forum – Jordan Chapter**".

*Directorship, Development and Diversity: Challenges for Women in Governance* was successful in its objective of creating an environment in which successful women business leaders from Jordan and other Arab countries were offered comprehensive opportunities to enhance their capacity and determination to overcome the challenges for women in governance within the Arab region.



*HE Mrs Lala Beseio Lattouf, Minister of Social Development, Jordan with Guest Speakers, Mrs Simona Bishouty and Mrs Reem Badran Inset a delegate during Q&A*

## AIWF SUPPORTS THE OECD INITIATIVE IN THE MENA REGION

In 2009, AIWF again participated in and supported the MENA OECD Investment Programme Women Business Leaders Summit being held on 22 November in Marrakesh, Morocco. As Chairman of AIWF, Mrs Haifa Al Kaylani was invited to become a member of the MENA-OECD Business Council, which was launched at that meeting in Marrakesh.

The **Organisation for Economic Co-operation and Development (OECD)** is an inter-governmental organisation grouping 30 countries which seeks to promote economic growth, prosperity and employment through co-operation and policy dialogue between members.

Launched in 2004 at the request of countries from the Middle East and North Africa (MENA) region, the **MENA-OECD Initiative** works to help accelerate policy and economic reform in the Middle East and North Africa. The Initiative supports reform efforts in 18 participating MENA countries\* through peer dialogue and the sharing of good practices between policy makers and private sector representatives in MENA and OECD countries as well as through assistance in the implementation of policy reform. The Initiative has two pillars: investment and governance. **The MENA-OECD Investment Programme** aims at improving the business climate and focuses on establishing a favourable environment for investment - foreign, regional and domestic - as a driving force for economic growth and employment in the MENA region. The MENA-OECD Governance Programme works towards increasing the efficient management of public resources.

### THE 2009 MENA-OECD MINISTERIAL CONFERENCE: MAIN OUTCOMES

The 2009 MENA-OECD Ministerial Conference of the MENA-OECD Initiative, was attended by Ministers and Heads of delegations from 16 MENA and 22 OECD countries together with the European Commission, held on 23 November and hosted by the Government of the Kingdom of Morocco. It provided an important opportunity for MENA and OECD Ministers to develop coordinated strategies and actions – in the wake of the most severe global crisis in decades – to face the future with a strong private and public sector reform agenda in place.

Specifically, the Marrakech Ministerial Conference delivered the following outputs:

- Adoption of the Marrakech Ministerial Declaration on Investment and Governance;
- Adoption of Action Plans on Women's Employment and Entrepreneurship and on Responsible Business Conduct;
- Launch of two new initiatives: the MENA-OECD Business Council and the MENA 100 Business Plan Competition;

- Adherence of Morocco to the OECD Declaration on International Investment and Multinational Enterprises;
- Regional policy recommendations and guidelines to enhance the investment climate.

The MENA – OECD Ministerial Conference was preceded by a Business Forum and Women's Business Leaders Summit, which brought together hundreds of senior business and government representatives to discuss critical issues for sustainable growth in the region, such as skills development, women's entrepreneurship, responsible business conduct, commercial law reform and financial sector reform.

High-level representatives from MENA and OECD governments and business engaged in a lively and stimulating exchange to define concrete measures for removing gender-specific obstacles to women's empowerment in the MENA countries. The activation of the MENA-OECD Women's Business Network was strongly supported, notably to carry out the Action Plan on Fostering Women's Entrepreneurship and Employment in the MENA region.

The Action Plan, which is of particular interest to AIWF, calls for stakeholders to:

- *Encourage women's entrepreneurship and employment by creating an enabling business environment;*
- *Facilitate business registration and growth through enhanced access to finance, in particular for women-owned businesses;*
- *Improve economic policy through better gender-disaggregated statistics and indicators;*
- *Facilitate participation in the MENA-OECD Women's Business Network and ensure increased contacts between business networks.*

The two days of events in Marrakech brought together over 700 participants from government, business, and civil society. The high-level participants included HRH Prince Philippe of Belgium, Moroccan Prime Minister H.E. Mr. Abbas El Fassi, Egyptian Investment Minister H.E. Dr. Mahmoud Mohieldin, US Ambassador-at-Large for Global Women's Issues H.E. Melanne Verveer, Moroccan Trade Minister Ahmed Réda Chami, and other Ambassadors.

AIWF is delighted to promote the excellent work of MENA-OECD in creating and implementing action plans on investment, employment and economic growth, in particular where women's entrepreneurship is featured.

For more information, the Executive Summary Report of the Outcomes may be found on the AIWF website at <http://www.aiwfonline.com/oecdmena.pdf>

\* Countries participating in the MENA-OECD Investment Programme : Algeria, Bahrain, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine National Authority, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, and Yemen.

## AIWF IN THE EVIAN GROUP 100th ANNIVERSARY OF THE ICC PUBLICATION

June 2010 will see the publication of a book entitled, *World Peace and Prosperity Through World Trade* produced by the Evian Group to celebrate its **100th Anniversary** commissioned by the International Chamber of Commerce, in which the AIWF Chairman, Mrs Haifa Al Kaylani has made a contribution.

In the meantime, in anticipation of this publication, **Jean-Pierre Lehmann, Professor of International Political Economy IMD and Founding Director of the Evian Group** personally reflects on what he considers to be the major three accomplishments of the First Decade of the 21st Century:

- The G20
- Mobile Telephony, Global Connectivity and Inclusivity
- A Post-Yasukuni Japan

More importantly perhaps, he looks ahead to what in his view should be the three major goals of the next decade:

- Eradicating global poverty and inequality
- Conclude the Doha Development Agenda (DDA) in 2010
- Get really serious about Climate Change

When prompted for a fourth goal, **Jean-Pierre Lehmann** added: *"Much more widespread education, security and respect for women throughout the world is a key source for the eradication of poverty and inequality. Indeed it is impossible to envisage significant global progress without it. It is for this reason, among others, that I strongly adhere to and support the mission and vision of AIWF".*

## NEWS FROM AIWF GLOBAL PARTNERS

### DEUTSCHE BANK JOINS AIWF AS PLATINUM PARTNER



Left to right: Ms Eileen Taylor, Global Head of Diversity, Deutsche Bank, Mrs Haifa Al Kaylani, Chairman Arab International Women's Forum Mrs Michael Bear

**Haifa Fahoum Al Kaylani**, Chairman, announces Deutsche Bank as an AIWF Platinum Global Partner. "We are proud and delighted to welcome Deutsche Bank, an organisation with a strong representation in the region, as a new and valued Global Annual Partner, joining our distinguished coalition of Partners, sharing and working towards the achievement of our mission of *Building Bridges, Building Business*" says Mrs Al Kaylani. "We are looking forward to Deutsche Bank's active participation in the AIWF activities in the year ahead and greatly appreciate their support in aligning their objectives to the AIWF programme of empowering women in the region as engines of economic growth."

**Eileen Taylor**, Global Head of Diversity, Deutsche Bank said "We are pleased to demonstrate our commitment to corporate social responsibility within the region by partnering with AIWF in its initiatives aimed at helping women realise their potential in private sector employment, entrepreneurship, investment and growing their businesses, both for personal success and as a contribution to the economic growth of their countries."

Deutsche Bank is a leading global investment bank with a strong and profitable private clients franchise. A leader in Germany and Europe, the bank is continuously growing in North America, Asia and key emerging markets. With over 78,530 employees in more than 72 countries, Deutsche Bank offers unparalleled financial services throughout the world. The bank competes to be the leading global provider of financial solutions for demanding clients creating exceptional value for its shareholders and people.

Deutsche Bank's commitment in the MENA region is more than a century old, beginning with the Bank's financing of the construction of the Baghdad railway.

Deutsche Bank opened its first office in Cairo in 1959, followed in the seventies by an office in Bahrain. In 1999, Deutsche Bank embarked on a regional expansion drive across the GCC which began with the opening of an office in the UAE's Capital Abu Dhabi in 1999, followed by two offices in Dubai: a representative office inaugurated in 2001 and a branch at the Dubai International Financial Centre (DIFC) in 2005. In April of 2006, Deutsche Bank opened a branch in the Kingdom of Saudi Arabia, in the capital Riyadh. In November of 2007, Deutsche Bank opened its branch in the Qatar Financial Centre in Doha.

Deutsche Bank AG in the MENA region offers the full range of investment banking, asset management; private wealth management; and global transaction banking services. Deutsche Bank AG is well recognized for its leading role in some of the most prestigious regional transactions. The Bank is the recipient of several regional and international awards in recognition of its achievements.

### AN IMPORTANT MISSION FOR MANPOWER

Shenayé Botha, Branch Manager, Manpower Middle East LLC is proud to share the news about the Manpower comprehensive information on line service [emiratisation.org](http://emiratisation.org) which is specifically designed to help businesses to attain their Emiratisation targets and assist UAE nationals to find meaningful careers.

*"We aim to create an interactive virtual environment where private sector employers, represented by our corporate sponsor members, can directly communicate and liaise meaningfully with exclusively Emirati job seekers."*

*[emiratisation.org](http://emiratisation.org) is not merely a job board designed for UAE national candidates but it also features a calendar of events containing summits, fairs, events relevant to Emirati job seekers, it promotes corporate sponsor members' events (business breakfasts, conferences, workshops, university drives etc.), press releases, articles, success stories on their Emiratisation efforts and features existing Emiratisation newsfeed."*

For more details please contact Andreea Patruta – Project Manager, at [andreea.patruta@emiratisation.org](mailto:andreea.patruta@emiratisation.org)

### SHELL & GM SUPPORT REGIONAL ROAD SAFETY DRIVE

Clare Woodcraft, Director of Communications Shell International EP is pleased to share the news of their involvement in the Middle East and North Africa Road Safety Partnership. (MENARSP) launched in 2008 by the United Nations Economic and Social Commission for Western Asia (ESCWA), **Shell** and the Global Road Safety Partnership (GRSP) to help share knowledge and good practice throughout the region. This campaign is fully supported by **General Motors, Middle East** – Samer El Khalil, GM's Director of Communications for the corporate car manufacturer in the region has signalled their involvement in the MENARSP programme and particularly with the buckle up initiatives, *"Safe Kids Middle East"*.

Road traffic accidents are an issue of growing concern for government, business and civil society in The Middle East region. One project supported by MENARSP is the translation into Arabic of two good practice manuals, 'seat belts and child restraints' and 'speed management', which were developed by the World Health Organisation (WHO), the World Bank, the FIA Foundation for the Automobile and Society and the GRSP.

In October 2009, seven-time Formula One world drivers' champion Michael Schumacher officially launched two Arabic language good practice road safety manuals on behalf of MENARSP.

The manuals are aimed at governments, nongovernmental organizations and road safety practitioners. Written in an accessible manner, they provide practical steps – based on existing good practice and experience - on how to tackle key risk factors and implement effective road safety programmes.

Michael Schumacher formally presented the new Arabic manuals to government officials from Abu Dhabi, Dubai and Saudi Arabia. The World Bank funded translation, while 250 copies of each manual have been printed for distribution to governments and practitioners throughout the region, funded by **Shell**. Speaking at the launch, Michael Schumacher said 'There are too many people dying and being injured on our roads. We can all take simple steps that help to keep us safe. For example, I urge all car drivers and passengers to always wear your seat-belt. There is simply no excuse not to – your lives depend on it.'

In expressing Shell's belief that road safety is of significant importance and a vital role in supporting broader societal improvements, Raoul Restucci, Executive Vice President for Shell in the Middle East and North Africa said 'Shell believes that by working in partnership the business sector can support road safety improvement programmes in the region. These manuals are a great example of how many years of global best good practice and experience can be used to great effect in helping others to deliver similar programmes.'

MENARSP encourages governments, businesses and civil society groups from around the region to join forces and tackle road safety. More information can be found on their new partnership website at: [www.menarsp.com](http://www.menarsp.com)

## DLA PIPER CSR POLICIES WIN AWARDS

DLA Piper, the leading international law firm's, commitment to environmental responsibility and other CSR activities has been consistently recognised but the excellence of the firm's programmes was highlighted in recent weeks when DLA Piper won three Awards in a month.

DLA Piper's global commitment to environmental accountability and sustainability includes programmes designed to reduce business travel and offset emissions, purchase items manufactured from sustainable sources and recycle plastic, paper, glass and cartridges. It is the first law firm to achieve ISO 14001 certification across all the continents in which it operates, committing it to standards that significantly reduce its impact on the environment.

### 6th CSR SUMMIT AWARDS 2009

The 6th CSR Summit Awards honour companies for outstanding, innovative and world-class products, services, projects and programmes implemented throughout 2008 and 2009.

DLA Piper was jointly awarded the 'Best Environmental Excellence Award' together with Tecom Investment, recognising the DLA Piper leadership, sincerity and efforts to integrate both environmental performance and sustainable development strategy across each of its offices in the region and create a CSR programme, which is unparalleled in the region. A crucial part of the DLA Piper business model is to play an influential role in the communities of which they are a part.

The Environmental Excellence Award follows DLA Piper's recent Sustainable Initiative Award where Facilities Management Middle East recognised the firm for its efforts to reduce its carbon footprint across the Middle East.

### MEPRA AWARDS 2009

DLA Piper received the "CSR & Community" Award at the MEPRA (Middle East Public Relations Association) Awards putting the

spotlight on the legal practice's holistic approach to corporate social responsibility. The DLA Piper aim to encourage and empower Emiratis to find meaningful employment in the private sector and the programmes implemented to address the unique employment needs of Emirati women received this special acknowledgment.

Accepting the award, Wafa' Tarnowska, Regional Manager for CSR and Arab Initiatives for the Middle East, said "The Women and Workplace Project is the second initiative for which DLA Piper has been awarded through its partnership with Tawteen, illustrating that award winning CSR strategies can be successfully implemented through Public Private Partnerships."

The MEPRA Awards are the signature, independent PR awards of the Middle East. DLA Piper was shortlisted for the 'CSR & Community' award alongside international public relations consultancies including: MS&L, Hill & Knowlton and Impact Porter Novelli.

### WOMEN IN LEADERSHIP AWARDS

The "Best CSR Initiative of the Year" award won by the DLA Piper holistic approach to CSR, from its empowerment projects and environmental policies to the activities of its dedicated CSR Manager.

The Women in Leadership award in particular acknowledged DLA Piper's participation with the Tawteen Programme, which has seen DLA Piper sponsor 19 women graduates from the University of the UAE in Al Ain and has involved the firm's lawyers offering workshops on setting up businesses in the UAE.

DLA Piper was also shortlisted by Emirates Environmental Group (EEG) for the Arabia CSR Awards and the Annual Middle East Business Achievement Awards for the CSR Leader of the Year Award.

AIWF WOULD LIKE TO ACKNOWLEDGE WITH APPRECIATION THE VALUED SUPPORT OF AIWF GLOBAL ANNUAL PARTNERS



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**AIWF AT THE PATHWAYS TO POWER:  
EMPOWERING A NEW GENERATION OF WOMEN  
LEADERS CONFERENCE IN WASHINGTON, D.C.**



*CEO and ADI founder  
Mr. John Hart  
and AIWF member  
Mrs. Neda Barqawi*

Women from all over the world convened in Washington, D.C. on 1 December 2009 to attend the **PATHWAYS TO POWER: EMPOWERING A NEW GENERATION OF WOMEN LEADERS** conference hosted by the **American Democracy Institute (ADI)**, and the **Arab International Women's Forum (AIWF)** was represented among the numerous participants. This one day conference provided expert viewpoints on the landscape of women in leadership and rare access to hear the personal and professional experiences of highly visible American leaders.

The aim of the conference was to empower participants through an inspirational network of mentors and peers, and featured a pioneering program designed to foster innovative leadership and high-calibre public service. The programme included speakers who shared their insights, experience, and wisdom with the participants. A conversation with Dr. Madeleine K. Albright, former United States Secretary of State, was one of the featured conversations about the vital role that mentoring plays in opening doors of opportunity and rising to the highest levels of leadership for women.

As an AIWF member and an executive at Optimi Corporation, I attended the conference on behalf of **AIWF Chairman Haifa Al Kaylani** and was able to create a presence for the organization and to strengthen existing ties for future collaborations. Among the highlights I experienced was meeting CEO and ADI founder John Hart, who expressed his appreciation of the AIWF representation at the conference and was keen to take advantage of the global reach and impact of AIWF.

The American Democracy Institute identifies, educates, and empowers emerging public leaders from every sector of our society who are working to shape the future in the United States. ADI brings together accomplished leaders who combine high-performance enterprise with thoughtful public-minded citizenship to share their experience with the next generation of leaders in order to strengthen democracy.

The AIWF participation was well received and many conference participants have shown great interest in the success rates of Arab women in business, both in the United States and abroad. AIWF will participate in next year's events when there will be many opportunities for conference participants to revisit the ongoing conversations started at this year's conference.

*Neda Barqawi, AIWF Member*

**NEWS FROM AIWF MEMBERS**

Created in 2008, the **TIAW (The International Alliance of Women) World of Difference 100 Award** annually names up to 100 women who have made "a world of difference" to the economic empowerment of women. Whether they are "unsung heroines" doing extraordinary things without recognition, or whether they are well known, the 58 women from 23 countries who were named on the list have all made an exceptional contribution to the economic empowerment of women.

AIWF is proud and delighted to announce that three of its valued members were named as having made "a world of difference":

**The Honourable Saida Agrebi** of Tunisia is a Member of the Tunisian Parliament and Chairman of the Tunisian Mother's Association (OTM) and a member of the Board of Trustees of AIWF.

**Saida Agrebi** also has the distinction of having just been re-elected to the Tunisian Parliament. Upon her re-election, Saida had the honour of being received for by President Ben ALI to share news of her international and national activities for OTM.

**Raja Al-Gurg** of the United Arab Emirates is an entrepreneur and leading business woman, President of the Dubai Business Women Council (DBWC) and Vice President of Easa Saleh Al Gurg Group.

**Mei Sim Lai** of UK is the Representative Deputy Lieutenant of The Queen for the London Borough of Brent, and Founder and Principal of LaiPeters & Co and MD of Lai Peters Ltd

It was also a very great pleasure to congratulate long-term associates and valued supporters of AIWF who were honoured by receiving this prestigious Award:

**Sung-Joo Kim**, is Chairman & CEO of the Sungjoo Group and MCM Holdings.

**Meisa Batayaneh Maani** of Jordan, is Founder and Principal Architect of Maisam Architects and Engineers, Founder and chairperson of Design Jordan and President of Business and Professional Women, Amman Jordan.

**HOW TO JOIN AIWF**

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**DATE OF NEXT ISSUE:**

AIWF News - Issue No. 21 will be published in June 2010. Kindly send all articles by 20th May 2010.