



AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

Issue No: 31 March 2014 London

CHAIRMAN'S MESSAGE

As Founder Chairman of the Arab International Women's Forum I am pleased to announce that 2014 will be another key year for AIWF as we begin in March in Qatar with the next event in our landmark *Young Arab Women's Leaders : the Voice of the Future* series of seminars to be held in the Arab region and complete the year with an outstanding programme of events featuring another major conference in Europe, in the City of London.

We are pleased to reaffirm that AIWF's focus in 2014 is on promoting the empowerment of women and youth as drivers of change directed towards sustainable development and prosperity in the Arab world. We shall be building further on highly successful conferences held in Europe and in the Arab region in 2013 which provided excellent forums to encourage women and youth to seek opportunities to contribute to shaping the future economic and social policy of the Arab region. As we continue to press home the message that empowering women, eliminating poverty and promoting equality of opportunity for all citizens are critical in order to achieve sustainable development in the Arab world and developing economies, we do so in collaboration with our distinguished corporate, institutional, academic and media partners, political and economic forums, global institutions and organisations, constantly increasing our network of support and thereby our sphere of influence.

Later this month on 26 March, I have pleasure in announcing that the fifth conference in the AIWF *Young Arab Women Leaders: the Voice of the Future* series is to be held in Doha, Qatar in partnership with the Qatar Chamber of Commerce and Industry and with the valued support of the Qatari Business Women Forum. We are very proud to be holding this conference in Qatar, the first AIWF event in that country, and we are grateful for the support of two outstanding organisations, the Qatar Chamber of Commerce & Industry and the Qatari Business Women Forum. The event in Doha will build upon successful conferences held so far in London, Amman, Jordan, Beirut, Lebanon, Dubai, UAE and, most recently, in Birzeit, Palestine. AIWF and PwC, with whom we are in collaboration with the *Young Arab Women Leaders* initiative, are committed to nurturing the next generation of young women entrepreneurs, seeking to empower them as they progress in business and in public life. *The Young Arab Women Leaders* series of conferences is

Continued

DATES FOR YOUR DIARY

AIWF CONFERENCE

'Young Arab Women Leaders: The Voice of the Future'

in partnership with

The Qatar Chamber of Commerce & Industry

and supported by

The Qatari Business Women Forum

26 March, 2014

Sharq Village & Spa Hotel, Doha, Qatar

AIWF ANNUAL CONFERENCE 2014

From Partnership to Prosperity:

*Women in the Arab World, the United Kingdom
& the International Community*

In partnership with and hosted by

AIWF Global Platinum Partner Willis

22 October, 2014

The Willis Building, Lime Street, The City of London

OFFICIAL DINNER

In the presence of

The Right Honourable the Lord Mayor of London

*Building Bridges, Building Business: between The City of
London, The Arab World & The International Community*

23 October, 2014

The Mansion House, The City of London

AIWF CONFERENCE

'Young Arab Women Leaders: The Voice of the Future'

The 6th Event in the Series of

Young Arab Women Leaders Conferences

in partnership with and hosted by

AIWF Global Diamond Partner PwC

24 October, 2014

PwC Offices, The City of London

CHAIRMAN'S MESSAGE

designed to encourage young women to strengthen and hone their personal, networking and business skills, and thus their lasting contributions to their economies and communities at large.

On behalf of the Board of the Arab International Women's Forum, it gives me great pleasure to welcome the Sharjah Business Women Council as our new valued Global Platinum Partners. We are proud to announce that SBWC is the first association to become a Platinum Global Partner.

The Sharjah Business Women Council (SBWC) was established in 2002 by His Highness Sheikh Dr Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council of the United Arab Emirates and Ruler of Sharjah, and Her Highness Sheikha Jawaher Bint Mohammad Bin Sultan Al Qassimi, Honorary Patron of the SBWC, to support the integration of women in Sharjah in all economic activities. In December 2010, SBWC was granted the legal personality and legal capacity to operate under the umbrella of HH Sheikha Jawaher Al Qassimi's Executive Office.

The SBWC mission is to empower potential and accomplished professional and business women to set out and realise their ambitions in both traditional and non-traditional sectors in the United Arab Emirates. I would like to express the AIWF Board's warmest thanks for the Sharjah Business Women Council's commitment to the work of AIWF and its distinguished Global Partners, all of whose support is deeply appreciated. I look forward to building on the relationship with the Sharjah Business Women Council, as with all of AIWF's valued Global Partners.

Maintaining the tradition of holding an annual meeting with our Partners, a Global Partners Meeting was held in Dubai in November and this was followed by a Benefactor's Meeting with AIWF's valued Global Corporate Benefactor Partner, PepsiCo, all kindly hosted by PepsiCo at their offices. These annual gatherings provide an opportunity for discussing common issues, shared initiatives and current and future strategies and programmes.

It was a great pleasure to participate in the Africa Middle East Asia Women Summit in Dubai from 16 to 18 December 2013 where I gave an address on the subject ***Investment Opportunities in Women-run Companies***. This event was organised by the Center for Economic and Leadership Development, a non-governmental organisation with special consultative status with the UN Economic and Social Council committed to addressing the challenges faced by vulnerable women and children, in collaboration with African Leadership Magazine and The CEO Clubs Network Worldwide. Over 500 delegates from 32 countries attended this Summit in Dubai for 3 days of enlightenment, networking, business sessions, panel discussions and sharing of experience and a full report is included in this Newsletter.

On the occasion of the Official Awards Dinner held at this Summit, I was honoured, as Founder Chairman

of AIWF, to receive *The Global Inspirational Leadership Award 2013* conferred on me by the Center for Economic and Leadership Development (CELD) in Africa. On the same occasion, I was inducted by CELD into *The Global Women Leaders Hall of Fame* as a distinguished achiever and symbol of female achievement globally. I was equally proud to receive recognition by the Georgia General Assembly, presented by the Representative of the State of Georgia General Assembly, to honour the individual achievements of women who serve as role models and who have made contributions worthy of acknowledgment to the role of women in emerging economies.

Earlier this year, I had the pleasure of revisiting Jordan and was able to accept an invitation to participate as a panellist in a Symposium entitled *"Jordan Job Readiness and Creation 2014-2020: Initiatives to Make Them Happen"* on 18 February hosted by Jordan Kuwait Bank in Amman. This event, organised jointly by Jordan Kuwait Bank, T21 (Learning for the 21st Century) and Migrate – Jordan (a regional business services platform), featured prominent speakers from the public and private sectors sharing their views on the employment growth challenges for Jordan and solutions that are being applied to bridge the skill gaps of the youth and gender inequalities and enable growth in performance and of corporations. Social organisations, universities, corporations and government speakers shared their initiatives and how other employment stakeholders can participate in the 2014-2020 Jordanian job creation challenge and opportunity.

In February 2014, the AIWF Board was invited by the Ministry of Labor in the Kingdom of Saudi Arabia, The Arab Labor Organization (ALO) and The World Bank, to participate in the Second Arab Forum on Development and Employment, entitled ***"Towards Social Protection and Sustainable Development."*** As Chairman of AIWF, I was proud to lead a distinguished AIWF delegation and, indeed, to address this landmark Forum which was held under the sponsorship of HRH King Abdullah Bin Abdul Aziz in Riyadh, Saudi Arabia.

The outcome of this major Forum was the *'Riyadh Declaration for Sustainable Development and Employment'* which incorporates principles of common understanding to realise development that guarantees increasing employment and fighting unemployment and poverty, and to set out principles of cooperation between Arab and international organisations in this regard. Participating in this Forum were Government Ministers, leaders of Chambers of Commerce and Industry, Trade Unions, and Employers' Organisations, Representatives of the Arab League and other Arab Institutions, together with regional and international organisations. A report on this Forum is included in this Newsletter.

Following the Forum, I was delighted as Chairman of AIWF and on behalf of the distinguished AIWF

CHAIRMAN'S MESSAGE CONTINUED

delegation to accept the kind invitation of HH Princess Haila bint Abdulrahman bin Farhan Al-Saud, General Manager of the Ladies Branch of the Riyadh Chamber of Commerce & Industry, to a reception and meeting at the Almultaqa Women Center with HH Princess Haila and the esteemed members of the Ladies Branch of the Riyadh Chamber of Commerce and Industry.

The Arab International Women's Forum is delighted to be initiating a Memorandum of Understanding with the Pearl Initiative which is the leading independent, not-for-profit, by-business for-business organisation working across the Gulf Region of the Middle East to influence positively and improve corporate accountability and transparency. Developed in cooperation with the United Nations Office for Partnerships, it is a regionally-focused growing network of business leaders committed to driving joint action towards good governance, anti-corruption, codes of conduct, integrity and reporting.

As Founder Chairman of AIWF, I shall be signing this important MoU with Mr Badr Jafar, Founder & Member of the Board of Governors of the Pearl Initiative at a formal ceremony to be held in Dubai on 27 March.

The United Nations theme of this year's International Women's Day is *"Equality for women is progress for all"* which has been a message advocated by AIWF since its inception in 2001, as it relates to the Arab region. It is only when women are empowered in sufficient numbers that we will create a society that truly works for all women and a society that works for everyone in both the Arab world and beyond.

Supported fully by its network of valued global partners in fulfilling its mission of **Building Bridges, Building Business** between women in the Arab world and women in the international community, the Arab International Women's Forum has been an agent of change for women in the Arab region for over a decade as we have sought to optimise their potential to take greater leadership roles and reach higher levels of responsibility in all sectors of business, public life and in civil society in the belief that they will make a greater contribution to their economies and to their communities which would truly achieve progress for all.

I very much look forward to the great pleasure of welcoming you all to the outstanding programme of AIWF events which we have organised throughout 2014 as we continue to fulfil our mission of **Building Bridges, Building Business** between women in the Arab world and women in the international community in order to achieve growth and development.



Haifa Fahoum Al Kaylani
Chairman,

Arab International Women's Forum

YOUNG ARAB WOMEN LEADERS: THE VOICE OF THE FUTURE AIWF CONFERENCE TO BE HELD IN DOHA, QATAR ON 26 MARCH 2014

Building on the outstanding success of Young Arab Women Leader conferences held in the Arab region so far, in collaboration with our valued AIWF Global Partner PwC, in Amman, Jordan; Beirut, Lebanon; Dubai, UAE in 2012 and, most recently, in Birzeit, Palestine in June 2013, we are very proud to be holding the next conference in this series in Doha, the first AIWF event to be held in Qatar.

This important conference, which is the latest in our **Young Arab Women Leaders** seminar series, will take place on 26 March in full partnership with the Qatar Chamber of Commerce and Industry and with the valued support of the Qatari Business Women Forum, to whom we are grateful for their outstanding support of what we are certain will be a highly successful event.

According to the ILO, currently at 40.6%, Qatar has a higher percentage of women in the formal workforce than the regional average and, according to a recent World Bank survey, Qatar's gender employment gap is also lower than that of most Arab countries.

A number of notable entrepreneurship and networking initiatives have been launched in Qatar, all of which were set up to support the development of future female leaders of Qatar through the Al Jiwan initiative, under which 1,000 Qatari women will learn world-class leadership and governance skills and techniques. Al Jiwan will run for three years in order to increase the number of women in leadership roles in Qatar by 30% as part of Qatar's vision to strengthen a woman's role in society.

In Qatar, women have long been prominent in business and there are many world-renown, inspirational leading business women in the country, and indeed within the whole region, who are self-made, successful, motivated and highly talented.

This conference, the fifth in the **Young Arab Women Leaders** series of events hosted by the Arab International Women's Forum and held with the valued support of the Qatar Chamber of Commerce and Industry and the Qatari Business Women Forum, aims to recognise and celebrate the contribution of business women in Qatar and to inspire the next generation of young Qatari women leaders to realise their full potential and optimise their contribution to the development of the Qatari economy and to the economic growth of the MENA region as a whole. The event will address how young people in business can fulfil their potential by launching and growing scalable, profitable businesses that will create jobs and positively impact on Qatar's economy with assistance from government, civil society, the media and academia.

Continued

YOUNG ARAB WOMEN LEADERS CONTINUED

Through the **Young Arab Women Leaders** initiative, AIWF and our valued Global Partner PwC are committed to empowering women entrepreneurs by providing the training and networking they need to build sustainable businesses. The agenda of the seminars in this series has been carefully developed with the involvement of a number of young women leaders in the region and we are also extremely fortunate in being able to

welcome prominent keynote speakers and guests who will share their own personal success stories, experiences and expertise.

We look forward to working with key institutional partners throughout the international community and the Arab States to help women create new, sustainable employment and contribute to their communities and their economies through entrepreneurship.

AIWF CHAIRMAN ADDRESSES SYMPOSIUM ENTITLED *JORDAN JOB READINESS & CREATION 2014 – 2020: INITIATIVES TO MAKE THEM HAPPEN* HOSTED AND ORGANISED BY JORDAN KUWAIT BANK, T21 AND MIGRATE - JORDAN ON 18 FEBRUARY 2014



Laith Al Qasem (Chairman, Arabian Business Consultants for Development), *Haifa Al Kaylani* (Founder and Chairman, Arab International Women's Forum), *Ahmed Attiga* (Regional Manager, World Bank IFC), *Deema Bibi* (CEO, Injaz Jordan), *Michael Nazzal* (Chairman, Jordan Federation of Tourism Associations)

As one of AIWF's newest association partners T21, (Ta'alim 21 which means Learning for the 21st Century), recently organised a hugely successful symposium ***"Jordan Job Readiness and Creation 2014-2020: Initiatives to Make Them Happen"*** in Amman Jordan on February 18, 2014.

The event, organised by T21 in collaboration with Jordan Kuwait Bank and Migrate, brought together prominent leaders across private and public sectors to share their views and highlight T21's innovative solutions to addressing employment readiness and growth challenges in Jordan and the MENA region.

Mrs Haifa Al Kaylani, Chairman of the Arab International Women's Forum, was featured as a distinguished Panellist in the first Panel entitled ***"Bridging key challenges for youth and women"*** which focused on pinpointing specific challenges impacting youth and female employment growth in Jordan, and solutions to increase youth and female inclusion. Mrs Al Kaylani shared her invaluable insights, including emphasising the importance of private and public sector partnerships in addressing systemic issues like youth

and female unemployment and highlighted some of the wonderful initiatives that AIWF is involved in to address these challenges.

In her Remarks as a distinguished Panellist, Mrs Al Kaylani reiterated one of AIWF's cornerstone beliefs:

"As far as women are concerned, AIWF has always believed that without women playing their rightful role in business and in public life, they will never be able to advance and transition. Promoting girls' education and legislation that is fair to women whilst pushing for reform, justice and development is a necessity. For change to be sustainable in the region, Arab countries must develop practical strategies to empower women, to develop their leadership skills, and to give them every opportunity to start and grow viable businesses that will contribute positively to much-needed job creation and economic growth in the region."

Gozie Nwabuebo
Co-founder & CEO, T21

AIWF DELEGATION AT THE SECOND ARAB FORUM FOR DEVELOPMENT & EMPLOYMENT “TOWARDS SOCIAL PROTECTION & SUSTAINABLE DEVELOPMENT” HELD IN RIYADH, THE KINGDOM OF SAUDI ARABIA FROM 24 TO 26 FEBRUARY 2014



AIWF Chairman with government Ministers invited from 21 Arab League member countries, along with representatives from relevant international and regional organisations at the opening of the 2nd Arab Forum for Development & Job Creation

The AIWF Board was invited by the Ministry of Labor in the Kingdom of Saudi Arabia, The Arab Labor Organization (ALO) and The World Bank, to participate in the Second Arab Forum on Development and Employment, entitled **“Towards Social Protection and Sustainable Development.”** As Chairman of AIWF, Mrs Haifa Al Kaylani not only led a distinguished AIWF delegation to attend this landmark Forum which was held under the sponsorship of HRH King Abdullah Bin Abdul Aziz in Riyadh, Saudi Arabia, but was also invited to address the Forum as a Keynote Speaker in the first plenary session.

Ministers of Finance, Labour, Social Affairs and Education from all 21 Arab League member countries were invited, along with representatives from the private sector, trade unions, social insurance and training institutions, civil society and relevant international and regional organisations.

Vice President of the Middle East and North Africa Region at the World Bank, Mrs Inger Andersen, in explaining the rationale behind the organisation of this major Forum, said, *“It is important to understand the underlying layers of exclusion that have produced the world’s highest youth unemployment and lowest female participation rates.”*

The general objective of the Forum was to agree on a general framework to support development and employment in light of the current variables and the agreement of economic and social players based on a comprehensive and integrated common vision that would balance between social protection and realise sustainable economic development based on a comprehensive information system. Secondary objectives were:

1. To develop labour market systems to generate more job opportunities to employ youth, women and graduates and reduce unemployment rates.
2. To support programmes and policies of social protection and social protection networks to achieve decent work and social peace and more opportunities for programmes for development and social reform.

3. To review the matching programmes between education and training outputs on the one hand, and development needs on the other, while highlighting successful practices.
4. To create a greater role for the private sector in supporting education and training institutions, and to develop their programmes according to labour market needs.
5. To determine regional priorities in developing employment and supporting partnerships with regional and international institutions to enact economic and social resolutions from the Arab development summit regarding employment, especially within the framework of the Arab decade for employment and in the light of the ambitions of the Arab citizen.

Mrs Haifa Al Kaylani led a distinguished delegation to represent AIWF at this major Arab Forum, comprising Ms Sana Bardawil, Director of Communications MENA & Senior Business Communications Manager Upstream International, Royal Dutch Shell, The Hague, The Netherlands and AIWF Board Member; Ms Rania Rizk, Vice President & Chief Legal Counsel, PepsiCo MEA, Dubai, United Arab Emirates and AIWF Board Member ; Mrs Hanan Akram Saab, Founder, Co-Owner & Managing Director, Pharmamed, Beirut, Lebanon and AIWF Board Member and Ms Antra Sehgal, Regional Head Human



AIWF Chairman, Mrs Haifa Al Kaylani preparing to address the first session of the 2nd Arab Forum entitled “Prospects of Employment”

Resources, Central & Eastern Europe, MEA, Al Futtaim Willis Co LLC, Dubai, United Arab Emirates and Representative of valued AIWF Global Platinum Partner.

As a Keynote Guest Speaker in the first Plenary Session on *"Prospects of Employment"*, Mrs Al Kaylani, Founder Chairman AIWF, in her address first drew attention to the stark unemployment statistics saying *"1 out of 4 of Arab youths is jobless, and estimates put the direct economic cost of youth unemployment at \$40-\$45 billion per annum. This is approximately 2-3 percent of the region's economy. Indirect societal costs – such as joblessness, school dropouts and migration can multiply these costs."*

She went on to propose many possible solutions for both the public and private sectors to deal with the challenges of unemployment, youth unemployment in particular.

Mrs Al Kaylani concluded by saying *"Governments should take advantage of their main untapped national resource: women. A more diverse workforce will also be more skilled. There is clear evidence that the larger a country's workforce compared to its total population, the greater is its economic output and prosperity."*

The conference concluded with the release of a joint statement, ***The Riyadh Declaration***, carrying the commitment and endorsement of all parties containing both recommendations for and an appreciation of the value of engaging in comprehensive reforms aimed at building the human capital of the poorest and most vulnerable, contributing to economic growth and boosting shared prosperity at the national level across the region.

Following the Forum, at the kind invitation of HH Princess Haila bint Abdulrahman bin Farhan Al-Saud, General Manager of the Ladies Branch of the Riyadh Chamber of Commerce & Industry, AIWF Chairman Mrs Haifa Al Kaylani and her distinguished AIWF delegation were received at the Almultaqa Women Center by HH Princess Haila and the esteemed members of the Ladies Branch of the Riyadh Chamber of Commerce for lunch and a meeting which provided an opportunity for a valuable exchange of knowledge and experience on many matters of mutual concern and interest in the region. Ms Lama Akkad, Director of the Al Multaqa Women Center, also welcomed Mrs Al Kaylani and the AIWF delegation to this unique meeting point for discerning Saudi women.



AIWF Delegation: LtoR Ms Rania Rizk, Vice President & Chief Legal Counsel, PepsiCo MEA, Mrs Haifa Al Kaylani, Founder Chairman, Arab International Women's Forum, Ms Antra Sehgal, Regional Head Human Resources, Central & Eastern Europe, MEA, Al Futtaim Willis Co LLC, Mrs Hanan Akram Saab, Founder, Co-Owner & Managing Director, Pharmamed.

CENTER FOR ECONOMIC & LEADERSHIP DEVELOPMENT AWARD FOR GLOBAL INSPIRATIONAL LEADERSHIP 2013 CONFERRED ON AIWF CHAIRMAN

On the occasion of the Official Awards Dinner held at The Africa-Middle East – Asia Women Summit, Mrs Haifa Fahoum Al Kaylani, was honoured, as Founder Chairman of AIWF, to receive ***The Global Inspirational Leadership Award 2013*** conferred on her by the Center for Economic and Leadership Development (CELD) in Africa.

On the same occasion, Mrs Al Kaylani was inducted by the Center for Economic and Leadership Development (CELD) into ***The Global Women Leaders Hall of Fame*** as a distinguished achiever and symbol of female achievement globally.

Mrs Al Kaylani also received recognition by the Georgia General Assembly, presented by the Representative of the State of Georgia General Assembly, The Honourable Dorothy Dawkins-Haigler, to honour the individual achievements of women who serve as role models and who have made contributions worthy of acknowledgment to the role of women in emerging economies.

In acknowledging the award and the recognitions received, Mrs Al Kaylani said *"I commend the Center for Economic Leadership and Development and its important work in empowering women and youth in Africa. I am truly humbled by the award and the recognitions received for my voluntary work and contributions on this valuable occasion. I take this opportunity to pay tribute to my family, my friends and all the outstanding men and women leaders with whom I have had the privilege and honour to work for so many years. Their inspiration sparks a light in my heart and in my life."*

AIWF TO SIGN MEMORANDUM OF UNDERSTANDING WITH PEARL INITIATIVE

On behalf of the Board of AIWF, Chairman Mrs Haifa Al Kaylani will be signing a landmark Memorandum of Understanding (MoU) with Mr Badr Jafar, Founder and Member of the Board of Governors of the Pearl Initiative at a formal ceremony to be held in Dubai on 27 March this year.

AIWF is pleased to have initiated this MoU with The Pearl Initiative which is the leading independent, not-for-profit, by-business for-business, institution working across the Gulf Region of the Middle East to influence and improve corporate accountability and transparency.

Developed in cooperation with the United Nations Office for Partnerships, it is a regionally-focused growing network of business leaders committed to driving joint action, exhibiting positive leadership and sharing knowledge and experience, in order to positively influence the entire regional business and student community towards implementing higher standards in areas such as corporate governance, anti-corruption, codes of conduct, integrity and reporting.

The Pearl Initiative offers a range of programmes to its Partners, in areas such as anti-corruption, integrated reporting, good corporate governance and responsible business practices.

The Memorandum of Understanding seeks to provide a framework for cooperation between AIWF and the Pearl Initiative in areas of common interest, in particular promoting the advancement of women in the private sector.

AIWF CHAIRMAN ADDRESSES THE AFRICA - MIDDLE EAST - ASIA WOMEN SUMMIT HELD FROM 16 TO 18 DECEMBER, 2013 IN DUBAI, UAE

This unprecedented event was organised by the Center for Economic and Leadership Development (CELD) in collaboration with African Leadership Magazine and The CEO Clubs Network Worldwide.

The Center for Economic and Leadership Development (CELD), a non-governmental organisation with special consultative status with the United Nations Economic and Social Council (UN ECOSOC) since July 2012, is committed to addressing the challenges faced by vulnerable women and children in today's world, alleviating extreme poverty among the less privileged via a wide range of efforts aimed at building better futures for the vulnerable child and women.

Over 500 delegates representing 32 countries gathered for 3 days of enlightenment, networking, business sessions, panel discussions, experience-sharing and peer-support.

First Ladies of four countries, Royalty, wives of Governors, spouses of Ambassadors, leading women in politics, business, the arts, academia, sciences and entertainment shared ideas, experiences, challenges and successes that demonstrated a similarity in the experiences of the women of all three regions.

The conference opened with a keynote address from The Honourable Dorothy Dawkins-Haigler of the Georgia Legislature in the United States of America who charged the women to rise above their domestic expectations to take their rightful place in an ever-evolving world.

Then came a panel discussion with panellists including The Rt Hon Margaret Zziwa, Speaker of the East Africa Legislative Assembly from Uganda, Princess Fay Jahan Ara from India, Angela Moore from the United States of America and Funke Egbemode, General Editor of leading Nigerian Newspaper, The Sun Newspapers. This panel discussed on how women can deal with violence and emerge from the shadows to assume political office.

The highlight of the second day took place during the Business and Investment Forum sessions, which was divided into two panel sessions in the morning and in the afternoon, featuring leading business men and women as panellists from South Africa, Qatar, the UAE, India, Pakistan, Kingdom of Saudi Arabia, Uganda, Rwanda and Morocco. These panel sessions focused on enlightening the participants on investment opportunities that exist for women in the three regions. Female Managing Directors/CEOs also leveraged on this platform to share their success stories as well as their challenges, how they surmounted them and rose to the top.

High level and timely discussions on the intricate and important role of women in emerging economies took centre stage while other very relevant issues pertaining to positioning women as the next frontier in emerging markets were discussed with relevant solutions put forward.

Within the Session entitled *Women and Development issues in Emerging Economies*, Mrs Haifa Al Kaylani, Founder

Chairman of the Arab International Women's Forum, addressed the summit on the subject of *Opportunities in Women-run Companies*. In her address entitled *Environment For Women's Entrepreneurship in the MENA Region* Mrs Al Kaylani said, "Ensuring that Arab women are empowered to actively participate in private sector growth, undertaking senior management positions, is the only way to show the younger generation that successful women are the norm and no longer the exception in the Arab world. This belief is the cornerstone of everything that we do at AIWF and for this reason we highly commend the Center for Economic and Leadership Development for this timely and important initiative - for giving us all the opportunities to discuss the characteristics and culture of women-led and family-run companies."

Mrs Al Kaylani concluded her remarks by saying, "With high levels of education and strong support from Arab governments, women in MENA countries could leverage this momentum to advance rapidly in business, but there can be no progress of any kind without solid policy changes to back them up... From day one AIWF's mission has been to build business and build bridges between women in the Arab and international communities, more important than ever now because the future of the Arab region has to be concentrated on opportunities for women and youth, and this must be private sector led. We need a dynamic, thriving Arab private sector that will recognise and include women as engines of economic growth."

The high point of this event took place on the third day with the Africa- Middle East- Asia Amazons Award Gala Dinner where leading women were given outstanding achievement awards and others inducted into the Global Women Leaders Hall of Fame.

There was also a special resolution from the Legislature of Georgia in the United States of America commending some of the women for their contributions to the development of their various sectors.

In her welcome remarks, Mrs Furo Giami, Executive Director of the Center for Economic and Leadership Development stated that the purpose of the Africa- Middle East- Asia Amazons Awards, is to honour, on an international stage, women who have stood out as Amazons and beacons of light in their various countries and regions. She said, 'We are here on this special day to honour women who have dared to walk where men previously held sway, and are doing a great job at it; women, who against all odds, have determined to be economically self-sufficient and build a highly successful career for themselves; women who are defying all odds and taking charge of their lives and livelihoods...'

Mrs Furo Giami
Executive Director
Center for Economic and Leadership Development
Nigeria

AIWF INTRODUCING ASSOCIATION MEMBERS:

**T21 (Learning for the 21st Century)
Empowering youth for success in the
21st Century - Innovative start-up
organisation and AIWF Association partner**



*Gozie Nwabuebo, Co-Founder and CEO, T21,
Empowering youth for the 21st century*

We are pleased to announce that one of our newest association partners T21 (Ta'alim 21 which means *Learning for the 21st Century*) recently hosted a hugely successful symposium "*Jordan Job Readiness and Creation 2014-2020: Initiatives to Make Them Happen*" in Amman, Jordan on February 18, 2014.

The organisation, recently launched two years ago by Harvard graduates, is an innovative social learning platform (accessible in Arabic and English and via internet and mobile) that advances the 21st century skills, career and entrepreneurial readiness of youth (15–29). T21 delivers a holistic menu of services including career navigation, skills-building, mentorship and employment networking. Launched two years ago by a group of Harvard graduates, the organisation seeks to build the leading online community that brings together and fosters collaboration across key stakeholders (youth, educational institutions, Government, mentors, employers and entrepreneurs). T21 is unique in that it represents a comprehensive, low-cost, integrated and sustainable solution to addressing unemployment in the MENA region, by expanding access, providing innovative blended learning content, heightening engagement and emphasizing collaboration.

Gozie Nwabuebo
Co-founder & CEO, T21

AIWF WELCOMES NEW GLOBAL PLATINUM PARTNER THE SHARJAH BUSINESS WOMEN'S COUNCIL

The AIWF Board welcomes the Sharjah Business Women's Council as its new Global Platinum Partner, the first Business Association to become a full Global Partner, and we extend our deep appreciation of SBWC's support of our aims and objectives.

The Sharjah Business Women Council (SBWC) was established in 2002 by His Highness Sheikh Dr Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council of the United Arab Emirates and Ruler of Sharjah, and Her Highness Sheikhha Jawaher Bint Mohammad Bin Sultan Al Qassimi, Honorary Patron of the SBWC, to support the integration of women in Sharjah in all economic activities. In December 2010, SBWC was granted the legal personality and capacity to operate under the umbrella of HH Sheikhha Jawaher Al Qassimi's Executive Office.

The SBWC Vision is to contribute to the UAE's overall economic and social development by supporting women's full integration in the economy.

The SBWC Mission is to empower potential and accomplished professional and business women to set out and realise their ambitions in both traditional and non-traditional sectors in the United Arab Emirates.

In order to ensure that women are fully supported in all economic and professional sectors of the United Arab Emirates, SBWC launched its **EASE** initiative, which consists of:

- Encouraging women to become active in the business world
- Advising women who are eager to achieve their objectives
- Supporting all women to develop better business skills
- Enabling existing business women to improve their performance

We very much look forward to working with the Sharjah Business Women Council on our common objectives of encouraging women to develop and strengthen their personal, networking and business skills in order to become drivers of growth and increase their contribution to their economies and communities at large.

AIWF CELEBRATES
INTERNATIONAL WOMEN'S DAY ON 8 MARCH, 2014
WITH A MESSAGE FROM FOUNDER CHAIRMAN

International Women's Day is a time to reflect on progress made, to call for change and to celebrate acts of courage and determination by ordinary women who have played an extraordinary role in the history of their nations and communities.

First officially marked by the UN on 8 March 1975, International Women's Day initially emerged from the activities of labour movements at the turn of the twentieth century in North America and across Europe and has now assumed a new global dimension for women in developed and developing countries alike. The growing international women's movement has used the occasion to build support for women's rights and participation in the political and economic arenas. The United Nations theme for this year's International Women's Day is *Equality for Women is Progress for All*, a message that has been advocated by AIWF since its inception in 2001.

Increasingly it is recognised worldwide that gender equality is not only a basic human right, but its achievement has enormous socio-economic ramifications. Empowering women fuels thriving economies, spurring productivity and growth. Yet, it is widely documented and acknowledged that women are still under-represented in political and economic decision-making processes.

Apart from *International Women's Day* on 8 March which is marked and celebrated in the Arab region, there is now also an *Arab Women's Day* on 1 February each year which is not only designed to celebrate the achievements of Arab women, but also to advocate for their rights and enhance their ability to participate in the economy. This year several sessions and meetings surrounding this day were held throughout the MENA region. These events promoted discussion on women in the Middle East. Countries such as Bahrain vowed to initiate legal reforms that would guarantee women all rights and empower them to contribute to the economy.

Despite the slow rate of imposing reforms towards gender parity, the few recently enacted legal changes and the meetings to discuss legal instruments are positive steps towards gender equality. Since 2009, the World Bank Group's Women, Business and the Law has tracked three legal reforms in the MENA region towards gender parity. Even MENA countries such as Tunisia and Egypt have empowered women by adding non-discrimination clauses to their newly enacted constitutions.

Reforming the law is an important first step to ensuring women's rights. The next steps are to implement these laws on the ground and complement them with training

and workshops that raise the awareness of women's rights. Highlighting the profile of *Arab Women's Day* will provide a rallying point for the events, media attention and the public awareness necessary to make the legislation a reality.

AIWF has received international recognition in the Arab world and internationally as a powerful advocate of women in business for the advancement of women, and its growing role to promote and advance legislative rights for the participation of Arab women has been distinguished by many collaborations with, among others, the League of Arab States, the European Commission and European Parliament, United Nations organisations and agencies, the World Bank, the OECD, women's business councils in the Arab States and the UK Foreign and Commonwealth Office.

We have continued over the last decade to emphasise the importance of the private sector, in particular, the necessity for successful and sustainable SME's and the need to train, support and nurture women entrepreneurs. We have constantly urged policy-makers to help build an environment where entrepreneurship can flourish.

AIWF's future direction will be on strengthening its focus on the importance of education, leadership training, capacity building and self-development for women and youth and urging governments and the private sector to work together to achieve much needed job creation initiatives.

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 pay tribute to 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.

Marking this day affords us especially 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. AIWF is proud and honoured to be a part of this process.



Haifa Fahoum Al Kaylani
Chairman,

Arab International Women's Forum

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

AIWF Global Corporate Benefactor Partner



AIWF Global Platinum Partners



AIWF Global Diamond Partners



AIWF Institutional Partners



AIWF Global Communications Partner



NEWS FROM AIWF BOARD MEMBERS

Congratulations to Mrs Raja Al Gurg, Founder & Managing Director, Easa Saleh Al Gurg Group, President of The Dubai Business Women Council and Board Member of Arab International Women's Forum on receiving a Lifetime Achievement Award



Mrs Raja Al Gurg, Founder & Managing Director, Easa Saleh Al Gurg Group, President of the Dubai Business Women Council and AIWF Board Member receiving a Lifetime Achievement Award.

At the **Annual Arab Woman Awards 2013** which took place in Abu Dhabi on 8 December 2013 to honour women from all sectors, including business, education, literature, entrepreneurship, art and fashion, Mrs Raja Al Gurg was honoured with a **lifetime achievement award** as President of the Dubai Business Women Council. The DBWC is one of AIWF's valued Institutional Partners.

On receiving this award, Mrs Raja Al Gurg said, *"Tonight is a testimony of the great leadership and vision of this nation. As a young country, the UAE has achieved and exceeded global expectations and continues to push forward competing with international and more mature nations. Women are at the forefront of this achievement. They play a pivotal role in the vision of this nation and this can only be achieved if we continue to reflect on the spirit of our founding fathers."*

NEWS FROM AIWF GLOBAL CORPORATE BENEFACTOR PARTNER

PEPSICO SAUDI ARABIA RECEIVES EMPLOYER EXCELLENCE AWARD FOR DIVERSITY AND TALENT DEVELOPMENT

Award presented by

His Excellency Adel bin Muhammad Fakeih – Minister of Labor, Saudi Arabia

PepsiCo Saudi Arabia was awarded Top Company for Diversity and Talent Development across industries in Saudi Arabia at the 2013 Employer Excellence Awards held earlier this month in Riyadh as part of the Talent and Diversity Forum.

The Employer Excellence Awards celebrate Saudi Arabia's most innovative, supportive and diverse employers. PepsiCo was recognised as one of 11 companies from both the private and public sector to receive a prestigious award.

At the event, His Excellency Adel Muhammad Fakeih, Minister of Labor, Saudi Arabia spoke about the importance of businesses supporting workplace inclusion. He stated, *"On the job training and up-skilling are significant aspects of employment. Including people from diverse backgrounds, irrespective of which category they belong to – young, old, women, men or disabled into the workforce – is the key to creating a motivated and engaged workplace."*

Rania Rizk, Vice President and Chief Legal Counsel for PepsiCo's Middle East Africa (MEA) Region accepted the award from His Excellency Adel Muhammad Fakeih – Minister of Labor, Saudi Arabia. Rania said after receiving the award, *"Being awarded the Employer Achievement Award for Diversity and Talent Development across industries in Saudi Arabia is a real honour. We work hard to promote a culture of diversity and inclusion throughout all levels of the organisation and winning this award is recognition of the work that we do."*

Omar Farid, President, PepsiCo Middle East & Africa (MEA) added: *"Creating a culture of respect and trust is part of PepsiCo's core values. Saudi Arabia is a strong growth market for the company and ensuring we have a positive environment that is fostering creativity and fuelling innovation is what we continually strive for."*

Held under the endorsement of the Ministry of Labor in Saudi Arabia, the Talent and Diversity Leadership Forum unites 200 senior level executives to review talent development and diversity strategies in the Kingdom. During the two-day event, key stakeholders, policy-makers, business leaders and human resource executives discussed gender equality, youth engagement and the integration of workers with special needs.

UMRAN BEBA OF PEPSICO AMEA RECEIVES INSPIRING WOMEN WORLDWIDE AWARD



Ms Umrان Beba

Umrان Beba who is based in Dubai was honoured with the prestigious WIN award thanks to her work championing women in leadership

Umrان Beba, Senior Vice President and Chief HR Officer - PepsiCo Asia, Middle East and Africa (AMEA) was presented with the Inspiring Women Worldwide Award at the Global Women's International Networking (WIN) Conference in Prague, Czech Republic in November 2013.

Umrان received the award thanks to her continuing dedication to support women in leadership positions throughout PepsiCo in Asia, Middle East and Africa while simultaneously running business units throughout these markets.

The Inspiring Women Worldwide Award recognises female leaders who have a global mindset, who are authentic contributors and embrace collaboration and sustainability. Umrان said after receiving the award, *"It's very motivating to be receiving international recognition particularly from an organisation such as WIN that champions women in business, politics and those running their own businesses."*

"At PepsiCo, we work hard to promote a culture of diversity and inclusion throughout all levels of the organisation and we're committed to developing our female leaders. These values are essential to our success as a company. Events like the WIN conference offer a great opportunity for professional women to network and learn from other organizations and individuals paving the way for working women worldwide."

Each year WIN honours distinguished women for their dedication and work; women who have managed to inspire others whilst embodying WIN's principles of the authentic, global and feminine. In keeping with WIN's own mission the award recognises women who inspire others and who mobilise people to thrive and to create flourishing communities and businesses. The WIN Award honours women whose work has touched those around them and has led to bettering their community, and the impact they make in supporting and promoting women in leadership.

More than 800 people from 70 countries participated in the event, which included a three-day series of global leadership forums developed to inspire working women worldwide. With a roster of speakers ranging from corporate professionals and professors, to NGO leaders and political figures, WIN addressed a wide array of topics and offered workshops and networking opportunities designed to develop women in business. Since the first annual leadership conference held in Milan in 1998, WIN has facilitated cross-border networking, disseminated cutting edge information, built skills and enhanced women's motivation and hope.

Noha Hefny,

Head of Corporate Affairs, Middle East & Africa, PepsiCo

NEWS FROM AIWF GLOBAL PLATINUM PARTNERS

PFIZER AFRICA AND MIDDLE EAST

Initiatives and Achievements on Diversity and Inclusion

MOST WOMEN FRIENDLY EMPLOYER FOR 2012 – PFIZER GULF AND LEVANT STATES

Pfizer Gulf and Levant States earned the *Most Women Friendly Employer Award* for 2012 during the 4th Annual Women in Leadership (MEA) Forum held in November 2013.

Pfizer was highly praised for its dedication and efforts in advancing women in the workforce; empowering them internally and externally; and for demonstrating its commitment to diversity and inclusion.

The main initiative in focus was Pfizer GLM Women's Council which ensures the continuous integration of all colleagues, irrespective of culture, religion or nationality and also offers a platform to connect with senior female leaders across Pfizer.

PFIZER SOUTH AFRICA COMMITS TO WOMEN'S EMPOWERMENT

On September 10, 2013, Pfizer South Africa has formally committed to an international United Nations-based process, pledging its support of gender equality, particularly in the workplace. This move is aligned with Pfizer's recorded achievements in the area of women empowerment with almost 65% of its workforce being female. Pfizer South Africa is hopeful that, with the recent introduction of Women Empowerment Gender Equality Bill by Minister Lulu Xingwana of the Department of Women, Children and People with Disabilities, this will begin to have a more positive impact for women empowerment opportunities at all levels of business operating in South Africa.

PFIZER EGYPT CELEBRATES INTERNATIONAL WOMEN'S DAY ON 8 MARCH

Pfizer Egypt took part in the world celebration of *International Women's Day* on 8 March 2013. Pfizer Egypt's leadership team continues to focus on female employees' empowerment and advancement, while enhancing an inclusive culture that embraces diversity and maximizes business results by unlocking the full potential of every female colleague.

During the celebration, Pfizer Egypt launched the **Diversity and Inclusion Survey** to identify issues, concerns and needs of female employees. The anonymous survey has proven to be an effective tool of expression for employees, along with the series of interviews that were conducted specifically with female employees.

Pfizer Egypt's female colleagues were approached with the slogan *"Female Colleagues are Being Heard"* to encourage them to voice their thoughts on how to make the working environment better and more inspiring for female colleagues.

NEWS FROM AIWF GLOBAL DIAMOND PARTNERS

PwC NAMES HANI ASHKAR AS MIDDLE EAST SENIOR PARTNER

The firm moves to the next stage of development in the region with a focus on the growth of local talent

PwC, the world's leading professional services network, appointed Hani Ashkar as the Middle East Senior Partner of PwC from 1 October, 2013. The selection of Mr Ashkar, with a Middle Eastern background, to this senior position signals a continuation of PwC's transformation journey, continuing an era of a dynamic leadership with a distinct vision and aspiration for the region.

Hani Ashkar has been with PwC for 18 years, most recently as Deals Leader for the Middle East Region for three years and the Country Leader in Saudi Arabia for two years. He has extensive experience with multinational and regional investors across the Middle East, having been involved in over 250 transactions with corporate and private equity investors, covering a number of industries.

As the Middle East Senior Partner, Hani Ashkar is responsible for the executive leadership of operations in 12 regional countries and determining the strategic direction of PwC in the region, along with managing relationships with other PwC member firms around the globe. In this regard, Mr Ashkar also becomes a member of PwC's Central Cluster Leadership Team and Global Strategy Council.

Commenting on his new position, Hani Ashkar said, "PwC's growth in the Middle East reflects our commitment and continuation of our goal to become the leading professional service provider in the region. In 2012, we achieved a revenue growth of 23% the Middle East and we are expecting progression of 18% in 2013."

"Moving forward we will continue to build upon our achieved success, and further invest in our resources to ensure we deliver outstanding service to our clients and unmatched opportunities for our people. We are committed to attracting and developing local talent to enhance our market knowledge and position as the leading professional services practice in the UAE and the region," added Hani Ashkar.

Warwick Hunt, Middle East Senior Partner for PwC for the past 4 years, was promoted and appointed to join the UK Executive board and Leadership team and was relocated to the UK in October, 2013.

Supporting Hani Ashkar's appointment, Warwick Hunt commented, "Hani has been a committed leader for PwC for almost two decades. His vast knowledge and understanding of the region will contribute significantly to the continued growth of PwC across the Middle East. His

AfME REGIONAL WOMEN'S COUNCIL ELECTED NEW CHAIR ENVISIONS PFIZER AfME AS THE EMPLOYER OF CHOICE FOR WOMEN IN AfME

AfME Regional Women's Council has elected its new Chair, Nisha Nambiar, HR Director for Gulf and Levant at Pfizer AfME in an organisational meeting held in October 2013.

Pfizer's Women's Council is an innovative body, established to integrate female perspective, talent and intellectual capital into our people and business processes. It aims at increasing awareness of diversity through communication, education and recognition; to promote an inclusive culture; and maximize colleague engagement by unlocking the full potential of every colleague.

In 2014, it will launch mentoring programmes across AfME for talents to connect with senior leaders in the region and help them grow in their career as well as conduct unconscious bias sessions to ensure all AfME colleagues are trained around the programme.

AfME Regional Women's Council continues to envision Pfizer AfME as the employer of choice for women in Africa and Middle East.

Guy Lallemand
*Regional President Africa and Middle East
Pfizer Inc. and AIWF Board Member*

SHELL INITIATIVES FOR HUMAN CAPITAL DEVELOPMENT

Promoting Youth Innovation in Abu Dhabi

Shell Abu Dhabi featured key innovations and interactive activities designed to encourage and strengthen interest in science for UAE youth, including a specially developed "Think Science" application.

In line with its continued support of youth initiatives in the UAE, Shell was a key sponsor of the "Think Science" Fair, which took place in Dubai at the Dubai World Trade Center (DWTC). Held under the patronage of HH Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs, the "Think Science" Fair is organised by the Emirates Foundation for Youth Development.

Shell and FC Barcelona celebrate the Success of 'FutbolNet' with Festivals across Oman. FutbolNet Oman hosts final festivals to mark the success of the first phase of the programme in Oman

On 07 December 2013, senior representatives from the Ministry of Education, the Ministry of Sports and the Oman Football Association joined members of Shell Oman's senior leadership team and FC Barcelona Foundation this week to celebrate the culmination of the highly successful first phase of the youth football program FutbolNet. Festivals were held in Sohar, Bediya, and Muscat between November 29th and December 7th. The Muscat festival also celebrated the participation Oman's Barka and Fanja regions.

Sana Bardawil
*Director of Communications MENA & Senior Business
Communications Manager, Upstream International
Royal Dutch Shell and AIWF Board Member*

proven ability to build strong relationships, combined with his solid leadership and diverse experience uniquely position him to serve as the next Middle East Senior Partner of PwC.”

PwC Middle East’s commitment to identify and nurture local talent matches a key finding in the 2013 Middle CEO survey that highlights, with the increasing concern of matching skills of local talent available with the required job, 81% of Middle East CEOs are planning to invest in creating and fostering skilled workforces in their home country.

PwC – Middle East Success Story

PwC has grown significantly over the past three years and is currently the largest professional services practice in the UAE and will very shortly become the largest in the Region. In 2012, it was awarded “Firm of the Year” in the Middle East Accountancy & Finance Excellence Awards ceremony run by the Institute of Chartered Accountants in England and Wales (ICAEW). Building on that momentum, PwC will be the largest professional services practices in the Middle East region consistent with its Global position. Adapting to the changing markets, has created an avenue to implement new strategies to strengthen PwC’s role in the region as a leading business advisor, enhancing quality of services and most importantly, pursuing and developing regional talent.

PwC has reported strong growth in the region, despite geopolitical unrest and changing competitive markets; the Middle East is the fastest growing region in the wider PwC network. In 2012, the Middle East practice reported a growth of 23% with total revenues reaching \$339 million. In 2013, PwC expects to have generated revenues of approximately \$400m.

PwC is a leader in the industry due to its ability to understand client problems and needs and provide rapid and on-going solutions that drive value, deliver highest standards of quality, and integrity.

The PwC workforce also expanded to reach 2,700 employees, of which almost 1,000 were in the UAE, further strengthening the influence of regional talent. This comes as a successful initiative to implement a range of projects around the region to support professional development of local talent, enhancing PwC’s professional standards.

AIWF Chairman, Mrs Haifa Al Kaylani, had great pleasure in meeting Mr Ashkar when he attended the AIWF Global Partners’ Meeting in Dubai in November 2013. AIWF looks forward to working closely with Mr Ashkar to maintain and strengthen the AIWF – PwC partnership

PwC’s NextGen

The largest, most comprehensive global generational study ever conducted into the attitudes of “Millennial”

employees has found that in order to foster a greater sense of commitment among Millennials (those born between 1980 and 1995 and currently under 33 years of age) it will be necessary to transform the core dynamics of the workplace.

Conducted by PwC, the world’s largest professional services network, the University of Southern California and the London Business School, the survey captures the various forces at play that are influencing the experience of Millennial or “Generation Y” employees. These include: workplace culture, communication and work styles, compensation and career structure, career development and opportunities and work/life balance. The study revealed that work/life balance is one of the most significant drivers of employee retention and a primary reason this generation of employees may choose a non-traditional professional career track.

Just as notable, however, are the widespread similarities between Millennial employees and their non-Millennial counterparts, all of whom aspire to a new workplace paradigm that places a higher priority on work/life balance and workplace flexibility. The research shatters commonly held myths about Millennials in the workplace, uncovering attitudes and behaviour that largely mirror those of their more senior colleagues.

By virtue of this sweeping study, which included more than 40,000 responses from Millennials and non-Millennials alike, PwC possesses the most comprehensive body of research into the aspirations, work styles and values of professional service employees in the Millennial generation. The findings both confirm and dispel stereotypes about Millennials and provide compelling guidance as to how organisations must adapt their companies to fit the demands of both Millennial and non-Millennial employees.

As a result of its *NextGen* study, PwC is better prepared to address the challenges of the future, understanding more clearly that the Millennial generation is pushing all organisations closer to the work world many of them want. It is critical that organisations acknowledge this seismic upheaval and devise new strategies and paradigms that will create a new, stable foundation from which to build.

It is vitally important that organisations invest time and energy in both listening to their people, and conducting deep research and analysis into what drives and motivates them. Doing so will allow organisations to tailor their talent strategies to address these needs, and best position themselves for the future.

Zina Janabi

Director,

Middle East Entrepreneurial & Private Clients

Middle East Women in Business Co-Leader, PwC

DLA PIPER'S BREAK INTO LAW INITIATIVES IN MIDDLE EAST & AFRICA REGION

Education is the first step to gaining employment. Lifting the barriers is paramount to enabling young people to progress to a level at which we can engage them through our Break into Law projects:

BEIRUT BAR ASSOCIATION LEGAL EDUCATION PROJECT, LEBANON

In collaboration with the Beirut Bar Association, we developed and delivered a two-day workshop on legal drafting skills and ethics for law students and trainees.

ZAMBIA LAW SCHOOL TRAINING, ZAMBIA

Through New Perimeter, our non-profit organisation, an international team of our lawyers partnered with our Africa Group firm, Chibesakunda & Co, and senior in-house counsel from client Stanbic Bank to deliver training on legal writing and analysis skills to fourth-year law students at the University of Zambia (UNZA) School of Law in Lusaka, Zambia.

SUPPORTING EDUCATION PROJECTS IN DEVELOPING COUNTRIES NIGER, RWANDA

In honour of International Women's Day, our joint fundraising event with client RBS Group raised over £12,000 towards Oxfam projects supporting girls' education in Niger.

HELPING HANDS KSA TEACHING PROGRAMME, SAUDI ARABIA

In Saudi Arabia we work with Helping Hands KSA, an organisation focused on supporting orphans in Riyadh, providing working role models as volunteers to assist the children with their school work.

UAE WORK EXPERIENCE SCHEME, UNITED ARAB EMIRATES

To help support young Arab law students to succeed and have access to international law, we run a two-week work experience programme in our Abu Dhabi and Dubai offices. Students are given the chance to develop their understanding of the legal profession, whilst developing their skills and engaging with representatives from a wide range of departments and practice areas within our firm.

INTERNSHIPS FOR WOMEN IN SAUDI ARABIA

Arabs are significantly under-represented in the legal sector, and with one in four young Arabs jobless (one in three Arab women), DLA Piper is working to encourage and support local youths to pursue careers in the legal profession. Through our relationships with local universities, our lawyers give career presentations to students to help inspire them to consider the opportunities available in the legal profession and we provide internships to female law students from the Prince Sultan University.

THE NEW PERIMETER TANZANIA LAW SCHOOL PROJECT, TANZANIA

Collaborating with major clients GE and Barclays Bank, we have been enhancing the Law School of Tanzania's curriculum with first-hand experience in commercial legal work. The project delivered by our non-profit affiliate, New Perimeter, provides a two week training course to the next generation of African lawyers, in which the students learn through hands on practical workshops.

UAE MOOT COMPETITION, UNITED ARAB EMIRATES

As only Arabic law is taught in UAE universities, gaining access to experience in international law is integral to the success of UAE law students understanding the wider legal sector and securing jobs with international firms. DLA Piper has been helping bridge this gap in the curriculum by supporting teams from UAE University Law School to compete in international moot competitions through sponsorship and training.

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MENTORING WITH INJAZ AL-ARAB IN BAHRAIN, KUWAIT, OMAN, QATAR, SAUDI ARABIA, UNITED ARAB EMIRATES

Our volunteers support young Arab students by working with charity INJAZ al-Arab on initiatives aimed at ensuring the students are ready for work, improving their employability skills and encouraging them to be more entrepreneurial.

PRO BONO – DLA PIPER GLOBAL

At DLA Piper we deliver pro bono initiatives that help lift barriers to learning with the simple objective of enabling children to access their right to education.

CAREER PRESENTATIONS IN SAUDI ARABIA

Becoming a lawyer requires hard work and dedication in any country, but it is especially challenging for women in Saudi Arabia.

Ben Eavis
*Corporate Responsibility Manager - Middle East
DLA Piper Middle East*

AIWF LENDS SUPPORT TO:

WORLD ENERGY SECURITY FORUM (WESF) 2014 ENERGY SECURITY, FINANCE & SUSTAINABILITY: ACHIEVING GROWTH WHILE SECURING THE FUTURE TO BE HELD IN JOHANNESBURG, SOUTH AFRICA, 2 - 4 SEPTEMBER, 2014

The challenge that infrastructural development poses to energy security is multifaceted. Not only are the leading economies of the world tasked with formulating environmentally friendly and sustainable alternative methods for exploiting energy resources, the developed world is similarly tasked with finding avenues that are innovative but also financially sustainable. Technological advances in the form of infrastructure and the financing of such advances are therefore paramount to the global quest for energy independence.

Canada has emerged as the most energy independent state in the 21st century. The United States has also made great leaps in this regard, due to the increase in shale gas production and the advent of tight oil - elevating American oil production to the highest it has been in eight years. Taking into account the steep decline in US oil consumption, in just five years the US may not need to import oil from any other source than Canada. In addition, Brazil has become a renewable energy powerhouse, as of 2009, 85.4% of its domestic electricity production came from renewable sources - this in addition to its sizeable offshore oil reserves.

The OPEC States, realising the changes in global energy consumption trends, have begun to explore expansion into nuclear energy as an alternative to oil production. Already well versed in natural gas production, the potential for expansion into nuclear energy is vast, especially in the UAE. More hydrocarbon reserves have been discovered in East Africa than in any other part of the world, with Uganda, Tanzania and Kenya displaying the greatest potential.

The threats to energy security, therefore, emerge as key factors in the overall global economic and political outlook. The geo politics of energy, that is, the relationship that exists between international affairs, security and energy supply and demand is a key policy concern, as it is apparent that there is a strong link between political instability and warfare and global economic commodity prices and volatility.

The World Energy Security Forum, to be hosted in **Johannesburg, South Africa in September 2-4, 2014** takes place at a significant juncture in world history when developing countries are striving more than ever to achieve the high income per capita levels of their developed world counterparts, boosting energy demand to unprecedented levels. Africa, as energy supplier and potentially large energy user, is at the centre of the global energy security debate.

This forum will centre around Capacity, Safety of Systems, Clean Energy and Energy Infrastructure in Africa.

To participate in this landmark event please contact the forum organisers at Hemisphere Frontiers Consulting at info@hemispherefrontiersconsulting.com or visit our website at www.hemispherefrontiersconsulting.com and www.worldenergysecurityforum.com

Onyeka Obasi

CEO, Hemisphere Frontiers Consulting

NEWS FROM NEW AIWF MEMBER

My name is Ola Khodari and I work as a *Senior Customer Support Officer* at **touch** (mobile communications operator, Lebanon) and as a new member of AIWF, I am delighted to be able to share my experience of finding a job with other AIWF members .

As for any senior student, looking for my first job was a major concern. I started searching for work opportunities and publishing my resume at almost all recruitment agencies in Lebanon.

Post-graduation was more difficult since I had to go for as many interviews as you can imagine and hear all the discouraging stories from fellow students about *no-one works without "WASTA" ["contacts"]* or having strong networks.

I am not denying that this is an ugly truth, but it didn't extinguish my passion and optimism in pursuing my dream job. *"One must know what to demand with all his might that which he desires – Paulo Coelho"*. I also recall my business instructor at Rafic Hariri University emphasising preparation as a key to every success *"There is no such thing as luck...it is all about being prepared"*.

With this attitude, I was able to make one of my dreams, ie of finding a job that I love, come true by joining **touch Company** that year as Customer Service Representative. Turning my dream into reality was fantastic and I would encourage each one of you, either students or graduates, to pursue your dreams with persistence, positive attitude, determination and preparation.

Ola Khodari

AIWF Member

AIWF NEW OFFICE ADDRESS

We would like to take this opportunity to remind members and friends that we have moved offices in London and our new address is as follows:

Berkeley Square House
Berkeley Square, London W1J 6BD
United Kingdom

Tel: +44 20 7887 7630 Fax: +44 20 7887 6001
info@aiwfonline.com www.aiwfonline.com

HOW TO JOIN AIWF

For further information on AIWF kindly contact:

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