



# AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

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## Chairman's Message

As Chairman and on behalf of the Board of the Arab International Women's Forum, I am pleased to share with you the AIWF Newsletter for June 2016. This is a very special year for AIWF which marks the 15th Anniversary since our founding in London in 2001 as a non-profit, non-governmental, non-political development organisation with the clear aim of supporting and enhancing the role of women in the Arab world and beyond.

In this time, AIWF has grown into a truly global network dedicated to giving Arab women leaders a voice and a platform to prosper, linking Arab businesswomen not only with each other but importantly with their counterparts in the UK, EU, US and internationally to exchange knowledge and develop leadership potential.

Working tirelessly across the board, with governments, educators, NGOs and the private sector to advance gender parity and emphasise the role of women as engines of growth towards the realisation of our Founding Mission, '**Building Bridges, Building Business**', AIWF has hosted 40 ground breaking Annual Programmes and Conferences in collaboration with key government partners both in London and around the world, in Paris, Brussels, Madrid, Cairo, Amman, Washington DC, Sharjah, Beirut, Damascus, Palestine, Doha, Dubai, Italy and later this year, Kuwait.

We believe, and have always believed, that women hold the key to economic prosperity and social development in the region and with it, its stability.

It gives me great pleasure to share with you the AIWF programme to date for 2016 in our 15th Anniversary Year, which we recently commemorated with an exquisite Gala Concert at Kensington Palace on 26 April 2016, under the theme of **Building Bridges through Culture**, in collaboration with the Peace and Prosperity Trust and in the presence of **HRH The Duke of Gloucester**, Patron of the Trust, and **HRH The Duchess of Gloucester**. For this unique Anniversary event, the **Peace and Prosperity Trust** brought leading Arab musicians together with British

### DATES FOR YOUR DIARY

**The Arab International Women's Forum proudly welcomes the opportunity to host its first conference in the State of Kuwait in proud collaboration with the Ministry of Youth in Kuwait.**

***Young Arab Women Leaders:  
The Voice of the Future in partnership with the  
Ministry of Youth in Kuwait***

*8th Young Arab Women Leaders Conference*

**19-20 October 2016**

Kuwait City, Kuwait

and international talent to showcase young artists who are building bridges between the Arab and Western Worlds, a common vision that we all share and are working towards together.

AIWF acknowledges the Peace and Prosperity Trust with great appreciation for their contribution in making the AIWF Anniversary occasion truly memorable as well as for all its important work to link the Arab and Western worlds through culture and the language of music. I am pleased to share our full report and photographs commemorating this very special occasion in this Newsletter.

In March 2016, AIWF organised a unique networking and business trip to Tabiano, Italy that brought leading Arab business leaders together with their European and Italian counterparts. The programme featured a number of exciting business visits, networking opportunities and cultural experiences, as well as a Gala Dinner to welcome the distinguished speakers and delegates followed by a one-day, high-level seminar on 22 March 2016, **Women's Talent for Innovation**, which successfully explored opportunities for collaboration and partnership between AIWF Members and European businesswomen. The trip was generously hosted by **Chiara Corrazza**, Managing Director of Greater Paris Investment Agency and a valued AIWF Board

Member, who also kindly contributed to the full report in this edition on this highly successful business trip.

Also in March 2016, AIWF was pleased to partner again with the **International Bar Association** to deliver our second Joint Conference in Beirut on at **La Maison de l'Avocat** in full co-operation with the **Beirut Bar Association**. This timely collaboration between AIWF and the IBA commenced with a highly successful conference in Amman in September last year and aims to empower Arab women lawyers, build skills and awareness of global standards and encourage women to aspire to positions of leadership in the legal profession.

The Conference was the first major event of AIWF's 2016 Programme, aimed chiefly at lawyers in commercial practice, and attracted the participation of more than 100 delegates primarily from Lebanon and an excellent line up of accomplished speakers who brought diverse and extensive expertise to discussions from all sectors including government, civil society, private practice and corporate counsel. I was proud to co-Chair this highly successful conference together with **Monsieur le Bâtonnier Antonio El Hachem** of the Beirut Bar Association, and **Judge Mayssam Noueiri**, Director General of the Ministry of Justice, Beirut. AIWF appreciates the valued support of the Beirut Bar Association and of the International Bar Association and its valued team, without whose efforts this resoundingly successful conference would not have taken place.

The AIWF 15th Anniversary Get Together Reception was held at the Jumeirah Carlton Tower Hotel in London on 02 June 2016, which provided AIWF with an excellent opportunity to welcome members, Global Partners, guests and friends in London to commemorate the 15th Anniversary of AIWF, to network and receive an introduction to the 2016 Annual Programme, which later this year, sees AIWF continue its endorsement of the *Young Arab Women Leaders – The Voice of the Future* initiative by hosting the 8th Conference of the series in Kuwait on 19-20 October 2016.

AIWF is delighted to be working closely with PwC, all AIWF Global Partners and with the Kuwaiti Ministry of Youth as the Host Partner to whom we were introduced by **Dr Alanoud Al Sharekh**, an outstanding young Kuwaiti woman leader, Professor, and guest speaker at last year's AIWF conference in Doha. We recently welcomed Dr Al Sharekh to the AIWF Board and are proud to introduce her in this newsletter as a valued new AIWF Board Member.

Throughout AIWF's 15th Anniversary year, we have enjoyed numerous opportunities to proudly reflect on AIWF's remarkable achievements whilst

taking forward our commitment to effecting change and helping women in the region build a powerful message of hope, peace and opportunity in these times of social, political and economic transition. Certainly, it is a time to celebrate the contributions that we all make towards achieving our common vision for the region, which is to empower and connect women and youth in the Arab world both within the region and with their counterparts in the international community to achieve stability, social progress and economic security.

Yet it is also a time to take stock of the challenges, and to find pragmatic, sensitive, sustainable solutions by working together within the region and with Global Partners to ensure growth and development for all Arab citizens. We are more determined than ever, with the partnership and support of the AIWF Board, Global Partners, Members and our many key alliances in the international community, to turn the many challenges into viable opportunities for women to shape a peaceful and prosperous future.



Mrs Haifa Al Kaylani, Founder Chairman, Arab International Women's Forum

To this end, AIWF's future direction will maintain and enhance its focus on the importance of education, leadership training, capacity building and self-development for women and youth as well as urging governments and the private sector to work together to achieve much needed job creation. This was a key theme of the recent AIWF Board Meeting which I chaired in London in April 2016, and of the engagements and activities which I and the AIWF Board have undertaken in the last few months which have proven to be especially fruitful for our organisation in advancing our call to empower and

support the role of women in every sector and every sphere.

In April, AIWF was invited to participate and contribute to the **OECD Yearbook 2016** by the OECD Public Affairs Division following our earlier contribution in 2011. This special publication is distributed to all OECD Forum 2016 participants, including Ministers, CEOs, Heads of global NGOs, trade unions and business representatives. Yearbook articles are also sent to OECD Observer and OECD i-Library subscribers around the world, published online ahead of the event and featured through the OECD's social media channels.

In May 2016, AIWF contributed an article to World Finance Magazine and was invited by the **European Bank for Reconstruction and Development (EBRD)** to the Annual Meeting and Business Forum 2016 which was held in London that month. The theme of the EBRD 2016 Business Forum was ***Influencing Change – The next 25 years*** and looked back at the EBRD's first quarter of a century and ahead to the future.

In early May, AIWF participated in an article by Coline Houssais for **Thinkers and Doers** concerning the evolution of the Arab cultural and intellectual scene of the past four decades in London. Thinkers & Doers is an internationally recognised non-profit think-and-do-tank aiming at bringing together people who contribute to the positive development of the Arab world. An article by Ms Houssais is included in this edition of the Newsletter, detailing the important work of the Thinkers & Doers organisation which I am very proud indeed to be a part of.

On 16 May 2016, the Spring event of **Heidrick & Struggles' The Board Network** in London was held and I was delighted to attend together with senior women who are board directors from a diverse range of commercial businesses and social enterprises. Membership of The Board Network comprises like-minded board directors with a shared interest in board effectiveness and dynamic board leadership, and members are able to exchange and discuss ideas and experiences with their peers. Each year, The Board Network hosts high-profile events to discuss a variety of topical subjects across its branches in the UK, Europe, US and Asia-Pacific, making The Board Network a global forum with a focus upon the development of boards at an international level. Patrice Merrin, Non-Executive Director of Glencore Plc, was the Distinguished Guest Speaker at this event.

Earlier this year, I received a personal invitation from **Christopher Seow**, Event and Founder Host of the annual ***Reflections of the Lord Mayor*** event,

to address a distinguished audience on the occasion of the 2016 Reflections of the Lord Mayor dinner in London on 18 May 2016, a non-profit event with all proceeds going to worthy charities in the Lord Mayor's Appeal. I delivered my address at Pewterers' Hall in London, reflecting on my personal journey and sharing the numerous initiatives and key issues that I have championed over the course of the last three decades working through a wide variety of charities, cultural institutions, NGOs and the private sector in the UK, the Arab world and internationally.

Also in May, on the occasion of the National Day Reception of **The Hashemite Kingdom of Jordan** held in London on 26 May 2016, commemorating the 70th Anniversary of the Independence of Jordan and the 100th Anniversary of the Arab Revolt, HE Ambassador Mazen Kemal Al-Homoud presented me with a trophy award in recognition of my work and service to Jordan, the Arab World, the UK and internationally. I was truly honoured and humbled with this recognition especially as it was received on this very special occasion for Jordan, and remain committed and inspired to maintain the work that I am doing on several fronts and importantly with the Arab International Women's Forum to foster greater progress, understanding and peace.

Every initiative, every programme, and every conference on which AIWF collaborates with our Global Corporate and Institutional Partners is designed to help women in the Arab region take on greater leadership roles in the economy, in government, society and communities, and to ensure that women are well positioned to maximise opportunities for public service, entrepreneurship and economic development. AIWF has been long committed to this very worthy objective and with your valued support and encouragement we will maintain the course as we move forward for the next 15 years and beyond.

We are very proud indeed to present this rich and impactful issue that reports on a number of key projects, events, initiatives and Partner and Member successes. We look forward to seeing the 2016 Annual Programme evolve and come to fruition as the year progresses, and to advancing every new opportunity to further honour the core mission of AIWF in ***Building Bridges, Building Business***.



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



## ***Building Bridges through Culture:*** **AIWF celebrates its 15<sup>th</sup> Anniversary** **with a Celebration and Gala Concert** **at Kensington Palace in London**

On Tuesday, 26 April 2016, the Arab International Women's Forum (AIWF) was honoured to receive over 120 VIPs, dignitaries and distinguished guests on the very special occasion of AIWF's 15th Anniversary Celebration and Gala Concert at Kensington Palace in London, England, themed ***Building Bridges through Culture***, to commemorate the founding of AIWF.



*Mrs Haifa Fahoum Al Kaylani, Founder Chairman of Arab International Women's Forum; HRH The Duke of Gloucester, Patron of the Peace and Prosperity Trust; Mr Rajai Khouri, Founding Trustee & CEO of The Peace and Prosperity Trust; HRH The Duchess of Gloucester; HRH Princess Badiya bint El Hassan and Mr Khaled Edward Blair*

Held in the State Apartments of the Palace, this unique evening reception and concert celebrated a decade and a half since AIWF's inception in London in 2001 as a development organisation with the clear aim of supporting and enhancing the role of women in the Arab world and beyond.



*Mrs Haifa Fahoum Al Kaylani, Founder Chairman of Arab International Women's Forum and Mr Rajai Khouri, Founding Trustee & CEO of The Peace and Prosperity Trust*

This spectacular Commemoration, hosted in partnership with the **Peace and Prosperity Trust** in the presence of the Trust's Patron, **HRH The Duke of Gloucester**, and **HRH The Duchess of Gloucester**, attracted an invitation-only gathering of Diplomatic Corps with Ambassadors representing the many government partners that have hosted AIWF over the years; the **City of London Corporation**, which has hosted AIWF at Mansion House in London on four occasions; the **European Parliament**; the **Foreign & Commonwealth Office**; the **World Bank**; the **Arab-British Chamber of Commerce**; the **European Bank for Reconstruction and Development**; the **International Bar Association**; and the **Financial Times**, among many others.

**Mrs Haifa Al Kaylani**, Founder and Chairman of AIWF, welcomed Dignitaries and Distinguished Guests, Lord Mayors, Ambassadors, Global and Institutional Partners, and esteemed international members and friends of AIWF, all of whom have supported and contributed to the AIWF mission and work for the last 15 years. The guest list included Distinguished Guests from government and diplomatic service, leading members of the business community and heads of leading institutions, senior representatives of the media as well as leading figures from the Arab, European and international community with whom AIWF has been engaged during the last decade and a half.

The evening's stellar Programme commenced with an invitation-only reception followed by an exquisite Gala Recital performed by leading Arab, British and international artists of the Trust, which was enjoyed by all and much contributed to the success of the occasion. At the outset Mrs Al Kaylani acknowledged the Peace and Prosperity Trust for all its important work to link the Arab and Western worlds through culture and the language of music, bringing together Arab, British and international talent to convey timely messages of reconciliation, harmony and peace, saying: "This is a vision that is shared by both our organisations and is truly the keystone in all our work and initiatives. We are especially proud that the occasion of AIWF's 15th Anniversary can offer a platform for the young and gifted artists of the Trust to showcase their superb talent. We are greatly appreciative of their efforts and dedication in preparing a unique and exquisite performance in honour of AIWF and its commitment to building bridges through business and culture."

Mrs Al Kaylani paid tribute to the AIWF Global Benefactor Partner **PepsiCo**, Lead Programme Partner on the occasion of AIWF's 15th Anniversary Commemoration and Gala Concert.

AIWF and PepsiCo have long enjoyed an elevated partnership reaffirming and advancing PepsiCo's global commitment to women and advancing their role and prospects in the Arab world and AIWF is, as always, honoured to have their confidence and partnership on this occasion and in all its work.



L-R Mrs Haifa Fahoum Al Kaylani, Founder Chairman of Arab International Women's Forum; Mrs Ibtihaj Al Ahmadani, Executive Board Member Chairman of the Qatar Business Women Forum at Qatar Chamber of Commerce and Industry and valued Board Member of AIWF; Dr Shaiikha Al Maskari, Chairperson of Al Maskari Holding and valued Board member of AIWF; and Mr Rajai Khouri, Founding Trustee & CEO of The Peace and Prosperity Trust

AIWF was also delighted to have the invaluable support of longstanding Global Partners **The Greater Paris Investment Agency** and **Shell** on this occasion. AIWF greatly appreciated their generous contributions to the evening's Programme and their longstanding commitment to the AIWF mission to advance the role of women and youth in the Arab world.

Also acknowledged was the invaluable work and commitment of the **AIWF Current and Founder Board Members**. "We could not have made the lasting impact that we have in the region without the help and support of our Current and Founder Board Members, many of whom are present with us this evening, women and men successful in all fields of business, public life and civil society giving their support and advice voluntarily to AIWF," Mrs Al Kaylani said.

AIWF was delighted that the 15th Anniversary Commemoration and Gala Concert at Kensington Palace was such an enjoyable and memorable experience for all who attended; it was a unique opportunity to bring together all those who have participated in and been inspired by the many

achievements of our organisation, playing key roles in AIWF's unique and inspirational journey over the last 15 years, whilst building on and reiterating a powerful message of hope and peace for Arab women and youth in times of social, political and economic transition. It was an important opportunity to celebrate the contributions that we all make towards achieving our common vision for the region, which is to connect and empower women in the Arab world within the region and importantly with their counterparts in the international community.

"The developments in the region the last five years have made the AIWF mission, vision and work more relevant than ever before as we seek to overcome the rising challenges and embrace the many opportunities in the years to come." – **Mrs Haifa Al Kaylani**, in her welcome address at the AIWF 15th Anniversary Gala Concert and Reception at Kensington Palace, 26 April 2016

## AIWF welcomes Partners, Board Members, UK Chapter Members and Guests to AIWF's 15th Anniversary Get Together Reception at Jumeirah Carlton Tower in London

The Arab International Women's Forum was delighted to welcome AIWF Partners, Board Members, UK Chapter Members and Distinguished Guests to the AIWF 15th Anniversary Get Together Reception on 2 June 2016 in London, after AIWF received a special invitation from valued AIWF Global Partner Jumeirah Hotels & Resorts to host AIWF at the **Jumeirah Carlton Tower** to commemorate its milestone 15th Anniversary year.



Mrs Haifa Al Kaylani, Founder Chairman of The Arab International Women's Forum delivering her remarks to welcome guests

The Reception was held to acknowledge the role that AIWF plays in promoting economic development, international understanding, prosperity and peace. It was also a key opportunity for AIWF to acknowledge with appreciation Current and Founder Board Members, AIWF Benefactor Partner **PepsiCo** and all Global Corporate and Institutional Partners, Members and friends.



Guests were welcomed by **Mrs Haifa Al Kaylani**, AIWF Founder Chairman, and the reception was attended by the AIWF Board, Global Partners, Members and representatives of business, the corporate sector and leading Arab and international academic, economic and trade institutions. The evening provided all who attended with an excellent opportunity to network as well as receive an introduction from the AIWF Chairman to the exciting AIWF 2016 Programme in this very special Anniversary year.



*Ms Katie Benson, General Manager of The Jumeirah Carlton Tower and Ms Diana Cooper, Strategic Adviser, Charities, Falcon and Associates International Ltd*

In her welcome remarks, Mrs Al Kaylani expressed her warmest thanks and appreciation to Jumeirah Hotels & Resorts for generously hosting the evening's Reception with special thanks to **Ms Katie Benson**, General Manager, for her warm welcome and role in the organisation of a splendid occasion, noting Jumeirah's longstanding and valued support of AIWF since its inception in 2001 and also that AIWF's inaugural reception took place in the very same room in January 2002.

The AIWF Board extends its appreciation to Jumeirah Hotels & Resorts for their ongoing and generous support and to all who attended on this very special occasion.



*Ms Alexa Bailey, Manager- CEO & Board Practice Heidrick & Struggles, Miss Haruko Fukuda, AIWF Valued Board Member, Ms Caroline Stanley, Founder and Chairman of The Lunar Club, and Marketing Manager of the Sloane Club, and Mr Peter Breen, Senior Partner, Board Practice Heidrick & Struggles*

## AIWF organises a unique business trip and high-level seminar in Tabiano, Italy

In March 2016, following an exciting initiative and invitation received by AIWF from **Chiara Corazza**, Board Member of AIWF and Managing Director of the Greater Paris Investment Agency, AIWF organised a networking and business trip to Tabiano, Italy, that brought together Arab business women leaders with their Italian and European counterparts in the beautiful setting of the 12th century Tabiano Castle owned by the Corazza family and located on the hills of Parma.



“What AIWF has set out to do through this initiative is to facilitate more international trade between women business leaders in the EU and MENA markets: helping women to grow their networks of contacts, develop viable partnerships, and to resolve obstacles to business growth through knowledge exchange and collaboration. In this process, we are helping women-led and family-run businesses realise their full potential in a truly global business context and to create the jobs that both regions so desperately need.” – **Mrs Haifa Al Kaylani**, in her opening remarks at the Women's Talent for Innovation seminar in Tabiano, Italy, 22 March 2016

The purpose for AIWF's special visit to Italy was to gain a rich understanding of the business, political, social and civil society structures in the country, with an eye towards understanding and learning from the successes of prominent Italian brands and businesses. The trip took place from Sunday 20 March to Friday 25 March 2016, and included a number of exciting business visits, unique cultural experiences, among them visits to **Parma**, officially declared the “Creative city for gastronomy” by UNESCO; **Modena**, UNESCO World Heritage Site and Luciano Pavarotti's native city; a guided visit of the 16th century **Farnese Theatre**; a visit



of the **Ferrari Museum** with Maserati and Ferrari high representatives; a visit with the Director of the **Balsamic Vinegar Museum**; and a visit to the ancient dairy of one of the most famous cheeses in the world, **Parmigiano Reggiano**.



A meeting was organised with internationally renowned businessman **Paolo Barilla**, Vice Chairman of the family-owned **Barilla Group**, which recently opened a centre of the Barilla Academy in Dubai, and the delegation also met with two iconic, outstanding, successful and talented businesswomen – **Cristina Rubini**, Owner and Founder of Pinko, one of the most successful young Italian fashion houses, who accompanied the business delegation through a visit of her headquarters; and **Nadia Santini**, regarded as the world's leading female chef and owner of *Il Pescatore*, the renowned 3 star Michelin restaurant.

The programme included a one-day, high level seminar on Tuesday 22 March 2016, ***Women's Talent for Innovation***, which explored opportunities for closer collaboration and partnerships between AIWF Members and European businesswomen and political decision makers.

The aim of the seminar was to focus on the advancements and accomplishments of innovative women in business, and to provide an important opportunity for AIWF Members and European business leaders to collaborate and unlock the vast trading potential between the EU and the MENA regions, through interactive discussions designed to help all participants gain a greater understanding of the factors and enablers for innovation, sustainability and scalability in women- and family-led businesses. Panel discussions were themed around women's talents for innovation in energy, in partnership and investment, in health and wellness, in family business, and in the luxury, arts and cultural sectors.

In her opening remarks at the seminar, AIWF Chairman **Haifa Al Kaylani** extended her deepest thanks and appreciation to all distinguished speakers and guests who had taken valuable time from their

busy schedules to be with AIWF in Tabiano. She acknowledged with a very special welcome and full appreciation the women leaders who joined her in opening the seminar, including **Lella Golfo**, President of Fondazione Bellisario; **Patrizia Maestri**, Parma MP; and **Chiara Corazza**, whom Mrs Al Kaylani praised “for her dedication, sound commitment and full support for AIWF over the years, and for all her co-operation and generosity in hosting AIWF at Tabiano Castello”.



*An exquisite Gala Dinner was organised for the evening of the 21 March 2016 at the Tabiano Castle Mirrors Gallery, with the seminar following the next day.*

The focus for the seminar, Mrs Al Kaylani explained, was to “collaboratively empower women at all levels and ensure that the door opens ever wider for women and youth. It is only by working together within the region and with global partners that we can ensure sustainable growth and development for all Arab citizens, laying the foundations that are so essential to lasting peace and progress in the Middle East.” Mrs Al Kaylani reflected on the excellent visit overall, which had already delivered many opportunities for women leaders to work together to build a better future for both economies, to foster job creation, business growth, to further illuminate the path to leadership by taking steps within their own companies, networks and communities. The day's sessions had been carefully designed in this spirit, and over the course of the day participants heard from inspirational women leaders leading this very change in the Arab and European business worlds.

“AIWF wants to see increased participation of women entrepreneurs, innovators and producers to ensure that they enjoy greater economic benefits from participating in international trade, and to facilitate collaboration between Arab and European women business leaders to internationalise and scale for global growth.” – **Mrs Haifa Al Kaylani**, in her opening remarks at the *Women's Talent for Innovation* seminar in Tabiano, Italy, 22 March 2016

The first panel, ***Women's talents for innovation in energy***, welcomed **Dr Afnan Al Shuaiby**, CEO and

Secretary General of the Arab-British Chamber of Commerce; **Patrizia Rutigliano**, Executive Vice President of Public Affairs and Communications, Snam; and **Valeria Termini**, Member of Italy's Regulator for Energy, Vice President of the Council of European Energy Regulators CEER and permanent Vice-President of the Mediterranean Energy Regulators.

The second panel, *Women's talents for innovation in health and wellness*, welcomed **Hanan Akram Saab**, Founder, Co-owner and Managing Director, Pharmamed; **Camilla Borghese**, President of Istituto Biochimico Italiano G Lorenzini; and **Raghda Kurdi**, Founder and CEO, Hayat Pharmaceutical Industries.

The third panel, *Women's talents for innovation in partnership and investment opportunities*, welcomed **Yasmina Azhari**, Managing Partner, Al Yam International; **Ségolène de Fitte**, Partner and Managing Director - Residential Real Estate, Rivoli Patrimoine; and **Gabrielle Gauthey**, President of the Investment and Local Development, Caisse des Dépôts.

The fourth panel, *Women's talents for innovation in family owned companies*, creation, design and hospitality, welcomed **Reem Al Suwaidi**, General Manager, Bedaya Centre; **Antonella Negri-Clementi**, President and CEO of Global Strategy; **Ida Poletto**, General Manager, Hotel AbanoRitz Terme di Benessere; and **Cristina Rubini**, Owner and Founder of Pinko.

The fifth and final panel, *Women's talents for innovation in the luxury industry*, the arts and culture, welcomed **Borina Andrieu**, Managing Director, Wilmotte & Associés; **Ina Giscard d'Estaing**, Cercle international et Grands Donateurs, Musée du Louvre; **Barbara Minghetti**, President of Teatro Sociale di Como-AsLiCo (Associazione Lirica e Concertistica Italiana); **Anna Maria Meo**, Managing Director, Fondazione Teatro Regio; and **Silvia Tagliaferri**, Tourism Director Fidenza Village.

The panels addressed Arab-Italian and Arab-European trade relations and explored the tremendous potential for women business leaders to further develop trade relationships and links between Italy, the wider European Union and the MENA region, noting the exciting and largely unexplored opportunity for new business development between women- and family-owned businesses in both the EU and MENA markets. The seminar and the visit to Italy afforded AIWF participants with the timely opportunity to leverage their knowledge, networks and influence to create an environment where women can indeed take full advantage of this economic potential, steer their companies through economic

challenges, and strengthen interregional relations to build new bridges and explore new opportunities.

AIWF extends its very special thanks and appreciation to all AIWF Members who participated in this unique networking and business trip. AIWF greatly acknowledges valued AIWF Board Member Chiara Corazza's efforts to organise such a rich itinerary for this trip, with full appreciation for all her hard work and that of her accomplished team, and for all their valued engagement in the careful planning of the highly successful seminar. AIWF hopes to return to Tabiano next year with an even larger number of Arab women business leaders and looks forward to welcoming friends in Italy and Europe to future AIWF initiatives hosted in London, in the Arab world and internationally. For further information on Tabiano Castello, please visit <http://www.tabianocastello.com/casali.php>.

## AIWF Welcomes New Board Members - AIWF proudly welcomes Dr Alanoud Al Sharekh, Strategy Advisor at the National Security Bureau in Kuwait, to the AIWF Board



*Dr Alanoud Al Sharekh, valued AIWF Board Member*

I am so very pleased to be invited to join the board of a prestigious and important organisation such as the Arab International Women Forum, which I have been following closely since 2005, and had the pleasure of representing at a civil society conference in Jordan many years ago.

My career has been focused on conducting research on socio-political, cultural and security issues in the Arabian Gulf, and looking at women's issues within that has been a seminal part of my work, and so my interests align with the great work that the AIWF has



been doing across the Arab region at such exceptional standards. My philanthropic and academic interests have translated into a committed membership to several boards of academic and non-governmental organisations such as the LMEI, Chatham House Future of the Peninsula Project and Takreem al Arab. I have also been directing the *Abolish153* campaign to end honour killing legislation in Kuwait and the GCC, and the *Friends Who Care* project for young girls (under 21) at risk within Kuwait's social care system since late 2014.

Currently, I am the Strategy Advisor at the National Security Bureau in Kuwait working on soft power issues; demographics, youth, gender and migrant labour. Prior to that I was a consultant researcher at the Supreme Council for Development and Planning, Visiting Fellow conducting research on GCC demographics at the LMEI, SOAS, Senior Fellow at the International Institute of Strategic Studies (IISS), and a gender politics consultant for UNIFEM, Freedom House, and the UNDP on academic and social outreach projects in Kuwait and the GCC. I studied mainly in England (BA from King's College, London, Master's and PhD from the School of Oriental and African Studies (SOAS)) and now teach an annual class at SOAS on Muslims in the Media and Challenges to Muslim Women in the UK as part of *Islam in Britain*.

My past teaching posts include Kuwait University, Gulf University of Science and Technology, the Arab Open University, visiting lecturer at Uppsala University, Sweden, and Fulbright Scholar on Women and Islam at Whittier College, USA. My work has been published in several books and articles on gender and kinship policies in the GCC, including my comparative examination of the evolution of Arab literary feminism *Angry Words, Softly Spoken*, and my edited volumes *The Gulf Family*, and *Popular and Political Cultures of the GCC*, which examine the persistent importance of family and tribe in modern Gulf politics and society. My work won the *Doha Institute Arab Prize* for best publication in a foreign journal for 2013-2014, and the *Voices of Success Kuwait Award* in 2012, and I am grateful for the recognition of my efforts by my Arab and Kuwaiti peers.

I am excited to build bridges of collaboration with the AIWF family, especially as my young consultancy firm *Ibtakar*, is working with the Women's Mentor Forum in Kuwait to promote female entrepreneurship among young professionals. I look forward to meeting all of you and partnering with you on positive change and empowerment for Arab women on the regional and international stage.

**Dr Alanoud Al Sharekh**

*Strategy Advisor*

*National Security Bureau in Kuwait*

## AIWF proudly welcomes Oualae Alami, President of Pfizer Africa and Middle East Women's Council, to the AIWF Board



*Oualae Alami, valued AIWF Board Member*

**Oualae Alami** is joining the AIWF Board from Pfizer where she has held several leadership roles for the past twelve years, currently as President of Pfizer Africa and Middle East Women's Council. "One of my most interesting and rewarding experiences with Pfizer so far has been to successfully build and establish the Pfizer Oncology organisation in Africa and Middle East. It has not just been a job, but a journey," said Ms Alami.

"Pfizer's vision at a global level is to be an employer of choice for women. Our mission is to materialise this vision in our region by ensuring that this body becomes the catalyst through which innovative approaches promote an inclusive culture that embraces gender diversity. Back in 2009, the European Commission stated that 'an equal participation of women and men in decision-making processes is a democratic and economic necessity ... and that this is not the time to waste skills and production potential because of outdated perceptions of women's and men's roles and leadership abilities'. That was a very powerful statement that applies to our region as well". Ms Alami continued: "I am excited to join the AIWF board as Mrs Haifa Al Kaylani has been a pioneer in promoting diversity in the Arab world and there are certainly many synergetic efforts to be leveraged".

Oualae spent several years in Paris where she studied and started her professional career. She holds a Doctorate in Pharmacy and Master in Business, Management and Health Economics.

**Oualae Alami**

*President*

*Pfizer Africa and Middle East Women's Council*

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

AIWF Global Corporate Benefactor Partner



AIWF Global Platinum Partners



دائرة الأراضي والأملاك  
Land Department



Willis Towers Watson

AIWF Global Diamond Partners



AIWF Institutional Partners



DUBAI CHAMBER  
DUBAI BUSINESS WOMEN COUNCIL

AIWF Global Communications Partner

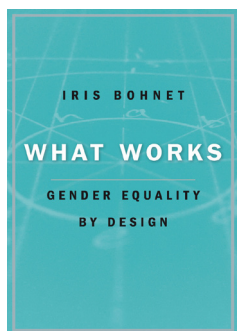
Memac Ogilvy



## AIWF congratulates Dr Iris Bohnet, Professor of Public Policy and Director of the Women and Public Policy Program at Harvard Kennedy School, on the successful launch of her new book, *What Works: Gender Equality by Design*

*What Works: Gender Equality by Design* has had wide impact, amplified by the work of the **Women and Public Policy Program** and supported by the Harvard Women's Leadership Board at the Harvard Kennedy School, headed by Professor Bohnet. AIWF Founder Chairman Haifa Al Kaylani was one of the first Arab women to be invited to join the **Harvard Women's Leadership Board** early on, serving alongside an outstanding group of women leaders from the US and across the globe, representing government, business, academia and the non-profit sector. She has been a valued Member of the Board for over 12 years.

*What Works: Gender Equality by Design* provides organizations with actionable steps to combat the systemic effects of unconscious bias. It includes more than thirty interventions whose effectiveness is backed up by rigorous evidence. They are inexpensive and in many cases can have effects in the very short term. The author, Harvard Professor **Iris Bohnet**, makes the case for behavioral design as “the most useful and underutilized tool we have” to advance towards gender equality.



The book has hit a nerve with many organizations that have undertaken efforts to improve diversity and gender equality through traditional means, like diversity training, and have found these tools to be lacking. It has received a number of positive book reviews from important outlets like the Financial Times, the IMF Book Review, the LSE Book Review, and several others. More importantly, she has been on a whirlwind tour of speaking engagements and consulting sessions sharing the insights with interested organizations like Google, the UN, the World Bank, Credit Suisse, and SxSW, among many others.

The focus is to de-bias institutions instead of de-biasing mindsets. Behavioral design becomes an acronym that she encourages organizations to embrace: “D” for data, “E” for experiment and “SIGN” for signpost. These three steps can help an organization get on the path towards improved diversity and a truly meritocratic way of managing talent. Collecting data to understand whether

and why there is gender inequality, experimenting with different interventions to close gaps, and creating signposts to nudge people into making better decisions are the keys to success.

The book has had wide impact, amplified by the work of the Women and Public Policy Program and supported by the Women's Leadership Board at the Harvard Kennedy School, headed by Professor Bohnet. Focusing on economic opportunity, political participation, health and education, the Program has contributed significantly to training leaders and informing public policy and organizational practices.

In the words of Angela Guy, Senior Vice-president for Diversity and Inclusion at L'Oreal USA, “What Works works!” It is worth picking up.

**Tania del Rio**

*2016 graduate of Harvard Kennedy School*

### About the Harvard Women's Leadership Board

Comprised of leaders from the most senior levels of business, government, academia, and the non-profit sector, members of the Women's Leadership Board (WLB) serve as key supporters and ambassadors to Women and Public Policy Program (WAPPP), a research center of Harvard Kennedy School that specializes in gender research, teaching, training, and outreach. WAPPP and the WLB ask what we can do to create gender equality and improve the lives of women and men around the world. Members of the WLB join WAPPP to discuss new insights into how to close gender gaps in economic opportunity, political participation, health, and education during bi-annual conferences held at Harvard University.

### About the Women and Public Policy Program at Harvard Kennedy School

The Women and Public Policy Program of Harvard Kennedy School closes gender gaps in economic opportunity, political participation, health and education by creating knowledge, training leaders and informing public policy and organisational practices. WAPPP trains today's leaders and prepares future leaders to create a more gender equal world, while providing women with skills and tools to successfully navigate existing systems, drawing on Harvard University's unparalleled faculty expertise and its global reach to impact the thinking of those who make decisions across sectors.

## The Commonwealth Businesswomen's Network on the Billion Women Opportunity: 'The work of AIWF and CBW holds increasing synergies'



*Rt Hon Patricia Scotland QC - Commonwealth Secretary-General*

There are a billion women living in the Commonwealth, but also 43% of the world's poorest women. This underscores the fact that women in business, specifically women's economic empowerment, is everybody's business.

The **Commonwealth Businesswomen's Network** (CBW), an accredited organisation focused on women's economic empowerment, is recognised by 53 governments across five continents and is committed to Advancing UN Sustainable Development Goal 5. It works with women in business by connecting Governments and the private sector to encourage, enable and embed women's economic empowerment. This is achieved through delivering activities, initiatives, products and services focused on trade, talent and training so that outcomes can be measurable, impactful and scalable.

The CBW Academy aims to provide an environment that supports women at all stages of their business journey and which recognises the need to support, train and mentor women from start-up through to exit. This creates a pattern whereby those who have been invested in, invest back into the business community which is currently missing. Core modules include procurement, entrepreneurship and women on boards as well as an international MBA under development with the Commonwealth of Learning using open education resources targeted at women.

The context for this is clear given three macro drivers. The first concerns the digital economy and divide. Digital technologies have spread rapidly in much of the world, boosting growth, expanding opportunities and improving service delivery. However, their aggregate impact has fallen short and is unevenly distributed. Women-owned businesses can leverage technology to move up the global and regional value

chain and women executives enter and progress in non-traditional areas.

Secondly, the way we work is changing with specific implications for businesswomen. Developments in previously disjointed fields such as artificial intelligence and machine-learning, robotics, nanotechnology, 3-D printing, and genetics and biotechnology, will cause widespread disruption not only to business models but also to labour markets over the next five years, with enormous change predicted in the skill sets needed to thrive in the new landscape.

Thirdly, digitisation is opening the door for emerging economies, small businesses, and individuals to participate directly in globalisation. For the first time in history, emerging economies are counterparts on more than half of global trade flows and South-South trade is the fastest-growing type of connection. Small businesses worldwide are becoming "micro-multinationals" by using digital platforms to connect with customers and suppliers in other countries. Digital platforms also enhance the ability of women-led enterprises to reach new markets, learn, find work, showcase talent and build personal networks.

"In this year when we take as our theme 'An Inclusive Commonwealth' it is more vital than ever to focus on full participation by women in all aspects of economic activity, and the Commonwealth Businesswomen's Network makes an important contribution towards achieving this."

***Rt Hon Patricia Scotland QC***  
*Commonwealth Secretary-General*

The work of the Arab International Women's Forum and the Commonwealth Businesswomen's Network holds increasing synergies given the 500m or so Muslim women in the Commonwealth, Commonwealth members' economic links with the GCC as well the Commonwealth diaspora there. 40m more Muslim women in the labour force compared to just a decade ago (7m in Pakistan, 7m in Bangladesh and a million in Malaysia) adds a new segment of the labour market – and subsequently an unprecedented consumer power. With trade between Commonwealth countries seeing phenomenal growth (rising from \$200 billion in 2000 to more than \$600 billion today and likely to surpass \$1 trillion by 2020) and the Commonwealth accounting for 20%+ of world trade, the opportunities are clear.

**Arif Zaman**  
*Executive Director*  
*Commonwealth Businesswomen's Network*



# Assessing Philanthropy in the Arab World: AIWF Founder Chairman Haifa Fahoum Al Kaylani joins Thinkers & Doers' endeavours to map philanthropy in the MENA

In 2015, **Thinkers & Doers** initiated a vast consultation spanning over the whole Arab region to assess the main trends of philanthropy and contribute to its development by addressing the obstacles it currently faces.

Based in Paris with offices in Dubai and London, Thinkers & Doers is a newcomer in the field of organisations supporting innovative thinking & doing as a bridge between Europe, the Middle East and North Africa, having been formally created in 2013. It nonetheless boasts impressive achievements such as the organisation of its inaugural two-day forum at the *Institut du Monde Arabe* in Paris in January 2015 that gathered 1600 participants (mainly business leaders, diplomats, journalists, decision makers, civil society activists, entrepreneurs and artists) and 88 speakers from the entire world around topics such as social entrepreneurship, culture, women, energies and cities. French President François Hollande opened the forum that ended with a gala dinner at the Quai d'Orsay. A round of regional conferences followed in Tunis, Dubai and Bahrain.

Entitled *Doing good great in the Middle East & North Africa*, the consultation reached out to the most dedicated and visionary leaders in the field of philanthropy not only in Morocco, Tunisia, Egypt, Lebanon, Palestine, Jordan, Saudi Arabia, Kuwait, Bahrain, the UAE and Qatar, but also in Europe (France, Belgium, United Kingdom), the United States and Singapore. It was therefore an honour for Thinkers & Doers that Mrs Haifa Al Kaylani dedicated some of her time to share her experience and best practices concerning impact-giving through the AIWF, as well as a lifetime commitment to improve the lives of communities in Europe and the Arab world.

Despite a very old and deeply rooted tradition of giving, a structured and impact-oriented approach to charity has only recently emerged in Arab countries. As a result, philanthropy has been the subject of surprisingly few studies, although the individuals interviewed by Thinkers & Doers have been involved in philanthropic activities for decades. The first comprehensive report on the subject was published in 2008 by Dr Barbara Ibrahim and Dina Sharif under the title, **From Charity to Social Change: Trends in Arab Philanthropy**. More recently, Philanthropy Age launched its **Arab Giving Survey**. Other publications are issued by financial institutions that recently incorporated the Middle East in their scope of study: BNP Paribas Individual Philanthropy Index, and the Coutts Million Dollar Donor Report, among others.

As a result, the Thinkers & Doers' initiative was particularly well welcomed by donors and philanthropy professionals alike, and has issued a number of analyses that include the five following points:

1. Philanthropy is a phenomenon encompassing individuals from all paths of life, which shows that there is a potential to enlarge the donor panel and use giving as a way to empower communities worldwide.
2. Men seem to give more than women as the traditional heads of the household. However, working and non-working women represent the bigger share of volunteers and employees in charity organisations.
3. Although health and education remain the most popular causes among donors, a growing trend among philanthropists privileges issues such as employment and entrepreneurship, especially among the youth and women.
4. Another key field in the future is the research and exploitation of data pertaining to philanthropy in the region. It is essential that locally-based organisations own these data and become the focus point for giving-related research in Arab countries.
5. Despite recent improvements, a lot still needs to be done in order to ensure that all donors are aware of the necessity of impact-giving in order to shift the focus from the act of giving to tangible results. This aim will be achieved through three points: mass awareness, institutionalization & professionalization of philanthropy and better practice sharing between philanthropy institutions.

The momentum created by Thinkers & Doers will result in a series of actions that will peak in a roundtable on philanthropy during its next annual forum in February 2017 at the Ministry of Foreign Affairs in Paris. In parallel, Thinkers & Doers has launched its new cycle of activities entitled **Connecting Cities, Connecting Innovative Forces** during a conference on May 20th in Paris. This cycle includes the creation of **Mapping Innov'action**, a barometer of innovative communities in 16 cities worldwide. Thinkers & Doers' next consultation will concern the employment of women in the Arab world.

**Coline Houssais**  
*Director of Studies & Publications*  
*Thinkers & Doers*

## AIWF Chairman delivers introductory address at the 2016 Reflections of the Lord Mayor event in London honouring Sir Alan Yarrow



*Mrs Haifa Al Kaylani, Founder Chairman of the Arab International Women's Forum address at the 3rd Annual Reflections of the Lord Mayor London*

AIWF Chairman **Haifa Al Kaylani** is delighted to share that she was the introductory speaker at the 2016 *Reflections of the Lord Mayor* event that took place on 18 May 2016 in the City of London. This annual event supports the work of the Lord Mayor's Appeal Charity and at the same time helps business leaders to consider the role they play in ensuring the status and future success, in both community and business terms, of the City of London. Mrs Al Kaylani received a personal invitation to reflect on her journey and the key initiatives and issues that she has championed over the last three decades working with a wide variety of charities, cultural institutions, NGOs and the private sector in the UK, the Arab world and internationally.

“A bedrock belief of mine is the role women can and do play as bridge builders and community builders. As a development economist, I truly believe that economic, social and political development is imperilled in any community that may exclude the full participation of women. Besides being inherently important in its own right (as all women's rights are human rights), the full empowerment of women is also essential to drive growth and to achieve prosperity and peace.” – **Mrs Haifa Al Kaylani**, speaking at the *Reflections of the Lord Mayor of London 2016 event*, 18 May 2016

The Reflections of the Lord Mayor event commenced with a Canapes and Drinks Reception in the Court Room of Pewterers' Hall. After a warm welcome from Event Founder **Christopher Seow** and the

Welcome Address from **Sir David Wootton**, who presented the Inaugural Reflections in 2014, Mrs Al Kaylani delivered her address to a distinguished audience of business leaders, thought leaders, change agents, role models and stalwart members of the great City of London community.

Mrs Al Kaylani delivered a brief on the role and reach of the Arab International Women's Forum, noting that London is AIWF's headquarters and all AIWF work emanates strongly from the City of London as an international business hub, maintaining close ties to the financial heart of the city.

In her remarks, Mrs Al Kaylani said: “We can all make a difference by taking a step forward, by being engaged, by dedicating ourselves to effecting change and progress from our diverse platforms and within our various roles in public life and in the private sector. Our common vision for prosperity, growth, resilience and stability extends not only to London, the centre of the UK's business and finance activities, but to all parts of the UK and beyond, carrying forward our invaluable and historic trade and cultural links to the rest of the world building on shared values to widen opportunities for all and foster prosperity and peace in our communities.”



*L-R Mr Chris Seow, Event Founder and Host, Reflections of the Lord Mayor; Mrs Haifa Al Kaylani, Founder Chairman of AIWF and Sir Alan Yarrow as Lord Mayor of the City of London (2014-15)*

The Reflections speech was then delivered by **Sir Alan Yarrow** on his term in office as Lord Mayor of the City of London 2014-15, a year in which he remarkably visited no less than 28 countries in five continents to promote the City and the UK. As this was a non-profit event, all proceeds were donated to the worthy charities in the Lord Mayor's Appeal.

“The developments in the region the last five years have made AIWF mission, vision and work more relevant than ever before as we seek to overcome the rising challenges and embrace the many opportunities in the years to come.” – **Mrs Haifa Al Kaylani**, speaking at the *Reflections of the Lord Mayor of London 2016 event*, 18 May 2016



## Awards and Appointments of AIWF Board Members - AIWF Chairman honoured with award for work and service to Jordan and the Arab World

On the occasion of the National Day Reception of **The Hashemite Kingdom** of Jordan held in London on 26 May 2016, commemorating the 70th Anniversary of the Independence of Jordan and the 100th Anniversary of the Arab Revolt, **HE Ambassador Mazen Kemal Al-Homoud** presented AIWF Founder Chairman **Haifa Al Kaylani** with a trophy award in recognition of her work and service to Jordan, the Arab World, the UK and internationally.

Mrs Al Kaylani said, “I was truly honoured and humbled with this recognition especially received on this very special occasion for Jordan. I remain committed and inspired to maintain the work that I am doing on several fronts and importantly with the Arab International Women’s Forum to foster greater progress, understanding and peace.”



*HE Ambassador Mazen Kemal Al-Homoud, Ambassador, Embassy of The Hashemite Kingdom of Jordan presents the lifetime recognition award to Mrs Haifa Al Kaylani, Founder and Chairman of the Arab International Women’s Forum*

## AIWF and Northern Trust exploring collaboration

“Working in partnership with the Arab International Women’s Forum we will help women take their careers into their own hands and help shape their own destiny.”

**Penelope Biggs**

*Executive Vice President of Northern Trust*

When we opened our office in the Kingdom in 2013 it was an exciting moment in Northern Trust’s history. Not because it was our largest office in the Middle East, but because in our heads and our hearts we knew it was going to be amongst some of the most dynamic and progressive Northern Trust locations in the world. After two years we certainly haven’t been

disappointed on that front!

One of the most exciting things about setting up in the Kingdom was the vision of our CEO, **Michael Slater**, and his pursuit for excellence on all levels. This means excellence in terms of the services we offer to our clients and, even more importantly, excellence in terms of the people we recruit and the value they bring to our business and therefore to the Kingdom.

In order to achieve this vision Michael had two primary objectives:

- 1) the diversity of our Saudi team**
- 2) giving back to the communities in which we live and work.**

In terms of diversity his aspiration was to have an equal split of women and men across the team. Today we have achieved this balance and are very proud of the results this has yielded. As I write this article 50% of our staff are female, including senior positions that include our Chief Compliance Officer and Head of Client Service. I am convinced that our female representation will grow even more over time but a 50/50 female/male ratio exceeds what many of the best organisations in the most advanced countries globally can only dream. This feels really good and it delivers first class results. I truly believe this is a model for how the best performing businesses should operate in the 21st century.

In terms of giving back to the community this can take many forms, including working with the Arab International Women’s Forum. We are just starting our journey - but it is exciting and presents many opportunities. Our plan is for this to develop over time in a number of different ways. For example, through our philanthropy programme we will promote and sponsoring events designed to support and elevate the role of women in the Middle East. Alongside the philanthropy programme our employees will share their time and expertise to help mentor others in the community - perhaps women with less business experience, or women looking for guidance on their career path.

We are also hoping to launch a more ambitious Saudi educational initiative, where experienced Northern Trust professionals from around the globe will meet with groups of women across the Middle East to share our experience and insights on key topics. For example, how to manage a business, how to set up a charitable programme, how to manage investments, how to manage your career.

I’m not saying we are world experts in every one of these fields but it feels really good to share what we know with those who are passionate about the

advancement of women in the Middle East. Working in partnership with the Arab International Women's Forum we will help women take their careers into their own hands and help shape their own destiny. From my perspective the bold and dynamic women we know in the Middle East and Saudi Arabia in particular have the potential to really make other countries sit up and listen. Northern Trust is excited to be part of this quiet transformation.

**Penelope Biggs**  
*Executive Vice President*  
*Northern Trust*

## **AIWF Board Member Dr Afnan Al-Shuaiby, the first woman to lead the Arab British Chamber of Commerce, announces new ABCC website and services**

**Dr Afnan Al-Shuaiby**, Secretary General and CEO of the Arab British Chamber of Commerce, was interviewed on the BBC Arabic channel on 17th May 2016, where she was described as an honourable representative of Saudi women, one of the most 30 influential women in Kingdom Saudi Arabia 2014, Diplomat of the Year for the Middle East 2011, holding a PhD in Leadership Administration from George Washington University in Washington DC, holding a Master of Art in Educational Administration at the American University in Washington DC, a certificate in Peace and Conflict Resolution from the School of International Service at The American University in Washington DC and a holder of a certificate from Harvard Kennedy School in Executive Education.

During the interview, Dr Al-Shuaiby talked about her early years of education in Riyadh and her close relationship with her parents whom she considers friends, confidantes and much more besides, and how her journey to study abroad was almost frustrated until she accompanied her brother to Washington DC so that they both could continue their postgraduate studies there. She spoke about her translation to His Majesty King Abdullah bin Abdulaziz in 2005 during his historic visit to the USA at HM meeting at a business event, and how honoured she was during that work, and the appreciation she had received from His Majesty King Abdullah. She also spoke about her nomination to the leadership of such an important strategic organisation as the Arab British Chamber of Commerce, which illustrated how the Saudi leaders think about women and her role in public life. She reflected on the efforts to achieve modernisation without forgetting the wider framework of religion, society culture, traditions and historical background.

On the other hand, the Arab British Chamber of Commerce, with Dr Afnan leading a talented team,

plays a key role in bilateral cooperation in trade and investment between the Arab World and the United Kingdom through its wide range of services including certification and legalisation of trade documents, customised research and advice, visas, seminars, workshops, conferences, networking opportunities, Arabic language and cultural training, venue hire facilities and publishing quality magazines that give an insight into the investment potential in the Arab World and the UK.

On 23rd May 2016 a dinner was hosted by Dr Al-Shuaiby and organised by the ABCC, to announce the launch of the Chamber's new website ([www.abcc.org.uk](http://www.abcc.org.uk)) to a specially invited gathering of Arab Diplomats and ABCC Board members, who listened to the presentation and the words of Dr Al-Shuaiby as she described the new services, new payment options and how the introduction of advanced technology will enhance and facilitate the services provided by the ABCC to the business community in both the Arab World and UK.

*With thanks to the Arab British Chamber of Commerce for contributing this report.*

## **Dr Shaikha Al Maskari honoured by Enterprise Asia with the Asia Pacific Women Entrepreneur of the Year Award in Dubai**

**HE Dr Shaikha Al Maskari**, AIWF Board Member and Chairperson of the Board of Al Maskari Holding, was honoured among fourteen entrepreneurs and business leaders from the UAE at a star-studded awards ceremony to celebrate the prestigious **Asia Pacific Entrepreneurship Awards 2016** in Dubai, United Arab Emirates on 27 April 2016. Dr Al Maskari was honoured with the *Asia Pacific Woman Entrepreneur of the Year Award*, in front of over 200 attendees present at the by-invitation only event, comprising of industry leaders, leading entrepreneurs and dignitaries.



*HE Dr Shaikha Al Maskari, Chairperson Al Maskari Holding and Board Member of the Arab International Women's Forum, honored by Enterprise Asia with the Asia Pacific Woman Entrepreneur of the Year Award in Dubai on 27 April 2016*



The Asia Pacific Entrepreneurship Awards is a regional recognition programme organised by Enterprise Asia, the region's leading association for entrepreneurship. The Awards are presented to a handful of entrepreneurs across Asia Pacific each year, with annual award ceremonies held in over fourteen countries. Awardees are torchbearers of entrepreneurship and business leaders in their respective countries.

In an inspiring message to the AIWF Board, HE Dr Shaikha Al Maskari dedicated her Award to the Board in recognition of the friendship and support of AIWF “which she highly values and commits to nurture all along her life's journey”.

## **Valued AIWF Board Member SungJoo Kim, President of the Korean Red Cross, on the World Humanitarian Summit and creating a humanitarian coalition for a safer and healthier community**

Last week in Istanbul, Turkey, more than 9,000 people from 173 countries, including 55 heads of State and Government, hundreds of private sector representatives, thousands of persons from civil society and non-governmental organizations gathered for the first World Humanitarian Summit.

The participants were from many different stakeholders being engaged in humanitarian fields and discussed on how to work together inclusively, innovatively and effectively to deal with the pressing and unprecedented humanitarian crisis of today.

After the two days' intensive meetings at the Summit, all participants were called upon to commit to action towards the One Humanity; Shared Responsibility with elaborated five core commitments presented by the UN Secretary- General Ban Ki-Moon, which is a framework for humanitarian actors to act newly from the past in order to respond to the magnitude of the challenges that laid before us.

The International Red Cross and Red Crescent Movement (the Movement), the largest and longest humanitarian actor serving for and caring people affected by armed conflicts, disasters and other vulnerable situations over the last 150 years, actively participated in the Summit with 172 representatives from its components; International Committee of the Red Cross (ICRC), International Federation of Red Cross and Red Crescent Societies (IFRC), and 88 National Societies globally. The Movement has expressed our strong support and commitment to the collective effort at all levels with mobilizing power from 17 million volunteers and 190 National Societies on board to build

safer, healthier and resilient communities.

More specifically, at the Summit, the Movement has specially pledged a global initiative of “One Billion Coalition for Resilience (1BC)” for a world where all people are safer, healthier and more prosperous, even in the face of adversity. By 2025, at least one billion people around the world will have taken active steps towards strengthening their resilience. This will meet its global commitments to sustainable development and disaster risk reduction.

To support a transformative and innovative drive of the 1BC in global, national and local coalition, I with honor was nominated to serve in governance and management of the 1BC namely as a member of the Movement Advisory Body and also as a member of the Global Steering Committee. My role primarily is to facilitate and coordinate all partners including other organizations to achieve the goals of the 1BC supported by guiding strategy, overseeing implementation and promoting an expanding network of partners.

In particular, I, as the President of the Korean Red Cross, have committed to share with others our innovative and inclusive efforts that the Korean Red Cross has pursued in cooperation with the IFRC and National Societies in Asia and Pacific region. The Korean Red Cross, declared to be a champion to build collation power, is in process of establishing the IFRC Reference Center on Disaster Risk Reduction and Community Resilience (DRR) in Korea (based in Incheon) for the first time in Asia and Pacific region and also building “On-line Youth Platform”. The first is to be a regional hub not only for knowledge and information sharing but for the excellence for resilience trainings and education. The second is to embrace more young people in the global movement so that voices and actions from real active players can be captured and energized by offering a dynamic and interactive ecosystem of a digital platform.

### **SungJoo Kim**

*President of the Korean Red Cross  
Founder and CEO of Sungjoo Group  
Chairperson and CVO of MCM Holdings AG  
Governor of the Asian Couture Federation*



*SungJoo Kim, President of the Korean Red Cross, Founder and CEO of Sungjoo Group, Chairperson and CVO of MCM Holdings AG, Governor of the Asian Couture Federation*

## Valued AIWF Board Member Dr Shaikha Al Maskari delivers keynote at Women as Pillars of Sustainable Growth in the UAE: A Goal Set High by the UAE Leadership

As part of the *Leadership & Entrepreneurship Series for the Empowerment of the Youth* the University Leadership Consortium held its annual Women Leadership Forum, themed *Women as Pillars of Sustainable Growth in the UAE: A Goal Set High by the UAE Leadership* on May 24, 2016 in INSEAD in Abu Dhabi. Hosted by INSEAD in its Middle East campus in Abu Dhabi, the event brought to bear a wealth of expertise from a leading number of experts on this most significant timely topics of women advancement in the UAE to a “niche”, invitation-only, audience.



*Dr Shaikha Al Maskari, Chairperson, Al Maskari Holding and Board Member of the Arab International Women's Forum, representing AIWF at the recent forum, Women as Pillars of Sustainable Growth in the United Arab Emirates: A Priority Set High by the UAE Leadership, on 24 May 2016*

The Inaugural Remarks were offered by **Professor Dr Nada Mourtada-Sabbah** in her capacity as the Secretary General of the *University Leadership Consortium* and Opening Remarks by **Professor Miguel Lobo**, Director of *INSEAD Abu Dhabi*, with the Inaugural Keynote Address delivered by **HE US Ambassador Barbara Leaf**, who referred with great admiration to the unique role **Her Highness Sheikha Fatima bint Mubarak Al Nahayan**, Mother of the UAE, had been contributing ever since the early days, as well as the exemplary dedication of the UAE leadership in support of this most significant strategic goal and priority mission.

The second Keynote Address was delivered by **HE Dr Shaikha Al Maskari**, Chairperson of Maskari Holding, and distinguished member of the AIWF Board, who was representing the AIWF on this occasion. Dr Al Maskari presented a detailed overview of the role of Emirati women in the building and the sustainability of the UAE community, as well as the steady progress women had achieved throughout the past decades since the inception of the UAE. Dr Shaikha Al Maskari explored both the unique opportunities available to women leaders and women entrepreneurs in the UAE,

and the advancement Emirati women and women in the UAE were afforded in every respect by virtue of the UAE leadership unique support and profound vision and farsightedness. Dr Maskari also explored the various challenges that needed to be addressed with the strategic goal of ensuring continued sustainable development of women as pillars of growth in the UAE.

*With thanks to the University Leadership Consortium and INSEAD Abu Dhabi for contributing this report.*

## AIWF Institutional Partner Hawkamah and Dubai Women Establishment celebrate the first graduates of the first Women Directors Program

**Hawkamah, Institute of Corporate Governance and Dubai Women Establishment** celebrated the graduation of the first *Women Directors Program* participants on May 23, 2016 at the Armani Hotel, Burj Khalifa, Dubai.

The leadership program was launched under the patronage of the wife of **Sheikh Mansour bin Zayed Al Nahyan**, UAE Deputy Prime Minister and Minister of Presidential Affairs, **HH Shaikha Manal bint Mohammed bin Rashid Al Maktoum**, President of the UAE Gender Balance Council and President of Dubai Women Establishment, in collaboration with Hawkamah, the Institute for Corporate Governance.

The *Women Directors Program* was established to support and enhance the role of women within various sectors, ensure their constructive participation in the country's ongoing development and enable them to accomplish further achievements in multiple fields. The event also held a panel discussion about *The Presence and Effectiveness of Emirati Women on Boards*, which explored the challenges and obstacles that women face in obtaining senior leadership and executive positions.

The panel discussed initiatives to support women, ways to enhance the implementation of corporate governance frameworks across various sectors, the qualities of effective boards of directors, along with the opportunities available for women in UAE and initiatives which drive the participation of women in the business sector at a decision-making level. The panel also reviewed the achievements of leading Emirati women who have proven their ability to handle responsibility in leading positions, across a range of sectors.

**HE Mona Al Marri** said: “This occasion represents an opportunity to highlight the contribution of Emirati women to the business sector, particularly on boards





Maryam Al-Suwaidi, Fahima Al Bastaki, Hanan Ahmed, Huda Buhumaid, Regina Doumit, Mireille Babet, HE Hamad Buamim, HE Mona Al Marri, Shamsa Saleh, Nehal Badri, Manal Al Jasmi, Ijjat Kanani, Hind Al Tamimi and Dr Ashraf Gamaleldin

of directors, and the various steps taken to overcome obstacles and challenges to enhance their participation. We launched this program to stress the importance of balance between the roles of women and men in strengthening and developing the UAE, and we are now celebrating the graduation of its first class.”

**HE Hamad Buamim**, said: “These achievements are testament to the UAE’s leading position in corporate governance, and enhance female representation on boards and leadership positions. Each graduate of the ‘Women Directors Program’ holds distinct and influential positions within their organisations, and I’m confident that we will witness the positive results of their presence on company boards. The board diversity positively impacts the performance of boards of directors, and therefore the overall performance of companies”.

The program is divided in three phases, which includes fundamental learning through: Phase 1 – Director Development Program; Phase 2 - international study tour meeting leading experts, board members, regulators, key companies; and Phase 3, project writing and final assessment before a jury of peers and board members. Program registration is now open for the second batch starting September 2016, with an international study tour to France scheduled for October 17- 21, 2016. Registration for the study tour is open to men as well. For more information, please visit [www.hawkamah.org](http://www.hawkamah.org).

*With thanks to Hawkamah, Institute of Corporate Governance for contributing this report*

## AIWF endorses young Arab women leaders Reflections on mentorship by Dr Aceel Alanizi, AIWF Member

I first met Mrs Haifa Al Kaylani, Chairman of AIWF, through a family introduction. We were three ladies, discussing Arab women’s issues, amongst many other subjects. I consider myself extremely fortunate to have met Mrs Al Kaylani at that point in my life; I found in her a caring mentor, compassionate motivator and above all a successful Arabic woman to whom I aspire.

I moved from Riyadh, Saudi Arabia to London in pursuit of my post graduate studies. My parents had set a very high standard when it came to education. My father graduated in medicine from Ain Shams University in Cairo, Egypt, with a further Master’s Degree in respiratory medicine from Leeds University, UK. He is now a successful businessman with several healthcare projects across the globe. My mother graduated with a degree in statistics from the University of Baghdad, Iraq. After bearing and raising five children, which is in my opinion a full-time job, she acquired a further degree in interior design from Sheffield University via

an overseas student programme from Riyadh. She also undertook short courses in computer science, marketing and business management.

There really is no limit to how much you can do if you put your mind to it.

Needless to say this intellectual environment was geared towards studying and education. My passion for biology and medicine led me to undertake a BSc in Biochemistry at King Saud University, Riyadh. Graduating with honours and elected as Class President, my family then made the life-changing decision to move to London. This transition was intense; although I had been exposed to the West during my childhood and adolescent years, living here was a completely different ball-game. After much adaptation and soul-searching, I finally found a balance between my Arabic roots and Western intakes; getting the good, and leaving the bad.

I graduated from Imperial College with a Master's Degree in Human Molecular Medicine, then carried on to read my PhD in Molecular Immunology. My final thesis focused on genetic markers of Multiple Sclerosis, a disease of an autoimmune nature, found more commonly in women, and which I found out later on, had a prevalence in the Middle East.

At one point in my life, it seemed like studying was all I knew, and could ever do. I struggled to take control over my own choices and destiny and decided to work in the family business as a healthcare consultant, fearing venturing out on my own and flying into the unknown. Coming from the Middle East, we are all familiar with the cultural ties and expectations. I couldn't help but feel a sense of 'being lost' on some occasions because my life was not following a pre-determined path or familiar plan; something that many did not have the capacity to comprehend.



*Dr Aceel Alanizi, Founder & CEO, Luxury Healthstyle*

To say that the years I've worked with my father taught me a lot is an understatement. I have gained much out-of-the-classroom life lessons and grew closer to him; learning tricks of the trade and building my business personae. I kept my ties with Saudi and continued to follow social news and affairs, feeling a great sense of responsibility whenever someone would ask me: "So do you have to cover up? So can you work? Why can't women drive?" I took it upon myself to give a good impression and reflect my point of view as a Saudi woman.

It was at this point that I came across AIWF, and one of the first things I remember mentioning to Mrs Al Kaylani was: 'I want to channel all my energy, all my knowledge, towards something meaningful'. I became very active on many fronts; charity organisations, business forums, conferences, meetings, anything that would offer a platform for my thoughts and aspirations, crossing paths with many inspirational and truly incredible ladies.

My turning point would have to be when I attended the annual Arab Women Awards ceremony at the Jumeirah Carlton in London over 6 months ago. The guest list was immaculate, the achievements and success stories were encouraging, and the average IQ of the event was colossal. There I was, witnessing all these successful

women who have 'made it' in the vast avenues of science, astrology, sports, arts and philanthropy. I knew I had something to offer too.

You sometimes need to break out of the norm, break away from your comfort zone, in order to achieve something extraordinary. This year I have founded a new venture, tying in my science, business and Middle Eastern background all in one. I formed Luxury Healthstyle, a unique concept that helps clients locate the best standard of healthcare London has to offer. I used the word 'Luxury' to reflect the level of comfort and accessibility you would expect to meet your holistic needs, and coined the term 'Healthstyle' to encompass all areas of health, medicine, nutrition and beauty in our daily lives.

This company opened endless opportunities and doors for me, and I continue to unveil more with every step. I am currently working on a new collaboration with a rehabilitation centre for Multiple Sclerosis; introducing new ways of managing the disease and create awareness in the Middle East. I have launched a new internship programme, to help young graduates explore different ways they can give back to the community. I am also exploring ways I can help students, especially women, to have access to online courses wherever they may be. I appreciate now that change doesn't happen suddenly, and it takes smaller steps to create a bigger impact.

Last week, Mrs Al Kaylani and I sat down for another afternoon tea, one year later, and the difference was noticeable. She mentioned how happy I looked, and how far I have come. I know we will continue to make a difference, strike matches and break the norms and boundaries for Arab women everywhere, and in every form.

***Dr Aceel Alanizi MSc, PhD***  
*Founder & CEO*  
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#### **HOW TO JOIN AIWF**

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