



AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

Issue No: 25 March 2012 London

CHAIRMAN'S MESSAGE

As we begin the next decade of AIWF's work with renewed confidence following on from the memorable Special 2011 Programme in London to commemorate the founding of AIWF and to recognise the outstanding achievements of its first decade, we are constantly reminded that major changes are taking place in the Arab region as a result of the events leading up to the Arab Spring; in particular, democratic elections have now been held in Morocco, Tunisia and Egypt and will ultimately bring about a great transformation in the region.

AIWF has been at the forefront of international empowerment discourse for ten years, advocating sustainable, responsible reform and is now pressing for renewed efforts to ensure that the hard-won rights and achievements of women are not eradicated in an uncertain global economic and political climate. The Arab Spring has provided a significant opportunity for the contribution made by women to the stability and prosperity of their communities throughout the Middle East and North Africa to be enlarged and enhanced. In particular, it is imperative that the achievements and gains made by women in all sectors prior to the Arab Spring are not diminished or invalidated. Faced with the renaissance that is taking place in the region and international recognition of the need for employment, the Arab world needs to count women and youth among its vital resources if it is to achieve sustainable growth and more stable and prosperous communities.

As the subject of job creation and the empowerment of women and youth are central tenets of AIWF's mission and vision, the AIWF 2012 Conference entitled **Emerging Economies, Emerging Leaderships: Arab Women & Youth as Drivers of Change** to be held in May at the American University of Sharjah, United Arab Emirates, under the esteemed Patronage of His Highness Sheikh Dr Sultan Bin Mohammad Al Qassimi, Supreme Council Member, United Arab Emirates, Ruler of Sharjah and Founder and President of the American University of Sharjah, is aimed at bringing together Arab and global women and men leaders to address this timely theme.

We will be pressing for women and youth to reach out for the opportunities to contribute to shaping future Arab economic and social policy, to be involved in entrepreneurial excellence and take forward the message that the empowerment of women, poverty eradication, the enjoyment of human rights and economic equality are essential for sustainable development in the Arab world and developing economies. Full details of this key event are included in this Newsletter.

December 2011 involved a full schedule during which I chaired a meeting of the AIWF Board of Trustees which was kindly hosted by PricewaterhouseCoopers at their offices in Beirut, Lebanon.

I visited the United Arab Emirates for important meetings firstly with the AIWF Global Benefactor Annual Partner, PepsiCo, for a review and forward planning of their

DATES FOR YOUR DIARY

ARAB INTERNATIONAL WOMEN'S FORUM

المنتدى العربي الدولي للمرأة

AIWF & A-BCC JOINT RECEPTION

20 March 2012

The Arab British Chamber of Commerce
London, UK

AIWF 2012 CONFERENCE

Emerging Economies, Emerging Leaderships:
Arab Women and Youth as Drivers of Change

قيادات رائدة في اقتصاد ناشيء
المرأة والشباب في العالم العربي محفز للتغيير

15 - 17 May 2012

The American University of Sharjah
Sharjah, The United Arab Emirates

*For more information contact the AIWF office
Email info@aifwonline.com www.aifwonline.com*

joint Benefactor partnership strategy and activities and then with all our valued AIWF Global Partners. This annual strategic meeting was kindly hosted by PepsiCo in Dubai and provided an open forum for a review of the year, an exchange of latest news on policy and business initiatives and an opportunity for me to share the AIWF forward plans with all of our partners and invite their kind participation and support for the 2012 Conference in Sharjah.

Continuing my visit to the UAE as Founder Chairman of AIWF, I was accorded a special tribute at a Reception and Luncheon hosted by Dr Peter Heath, Chancellor, the American University of Sharjah (AUS) in my honour. The occasion provided the perfect venue for the launch of our joint Conference to be held at the AUS in May 2012.

In my meetings at the Sharjah Chamber of Commerce and Industry I had the pleasure of meeting HE Mr Saeed Al Jarwan, the Vice Chairman and Mr Hussain Al Mahmoudi the Director General and of learning about the work of the Chamber and its business and of congratulating its management on its commercial growth. I expressed my appreciation that the Chamber of Commerce and Industry would be our Hosts for the Official Conference Dinner.

Continued

(Chairman's Message Continued)

The AIWF December visit provided the opportunity for many valuable meetings with AIWF partners, friends and contacts and the chance to create new alliances endorsing the AIWF continuing mission.

Earlier this year it was my great honour to be able to pay my respects in Amman to Her Majesty Queen Rania Al Abdullah at The Royal Hashemite Court and to reiterate the Arab International Women's Forum invitation to Her Majesty to be The Guest of Honour at the AIWF Conference in Sharjah in May 2012.

My visit to Jordan allowed me to meet His Excellency, Peter Millett, Ambassador of the United Kingdom to Jordan, for a useful discussion at the British Embassy in Amman where I was able to inform him of the work of AIWF, including the forthcoming Conference in the United Arab Emirates and to learn of current projects undertaken in Jordan under the UK Foreign & Commonwealth Arab Partnership Programme.

In Amman, accompanied by Raghda Kurdi, AIWF Jordan Board Member, I visited the offices of PricewaterhouseCoopers, AIWF Diamond Global Partner and Programme Partner for the 2012 Conference, for the purpose of being introduced to the Middle East Public Sector Institute (MEPSI) which was set up by PwC in 2010. The Middle East Public Sector Institute offers a one-stop centre of excellence to help governments and public sector organisations in this fast-growing region bring added value to the people they serve. Here they can develop the skills, competence, operational excellence, governance and risk management needed to meet the increasing demands of today's commercial, economic and social forces.

Back in London, I recently attended a Round Table at the Foreign & Commonwealth Office in London at the invitation of Dr Christian Turner, FCO Middle East Director, to discuss and share ideas about The Arab Awakening and the UK Government's engagement in the MENA region.



Her Royal Highness The Duchess of Cornwall and Mrs Haifa Al Kaylani, Chairman, Arab International Women's Forum at the Clarence House Reception on Monday 5 March

I was greatly honoured to be able to accept an invitation from Her Royal Highness The Duchess of Cornwall to attend a lunchtime reception at Clarence House on the occasion of a celebration for the South Bank Centre's Women of the World.

AIWF carries on with a full agenda for 2012, starting with the AIWF – A-BCC Joint Reception in March and the AIWF Conference in May. We look forward to the AIWF Global Annual Partners' endorsement of our mission of supporting development and growth and real and sustainable change to be effected for all Arab citizens.

Haifa Al Kaylani

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

VISIT OF MRS HAIFA FAHOUM AL KAYLANI TO AMERICAN UNIVERSITY OF SHARJAH HOST FOR AIWF 2012 CONFERENCE



Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum with the Luncheon Host, Dr Peter Heath, Chancellor, American University of Sharjah.

As a key part of her visit to the United Arab Emirates, **Founder Chairman AIWF, Mrs Al Kaylani**, travelled to the American University of Sharjah (AUS) to meet with Chancellor, **Dr Peter Heath**, and **Vice Chancellor for Development and Alumni Affairs, Dr Nada Mourtada-Sabbah**, to finalise preparations and subsequently to launch the AIWF 2012 Conference.

Dr Peter Heath, Chancellor, the American University of Sharjah hosted a Special Reception and Luncheon in Mrs Al Kaylani's honour which brought together a distinguished guest list from Sharjah, the rest of the United Arab Emirates and the GCC.

In welcoming Founder Chairman of AIWF, Mrs Haifa Al Kaylani, to the luncheon held in her honour at the American University of Sharjah (AUS), Chancellor, Dr Peter Heath, paid tribute to her work in founding the Arab International Women's Forum in London to provide an organisation for Arab women to network and assist one another in their respective journeys in business, the professions and in many other dimensions of public life. He described AIWF as a community where its members make things happen.

Dr Heath went on to say that globalisation and education have greatly expanded traditional expectations and gender roles in the Gulf for women to ascend the ladders of success in business, industry and the professions. A recent study of the aspirations of university educated women at the American University of Sharjah and at three neighbouring institutions of higher education recorded that university educated young women hope for successful careers in the private sector as their primary goal, and even ahead of marriage and family.

Looking forward to hosting the AIWF Conference in Sharjah, he said, *"This will be a fortuitous partnering of AIWF and the American University of Sharjah for our many overlapping goals."*

Dr Heath concluded his remarks by saying, *"The American University of Sharjah could not be more pleased to co-host the AIWF conference in May. With women comprising slightly more than half of our graduates, and women holding key positions in the Alumni Association, AUS welcomes Arab International Women's Forum with its path-finding efforts in advocacy, networking and mentoring."*

Mrs Al Kaylani responded to Dr Heath's address by thanking him and the University for their hospitality and support for AIWF. She also paid tribute to the vision and

(Continued from page 2)

achievements of His Highness Sheikh Dr Sultan Mohammad Al Qassimi, Supreme Council Member, Ruler of Sharjah, Founder and President of the American University of Sharjah and esteemed Patron of the AIWF 2012 Conference and his commitment to highlighting and supporting the role of Emirati youth, and indeed all citizens, in the UAE's economic and social development.

In concluding her remarks, Mrs Al Kaylani said: "For a lasting Arab Awakening, we call for a new revolution: a real shift in the mindset of the region to ensure that women can play a complete and equal role in business and in politics. Only then will the Middle East and North Africa achieve their true potential and become the next emerging economic powerhouse."

**AIWF Congratulates Host Partner
American University of Sharjah**
on receiving the award of

**"Best Organization in the Middle East
for Women's Talent Development"**

as part of the
11th Middle East Women Leaders Awards
organised by the
Middle East Excellence Awards Institute

AIWF 2012 CONFERENCE TO BE HELD AT AMERICAN UNIVERSITY OF SHARJAH 15 – 17 MAY 2012

The plans for the Arab International Women's Forum Conference, *Emerging Economies, Emerging Leaderships: Arab Women and Youth as Drivers of Change* are proceeding well with much interest being expressed in this important event being held from 15 to 17 May 2012 at the American University of Sharjah at the kind invitation of the Chancellor, Dr Peter Heath, and under the valued Patronage of His Highness Sheikh Dr Sultan Bin Mohammad Al Qassimi, Supreme Council Member, United Arab Emirates, Ruler of Sharjah, and Founder and President of the American University of Sharjah.

AIWF will assemble global leaders to examine the role of women and youth as drivers of change in emerging economies. In addition to exploring strategies to implement policy recommendations already identified at AIWF's 10th Anniversary Conference held in London in May 2011, we will identify enablers for job creation in the region and other emerging economies around the world, taking the unique opportunities presented by the Arab Spring to help to shape future Arab policy and reinforcing the message that gender equality is absolutely vital to sustainable development in the new Arab world.

During its 2012 Programme, AIWF looks forward to the opportunity of recognising the role of youth in the Arab world, formulating a viable roadmap to effective empowerment for women and young people of both genders given the unprecedented opportunities presented by the Arab Spring. We will examine several notable initiatives already operating in the region including Injaz, Young Arab Leaders, Oasis 500 and the EFE Foundation, all organisations that are successful in turning their respective empowerment programme models into solid employment and networking opportunities for young job-seekers.

Confirmed Guest Speakers to date include: Ms Muna Abu Sulayman, Director, Directions Consulting & Partner and Board Member, Glowork, Saudi Arabia; Ms Tala Al-Hejailan, Legal Consultant, DLA Piper, Middle East LLP, Saudi Arabia; Dr Shaikha Al Maskari, Chairperson, Al Maskari Holding, Chairperson, Tricon Group, UAE; Dr Afnan Al Shuaiby, Secretary General and CEO, Arab-British Chamber of Commerce, United Kingdom; Mr David Arkless, President of Corporate & Government Affairs, Manpower Group, UK; Ms Sara Bermudez, CEO, Inter American Culture & Development Foundation (ICDF), USA, Ms Emma Bonino, Vice President, Italian Senate, Italy; Mr Ron Bruder, Founder Chairman, Education for Employment Foundation, USA; Mrs Chiara Corazza, Managing Director, Greater Paris Investment Agency, France; Mr Amir Dossal, Founder Chairman, Global Partnerships Forum, USA; Ms Caroline Freund, Chief Economist MENA - The World Bank USA; Ms Darein Hassan, Africa Middle East Diversity Lead & Senior Regulatory Leader, Pfizer Inc, UAE; Dr Peter Heath, Chancellor, American University of Sharjah, UAE; Professor Jean-Pierre Lehmann, Founding Director, IMD Evian Group, Switzerland; HE Dr Ahmed Luqman, Director General, Arab Labour Organisation, Egypt; Dr Precious Moloi-Motsepe, Executive Chairperson, African Fashion International (AFI), South Africa; Dr Nada Mourtada-Sabbah, Vice Chancellor for Development & Alumni Affairs, American University of Sharjah, UAE.

Participation is by an invitation-only guest list of distinguished dignitaries from diplomacy and government, leading members of the business community, international civil society and heads of leading institutions, senior representatives of the media, AIWF members and partners, AUS students, alumni and young delegates as well as leading figures from the Arab, European and international community with whom AIWF has been engaged throughout the last decade.

AIWF is pleased to have the cooperation of the American University of Sharjah as Host Partner and to advise that The World Bank and the MENA - OECD Investment Programme are in full support as Institutional Partners lending their expertise in the region. We also appreciate the support of The Sharjah Chamber of Commerce and Trade. AIWF is able to acknowledge the valued support of our Benefactor Partner, PepsiCo; Principal Conference Partner, Manpower Group; Programme Partners, Petrofac Ltd, Pfizer Inc, PricewaterhouseCoopers and DLA Piper Middle East and Global Communications Partner, Memac Ogilvy.

EVENTS SUPPORTED BY AIWF

12 April 2012

Euro-Mediterranean Association
for Cooperation & Development
1st Women's Network Forum for the EMA-Region
Leading Women for Sustainable Growth
Hosted in Hamburg Chamber of Commerce

22 - 23 May 2012

Organisation for Economic Co-operation
and Development Forum 2012, Paris
Better Policies for Better Lives

13 - 15 June 2012

15th Arab - German Business Forum
Hosted in Berlin by Ghorfa,
Arab-German Chamber of Commerce & Industry

CONGRATULATIONS TO AIWF CONFERENCE SPEAKERS

• **Muna AbuSulayman** on being named *Top Women Arab Influencer in Social Media*, according to **Klout** and on being listed also as one of *CEO Middle East's The World's 100 Most Powerful Arab Women*. **Ms AbuSulayman** is an influential Arab and Muslim Media personality. She is also the former founding Secretary General of the **Alwaleed Bin Talal Foundation**, the philanthropic arm of **HRH Prince Alwaleed Bin Talal's Kingdom Holding Company**, and co-host of one of **MBC TV's** most popular social programmes, **Kalam Nawaem**.

As a public and media personality, she has spoken and written about issues related to society, women's rights, community development, media and building bridges of understanding between the East and West. In 2004, **Ms. AbuSulayman** was named a **Young Leader by the World Economic Forum**. In this capacity, she is often called upon to speak on issues related to challenges facing youth around the world. In 2007, she became the first woman from **Saudi Arabia** to be appointed by the **United Nations Development Program** as a *Goodwill Ambassador*. **Ms Abu Sulayman** will also be participating in the AIWF forthcoming Sharjah Conference as a distinguished Guest Speaker.

• **Shahinaz Ahmed, CEO of EFE-Egypt**, and an honoured Guest Speaker at AIWF's 10th Anniversary Conference in London last year, who was featured among eight female leaders making significant changes for the status of women in the Arab world and described by CNN on 3 February 2012 as *"agents of change to follow"*. **Shahinaz Ahmed** who, in her role as CEO of EFE-Egypt, works with disadvantaged youth via market-based education, states that *"One of the greatest challenges facing women in the region is freedom of choice. In order to have such freedom, economic independence is critical."*

AIWF FOUNDER CHAIRMAN CELEBRATES INTERNATIONAL WOMEN'S DAY WITH THE ARABIAN SOCIETY AT UNIVERSITY COLLEGE, LONDON

AIWF marked **International Women's Day** this year, with **AIWF Founder Chairman, Mrs Haifa Al Kaylani** addressing members of The Arabian Society at University College London, the official society of University College London devoted to education, appreciation and discourse relating to the Arab world on the theme, *After The Arab Spring: The Role of Arab Women In A New Arab World*.

In her opening remarks, Mrs Al Kaylani said, *"This International Women's Day, on behalf of the Board, Members and Global Partners of the Arab International Women's Forum, I would like to take the opportunity to honour and congratulate women all over the world for their remarkable achievements in advancing the issue of women's empowerment at all levels of economic, social and political debate.....International Women's Day affords us with the opportunity to recognise and celebrate those women on the ground who are shaping the future of the Arab world, making unprecedented contributions to national and regional economic, political and social decisions in pursuit of better opportunities for all Arab citizens."*

Mrs Al Kaylani concluded her address by saying, *"Every country in the [Arab] region faces a long and uncertain*

few years ahead, but there are unprecedented opportunities for women and youth to claim a critical role in shaping the frameworks that will set legal, political and social precedents for the decades to come. AIWF is, as ever, proud and honoured to be a part of this process."

The United Nations began celebrating 8 March as International Women's Day in 1975 during International Women's Year.

Subsequently, the General Assembly adopted a resolution proclaiming a United Nations Day for Women's Rights and International Peace to be observed on any day of the year by Member States, in accordance with their historical and national traditions. For the United Nations, International Women's Day has been observed on 8 March since 1975. The day is traditionally marked with a message from the Secretary-General and it celebrates women's achievements throughout history and across nations.

Each year we are reminded of how much or how little progress has been made by women in view of the degree of struggle for economic and political empowerment above all else.

In terms of the progress of women towards economic and political empowerment and a little ahead of International Women's Day this year, on 2 February, the United Nations importantly marked the first anniversary of **UN Women**, the **United Nations Entity for Gender Equality and the Empowerment of Women** which was the new UN organisation set up in 2010, replacing **Unifem**, dedicated to gender equality and the empowerment of women. To mark this important anniversary, **UN Women Executive Director** and former President of Chile, **Michelle Bachelet**, gave a press conference in New York calling for galvanizing greater commitment and action for women and gender equality, as political and economic upheaval threaten progress on women's rights. With austerity measures, budget cuts and political changes impacting women's lives worldwide, Ms Bachelet outlined the action agenda of the organisation in her first press conference of 2012. She stated that her top priority for 2012 would be to make a renewed push for **women's economic empowerment and political participation**.

PARTNERSHIP WITH THE ARAB WORLD AND JORDAN

At a meeting in London with **Mr Irfan Siddiq, Head of the Arab Partnership** at the United Kingdom Foreign and Commonwealth Office in October, **Mrs Haifa Al Kaylani, as Founder Chairman of the Arab International Women's Forum**, had the pleasure of being informed about the FCO Arab Partnership Fund for the region, and expressed the AIWF interest and support for this timely initiative.

The Foreign & Commonwealth Office Arab Partnership Fund launched in February 2011 is supporting economic and political development across the Middle East and North Africa over four years. The funding for the initiative will help the UK work in partnership with regional governments and international partners to provide technical assistance, help equip the region's youth with professional skills, encourage enterprise and harness the power of UK businesses and corporate social responsibility programmes to contribute to the region's development. The Arab Partnership Initiative developed as a response to the limited opportunities for political, social and economic participation in the Arab world that contribute to long-term instability and undermine security and prosperity builds on longstanding UK work in this area.

The Arab Partnership Fund was among the subjects discussed when Mrs Al Kaylani recently met **HE Peter Millett, British Ambassador to Jordan** at the British Embassy when

on a visit to Amman and had the opportunity to exchange information on the mission of AIWF, the forthcoming Sharjah Conference and the work of the **UK Foreign & Commonwealth Office in Jordan**.

Dina Al-Kilani, Projects Officer, British Embassy, Amman has detailed the seven projects currently being funded in Jordan under the Arab Partnership Programme predominantly targeting the country's youth under initiatives relating to youth employability and private sector development. Such initiatives provide capacity building in leadership skills to Jordanian entrepreneurs to support private sector development through the provision of mentors; encourage entrepreneurs to start their own businesses by equipping them, through training with the necessary tools and skills to lead successful businesses and prepare them to receive investments. One project encourages journalists in the region to investigate issues that are important and relevant to the region and its people through the investigative Reporter of the Year Competition and another aims to strengthen Civil Mediation Services in Jordan by supporting the growth and increased uptake of mediation services.

AIWF COOPERATING ON YOUTH INITIATIVES WITH EDUCATION FOR EMPLOYMENT (EFE)

Following Mrs Al Kaylani's meeting with Mr Jamie McAuliffe, President and CEO, Education for Employment Foundation during her visit to Washington DC in October 2011, and in accordance with AIWF's mission of focusing on the employment needs of women and youth of both genders, particularly in the Arab region, AIWF is pleased to showcase the work that the foundation is currently involved with in the region.

Education for Employment (EFE) was founded on the belief that when young women and men have jobs and hope to build a future, they help lay the foundation for peaceful, stable and prosperous societies. EFE has built partnerships with the private sector in Yemen, Jordan, Palestine, Egypt and Morocco and established local non-profit affiliates that are dedicated to youth training, employment and civic engagement. To date, EFE has placed over 2,500 youths in jobs across the Middle East and North Africa. Now, EFE is proud to announce its newest affiliate: EFE-Tunisia. It was established in 2011 as a local non-profit organization to address the high youth unemployment rate, which was identified as a major priority for the Tunisian government in the post-revolution phase. EFE-Tunisia's Board of Directors is chaired by former Minister of Vocational Training and Employment, M. Said Aidi, and comprises a number of leading figures from the Tunisian private sector.

With a mission to provide youth with opportunities to build a better future for themselves, their families and their communities, EFE-Tunisia is developing programs that will bring together Tunisian and international partners for public-private partnerships dedicated to youth economic opportunity. Over the next three years, EFE-Tunisia will provide training linked to employment for over 1000 young people with an important focus on reaching fifty percent young women. EFE graduates will also be enrolled in an alumni program that links them with mentoring, professional development and continuing education courses, and engages them in civic participation activities. EFE-Tunisia's first training program is scheduled to launch in April 2012. The success of EFE is further illustrated by the article that follows by the CEO of the Jordan Program.

Jamie McAuliffe

*President and CEO, Education for Employment Foundation
Washington DC, USA*

AIWF COOPERATING WITH YOUTH INITIATIVES IN JORDAN

During Mrs Haifa Al Kaylani's visit to Amman, Jordan and a meeting with **Mayyada Abu-Jaber, CEO EFE, Jordan**, looking at youth employment initiatives in the region, AIWF is delighted to detail the work being carried out in Jordan by EFE.

In 2006, EFE established the Jordan Career Education Foundation (JCEF), a national initiative to develop employer and market-driven training programs to give youth the skills they need to build a career. JCEF partners with local businesses to identify their needs and works with national and international academic partners to design tailored courses so that students will have relevant, employable skills. Since 2006, JCEF has trained over 1,987 youths in 12 program areas and over fifty sessions, placed 70 % of youth directly into jobs, and maintained a six-month retention rate of 75.6%. JCEF programs vary based on the targeted economic sector and participants' level of education.

JCEF is viewed as the premier leader in youth employment projects among donor organizations and government ministries. In 2010, JCEF was awarded USAID funded grants to work on the Youth: Work Jordan project targeting marginalized youth in Amman and Irbid. This program would fall under the Development Model mandate. The program focuses on the employment, empowerment, and encouragement of youth to become actively productive citizens within their local communities. As part of this project, JCEF has trained almost 1,500 youths and placed almost 50% of them in jobs. In order to manage this growth, JCEF has trained local CBOs to conduct training sessions and to forge partnerships within their local communities. JCEF was the quality control arm for these CBOs, delivering quality curricula and a comprehensive M&E system to evaluate and follow up on programming.

This year, JCEF received funding from mid-contracting company in Jordan to train 400 youths on the "G4-welding technology". The youths will be placed in the newly constructed phosphorus factory in the south of Jordan (Ma'an).

JCEF's main focus is towards building effective collaborative partnerships with the private sector to respond to: business needs, demand for a skilled workforce and the preparation of potential employees for job placement in the fastest growing career fields. JCEF has formulated an active Board of Directors and a Business Advisory Council consisting of business representatives from all sectors. JCEF has fostered relationships with international and local institutions as well as foundations. Furthermore, JCEF has formed strategic partnerships with organizations such as Microsoft, McGraw Hill Publishers, Manpower International, Talal Abu-Ghazaleh Group, Jordan River Foundation and Ruwwad.

JCEF targets youth that lack opportunities and come from remote, underprivileged areas; 70% of the youth that participated in JCEF's projects come from the 42 pockets of poverty in Jordan. JCEF offers free training and employment programs and expects its alumni to pay it forward through volunteerism and community participation. Although, private sector are expected to contribute to the training, there remain funding gaps which if closed, JCEF will be able to train and employ thousands of youths annually.

JCEF believes engaging and empowering youths by providing them with job training and placement opportunities will directly aid in the alleviation of the increasing poverty levels in Jordan.

Mayyada Abu-Jaber
CEO EFE, Jordan

AIWF SUPPORTS THE FORUM OF BUSINESSWOMEN OF THE MEDITERRANEAN TURIN, SALONE DEI CONGRESSI, 18-19 NOVEMBER 2011

It was with great pleasure that I attended, representing Mrs Haifa Al Kaylani, Chairman AIWF, the Businesswomen of the Mediterranean Forum which was held in Turin on 18-19 November 2011. The meeting was organised by Confcommercio of the Piedmont region and the Chamber of Commerce of Turin in cooperation with No Peace without Justice (NPW), the NGO founded by Senator Emma Bonino.

The participants from different countries of the Middle East including Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Tunisia and Turkey arrived on November 17th; we were very well received by the Ascom Confcommercio Torino representative.

The first session on 18 November was a presentation of the event by state officials among them Ms. Maria Luisa Coppa, President of Ascom Confcommercio Torino, Mr. Barberis, President of Turin Chamber of Commerce and Mr. Fassino, the Mayor of Turin. Their speeches were valuable and pointed out important information which would be of interest to the businesswomen participating in this Forum. The role of women entrepreneurs was highlighted as being privileged players, who are able to build and develop trade networks at different production and distribution levels. Mediterranean countries, which are not merely geographically close to each other, share historical and cultural backgrounds facilitating networking among women. The political uncertainty in the current climate in some countries (Egypt, Tunisia and Libya) following the uprisings against the old regimes may be a current obstacle to development, however promises hope of opening up new channels for democracy and offers new opportunities for local businesses and women entrepreneurs.

There are 238,000 companies in Turin, among them leaders in industries such as automotive, aerospace, design, ICT etc. Furthermore, there are 120,000 female entrepreneurs in Turin; most of them work in the sectors of services and commerce. Turin offers a very good quality of life to its inhabitants and is known for its outstanding art, culture and gastronomy while flourishing as an international tourist destination.

During the second session, we had the opportunity to meet with each other and exchange experiences and business opportunities. In my field (tourism), it was a chance to have a closer look at the Mediterranean markets. I met travel agents who were interested in sending Italian groups to Jordan and to receive Jordanian groups. I also met with suppliers for hotel equipment which may help us to improve our services to the highest standards of quality. This came hand in hand with sharing our services with the other participants and promoting the benefits of our hotel. This type of networking is invaluable and enhances businesses by laying the groundwork for future relations with the participating countries.

Furthermore, we attended a discussion which was organised by No Peace without Justice and the topic was "Freedom and Development - Women's Contribution". The keynote speaker and moderator was Senator Emma Bonino and the speakers were from Egypt, Tunisia, Libya, Turkey and Italy. The discussion was on the current conditions of women in the Arab World especially with the Arab Spring,

focused on the civil, political and economic rights of women in these countries. Arab women have historically proven their leadership and efficiency at work during hard times, despite the social restrictions and the various traditions. They have often seized opportunities they faced and will continue to play a key role in the development of their countries.

The farewell dinner provided us with an opportunity to share with the Libyans, Egyptians and Tunisians their happiness for their new found freedom from their past dictatorship and their hope to have a real democratic regime in the near future.

Maissoun Farah Sarraf

*Owners Representative, Al Rabya Hotels
Tourism and Commercial Centres, Amman and AIWF Member*

ARABIAN BUSINESS REVEALS CEO MIDDLE EAST'S "100 MOST POWERFUL WOMEN 2012"

The Arab International Women's Forum is proud to congratulate **Chairman and Founder, Haifa Fahoum Al Kaylani, HE Sheikha Lubna bint Khalid bin Sultan Al Qasimi, Founder Board Member of AIWF and Mrs Raja Al Gurg Founder AIWF Member**, for all being recognised as one of the *top 100 most powerful women in the Arab world*.

Mrs Haifa Al Kaylani is seen by many as a female role model and agent of change in the Middle East having been responsible for setting up the Arab International Women's Forum, an organisation that brings together 1,500 associations, individuals, corporations and partnerships based in 45 nations and six continents of the world.

Of the AIWF Mission upon conclusion of the organisation's first successful decade, Mrs Al Kaylani said, "*AIWF's mission of Building Bridges, Building Business is even more relevant than ever; advocating that women be included in all decision-making and become stakeholders within their communities and beyond to shape a better social, political and economic future for themselves and their families.*"

In September 2005, a report from the Forum asked Arab governments to help create equality between men and women by removing the barriers between the two gender groups.

Sheikha Lubna Al Qasimi, the UAE Minister for Foreign Trade, who topped the power list, on Wednesday paid tribute to women across the Arab world as she officially unveiled CEO Middle East's 100 Most Powerful Arab Women 2012 list, saying, "*The list shows that it isn't just business where women are succeeding today. It is in science, in medicine, in the arts, in sports, in culture, in technology, in media. In fact, in so many different fields, Arab women have battled against the barriers they face and risen to positions of great prominence.*"

Raja Al Gurg, Founder AIWF Member is Managing Director of Easa Saleh Al Gurg Group, responsible for 23 manufacturing and trading companies and some 3,000 employees. She is also the President of the Federation of the UAE Chambers of Commerce & Industry Businesswomen's Committee as well as holding the Presidency of the Dubai Chamber of Commerce & Industry's Businesswomen's Committee, a member of the Dubai Educational Council and of the National Advisory Council for the College of Business Sciences at Zayed University.

NEWS FROM AIWF PARTNERS

VISIT OF SAAD ABDUL LATIF, CEO OF PEPSICO, AMEA & AIWF GLOBAL BENEFACTOR PARTNER TO AMERICAN UNIVERSITY OF SHARJAH



Mr Saad Abdul Latif, CEO PepsiCo, AMEA, AIWF Global Benefactor Partner, addressed the audience at AUS.

Saad Abdul Latif, Chief Executive Officer of PepsiCo Asia, Middle East and Africa (AMEA), AIWF Global Benefactor Partner, delivered an engaging lecture entitled *“My Path at PepsiCo and Lessons Learned Along the Way”* to students, alumni, faculty and staff of **American University of Sharjah (AUS)** at the University on 14 February.

Based in Dubai, Mr Abdul Latif, who has led the business since September 2008, oversees all PepsiCo food and beverage businesses which generate more than AED 22 billion (US\$6 billion) in annual revenues. Prior to his current post, he led PepsiCo’s South Asia, Middle East and Africa business for five years.

“I first walked in to the PepsiCo office in Dubai in 1982. Over the years I have been with the company, I have learnt many valuable lessons. These lessons have helped me get to where I am today,” he said. *“I would like to urge everyone to always take the initiative; when an opportunity presents itself, grab it and don’t let it go. I would also advise you to go where others do not dare to go. Often in life, the biggest risks will often give you the biggest rewards,”* he said during his lecture.

Touching on some specific lessons learnt, Mr Abdul Latif urged his audience, comprising students, alumni, faculty members, as well as senior university officials, to be proactive in their personal advancements and to take advantage of all available opportunities.

In addition to advice pertaining to success in the corporate world, Mr Abdul Latif also spoke about the many important charitable initiatives with which PepsiCo is involved. These include programs such as Tomooh that has placed over 5,000 students in higher education through grants and scholarships. Other initiatives Mr Abdul Latif is involved in include PlaNet Finance and the Arab International Women’s Forum.

Of PepsiCo’s partnership with AIWF, Mr Abdul Latif said, *“The Arab International Women’s Forum showcases women’s contribution to economic development and growth in the Arab region and globally. PepsiCo has partnered with the organization since 2002 and this year we are very excited to be participating in the AIWF’s annual conference, which will be hosted right here at AUS.”*

As CEO of the company’s AMEA Division, Mr Abdul Latif is responsible for a territory that spans more than 90 countries and is home to more than 70 percent of the world’s population. A 30-year PepsiCo veteran, he has held a wide range of international roles in the corporation’s food and beverage businesses since joining the company in 1982.

Mr Abdul-Latif holds an MBA from the American Graduate School of International Management in Arizona and

a BA in Public Administration from the American University of Beirut.

The lecture was part of the AUS Chancellor’s Distinguished Lecture Series, in collaboration with the AUS academic units and the Office of Development and Alumni Affairs. It was attended by Dr. Peter Heath, Chancellor of AUS; Dr. Thomas Hochstettler, Provost; Dr. Nada Mourtada-Sabbah, AUS Vice Chancellor for Development and Alumni Affairs, as well as other senior university officials. Mr Abdul Latif lectured to a packed auditorium of 400 students and alumni.

AIWF GLOBAL PARTNER LAUNCHES THE PRICEWATERHOUSECOOPERS ACADEMY IN BEIRUT

AIWF applauds its valued Annual Diamond Global and Sharjah Conference Programme Partner, **PricewaterhouseCoopers (PwC)**, the leading international professional services firm on successfully launching its Academy on Friday 16 December 2011. The launch was attended by a number of professionals from different industry sectors and with representation from the Central Bank.

The launching event was opened by the **Central Bank Vice Governor, Dr Saad Andary**, who was very supportive of PwC’s efforts in establishing a programme for the continuing professional education of qualified auditors, accountants and finance and management executives as well as preparing and equipping fresh graduates for the reality of the business world. PwC proposes to do this by establishing and promoting a programme of professional education.

The initial qualifications/diplomas which will be taught at the Academy include the Certified Public Accountant (CPA - USA), Certified Internal Auditor (CIA - USA), Diploma in IFRS (Chartered Association of Certified Accountants – UK), Diploma in Performance Management (Chartered Institute of Management Accountants – UK). Course dates have been set and start from 25 January 2012.

Camille C. Sifri, PwC Lebanon Country Senior Partner, emphasised the importance of bridging the gap between the academic offerings and the practical requirements of the business world.

PwC sees it as part of its mission to contribute to the development of future business leaders by equipping them with professional qualifications and providing them with the necessary skills to achieve successful careers. He also acknowledged the importance the Central Bank was giving to the field of professional education by requiring bank executives to possess or obtain a professional qualification relevant to their level of responsibility.

Mr Sifri finally stated that PwC stood ready to cooperate with all stakeholders in an effort to achieve its aim of developing promising talent in Lebanon.

Camille C Sifri

PricewaterhouseCoopers Lebanon Country Senior Partner

HOW TO JOIN AIWF

For further information on AIWF kindly contact:

Arab International Women’s Forum
4th Floor, 45 Albemarle Street
London W1S 4JL, United Kingdom

Tel: 44 20 7409 7788 Fax: 44 20 7409 7575
info@aiwfonline.com www.aiwfonline.com

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NEWS OF AIWF MEMBERS

RAISING AWARENESS OF MENA WOMEN LEADERS IN THE MIDST OF THE ARAB SPRING

As the MENA region searches for solutions to integrate women and youth into the local economies, and give women a greater say in how to create more inclusive political and economic cultures, AIWF Corporate Members, Sarah Wachter and Melanie Cheary Gallagher travelled to Dubai in January to explore those concepts through their learning and development consultancy. The WG concept (wachter-gallagher.com), dedicated to building the capacity of leading MENA women in business and government to communicate effectively, was well received in meetings with a wide range of communications experts and consultants with multinational firms, consultancies, and by other local business leaders.

WG was also invited to participate in a three-day conference staged by the British Council and the Reuters Foundation in Istanbul in early March to help Arab women raise awareness of gender issues in the MENA region by creating highly effective media campaigns. A main theme of the conference was, Why are Arab women, who were overwhelmingly involved in the Arab uprisings, mostly absent from the post-revolution governments and councils? Cheary Gallagher chaired a conference segment, and conducted workshops on dealing with journalists, developing strong messages, and using new media. The women who attended the conference from Egypt, Libya, Tunisia, Iraq, Iran, Saudi Arabia, Lebanon, Kuwait and Syria, said after attending the workshop that they felt better-equipped to promote their campaigns in the local, national, and international press.