



ARAB INTERNATIONAL WOMEN'S FORUM

المنتدى العربي الدولي للمرأة

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ACTING CHAIRMAN'S MESSAGE

On behalf of the Arab International Women's Forum, I am delighted to bring you the Summer 2017 AIWF Newsletter. In this edition, we share with you key AIWF activities and initiatives carried out in the spring, as well as Board, Partner and Member achievements and appointments.

I was honored recently to chair AIWF's first ever event in Morocco. The AIWF Special Visit to Morocco in April 2017 was attended by inspirational women executives, educators and entrepreneurs, and was organised to bring Arab, British, European and international women leaders together with their Moroccan counterparts. This trip followed on from the first visit to Tabiano, Italy in March 2016, generously hosted by our Board Member **Chiara Corazza**. I thoroughly enjoyed the opportunity to spend time with the incredible group of AIWF members and supporters who joined the delegation to Morocco and were as impressed as I was by the many inspirational Moroccan women who are making their mark in education, business and social enterprise, and public life.

One of the highlights of this special programme was the *Young Arab Women Leaders* conference, at which we all saw first hand the power of collaboration and dialogue in identifying common challenges and actionable solutions for women leaders. I was especially pleased to note the direct outcomes of that conference, which ranged not only from the creation of new business links between our speakers, delegates and Moroccan guests, but also resulted in new partnerships between existing AIWF Global and Institutional Partners to drive greater impact. This is where AIWF truly leads as a development organisation dedicated to empowering women in all sectors and spheres, guided by our founding motto of 'Building Bridges, Building Business'. It was truly awe-inspiring to see our partners, guests and new friends and supporters interact with each other as a direct result of the YAWL programme.

This brings me to AIWF's core focus for the remainder of the year ahead and beyond. With your ongoing support, we will continue to strengthen our international reputation for delivering high impact initiatives that draw women of all nationalities together. We also will continue our drive for decisive change and real progress, with a focus on tangible outcomes, and multi-stakeholder action to benefit women in the Arab world.



HE Ban Ki Moon, former Secretary General of the United Nations, was invited by the Advanced Leadership Initiative to address ALI Fellows about his valued experience at the United Nations.

[READ MORE ON P.3](#)

DATES FOR YOUR DIARY

AIWF – IBA 3rd Women Business Lawyers Initiative

One-day seminar in London in partnership with the International Bar Association and AIWF Global Partner Boodle Hatfield

SEPTEMBER 2017 - LONDON, UK

AIWF 10th Young Arab Women Leaders Conference

The milestone 10th edition of the Young Arab Women Leaders conference series to be held in London

DECEMBER 2017 - LONDON, UK



The scope and depth of AIWF's work and its network has been greatly enriched by the tireless efforts of our Founder Chairman, **Haifa Fahoum Al Kaylani**, who as many of you know is this year based in Cambridge, MA as a Fellow of the Harvard Advanced Leadership Initiative. While deeply immersed in the rigorous and intensive coursework at Harvard, Haifa continues to develop new contacts and create exciting opportunities for AIWF in support of its mission. You will hear more about the new partnerships and initiatives emerging from Haifa's year in the US in due course.

AIWF remains committed to nurturing and developing excellent links with leading international organisations committed to empowering women's entrepreneurship, education and executive leadership development. The Board of Directors of the Arab International Women's Forum is committed to developing new opportunities, further expanding the reach and impact of AIWF, and enriching our unique business and networking offerings to Arab women not only in the MENA countries but also in Europe, the US and Asia.

Among many other key events, we are particularly excited about taking forward the highly successful *AIWF-IBA Women Business Lawyers Initiative* with a third seminar in the series, to be hosted by our new Global Partner Boodle Hatfield in London in September 2017. We are also delighted to announce that AIWF will hold the 10th conference in the *Young Arab Women Leaders* series in London this December 2017, returning to the city in which this keystone initiative was founded five years ago in partnership with PwC. Further information on the 10th *Young Arab Women Leaders* conference will be available on the AIWF website over the summer.

I trust you will enjoy reading this edition of the AIWF Newsletter and, on behalf of the Board of the Arab International Women's Forum, we extend to you our warmest wishes for a successful summer and thank you all for your ongoing support of our organisation.

RANIA RIZK

Senior Vice President & General Counsel AMEA, PepsiCo
Acting Chairman, Arab International Women's Forum

AIWF BOARD OF DIRECTORS

AIWF is proud to enjoy the support of a talented, highly accomplished and truly dedicated Board of Directors who voluntarily give of their time, networks and expertise to advance AIWF's agenda for achieving sustainable empowerment for women and girls in the MENA region.

Haifa Al Kaylani

Founder Chairman, Arab International Women's Forum
Fellow, Harvard Advanced Leadership Initiative 2017

Rania Rizk

Senior Vice President & General Counsel, PepsiCo AMEA
Acting Chairman, Arab International Women's Forum

Ibtehaj Al Ahmadani

Founder & Chairperson of Al Ahmadani Medical Center & Al Ahmadani Medical Services Board Member, Qatar Chamber of Commerce and Industries; Head of Qatari Business Women Forum

Oualae Alami, DPharm

Egypt, Levant, Iraq & Iran Lead / Emerging Markets, Pfizer Innovative Health

Her Excellency Dr Shaikha Al Maskari

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

Dr Alanoud Al Sharekh

Consulting Partner, Ibtakar Strategic Consultancy; Research Associate, London Middle East Institute at SOAS University of London

Dr Afnan Al Shuaiby

Secretary General and CEO, Arab British Chamber of Commerce

Mona Almoayyed

Managing Director of YK Almoayyed & Sons; Vice Chairman and Financial Controller of the Child Care Home

David Arkless

Founder and Chairman, ArkLight Consulting; Former President International CDI Corporation; Former President, Manpower Inc

Hani Ashkar

Middle East Territory Senior Partner, PwC Middle East

Sana Bardawil

Director of External Relations, MENA and Joint Ventures, Royal Dutch Shell

Nadereh Chamblou

Former Senior Advisor to the Chief Economist for the MENA Region, The World Bank

Chiara Corazza

Managing Director, Women's Forum for the Economy & Society

Haruko Fukuda, OBE

Non-Executive Director, Investec Bank PLC

Sung-Joo Kim

Founder, Chairperson and Chief Visionary Officer, Sungjoo Group and MCM Holding AG

Raghda Kurdi

Founder and CEO of Pharmaserve; Alshadoo; Hayat Pharmaceutical Industries and Chain Pharmacy Company; Board of Directors, Hayat Pharmaceutical industries

Mei Sim Lai OBE DL

Founder and Principal, LaiPeters & Co

Jean-Pierre Lehmann

Emeritus Professor of International Political Economy, IMD; Founder of The Evian Group; Visiting Professor, Business & Economics, Hong Kong University

Robert Lyle

Director, Commonwealth Disaster Management Agency (CDMA)

Sylvia Perry

Board Member, BPW International

Hanan Akram Saab

Founder, CEO & Managing Director of Pharmamed

Niki Tzavela

Former Greek MEP in the European Parliament

AIWF HOLDS HIGHLY SUCCESSFUL 9TH YOUNG ARAB WOMEN LEADERS CONFERENCE IN FEZ, MOROCCO, IN APRIL 2017 WITH THE VALUED SUPPORT OF PEPSICO AND PWC

Following on from the success of the *Young Arab Women Leaders* conferences in Amman, Beirut and Dubai in 2012, Palestine in 2013, London in 2011 and 2014, Doha in 2015, and Kuwait in 2016, AIWF was proud to host the ninth conference of the series in Fez, Morocco on 18 April 2017 in partnership with PepsiCo and PwC.

Delegates from the Arab world and internationally attended AIWF's first ever event in Morocco and the 9th event in this series designed by AIWF in partnership with PwC to nurture the next generation of young women entrepreneurs, helping to empower them as they aspire to leadership roles in business and in public life. The programme brought Moroccan, MENA and international speakers from government, business and civil society together with talented, driven young women aspiring to community, business and political leadership, to engage in dialogue and debate on challenges and opportunities for women leaders on corporate boards, in social enterprise and tech innovation, and in the energy, finance, law and STEM sectors.

The 9th *Young Arab Women Leaders* conference was addressed by Guest of Honour Speakers **Dr Assia Alaoui**, Ambassador at Large, Kingdom of Morocco, and **Dr Soundouss Bouhia**, Senior Officer, Royal Cabinet, Kingdom of Morocco; and by distinguished Moroccan women leaders including:

- **Asmaa Morine Azzouzi**, President, AFEM Association of Women Entrepreneurs
- **Fatim-Zahra Biaz**, Founder & Director, New Work Lab
- **Soraya Bedrouai**, CEO Lavazza Morocco
- **Mahat Chraibi**, Partner, Tax & Legal Leader, PwC Morocco
- **Manal Elattir**, Founder, Asila
- **Dr Wafa El Garah**, Vice President for Academic Affairs, AUI & Project Manager, AUI Centre for Business Ethics
- **Ghizlane El Manjra**, Founder, Les Frères Gourmet
- **Khadija Idrissi Janati**, Entrepreneur, Political and Women's Empowerment Activist, and Managing Director KMK Group
- **Kenza Lahlou**, Founder & Managing Director, Start Up Your Life; and
- **Lamia Merzouki**, Deputy General Manager, Casablanca Finance City; among others.



Dr Soundouss Bouhia, Senior Officer, Royal Cabinet, Kingdom of Morocco, delivering a keynote opening address at the 9th Young Arab Women Leaders conference in April 2017 in Fez, Morocco

Distinguished speakers at the 9th *Young Arab Women Leaders* Conference in Fez, coming from across the GCC, MENA and internationally, included **Sheikha Alanoud Hamad Al Thani**, Vice President of Strategic Alliances at the CEO Office, Qatar Financial Centre Authority (Qatar); **Najwa Attiga**, General Counsel, Emirates Investment Authority (UAE); **Soraya Alem**, Business Unit Head, Janssen Pharmaceutical Company of Johnson & Johnson (Alger); **Jane Ellis**, Director, Legal Policy & Research Unit, International Bar Association (UK); **Bianca Drebbber**, Portfolio Officer, The Global Fund to Fight AIDS, Tuberculosis & Malaria (Switzerland); **Heba Khairallah Al Emara**, Head of Relations EMEA, Vistra (UK); **Dr Ghada Howaidy**, Executive Director, Office of Strategic Alignment, American University of Cairo Business School, Egypt; **Nouzha Lahrizi**, Senior Consultant, Corporate Finance & Strategy, MEC International Ltd (UK); **Sophie Le Ray**, CEO & Co-Founder, Naseba (UAE); and **Jane Pearce**, Managing Director, Vistra Jersey (UK).

The *Young Arab Women Leaders* conference was moderated by **Deborah MacArthur**, a Morocco-based American entrepreneur and retired corporate executive with over 30 years of experience coaching youth for employment, entrepreneurialism and leading multinational change programs across the US, Middle East and North Africa, and current Award Executive in Residence at BMCE Bank of Africa, leading its \$1M African Entrepreneurship Award which selects, mentors and grants \$1M USD a year to entrepreneurs across Africa.

The first panel, *Exploring innovative models for education, skills development and leadership training*, addressed opportunities for collaboration between the Moroccan, MENA and international business and academic communities. In the second session, on social enterprise, tech innovation and entrepreneurship, speakers and delegates exchanged perspectives on how entrepreneurs can leverage technology, social media and the app economy to create exciting new business models and ventures that are in some cases tailor made for the Arab world and in other cases, 'global born'.

The third panel discussion, *Empowering young Arab women leaders in law, STEM and sustainability*, highlighted growing recognition in the international legal, banking, energy and STEM sectors that more must be done to encourage young female graduates to enter into these traditionally male dominated professions.

The following session, on *Diversity in business leadership: Empowering women executives in Morocco, the MENA and internationally*, highlighted the business case for increased female representation on corporate boards, international best practices and practical strategies for levelling out gender representation at executive level in Morocco and the wider MENA region.

In the penultimate, high-impact signature panel, *Reflections of Women Leaders*, distinguished women leaders from Morocco were invited to share personal stories of achievement through perseverance, and exchange experiences on how best to deal with the inevitable challenges of entrepreneurship and leadership.

The final session of the day gave thought leaders, entrepreneurs and young business leaders from Morocco and the MENA region a platform to share practical and empowering solutions that can help young women leaders break through gender diversity barriers in the workplace, in business and entrepreneurship, in society and in public life.

AIWF was proud to welcome on this special occasion valued representatives of Global Partners including **PepsiCo, PwC, Shell, Janssen Pharmaceutical Companies of Johnson & Johnson**, and **Vistra**. The format of the Young Arab Women Leaders Conference was highly interactive and discussion-based, with valuable experiences shared by all valued Guest Speakers and by many of the 120 delegates attending. AIWF looks forward to celebrating the 10th edition of the *Young Arab Women Leaders* initiative later in 2017 and through this keystone initiative, restates its commitment to empowering the next generation of young women entrepreneurs to break new ground in business and in public life, in the Arab world and internationally.

AIWF SPECIAL VISIT TO MOROCCO: A UNIQUE BUSINESS AND NETWORKING DELEGATION FACILITATING EXECUTIVE NETWORKING AND BUSINESS DEVELOPMENT OPPORTUNITIES

Following the highly successful AIWF Special Visit to Italy in March 2016, and further to an exciting invitation received from the MEC Maghreb Invest Team in the UK, AIWF was proud to host a second **AIWF Special Visit** in April 2017 which delivered unique 5-day networking and business



Speakers and guest delegates of the AIWF 9th Young Arab Women Leaders Conference in Fez, Morocco.

exchange opportunities in Morocco for AIWF members and key contacts. The trip took place from Sunday 16 April to Friday 21 April 2017, and brought business women leaders from the UK, Europe and the Arab world together with their counterparts in Morocco.

The itinerary for the AIWF Special Visit included a number of exclusive business visits, exciting cultural experiences, B2B meetings, networking dinners and VIP attendance at key Moroccan exhibitions and conferences on agribusiness and education, as well as a special invitation for delegates to attend AIWF's 9th *Young Arab Women Leaders Conference* which was scheduled to overlap with the Special Visit and took place at the Marriott Hotel Jnan Palace in Fez on Tuesday 18 April 2017.

As with the highly successful visit to Italy last year, AIWF Special Visit Delegates enjoyed opportunities to meet and interact with Moroccan executives, entrepreneurs and academics, and to connect with distinguished guests from government and the diplomatic service, accomplished members of the Moroccan business and social enterprise community, and leading figures from Arab, European and international development organisations.

In addition to enhancing networks, the visit was designed to enrich understanding of the business, political, social and civil society structures in Morocco, with an eye towards understanding and learning from the successes that have been reached in various sectors and by Moroccan women leaders and innovators, especially in the areas of tech entrepreneurship, social enterprise, education and agribusiness. AIWF warmly acknowledges and greatly appreciates the full and invaluable support of the MEC Maghreb Invest Team in organising the itinerary for the AIWF Special Visit to Morocco, and extends a very special acknowledgment to Varun Beverages in Morocco for its kind support and sponsorship of the delegation events and hospitality.

AIWF FOUNDER CHAIRMAN DELIVERS KEYNOTE AT FIRST EVER NATIONAL MUSLIM WOMEN'S LEADERSHIP SUMMIT AT HARVARD UNIVERSITY

In April 2017, AIWF Founder Chairman **Haifa Al Kaylani** was invited to participate in Harvard's first ever National Muslim Women's Leadership Summit as the keynote speaker. The Summit was organised by **Rana Abdelhamid**, Founding President of the *Women's Initiative for Self Empowerment (WISE)*, which she founded at the age of 16 as an empowerment organisation for young Muslim women in the US, Europe and the Middle East.

WISE's mission is to develop the talents of young women and to support their potential for success. WISE sponsors leadership, self-defence, and social entrepreneurship training with the hope of helping to inspire a network of young female leaders who will work for the advancement of their communities and the world.

Since inception, Rana says, "WISE has engaged over 2,000 women through its training programs in self-defence, storytelling and entrepreneurship. Through this work, I found myself receiving the International Youth Advocate Award by Ambassador Samantha Power, managing an international team and giving talks in front of hundreds of people."

This year, in an effort to build the leadership capacity of Muslim women, WISE's team launched the National Muslim Women's Leadership Summit, gathering 50 young Muslim women leaders from across the country at Harvard University to hear from top female entrepreneurs on organizing, leadership and communication. For the inaugural Summit, Rana says: "We were honoured to be joined by Mrs Haifa Al Kaylani. As the Founder of the Arab International Women's Forum, Mrs Al Kaylani served as an important inspiration and reminder to the young women of how they can actualize change and make a real difference to uplift women around them. The young women who participated in the conference were extremely inspired by her presentation and her story. Her presence was so valuable, as an excellent role model for Muslim and Arab women with extensive leadership in the business and women's rights space."

Rana, who has recently graduated from Harvard Kennedy School with a second Masters in Public Policy, has conducted extensive political science and economics research on the inclusion of Muslim minority communities in New York City and Madrid, and is also the founder of *Hijabis of New York*, a social media project which has attracted widespread media coverage, including in ELLE magazine, for highlighting the diversity of Muslim women around the world. AIWF commends Rana Abdelhamid for all her inspiring work and achievements as a young woman leader, and looks forward to supporting Rana and the growing WISE community leading change into the future.



Haifa Fahoum Al Kaylani, Founder Chairman Arab International Women's Forum and Fellow, Harvard Advanced Leadership Initiative 2017, delivering the keynote address at Harvard University's first ever National Muslim Women's Leadership Summit

AIWF FOUNDER CHAIRMAN VISITS THE WORLD BANK IN WASHINGTON DC

Haifa Al Kaylani visited Washington DC in March 2017, where **Nadereh Chamlou**, Board Member of AIWF and former Senior Advisor at the World Bank, hosted her at the World Bank for a Special Luncheon in Mrs Al Kaylani's honour.

The luncheon was attended by **Dr Hafez Ghanem**, the Vice President of the MENA Region; **Dr Shanta Devarajan**, MENA Chief Economist; **Samia Msadek**, World Bank Director for Operations, MENA; **Dr Abdallah Al Dardari**, World Bank Senior Advisor for Reconstruction; **Amat Alsoswa**, Former Director for Arab States, UNDP and current consultant for gender issues in the MENA; and **Abdulwahab Al Keksi**, Vice President for the Center for Private Enterprise. The topic of the discussion was rich and centered on the issue of water and sustainability in the MENA, and how women can play a critical role.

AIWF reiterates its utmost commitment to lending every possible effort to assist and support all valued collaborations with the World Bank, which has played such an important role and contributed greatly to what AIWF has accomplished in the last sixteen years since its founding in 2001. The World Bank has closely supported AIWF on mutual objectives and the shared mission to advance the political, social, legislative and economic participation of women and youth in the MENA region and around the world, hosting AIWF's Annual Conference, *Partners for Change: Realizing the Potential of Arab Women in the Private and Public Sector*, in Washington DC in 2008; lending valued participation to the *Young Arab Women Leaders* conference in Palestine in 2013; and supporting the publication in 2007 of *Domains of Influence: Arab Women Business Leaders in a New Economy*. *Domains of Influence* was the first book of its kind on women entrepreneurs in the Arab world and the combined contribution of the Arab International Women's Forum and the World Bank towards a better understanding of the changing realities of the Middle East and the impact of the vast economic and socio-cultural change that has irreversibly transformed the financial, social and family lives of Arab women.

HE BAN KI-MOON INVITED BY THE HARVARD ADVANCED LEADERSHIP INITIATIVE TO ADDRESS ALI FELLOWS ON HIS EXPERIENCES AT THE UN

His Excellency Ban Ki-moon, former Secretary General of the United Nations, Harvard Kennedy School alumnus and an Edward S Mason Fellow, was invited by the Advanced Leadership Initiative to address the 2017 Fellows of the ALI during a visit to Harvard University in May 2017. AIWF Founder Chairman **Haifa Al Kaylani** is currently at Harvard as a Fellow of the ALI.

Ban Ki-moon was recently named the Angelopoulos Global Public Leaders Fellow at the Kennedy School, where he began his Fellowship in April 2017. One of Mr Ban's first actions as Secretary General of the UN was to implement an organisational Code of Ethics which applied to all UN employees, and he has similarly pledged to enhance the accountability and transparency of the International Olympic Committee, further to a recent announcement that the former Secretary General has been proposed as the new Chair of the IOC's Ethics Commission by the IOC Executive Board.

AIWF values its close association with Ban Ki-moon and offers congratulations and support on all his important initiatives to improve and embed public service with integrity, accountability and transparency.



Dr Farouk El Baz, Director of the Center for Remote Sensing, welcomes Haifa Al Kaylani and Mid Career candidates of the Harvard Masters of Public Administration 2017 for a special visit to Boston University

HAIFA AL KAYLANI PARTICIPATES IN A SPECIAL VISIT WITH HARVARD MID CAREER MPA CANDIDATES TO BOSTON UNIVERSITY TO VISIT DISTINGUISHED EGYPTIAN SCIENTIST DR FAROUK EL BAZ

Haifa Al Kaylani participated in a special visit to Boston University in April 2017 organised by Mid Career candidates of the Harvard Masters of Public Administration, where she had the pleasure of meeting the renowned Egyptian scientist **Dr Farouk El Baz**, who in the course of a truly remarkable career and as an exemplary role model for young Arabs interested in science, has famously worked with NASA to assist in the planning of scientific explorations of the Moon, including the selection of landing sites for the Apollo missions and training astronauts in lunar observation and photography.

Today, Dr El Baz is the Director of the Center for Remote Sensing and Research Professor at the Departments of Archaeology and Electrical & Computer Engineering, and Associated Faculty at the Department of Earth and Environment at Boston University. Under his leadership, the Center has grown to become a leading force in the applications of remote sensing technology to environments around the world. In 1997, NASA designated it as a Center of Excellence in Remote Sensing.

Mrs Al Kaylani was delighted to meet Dr El Baz and looks forward to exploring new ways to promote opportunities for young Arabs in science through AIWF's renewed focus on the STEM sectors in activities and initiatives being planned for 2017 and beyond.



HE Ban Ki-moon, Former Secretary General of the United Nations and Harvard Kennedy School alumnus, invited by the Advanced Leadership Initiative at Harvard University to address the ALI Fellows of 2017 about his experiences at the United Nations

AIWF PROUDLY SUPPORTS THE 'I AM' EAST-WEST PEACEBUILDING ART INITIATIVE AND EXHIBITION HELD IN LONDON IN JULY AND AUGUST 2017



Her Royal Highness Princess Wijdan Al Hashemi, exhibiting at the I AM Opening Night at the National Gallery of Fine Arts in Amman, Jordan in May 2017

AIWF is delighted to announce that it is a Programme Sponsor of the I AM exhibition in London (03 July – 20 August 2017), following the initiative's successful premiere in Jordan at the National Gallery of Fine Arts and before its international tour continues to the US.

I AM exhibition, a large-scale strategic East-West peacebuilding exhibition that premiered in Jordan under the patronage of **Her Majesty Queen Rania Al Abdullah**, celebrates 31 premier and emerging Middle Eastern contemporary women artists from 12 countries. I AM premiered at the National Gallery of Fine Arts in Amman, Jordan and was opened by **Her Royal Highness Princess Wijdan Al Hashemi** on 03 May, where it ran until 14 June 2017, before travelling to London to St Martin-in-the-Fields on Trafalgar Square where it will run for the months of July and August (03 July – 20 August 2017). After that, it will tour the USA for 18 months (from the fall of 2017 through 2018), premiering first in Washington DC at the renowned Katzen Arts Center of the American University.

Designed to address stereotypes and change misconceptions of the "other," the I AM exhibition focuses on the crucial role that Middle Eastern women play as guardians of peace, and visually highlights what women contribute toward healing our world, because of their inherent connection to the sanctity of life, and their ability to nurture and protect it, thereby inspiring a legacy of harmony.

The I AM exhibition is guest curated by **Janet Rady**, a specialist in Middle Eastern contemporary art, and a selection of 31 acclaimed women artists of Middle Eastern heritage (including some important emerging artists) from 12 countries are participating in this unique East-West peacebuilding

exhibition. While I AM is an art exhibition, the organisers see it as the catalyst for a variety of events and programs planned around the exhibition to stimulate dialogue and education, such as talks, forms, lectures, music, literary readings, film screenings, and discussion panels.

The Opening VIP Programme and Reception of I AM in London took place at St Martin-in-the-Fields on Trafalgar Square on 03 July, and was co-hosted by the Embassy of Jordan in London and **His Excellency Mazen Kemal Homoud**, Ambassador of the Hashemite Kingdom of Jordan. AIWF members, partners and key contacts in London attended the Opening Reception, which featured distinguished guest speakers including Ambassador Homoud; **Sheikha Lulwa Al Khalifa** of Bahrain, one of the acclaimed participating artists; **Vanessa Branson**, Founder of the acclaimed Marrakech Art Biennale; and **Sir Derek Plumbly**, Chairman of the Arab British Centre.

The evening's programme included spectacular performances by sopranos **Dima Bawab** and **Margo Arsane** of **The Peace and Prosperity Trust**, AIWF's valued partner on its 15th Anniversary Gala Concert held at Kensington Palace in April 2016. Through the universal language of music and performing arts, and by promoting young artists from the Middle East and the Western world, the Peace and Prosperity Trust raises awareness and funds for charitable projects in the Middle East and for its young artists. AIWF was especially delighted to continue its close association with the Trust for this very special occasion.



Dima Bawab and Margo Arsane from the Peace and Prosperity Trust at the I AM Official Opening Night Reception at St Martin-in-the-Fields in London on 03 July 2017

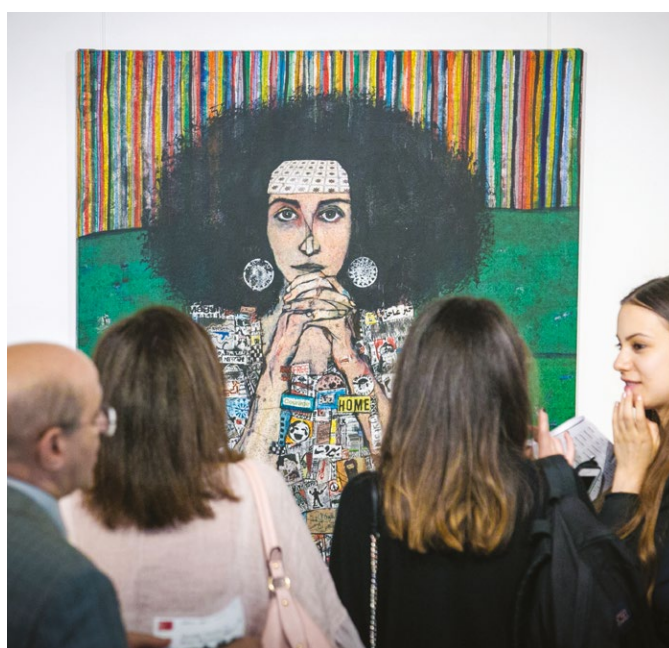
"AIWF's sponsorship of the I AM exhibition is a unique opportunity to highlight the cultural and humanitarian involvement of our organisation and its long-term commitment to the critical role of Arab women as peacemakers and change agents in the region," said **Haifa Al Kaylani**, Founder Chairman of AIWF. "We are delighted to lend our support to this important initiative and its message of intercultural understanding and harmony around the world."

"With all that is happening in our world at this time, we believe this strategic artistic peacebuilding initiative focused positively on Middle Eastern women couldn't be timelier," said **Rev Canon Paul-Gordon Chandler**, Founder of CARAVAN. "We are very excited about partnering with AIWF on the I AM exhibition tour to London and cannot imagine a more natural and logical partner than AIWF in this strategic artistic initiative celebrating the unique role of Middle Eastern women."

As the world's attention is focused anew on women's equality, and on the critical need for enhancing Middle East – West relations, it is estimated that 120,000-130,000 people will visit the I AM exhibition over an 18-month period in eight venues. For more information, please visit www.oncaravan.org/i-am-exhibition.



His Excellency Mazen Kemal Homoud, Ambassador of the Hashemite Kingdom of Jordan, at the Official Opening Night of I AM in London



*Guests and artists of the I AM VIP Official Opening Reception on 03 July 2017 in London
Photo Credit: Marc Gascoigne (www.marcgascoigne.com)*

AIWF FOUNDER CHAIRMAN PARTICIPATES AT THE FORTUNE MOST POWERFUL WOMEN SUMMIT IN LONDON IN JUNE 2017



Haifa Fahoum Al Kaylani, Founder Chairman, Arab International Women's Forum and Fellow, Harvard Advanced Leadership Initiative, at the Fortune MPW Summit with (left to right) Heba Emara, Head of Relations EMEA Vistra UK; Laura Hinton, Partner PwC London, and Nicoletta Muri, Designer and CEO Lilly e Violetta.

AIWF Founder Chairman **Haifa Al Kaylani** attended the Fortune Most Powerful Women (MPW) International Summit at The Dorchester, London, on 12–13 June 2017, for the second year running.

The MPW London Summit was a fantastic gathering of the most powerful women across business, philanthropy, government, and the arts, with a programme that included conversations with Lloyd's of London Chief Executive **Inga Beale**, Heineken Holding Executive Director **Charlene de Carvalho-Heineken**, Astronaut **Samantha Cristoforetti**, Confederation of British Industry Director General **Carolyn Fairbairn**, Sweden's Minister for Employment & Integration **Ylva Johansson**, Singer-Songwriter, Activist, and Philanthropist **Annie Lennox OBE**, Entrepreneur **Tamara Mellon**, Facebook EMEA VP **Nicola Mendelsohn**, and Former Prime Minister of Denmark **Helle Thorning-Schmidt**. The Fortune Gala Dinner also featured a conversation with Model, Actress, Producer, and Businesswoman **Naomi Campbell** and Time Magazine's Editor-in-Chief **Nancy Gibbs**.

The Fortune MPW Summit Global Partner is **Johnson & Johnson**, also one of AIWF's Global Partners (Janssen Pharmaceutical Companies of Johnson & Johnson). For AIWF, the sixth Fortune MPW International Summit in London was an unparalleled opportunity to connect with female change makers in the UK, Europe, and beyond to exchange ideas and forge new alliances, highlighting the issues that are at the top of the agenda for every company in a rapidly changing business and political environment.

AIWF greatly looks forward to the next Fortune MPW Summit and extends its full support and appreciation on this timely, high-impact conference series to AIWF's friends at Fortune.

CLEOPATRA KITTI REPRESENTS AIWF AT THE EUROPEAN BANK OF RECONSTRUCTION AND DEVELOPMENT'S ANNUAL MEETING IN CYPRUS

It was a great honor to represent the voice and presence of AIWF at this year's annual meeting of the European Bank of Reconstruction and Development (EBRD), focusing on Green and Inclusive Growth, taking place in my native country, Cyprus. At the EBRD conference, Jordan, Egypt and Cyprus presented a dynamic view of their economic reform and transition programs to over 1200 delegates. Jordan focused on Green Growth, Egypt highlighted its manufacturing, startup, education and market potential, and Cyprus its services hub capability connecting Europe to Middle East and Africa.

Currently, the European Bank of Reconstruction and Development invests €9.4 billion in 35 countries, in 378 projects. As a bank, it enjoys AAA rating. As its focus, the bank supports countries and economies undergoing transition from closed economies to open economies integrating better in international markets, trade and investment. The Bank supports financing and good governance projects for governments, the private sector, financial institutions, and civil society, in Cyprus, Jordan, Egypt, Tunisia, Morocco. 33% of its funding focuses on Green Growth. Lebanon is in the final stages to become an EBRD shareholder and recipient country.

The EBRD business model with its focus on private sector projects and commercial approaches, coupled with expertise in policy reform, has had positive impact, with the Life in Transition survey showing that there is narrowing of the 'happiness gap' between transition regions and Western Europe. The 63 donor countries from 5 continents that are shareholders of the EBRD, as well as the EU and the European Investment Bank, have asked the Bank to now focus on transition resilience through Inclusive and Green Growth.

Currently, the Bank works on 29 projects in Gender Equality, and 'inclusive' is where the work of AIWF aligns with the EBRD in building bridges across sectors and regions of the world. As AIWF's work and impact grows, we could look to engage with the EBRD in supporting access to capital for Small & Medium Sized, women-led business, for investments in green economy sector, and practical ideas on bridging the inequality and gender gap in our economies through capacity building, education and access to regional and international markets. We could also collaborate with the Bank's Governance teams to enhance governance centric policies in the policy making of the MENA countries. Both AIWF and the EBRD align in the belief that Good Governance and the rule of law promote trust, fairness and cohesion. This is a timely and highly critical goal for all of us to have.

FIRST MP OF PALESTINIAN DESCENT, LAYLA MORAN, ELECTED TO HOUSE OF COMMONS IN JUNE GENERAL ELECTION

AIWF congratulates **Layla Moran MP** on her recent election to the House of Commons as Member of Parliament for Oxford West and Abingdon, the first MP of Palestinian descent to be elected to the Commons for any party, in the June 2017 General Election. Ms Moran, who read Physics at Imperial College and holds an MA in Comparative Education, lives in North Oxford and is a Physics teacher by profession. She is a proud community activist and advocates evidence-based solutions to environmental issues like flooding as a strong supporter of science innovation and investment. AIWF looks forward to welcoming Ms Moran to a future AIWF event and to working ever more closely with women parliamentarians to advance opportunities for young women leaders aspiring to a future in public service and political life.



Layla Moran MP, MP for Oxford West and Abingdon

AIWF CONGRATULATES HER EXCELLENCY HALA SAEED ON HER RECENT APPOINTMENT AS MINISTER OF PLANNING AND ADMINISTRATIVE REFORM IN THE NEW EGYPTIAN CABINET

AIWF warmly congratulates **Her Excellency Hala Saeed** on her recent appointment as Minister of Planning and Administrative Reform in the Egyptian Cabinet. AIWF wholeheartedly shares Her Excellency's commitment to important efforts in Egypt and the broader MENA region to advance the empowerment of young Arab women and youth through education and ongoing dialogue to create a brighter future for all Arab citizens. AIWF remains deeply appreciative for all the kind support and friendship Her Excellency has extended to AIWF over the years, and looks forward to supporting future initiatives to empower young Egyptians.

AIWF CONGRATULATES HER EXCELLENCY HALA BSEISO LATOUF ON HER RETURN TO THE JORDANIAN CABINET AS MINISTER OF SOCIAL DEVELOPMENT

AIWF warmly congratulates **Her Excellency Hala Bseiso Latouf** on her recent appointment as Minister of Social Development in the Royal Cabinet of Jordan. Her Excellency has been a longstanding friend and supporter to AIWF since its founding in 2001, addressing no less than three major AIWF Conferences over the years, and the Board of the Arab International Women's Forum wish her every success in this important appointment in which she continues to break new ground not only for Jordanian women in parliament but for women in public life throughout the Arab world.

*"AIWF is delighted to see women becoming more deeply involved in government in the Arab world, and to note that the overall rate of parliamentary participation of women in the Arab States is, as of January 2017, at 18% (up from 13% in 2012 and 9% in 2010). Most Arab countries have no less than 3 to 4 female government ministers; and in fact, one of the AIWF Founder Board Members, **Sheikha Lubna Al Qassimi**, was the first woman in UAE history to hold a ministerial position. In addition to senior cabinet positions, more Arab women than ever before are also serving as Governors, Ambassadors and leading diplomatic figures around the world."*

Haifa Al Kaylani

Founder Chairman, Arab International Women's Forum
Fellow, Advanced Leadership Initiative 2017

AIWF BOARD MEMBER CHIARA CORAZZA APPOINTED MANAGING DIRECTOR OF THE WOMEN'S FORUM FOR THE ECONOMY & SOCIETY IN FRANCE

AIWF extends its warmest congratulations to valued Board Member **Chiara Corazza** on her appointment as Managing Director of the Women's Forum for the Economy & Society.

The Women's Forum for the Economy & Society is a leading platform featuring women's views and voices on major social and economic issues. For over 13 years, the Women's Forum has been a vital sounding board for audacious, influential and innovative trailblazers, women and men, offering valuable discussion on how to overcome barriers and create new horizons and opportunities as well as broad, rich, edgy debate on fundamental and essential ideas.

The Women's Forum for the Economy & Society champions key initiatives such as Women in Media; Women in Innovation; Women in Sport; and CEO Champions, which serves as a platform through which C-level and senior executive global leaders, men and women, gather to establish new and innovative ways to drive women's corporate empowerment.

Chiara was previously the Managing Director of the Greater Paris Investment Agency (GPIA) from 2002 to 2016, in charge of attracting foreign investors to the Greater Paris Region and enhancing its attractiveness by mobilizing political and economic decision makers. As Managing Director, Chiara Corazza elaborated investment strategy, conducted road shows abroad with large French and international companies, and organized global forums in France and worldwide.

Prior to joining the GPIA, Chiara Corazza was chosen as Special Counselor for International Affairs to the President of the Greater Paris Region upon her arrival in France in 1985. In this position she created the Metropolis, the first world association of large metropolitan areas. She also planned and implemented Paris Region international policy, specializing in government affairs and urban management. In 1992, Chiara Corazza created the Department of International Affairs and was promoted to Director for International Affairs in the Greater Paris Region. During the next 15 years, she initiated, negotiated, and successfully managed economic bilateral cooperation agreements with Beijing, Beirut, Buenos Aires, Budapest, Dakar, Hanoi, Johannesburg, Mexico City, Montreal, Moscow, New Delhi, Santiago, Tokyo, and Warsaw, among others. In 1994, she created the first Greater Paris Region representative office in Brussels and initiated a network uniting Europe's capital regions.

In 1999, Chiara was appointed Director of International Affairs of Paris 2008, in charge of promoting the Paris bid for the 2008 Olympic Games. She holds a degree in Political



Chiara Corazza, Managing Director, Women's Forum for the Economy & Society and AIWF Board Member

Science and a PhD in Public Law from the University of Rome, and was awarded the Chevalier de la Légion d'honneur by Christine Lagarde in 2009.

AIWF BOARD MEMBER DR SHAIKHA AL MASKARI RECEIVES SPECIAL MENTION IN THE HOUSE OF LORDS

AIWF Board Member **HE Dr Shaikha Al Maskari**, Chairperson of Al Maskari Holding, Chairperson of Emirates & Al Maskari Holdings, and Chairperson of Tricon Energy Operations, received a special acknowledgment in the House of Lords on 17 March 2017, when **Baroness Uddin** said: "I pay tribute to Dr Shaikha Al Maskari, a much-respected UAE businesswoman whom I have had the pleasure of getting to know and who has dedicated her time, energy and personal funding to numerous refugee camps."

In October 2016, His Majesty the King of Sweden Carl the XVI Gustaf bestowed upon Dr Al Maskari the Order of the Polar Star, Member 1st Class, awarded for her service to Sweden. Also in October 2016, she was awarded the Emirati Honorary Shield for her pioneering Humanitarian contributions to the development of the UAE. Dr Al Maskari was recognised by Forbes Middle East in their 2015 list of 100 Most Powerful Arab Business Women. AIWF congratulates Dr Al Maskari on this special tribute and on her inspirational efforts to address the plight of vulnerable women and children in the current crisis of refugee flight and record internal displacement.

'I AM PEPSICO': KRISTA PILOT, VICE PRESIDENT OF CORPORATE AFFAIRS PEPSICO, ON HOW SMALL INVESTMENTS CAN HAVE IMMENSE POSITIVE IMPACT

Across the world, we see examples of how educating young girls reaps economic and social dividends across generations. An educated girl child is an asset – not just for her family, but for her entire community. To advance the empowerment of women, PepsiCo has set ambitious goals to invest in and provide benefit to at least 12.5 million women by 2025 under our Performance with Purpose (PwP) goals.

PwP is PepsiCo's fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We are focused on growing our business in ways that meet the changing needs of our consumers and help solve the big challenges facing our communities. We believe that continuously improving the products we sell, operating responsibly to protect our planet, and empowering people around the world, is what enables PepsiCo to run a successful global company that creates value for our shareholders and for society. In my experience of working with PepsiCo colleagues across the globe, I have seen beautiful examples of how small investments can have immense positive impact. For example, in Pakistan, through specialized training and mentorship, we have been able to assist hundreds of young girls as part of an initiative titled "I Am PepsiCo".

I Am PepsiCo was conceived in 2014 with the unique thought of creating a sustainable mentoring relationship between staff members from PepsiCo Pakistan and young girls attending schools managed by a non-profit institution called CARE Foundation. The CARE Foundation was a great partner for this initiative, sharing PepsiCo Pakistan's vision of nurturing a new generation of skilled and empowered women committed to uplifting their communities.

Under this project, volunteers from PepsiCo Pakistan went through key trainings and then conducted confidence building workshops at various CARE Foundation schools, followed by 1-on-1 mentoring sessions. In 2015, over 300 students went through the confidence building workshops, while in 2016, we connected with over 1,000 girls. The number of both male and female volunteers from PepsiCo Pakistan has increased two fold to 40 in the last one year alone.

Furthermore, as part of the I Am PepsiCo program in Pakistan, scholarships are also awarded to deserving girls to help them pursue their education beyond the primary (school) level. In 2015, we granted 11 scholarships, and increased that to 100 scholarships in 2016. The best part about PepsiCo Pakistan's I Am PepsiCo program is that it can easily be scaled and replicated. Not only is it easy to establish, it is also easy to



Krista Pilot, Vice President, Corporate Affairs, PepsiCo AMENA

sustain. I am certain that organizations across the world can benefit tremendously from the energy and insights their staff members possess. Likewise, the young women who are mentored also gain tremendous value from such interactions.



"To advance the empowerment of women, PepsiCo has set ambitious goals to invest in and provide benefit to at least 12.5 million women by 2025 under our Performance with Purpose (PwP) goals. PwP is PepsiCo's fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We are focused on growing our business in ways that meet the changing needs of our consumers and help solve the big challenges facing our communities."

AIWF ACKNOWLEDGES WITH DEEP APPRECIATION THE VALUED SUPPORT OF ALL GLOBAL & INSTITUTIONAL PARTNERS

AIWF Global Corporate Benefactor Partner



AIWF Global Platinum Partners



AIWF Global Diamond Partners



AIWF Institutional Partners



AIWF Global Communications Partner





Shaima Jillood, Partner, Boodle Hatfield

AIWF WELCOMES NEW GLOBAL DIAMOND PARTNER BOODLE HATFIELD

AIWF is delighted to announce that a new law firm Global Partner joined AIWF in May 2017 – **Boodle Hatfield**, which has been supporting business families since 1722 and offers a holistic legal, tax and wealth structuring service to support clients from the Middle East, with Arabic speaking lawyers across key practice areas.

Boodle Hatfield is also well known for its commitment to diversity and is a six-time winner of the Euromoney Best National Firm for Women in Business Law. AIWF looks forward to engaging closely with Boodle Hatfield in the year ahead to continue making leadership development for Arab women in the legal professions a key priority area.

Q&A WITH SHAIMA JILLOOD, PARTNER, BOODLE HATFIELD

Q: Please tell us about some of the initiatives that Boodle Hatfield has launched or been involved with to empower women leaders in the legal profession, both within the UK and internationally.

A: Boodle Hatfield is one of the oldest law firms in the country with a key focus on the Middle East. We are proud to say that women are the powerhouse of the firm and we believe that our record for the number of women in senior management is unrivalled. Sara Maccallum, our senior partner, is a woman with a young family and 60% of the most senior partners are female. This leadership by strong and approachable women provides real role models for other staff who see there is no glass ceiling.

We believe that there is real business and social benefit to encouraging a diverse workforce and work/life balance and we have been fortunate that our ethos has successfully achieved an enviable balance naturally. However, we also recognise that it is important to underpin the approach with solid procedures so we have developed robust policies and run regular diversity workshops for all staff.

Of course, all organisations have different challenges and we are very focused on working with others to developing inclusive values across the profession. We often host events on behalf of other organisations most recently the 'RE (Real Estate): Women and the Managing Partners Forum' which gives us the chance to share our insights and stories. Our partners are also sought after speakers at conferences and take the opportunity to explain how we live and breathe our policy and to offer insight into the challenges and share the experiences of others.

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

A: The challenges of women in the legal sector are universal, as women strive to balance raising their families and their professional aspirations. The legal sector is generally male dominated and over time, the West has been gradually adapting to more flexible working practises to enable women to achieve that work/life balance. Support for such initiatives stems from the top and there is further progress needed as women seek more senior positions. With respect to the specific challenges within law firms based in the Middle East, I believe the challenges are more widespread as public and cultural perception is key, particularly as fewer women hold judiciary and senior decision-making roles. As the region continues to see female professional role models emerge, it will pave the way for better working practises in law firms, and enable women to reach their full professional potential.

Q: What are your goals and objectives for the year ahead working in partnership with the Arab International Women's Forum?

A: Boodle Hatfield is delighted to be partnering with AIWF and collaborating on their common women's initiatives. We wish to offer an insight on the challenges within the legal sector in the West whilst building bridges with similar entities in the Middle East. We would like to offer support its members worldwide with knowledge sharing and legal support for their established businesses, start ups and their personal matters relating to property, family law and tax structuring. With the shared AIWF ethos of female empowerment in the workforce, we can work together during the coming year on the AIWF's existing programmes and expand our respective networks to ensure this powerful message is spread amongst a broader audience.

AIWF CONGRATULATES NOHA HEFNY, FORMER DIRECTOR OF CORPORATE AFFAIRS AT PEPSICO, ON NEW LEADERSHIP ROLE AS DIRECTOR OF COMMUNICATIONS (EEMA) AT MCKINSEY & COMPANY

AIWF Founder Chairman and the Board of AIWF extend their warmest congratulations to **Noha Hefny**, former Director of Corporate Affairs at PepsiCo, on the recent announcement of her exciting move to McKinsey & Company as Director of Communications, Eastern Europe, Middle East & Africa (EEMA).

AIWF expresses the utmost appreciation for Noha's outstanding partnership and invaluable support for AIWF over the years, and for all her hard work and efforts to activate PepsiCo's leadership and participation at all key AIWF events but especially on the *Young Arab Women Leaders: The Voice of the Future* initiative.

Noha holds a Bachelor of Arts in Political Science with a specialization in International Relations and a minor in Philosophy from the American University in Cairo (AUC). At PepsiCo, Noha was responsible for a broad range of areas including executive, external and internal communications, sustainability/CSR and driving corporate reputation. Key accomplishments include her leadership in establishing and managing the PepsiCo MENA corporate affairs function, leading change communication during a major internal transformation. She established PepsiCo's CSR presence in the UAE and designed and delivered numerous social impact projects across the region, designing the first ever PepsiCo AMEA Sustainability Awards and initiating numerous partnerships between PepsiCo and various organizations to support entrepreneurship in the region. She was a key driver of PepsiCo's partnership with AIWF, and prior to joining PepsiCo, had a shining international career with the United Nations with the UN High Commissioner for Refugees (UNHCR) and the United Nations Education, Scientific and Cultural Organization (UNESCO).

It has been a great pleasure to welcome Noha on several occasions as a key speaker at AIWF Conferences and Seminars, and to have her input at all Partner and Benefactor Meetings.

AIWF has greatly benefitted from her shared experiences and insight into the challenges faced by young women executives and entrepreneurs in the region, and holds Noha in deep admiration for the outstanding initiatives she has launched and supported prior to and during her time at PepsiCo.

AIWF looks forward to continuing to work closely with Noha in her new leadership role and to welcoming her to future AIWF events and conferences in the MENA region and internationally.



Dr Corinne Flick, Founder, Convoco Foundation, receiving the 2017 Montblanc de la Culture Arts Patronage Award in Berlin for her work with the Convoco Foundation

AIWF CONGRATULATES DR CORINNE FLICK AND CONVOCO FOUNDATION ON WINNING THE MONTBLANC DE LA CULTURE ARTS PATRONAGE AWARD 2017

AIWF is delighted that **Dr Corinne Flick** has been awarded the prestigious and much-deserved 2017 Montblanc de la Culture Arts Patronage Award for her work with the Convoco Foundation at the Humboldt Carré in Berlin.

Dr Flick founded Convoco 13 years ago as an independent, interdisciplinary think tank which deals with yearly changing subjects from different perspectives. The idea is to bring together the worlds of academia and economics and by doing this to achieve serendipity, the ability to make unexpected discoveries by means of the unconventional contrasting of people and ideas. Convoco achieves this through five different platforms: Lectures in Berlin and London; its two-day Forum (to be held this year in Salzburg, Austria on 29 July 2017); book editions in English and German; a newsletter, the Convoco Notes; and a resource-packed website (convoco.co.uk).

Dr Flick studied both law and literature, taking American studies as her subsidiary. She gained her Dr Phil in 1989 and worked as in-house lawyer for Bertelsmann Buch AG and Amazon.com. In 1998, she became General Partner in Vivil GmbH und Co. KG, Offenburg. Dr Flick is also Co-Founder of the Friends of the Bavarian State Library in Munich, a member of the Executive Committee of the International Council of the Tate Gallery in London, and was Chair of the Board of Trustees of the Aspen Institute Germany from 2012 to 2016.

AIWF deeply values the friendship and support Dr Flick has extended to our organisation over the years, and assures Dr Flick and her team at Convoco of our support and cooperation on her efforts to advance the empowerment of young leaders through vital platforms in the economy, politics, law, science, culture and media and the exchange of interdisciplinary research and ideas that address important questions of social relevance.

HAIFA AL KAYLANI MEETS AISHA OYEBODE, CEO OF NIGERIA'S MURTALA MUHAMMED FOUNDATION, AT HARVARD WOMEN'S LEADERSHIP BOARD

At a meeting of the Harvard Women's Leadership Board, of which **Haifa Al Kaylani**, Founder Chairman of AIWF, has been a member for over 14 years, Haifa was introduced to **Aisha Oyebode**, a development specialist, international NGO expert, human rights activist specializing in women and girls' initiatives and a highly sought-after advisor on social impact and corporate social responsibility with a deep expertise in Africa.

Aisha is the Chief Executive Officer of the Murtala Muhammed Foundation in Nigeria, which aims to break down the barriers that women face in their professional lives. The Foundation is dedicated to engendering socioeconomic change on issues pertinent to Africa's development and programs specially focused on medium term disaster relief and management, education and capacity building, gender based violence, child rights and household food security.

Some of the Foundation's initiatives include a partnership with the Cherie Blair Foundation, engaging in a mentorship program for women in business to enhance their capacity, networks and business expansion through a one-year program. Aisha also created the *Women in Development - Enterprise Across Africa* program that is focused on achieving economic empowerment and independence for women through self-sufficiency and sustainability. In addition, Aisha champions the Computers for Schools Program, which aims to help Nigerian students obtain extensive education in the use of ICT while equipping schools with computer labs and technology courses.

Aisha has an LLM in Public International Law from King's College, University of London and an MBA in Finance from Imperial College, University of London. She is trained as a lawyer and is a member of the Nigerian Bar Association and the Chartered Institute of Arbitrators. AIWF looks forward to cooperating with Aisha and the Murtala Muhammed Foundation on future joint events in Nigeria and the Arab world.



Aisha Oyebode, Founder and CEO, Murtala Muhammed Foundation



Kawa Hassan, EastWest Institute (EWI) Director of the Middle East and North Africa (MENA), delivering a keynote talk at the Global Peace Convention in Manila

AIWF PROUD TO SUPPORT GLOBAL PEACE FOUNDATION'S MANILA CONVENTION

The Global Peace Foundation hosted the signature Global Peace Convention February 28 – March 3, 2017 in Manila, Philippines. The Global Peace Convention is a preeminent, world-level platform to share best practices and develop collaborative strategies in areas of peacebuilding, education, entrepreneurship, sustainable development, youth empowerment, women in leadership, and other fields of social impact.

Following conventions hosted in Manila (2009), Nairobi (2010), Seoul (2011), Atlanta (2012), Kuala Lumpur (2013), and Asunción (2014), 3,500+ delegates from over 40 countries gathered again in Manila on February 28-March 3, 2017 to address the Convention theme "Moral and Innovative Leadership: New Models for Peace and Development", and to share their expertise in six focus areas: Youth Leadership and Service; Transforming Education; Women's Leadership Culture; Interfaith Peacebuilding; Business and Economic Forums; and Korean Reunification.

During his keynote talk on "Dialogue & Trust: Real Lessons in Countering Violent Extremism", **Kawa Hassan**, EastWest Institute (EWI) Director of the Middle East and North Africa (MENA) program, highlighted the impact of systemic, horrible human rights violations committed by "secular" and religious regimes alike, and urged attendees to 'commit to energized activism, new and transformative ideas, and above all hope'. Global Peace Foundation values the partnership with EastWest Institute and Mr Hassan further to a recommendation and kind introduction in 2016 by **Haifa Al Kaylani**, who has been a member of the Board of EWI for many years.

The Convention provided in-depth exploration of some of the most pressing issues relating to peace and sustainable development. Global Peace Foundation is proud to partner with Arab International Women's Forum and was very pleased that **Cat Lockman**, International Director of Organizational Development at Global Peace Foundation, joined the AIWF Special Business Visit to Morocco in April 2017. The special visit was a valuable business and networking event and the Global Peace Foundation looks forward to further engagement.

AIWF AND THE GLOBAL FUND: EMPOWERING HEALTHY WOMEN TO DRIVE CHANGE

In 2014, the Arab International Women's Forum introduced the Global Fund in the AIWF Newsletter. Based on our shared commitment to advance gender equality and empower women worldwide, AIWF and the Global Fund are now in advanced discussions to bring both organisations together to create new opportunities for women leaders to save lives.

The Global Fund is a dynamic and highly effective public-private partnership that was set up in 2002 to end three of the world's deadliest infectious diseases – tuberculosis, malaria and AIDS – and build sustainable systems for health. To date, the Global Fund has financed over 1,000 programs run by local experts in more than 100 countries. In the wider Middle East and Northern Africa region, for example, the Global Fund has invested more than US \$700 million. These investments in health are also investments in economic and social prosperity, with returns on education, poverty reduction, greater social justice for families and communities, and sustainable development. Worldwide, programs supported by the Global Fund have saved more than 20 million lives.

Despite great global gains against the three diseases over the past 15 years, women and girls have not made the same progress as others. Structural, legal and cultural factors mean that women and girls are disproportionately affected by the diseases, often facing stigma, discrimination and other gender inequalities that prevent their access to health care, and increase women's and girls' health risks.

This is why Global Fund spending to address gender-related challenges has increased significantly in the past six years, reaching today about 60 percent of the organization's total investments. Gender equality is one of four key pillars of the Global Fund's strategy for the next five years, and the partnership works with countries to address gender-related barriers to services, and to support the development and implementation of gender-responsive national health strategies.

In many cases, it is women who are driving change. In Afghanistan, for instance, the Global Fund, together with the United Nations Development Programme, supports training for young women to become nurses. Afghanistan has one of the highest maternal and child mortality rates in the world and the fourth-highest malaria burden for its region, but according to the World Health Organization, around 40 percent of health facilities in Afghanistan are without female staff, in a country where women can often receive care from men only if accompanied by a male family member. With Global Fund support, hundreds of women have enrolled in the program, providing life-saving health services to women and their families especially in rural communities.



Bianca Drebber, Portfolio Officer, The Global Fund for AIDS, Tuberculosis & Malaria.

In Indonesia, one of the top five high-burden TB countries in the world, the Global Fund works with Aisyiyah, an organization of inspiring Islamic women dedicated to female empowerment and charitable activity across a range of areas within the framework of an Islamic society. In partnership with the Ministry of Health, these women work relentlessly to find and treat TB cases in communities, especially among pregnant women and children, and raise awareness for women and men to have the same access to quality health services at all levels.

But women empowerment runs both ways. At the other end of the spectrum, the Global Fund partners with leaders in business and philanthropy, including an emerging class of women leaders who invest their time and resources to empower other women to live up to their full potential, and follow in their shoes. Blurring the lines between “doing good” and “doing well” not only allows to leverage skills, networks and resources to maximize the impact of philanthropy or corporate social responsibility.

At a personal level philanthropy is also evolving into a key element of leadership – and empowerment – for leaders who embrace the development, visibility and networking opportunities this creates. For example, in Southeast Asia the Global Fund partners with young women leaders willing to combine the networks of family foundations and businesses and scale up investments in women's and girls' health in the Asia Pacific region. Together with governments, civil society and partners such as Bill & Melinda Gates Foundation, these partnerships drive sustainable change for women and communities most in need.

“Based on our shared commitment to advance gender equality and empower women worldwide, AIWF and the Global Fund will work together to create new opportunities for women leaders to save lives.”



Sarah Wachter, Co-Founder & Managing Director, Global Voice UK

“Why a communications and leadership consultancy dedicated to women? Because we face obstacles in having our voices being heard. A large body of research shows women who are forthright are usually labelled pushy or aggressive, while men are seen as confident and assertive.”

COMMUNICATION AS A LEADERSHIP COMPETENCY: AIWF PROUD TO SUPPORT THE LAUNCH OF GLOBAL VOICE UK

Communicating effectively is one of the top 10 competencies expected of leaders around the world, a recent study in the Harvard Business Review shows. Women sometimes have special challenges in this regard. For example, who would you say are world's three most memorable communicators, living or dead? Does a woman figure on your list? It seldom does.

Happily, things are changing and women are coming to the fore. Who can forget former US First Lady, Michelle Obama, delivering one of the most-watched speeches of the Presidential election campaign? Or adolescent Malala Yousafzai's courageous defence of girls' education, after she was shot by the Taliban on her way to school? But clearly things are not changing fast enough. For example, World Economic Forum research shows it could take 170 years to close the gender pay gap.

That's why we are launching Global Voice UK: a London-based, women-led consultancy of award-winning communications professionals aimed at building up the speaking abilities of women inside and outside their organisations. Why a communications and leadership consultancy dedicated to women? Because we face obstacles in having our voices being heard. Remember last February, when an obscure rule was used to silence US Senator Elizabeth Warren during a debate? A large body of research shows women who are forthright are usually labelled pushy or aggressive, while men are seen as confident and assertive.

We are a truly global consultancy, fluent in all the world's most common languages: English, French, Spanish, Portuguese and Arabic, and we are present in every major world region. Our unique approach at Global Voice UK is grounded in the latest research on what motivates women to excel. We have a 20+ network of women and men with an established pedigree in communications and leadership consulting — many are former international journalists from the BBC, Reuters, and Dow Jones, or professionals with years of experience within large multinationals and UN agencies.

Our motto is: Inform. Influence. Grow. We have the womanpower to train face-to-face or online. Our tailored training is designed to suit the learning style of women individually and in groups using a wide range of teaching techniques, and we offer a wide range of courses, from personal branding, to the secrets of the world's best speakers, to leading with purpose and influencing outcomes. Our modular approach allows you to develop your own programme. We also set up internal women's mentoring networks, since it's been well-proven that women tend to hire more women.

In coming months, we will be tweeting and blogging on women's leadership and communications challenges and ways to overcome them. We hope you'll follow our efforts @myvoice_global or at www.global-voice.uk. Please join the conversation, and learn how you can raise your public speaking game.

WOMEN-LED INNOVATION IN STEM: A PROFILE OF DR NADINE HACHACH-HARAM, CO-FOUNDER OF PROXIMIE

Dr Nadine Hachach-Haram is a Surgeon, Lecturer and Clinical Entrepreneur. She gained a BSc with distinction from University College London, receiving the Jack Drummond and Jackson Lewis prizes, for top marks in the Faculty and Department of Biochemistry and Molecular Biology and subsequently enrolled in the accelerated graduate entry program at Barts and the London, where she graduated in 2009, with distinction and earned the Harvey Minasian Prize for academic excellence. Since then she has been appointed as an NHS Clinical Entrepreneur, Council member of BAPRAS Innovation UK, a UCL Honorary Clinical Lecturer, SAC Plastic Surgery Simulation task force, President of BFIRST trainee members, and council member of the Royal Society of Medicine Plastic surgery section.

Nadine drew on her passion for innovation, education and global surgery and co-founded Proximie in 2014, an augmented reality platform that allows doctors to virtually transport themselves into any operating room to guide, teach, train and support other surgeons and medical experts independent of any specific hardware. The platform uses everyday technology - any pair of computers, tablets or smartphones with cameras to connect surgeons worldwide in real time. It is hardware agnostic, which means it works on whatever is available so that any surgery can instantly be matched with a remote specialist surgeon.

Proximie is an award-winning platform that has gained recognition amongst the medical, digital healthcare and technology communities. It is both a virtual environment and a hands-on learning and training experience that connects surgeons and students worldwide. Proximie has advanced to integrate with medical technologies to meet the needs of the fast paced medical, educational and technology fields. Augmented reality literally adds to what is viewed of the real, physical world through a camera with digitally generated content. With augmented reality technology, complex procedures can be carried out without the need for a specialist to be on the spot in the operating theatre.

Augmented reality is an effective technology that can bridge the gap between the expertise that is available and the areas that lack it but need it the most. The Proximie platform transports real time surgical expertise to exactly where it is needed, with no constraints on time or distance. In an environment where services are being compromised because of lack of funding and recruitment matters, the technology has the potential to recreate how surgery is carried out and organized at a local level.

Proximie aims to significantly improve the quality of healthcare and global surgery and to provide unparalleled



Dr Nadine Hachach-Haram, Surgeon, Lecturer and Clinical Entrepreneur

assistance to surgeons in remote areas. This immediate specialist assistance minimizes damage and saves lives, especially in high-risk zones where acute injury is most common and where no local direct expertise is available.

The platform is a further step forward in the humanitarian sector as it provides surgical expertise to areas of conflict and regions that lack sufficient medical care. It was shortlisted for the Innovation for Refugees Prize, MITEF Pan Arab Region and it has won several awards such as the Innovation & eHealth Award (1st Prize) by the Royal Society of Medicine and the MIT Enterprise Forum & Tech Wadi Prize for Best Startup (1st prize). Proximie was also selected as an Innovation Showcase at the World Innovation Summit for Health (WISH) 2016 which was held in Qatar and named as the Foreign Press Agency "Science Story of the Year" in 2016.

The medical community immediately recognized the value of Proximie and partnerships were established early on with multiple international medical and academic institutions and leading NGOs such as University College London, University of Minnesota, Medecins Sans Frontieres and Smile Train. Proximie was also nominated for an award in the Digital Innovation category of the 2017 NHS Digital Awards.

AIWF congratulates Dr Hachach-Haram on her innovative platform and her contributions to furthering opportunities for Arab women in STEM, and looks forward to collaborating with her in the future.



Haifa Al Kaylani, Founder Chairman of the Arab International Women's Forum and Fellow, Harvard Advanced Leadership Initiative 2017

AIWF: 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, Sharjah Business Women Council, 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 Memac Ogilvy.

AIWF's keystone initiative, the *Young Arab Women Leaders 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 its powerful network of Global 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.

HOW TO JOIN AIWF

To join AIWF as an Individual, Corporate or Student Member, please visit www.aiwfonline.com

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Date of next issue

The next edition of the AIWF Newsletter will be published in November 2017. AIWF

Global Partners, members and contacts are kindly requested to contact the Editor at info@aiwfonline.com on or before 20 October 2017 to contribute articles, photos and news.