



AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

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CHAIRMAN'S MESSAGE

The new partnerships and initiatives embarked upon in 2015 have now come to fruition with the delivery of two ground-breaking conferences as part of AIWF's mission of **Building Bridges, Building Business**, encouraging women in the Arab region to take greater leadership roles and reach higher levels of responsibility in all sectors of business, public life and in civil society while at the same time contributing to the progress and prosperity of their families and communities.

Within the framework of AIWF's new partnership and collaboration with the International Bar Association Legal Practice Division (IBA/LPD) and the Arab Women's Legal Network (AWLN), a highly successful conference was hosted jointly by all three organisations in Amman Jordan on Monday 7 September 2015. Entitled **Jordanian Women in Legal Professions: Challenges and Opportunities**, this conference was aimed primarily at bringing together commercial lawyers from across the Middle East to discuss standards and trends in the practice of law and strategies for developing an international legal practice and attracted the participation of more than 100 speakers and delegates mainly from Arab countries. This event pushes forward the empowerment of women in commercial law throughout the Arab region and represents an important new focus on women in the law for AIWF, strengthening its continued mission to connect and empower women in the Arab world in all sectors.

On the eve of this important Conference, the Arab International Women's Forum was delighted to welcome AIWF Partners, Board Members, Jordan Chapter Members and distinguished guests to an evening Get-Together and Reception kindly hosted by the Kempinski Hotel in Amman, Jordan.

At the end of October 2015 AIWF was proud to hold its first Conference in Doha, Qatar entitled **Young Arab Women Leaders: The Voice of the Future** in partnership with the Qatar Chamber of Commerce, the Qatar Businesswomen Forum, PwC and all of AIWF's Global Partners and with the Qatar Business Incubation Centre as Host Partner.

Close to 130 delegates from 20 countries worldwide, including 10 Arab countries, attended this outstanding conference, the 7th event in this series designed by AIWF in cooperation with its valued Global Partner, PwC, to nurture the next generation of young women entrepreneurs,

DATES FOR YOUR DIARY

The Arab International Women's Forum
in collaboration with
The Peace and Prosperity Trust
hosts

A Cultural Evening

**on 26th April 2016
in London**

**The Arab International Women's Forum
8th Young Arab Women Leaders Conference**

October 2016

**to be hosted in
The State of Kuwait**

helping to empower them as they aspire to leadership roles in business and in public life. [Articles on these conferences appear later in this Newsletter].

We greatly appreciate all the valued support of AIWF Board Member Mrs Ibtehaj Al Ahmadani and that of the Qatar Chamber of Commerce and her valued colleagues at the Qatar Business Women Forum and Qatar Business Incubation Center in ensuring that this conference took place and that it achieved such acclaim.

I am pleased to share some of the other recent and upcoming events in which AIWF is involved as we continue to press home the AIWF mission.

On 1 and 2 September this year, it was a particular pleasure to accept an invitation to address **The National Businesswomen Forum 2015 on Women's Investments in the Kingdom: The Current Stand Point and The Mechanisms to Enhance it** in Riyadh in the Kingdom of Saudi Arabia. As part of the Council of Saudi Chambers efforts to enhance the participation of businesswomen in the national development process, the Female Sector Department set out to organise the National Businesswomen Forum 2015. The purpose of this Forum was to put together a set of mechanisms to help enhance female investments by providing information regarding procedures and potential business opportunities, and thus, encouraging more Saudi women to join in this promising sector, including updating businesswomen on

CHAIRMAN'S MESSAGE (CONTINUED)

initiatives offered by different agencies in the Kingdom, especially the private sector, on recruitment and training programmes and raising awareness of businesswomen's views and concerns on providing an appropriate environment for their businesses to thrive.

It was a great pleasure for me, as AIWF Chairman, to accept an invitation to address the 41st Conference and Annual General Meeting of EUMA (European Management Assistants) in Cyprus on 25 and 26 September, 2015. EUMA is an international quality network of management support professionals who focus on their personal development and on the future of their profession. The encouragement of members' individual development and the continued evolution of the management support profession are a few of the Association's aims. Following on from my address, I was interviewed by Magda Zenon in radio programme Kaleid 'Her' Scope on MYCYRadio on the topic of my conference address **"Widening opportunities and my role in supporting a strong role for women whilst encouraging greater cultural understanding between Arab and international communities."** [Further coverage of this conference appears later in this Newsletter].

On 7 October, I had pleasure in accepting an invitation from Ms Allison Springett, Head of MENA International Strategy Group, Farrer & Co, to address a Middle East Women's Dinner with the theme **Women Fast Tracking Change in the Middle East** on the topic **"Overcoming Common Challenges to Advance Women's Economic Leadership in the Arab World"**. Farrer & Co is an independent law firm based in Lincoln's Inn Fields in London with a rich history and tradition of advising private families, individuals and charitable institutions which is now complemented by working with business and entrepreneurs.

As AIWF Chairman, I was pleased to be invited to address the 5th Annual Urban Muslim Woman Official Dinner and Show on 10 October in London on the topic of **'Empowering the Next Generation of Muslim Women Leaders'**. This event, now in its fifth year, is well-known for bringing together a community of strong, independent and professional Muslim women from all walks of life. It is a celebration of the essence of Muslim women and a strong endorsement of the skills and strengths they bring to the community.

On 13 October, I was invited to participate in the 5th Bi-annual international European Women Investors & Innovators Network Exhibition Conference & Awards as a Special Guest Speaker on **"Promoting Innovation and Opportunities for International Partnership."** The theme of this event held at Regent's University, London, was **Intellectual Property, Digital Technology & Open Innovation**.

I was delighted and honoured, as AIWF Founder Chairman, to be presented with the **European Inventors and Innovators Network (EU-WIIN) Honorary Global Exemplary Award for Leadership Development 2015** at a ceremony held on 14 October at the British Library, for my "achievements on cultural and gender issues internationally". Approximately 200 guests, including individual inventors, innovators, SME

and multi-national companies, academia, the research industry and civil society from across Europe and internationally, attended the awards ceremony. The main focus of these awards is on women making positive changes and impact with the introduction of new products, processes and services.

In November, distinguished Board Member, Dr Shaikha Al Maskari, Chairperson, Al Maskari Holding & Chairperson, Tricon Group representing AIWF addressed the International Aviation Women's Association 27th Annual Conference in Dubai in the United Arab Emirates on the topic **Women's Networks in the Middle East: Where do we go from here?**

On a visit to Cambridge, Massachusetts, USA in November, I attended the Harvard Kennedy School Women and Public Policy Program 2015 Fall Women's Leadership Board (WLB) Board Meeting and Conference, where, on the second day, as Founder Chairman of AIWF, I addressed the event on Reflections on International Relations and Politics across the Globe, reflecting on my work and experiences in international relations, focusing on effecting change through engagement and advocacy and sharing some of my contributions to international organisations that are doing important work in the MENA region, in Europe, the US and internationally, collaborating at every level to create innovative solutions to intricate global issues.

On Thursday 12 November, The Arab International Women's Forum and the Arab-British Chamber of Commerce (A-BCC) were delighted to welcome close to 120 distinguished guests, Members and Partners of both AIWF and the A-BCC, representatives from government, business, academia and civil society coming from both the UK and the Arab world to a Joint Get-Together and Reception kindly hosted by AIWF Institutional Partner, The Arab-British Chamber of Commerce (A-BCC) at its London Headquarters in Upper Grosvenor Street. AIWF signed a Memorandum of Understanding with the A-BCC in July 2009. Guests were received by Dr Afnan Al Shuaiby, Secretary General and CEO of the Arab-British Chamber of Commerce and AIWF Board Member and by me as Chairman of AIWF.

With the full support of the Arab International Women's Forum's powerful network of valued Members of the Board and its Benefactor Partner and Global Partners, forging new and valuable partnerships and embarking on new initiatives, all building on our core mission of **Building Bridges, Building Business**, forms part of AIWF's continued commitment to connecting and empowering women in the Arab world in all spheres, promoting and enhancing their role in all decision-making processes within their communities and beyond and in shaping a better social, political and economic future for the entire Arab region and all of its citizens.



Haifa Fahoum Al Kaylani
Chairman
Arab International Women's Forum

AIWF'S FIRST CONFERENCE IN DOHA, QATAR: *YOUNG ARAB WOMEN LEADERS: THE VOICE OF THE FUTURE* HELD ON WEDNESDAY 28 OCTOBER 2015

AIWF was pleased and proud to hold its first Conference in Doha, Qatar, the 7th event in the Young Arab Women Leaders series of Conferences held in cooperation with AIWF Conference Partners, The Qatar Chamber of Commerce, the Qatar Businesswomen Forum, AIWF Global Partner PwC and with the Qatar Business Incubation Center as Host Partner.

Close to 130 delegates from 20 countries worldwide, including 10 Arab countries, attended this highly successful conference, the 7th event in this series designed by AIWF in cooperation with its valued Global Partner, PwC, to nurture the next generation of young women entrepreneurs, helping to empower them as they aspire to leadership roles in business and in public life.

Delegates were addressed in the Opening Session by a number of distinguished speakers including Mrs Haifa Fahoum Al Kaylani, Founder Chairman, Arab International Women's Forum, Ms Ibtehaj Al Ahmadani, Chairperson & Founder Al Ahmadani Centre & Executive Board Member, Qatar Chamber; Mr Mohammed Mubarak Al Khater, Executive Director of Investment, Qatar Development Bank; Mrs Aysha Al Mudahka, CEO, Qatar Business Incubation Center and Mr Wadih AbouNasr, Country Senior Partner, PricewaterhouseCoopers (PwC), Qatar.

In her opening remarks, Mrs Haifa Fahoum Al Kaylani, AIWF Chairman said, "Today, we aim to recognise and celebrate the contribution of business women in Qatar and throughout the MENA region, and to inspire the next generation of young Arab women leaders to contribute to the development of their national economies and to the region's economic growth overall;..... and ultimately, to educate and empower the next generation of young women leaders and ensure that they are fully supported in their journey to reach leadership positions in the Arab world."

Distinguished guest speakers addressed opportunities for collaboration between Qatar and the international business community; widening the role of women business leaders; exploring the challenges, prospects and success stories for women doing business in the MENA region; how to take full advantage of the unprecedented opportunities arising from technology and cross-border commerce; and the role of social media in Arab entrepreneurship in promoting and mainstreaming the successes and challenges of Arab women entrepreneurs.

OUTCOMES OF SESSIONS:

Session II: Exploring Opportunities for Collaboration between Qatar and the International Business Community – The Role of Women Business Leaders

Education, training, skills development and the empowerment of women and youth are the pillars of economic development, progress and prosperity. Guest speakers, Sheikha Alanoud Hamad Al Thani, Qatar Country Operations Manager, Silatech Qatar and Ms Norma Taki, Partner, PwC, Dubai, UAE explored opportunities for collaboration between women leaders in Qatar and elsewhere, focussing on opportunities in business, education, recruitment and entrepreneurship.

Recommendations:

- Offer flexibility of working conditions to everyone.

- Have trust in employees and employ efficient technology.
- The message at the top of the organisation drives the tone of middle management. Therefore ensure that senior management delivers the right message with regard to recruiting women.
- Invest in training for everyone, including diversity training for male employees.
- Pro-active career planning is essential.
- There was some discussion on the use of quotas as there was concern on the part of some participants that the application of quotas in business can impact negatively on women and they recommended the use of targets in their place, as contained in the Davies Report, issued in the UK in November, 2015.
- When recruiting, look for female talent with the same skills as the male talent available.
- Adopt HR policies that ensure equality.
- Apply zero-tolerance of bad behaviour.
- All leaders in the organisation to be advocates of the Company's diversity policy.



L-R: Mr Wadih AbouNasr, Country Senior Partner, PricewaterhouseCoopers (PwC) – Qatar; Ms Ibtehaj Al Ahmadani, Chairperson and Founder Al Ahmadani Centre & Executive Board Member, Qatar Chamber of Commerce and Industry – Qatar; Ms Ibtehaj Al Ahmadani, AIWF Board Member; Mrs Haifa Al Kaylani Founder Chairman, Arab International Women's Forum – United Kingdom; Mrs Aysha Al Mudahka, CEO, Qatar Business Incubation Center – Qatar and Mr Mohammed Mubarak Al Khater, Executive Director of Investment, Qatar Development Bank – Qatar

SESSION III:

Exploring Initiatives and Opportunities for Collaboration between women in business: transforming barriers into opportunities

A third of internet start-ups in the MENA are run by women, a higher percentage than in Silicon Valley, and a statistic that comes close to the global average of 37%. Increasing the participation of women in the economy will require a collaborative effort between the public and private sectors. As more women overcome obstacles to doing business in the MENA region, an improved entrepreneurial, political and social environment for women will follow. In this session, Ms Ameera Binkaram, Chairperson, Executive Committee, Sharjah Business Women Council, UAE and Ms Hanan Al-Samari, Executive Director of the Princess Madawi Fund for Women Development, Riyadh, Kingdom of Saudi Arabia spoke of challenges, prospects and success stories, drawing from existing and proposed schemes in Qatar and throughout the MENA region that can boost women-owned SMEs.

Recommendations:

- Businesswomen Councils are essential to help women

entrepreneurs start-up businesses. For example: Sharjah Businesswomen Council works very well as a one-stop shop.

- Networking with other women has great value.
- The Glass Ceiling is only what women have created in their heads.
- In the Kingdom of Saudi Arabia, despite some constraints, women are successfully starting their own businesses, in particular with help from private funds, such as the Princess Madawi Fund for Women Development.
- Ensure your country's legislation is correct and appropriate for women to become entrepreneurs.
- Ensure that women entrepreneurs and employees know their rights.



L-R, Dr Alanoud Alsharekh, Consultant Researcher, Supreme Council of Planning & Development – Kuwait, Ms Lara Koujou, Social Investment Manager, Shell – Qatar and Ms Maryam Al Subaiey, Founder of Qtalent, Co-founder of Qatar Together, Entrepreneur and Writer – Qatar

SESSION IV: Opportunities and Challenges for Young Women Leaders

With over half of the Arab world's population under the age of 30, we see job creation, education and capacity building as top priorities for the region. What are the key recommendations for addressing challenges for young women leaders in the region? Guest speakers Ms Jawaher Alkuwari, Head of Event and Public Relations Committee, Qatar Business Women Forum and Chairman of Jo Lamode Retail Boutique – Qatar and Dr Alanoud Alsharekh, Consultant Researcher, Supreme Council of Planning and Development – Kuwait looked at how we can promote the unprecedented opportunities that are now available to Arab youth, opportunities that would have been considered unthinkable only a generation ago.



Mr Mohammed Mubarak Al Khater
Executive Director of Investment, Qatar Development Bank – Qatar

Recommendations:

- Quotas are essential, especially in the public sector. They create a normalcy for women to be accepted and provide space for women to prove themselves.
- Be creative and innovative and support initiatives to encourage younger women.

- Take advantage of every opportunity available.
- Legal impediments to female leadership must be removed.
- Remove legal ignorance on the part of women and encourage them to know their rights and entitlements.



Mrs Aysha Al Mudahka, CEO, Qatar Business Incubation Center – Qatar

SESSION V: Women & ICT: Skillsbuilding, Training & Trends and The Role of the Social Media

Social media usage has increased dramatically throughout the Arab world, with millions of Arabs using it in their daily lives, in the way they do business, in the way they interact with governments, execute transactions and communicate. Arab women perceive social media as being very useful both as a business tool and as a means of increasing women's civic participation in the Arab world, contributing to their political and economic development. Ms Maryam Al Subaiey, Founder of Qtalent, Co-founder of Qatar Together, Entrepreneur and Writer – Qatar and Ms Lara Koujou, Social Investment Manager at Qatar Shell, Doha- Qatar explored the exponential growth of social media use in the Arab world, and the role of social networking sites such as Facebook and Twitter in promoting and mainstreaming the successes and challenges of Arab women entrepreneurs.

Recommendations:

- Help talented young women believe in their talent.
- Young women must use social media but must be very careful in how they choose the image they portray on social media. The damage to their reputation can overshadow what they are trying to achieve.
- Use technology in a smart way but be neutral in opinions that you publish on social media.
- Be a role model in social media for other women.
- Shell is encouraging female entrepreneurship in the SME sector by creating business opportunities for women in their supply chain, ie use of female-owned catering and social media management organisations.

SESSION VI: Reflections on Leadership – My Story

With more women playing prominent roles in company boardrooms and family businesses, in this session Ms Pernille Kruse Madsen, Attorney and Founder of The Human Practice Foundation – Denmark and Ms Leysan Keller, Co-Founder of Initiative “Karriere mit Kopftuch” (Career with Headscarf) and Co-Founder of “DB Cultures” - a Civic Society Initiative within German Federal Railways (Deutsche Bahn AG) Berlin, Germany spoke of how they changed the course of their careers by working to help others: the former in establishing partnerships to fund a foundation to bring help to improve the lives of women and young girls in Nepal and the latter working with Muslim women in their organisations in order to integrate

the wearing of headscarves and working with management and other employees to create tolerance.

Recommendations:

- Listen to yourself
- Listen to the passion in your heart and be true to it and yourself.
- Develop your willpower.
- Create tolerance by talking about prejudices.
- Create an environment where peoples' rights are protected



*Ms Maryam Al Subaiey
Founder of Qtalent, Co-founder of Qatar Together, Entrepreneur and Writer – Qatar*

SESSION VII: Breaking the Gender Mould in the MENA Business Community: Why Change Starts with our Young Women Leaders and the Way Forward

AIWF seeks to inspire, support and empower young Arab entrepreneurs in achieving their business and personal potential, equipping them with the skills that will help them adapt to a fast-moving market and an unpredictable global economy. Change is a constant in this part of the Arab world, and the business leaders who thrive are those with remarkable agility who can adapt to meet any crisis or leadership challenge head on. In this session, leaders from prominent corporations discussed the economy, business dynamics, and the unique leadership demands of the region, as well as obstacles to entrepreneurship based on their observations and experiences. Ms Sarah Al Rahim, Senior Director of Talent Management, Ooredoo Group – Qatar and Dr Lina Abirafeh, PhD, Director, Institute for Women's Studies in the Arab World (IWSAW), Lebanese American University- Beirut, Lebanon spoke on the journeys taken by their organisations to break the gender mould.



Mrs Haifa Al Kaylani, Ms Aysha Al Mudahka CEO of QBIC, French Ambassador to Qatar, HE Eric Chevallier

Recommendations:

- To innovate, you need diversity.
- There is a commercial benefit from diversity.
- Breaking the gender mould is an imperative.
- Create self-awareness.
- Develop people agility.
- The qualities of leadership are personality, commitment, passion, rather than qualifications.
-

Start where you stand! ie start today to make changes in the world about you.



Ms Norma Taki, Partner, PwC, Dubai - United Arab Emirates

AIWF is grateful to Ms Suzanne Afanah, Managing Partner Advvise, Jordan and Former Minister of Tourism & Antiquities of The Hashemite Kingdom of Jordan for her competent moderation of sessions.

Mrs Haifa Al Kaylani closed the proceedings by expressing her appreciation of all the valued support of AIWF Board Member Mrs Ibtehaj Al Ahmadani and that of the Qatar Chamber of Commerce and her valued colleagues at the Qatar Business Women Forum and Qatar Business Incubation Center in ensuring that this conference took place and that it achieved such a successful outcome. She went on to extend her thanks to distinguished AIWF Global Partners, guest speakers and valued delegates for their participation in this outstanding conference.



Ms Ibtehaj Al Ahmadani, Chairperson & Founder Al Ahmadani Centre & Executive Board Member, Qatar Chamber of Commerce and Industry, AIWF Board Member – Qatar; Mrs Haifa Al Kaylani, Chairman, Ms Raghdha Kurdi, Vice President and Managing Director, Hayat Pharmaceutical Industries and AIWF Board Member and Ms Sana Bardawil, Communications Director, MENA, Shell & AIWF Board member

**THE ARAB INTERNATIONAL WOMEN'S FORUM
CO-HOSTS WITH THE ARAB-BRITISH CHAMBER
OF COMMERCE (A-BCC) A JOINT GET-TOGETHER
RECEPTION ON THURSDAY 12 NOVEMBER, 2015
AT THE A-BCC HEADQUARTERS IN GROSVENOR
STREET, LONDON**

The Arab International Women's Forum was delighted to welcome many distinguished guests, Members and Partners of both AIWF and the A-BCC, representatives from government, business, academia and civil society coming from both the UK and the Arab world to a Joint Get-Together and Reception kindly hosted by AIWF Institutional Partner, The Arab-British Chamber of Commerce (A-BCC) at its London Offices. AIWF signed a Memorandum of Understanding with the A-BCC in July 2009.

Close to 120 guests were warmly received by AIWF Chairman, Mrs Haifa Fahoum Al Kaylani together with Dr Afnan Al-Shuaiby, Secretary General and CEO of the Arab-British Chamber of Commerce (A-BCC) and AIWF Board Member.



L-R Dr Afnan Al-Shuaiby, Chairman & Chief Executive Officer of Arab British Chamber of Commerce, Mrs Maryam Al-Khater wife of the Qatar Ambassador, HE Mr Yousef Al Khater, Mrs Alia Al-Homoud, wife of Jordan Ambassador HE Mazen Kemal Al-Homoud, Mrs Hiyam Furglar, wife of HE Mr Dominik Furgler, Ambassador of Switzerland UK, HE Khaled Al Duwaisan, Ambassador, Embassy of Kuwait, HE Mr Yousef Al Khater, Ambassador of Embassy of Qatar-UK, Mrs Haifa Al Kaylani, AIWF Chairman, Ms Chiara Corazza, Board Member of AIWF and Mrs Hosna Rachid, Member of AIWF

In her welcome address, Mrs Al Kaylani, Founder Chairman AIWF, expressed her warmest thanks and appreciation to her co-Host, Dr Afnan, and her esteemed colleagues at the A-BCC for their very generous hospitality and for their invaluable support and cooperation in arranging this splendid event which AIWF was very proud indeed to be co-hosting at the Arab-British Chamber of Commerce headquarters in the heart of London.

Mrs Al Kaylani paid tribute to the A-BCC in its very special 40th Anniversary year expressing her pride in the longstanding alliance with the A-BCC which works in close co-operation with Arab businesses and official organisations under the banner 'Friendship through Trade'.

AIWF Chairman, Haifa Al Kaylani, went on to acknowledge Dr Afnan Al-Shuaiby as the first woman Secretary General and CEO in the forty year history of the Chamber; Dr Afnan had played a key leadership role at the A-BCC in building relations between the UK and the Arab world. She had expanded the services and reach of the A-BCC and significantly raised its profile not only within the UK and Arab world but in the international business community as well.

Mrs Al Kaylani said that AIWF were honoured to have Dr Afnan Al Shuaiby as a Member of the Board of the Arab International Women's Forum and to benefit from her valuable contribution to AIWF as a truly international development organisation.

Moving on to say a few words about AIWF, Mrs Al Kaylani reported that a very successful 7th AIWF Young Arab Women Leaders Conference had been held in October at the Qatar Business Incubation Center in Doha, Qatar in cooperation with the Qatar Chamber of Commerce, Qatar Businesswomen Forum at the Qatar Chamber of Commerce, PwC and the Qatar Business Incubation Center.

Mrs Al Kaylani spoke also of AIWF's deep commitment to the International Bar Association (IBA) Initiative for Women Business Lawyers in the Middle East programme, a partnership between the IBA, AIWF and the Arab Women's Legal Network (AWLN).

This initiative had commenced with a highly successful joint event in Amman in September, which set out to empower Arab women lawyers, build skills and awareness of global standards and encourage women to aspire to positions of leadership in the legal profession.

The AIWF Chairman then outlined AIWF's programme for 2016 and beyond, stating that, based on the success of the Young Arab Women Leaders initiative and the outstanding potential of the AIWF-IBA partnership, AIWF's future direction would very much be focused on the education, development and training of women and youth, and on urging governments and the private sector to work together to mainstream awareness of the role of women in the professions and in public life.

In concluding her remarks, Mrs Al Kaylani said, "AIWF has long believed that the path to peace and prosperity in the region is inextricably linked with economic empowerment and that women can prove to be real engines of growth and development. AIWF and A-BCC share the common objective of building strong and viable partnerships and increasing connectivity between two important and longstanding trade partners – the United Kingdom and the Arab world."

AIWF PARTNERS WITH INTERNATIONAL BAR ASSOCIATION LEGAL PRACTICE DIVISION AND THE ARAB WOMEN'S LEGAL NETWORK TO DELIVER THEIR FIRST JOINT CONFERENCE IN AMMAN, JORDAN ON 7 SEPTEMBER, 2015 AT THE KEMPINSKI HOTEL:

WOMEN IN LEGAL PROFESSIONS: CHALLENGES AND OPPORTUNITIES

The Arab International Women's Forum was pleased and proud to partner with the **International Bar Association Legal Practice Division (IBA/LPD)** and the **Arab Women's Legal Network (AWLN)** to host the ground-breaking Conference **Jordanian Women in Legal Professions: Challenges and Opportunities** on Monday 7 September, the primary aim of which was to bring together lawyers from across the Middle East to discuss standards and trends in the practice of law and strategies for developing an international legal practice.

Aimed chiefly at lawyers in commercial law practice, the event attracted the participation of more than 100 speakers and delegates primarily from Middle East countries. The line-up of speakers brought an extensive range of expertise to discussions from diverse sectors including government, civil society, private practice and corporate counsel.

The event was co-chaired by **Mrs Haifa Al Kaylani**, Founder Chairman, Arab International Women's Forum (AIWF), London, **Ms Esther De Raymaeker**, Senior Legal Advisor, International Bar Association (IBA), London, and **Judge Suhair Tobasi**, Arab Women's Legal Network (AWLN), Amman.



HE Reem Abu Hassan, Minister of Social Development of the Hashemite Kingdom of Jordan delivering keynote address

The Conference was addressed by a great number of distinguished keynote speakers that included HE Reem Abu Hassan, Minister of Social Development of the Hashemite Kingdom of Jordan, a lawyer and human rights activist who has focused on family protection and women's empowerment throughout her career; Mrs Haifa Fahoum Al Kaylani, Founder and Chairman of the Arab International Women's Forum; HE Sharif Zu'bi, former Minister of Industry and Trade and former Minister of Justice and a key figure both in law and in politics who was instrumental in the initiation of important legal reforms while in office; HE Mervet Tallawy,

Director General of the Arab Women Organization (AWO), an Egyptian diplomat and politician with a long career advocating for women's rights and The Hon Ihsan Barakat, Founding President of the Arab Women's Legal Network, Judge, Ms Rania Rizk, Vice President & Chief Legal Counsel, PepsiCo, Middle East & Africa and Jeanine Daou, Tax Partner at PwC in Dubai.

This important event was open to both female and male practitioners.

Outcomes of the day's programme panels were as follows:
Panel one: Which path to take: in-house, private and public sector practitioners

Panellists currently hold positions in-house, in the public sector and in private practice. All have worked for periods in other sectors as well.

Rania Rizk is the SVP and General Counsel AMEA of PepsiCo in Dubai and a Board Member of AIWF. Laurie McNabb is a Registrar of the UNRWA Dispute Tribunal in Amman. Rand Hannun is a Partner at Nabulsi & Associates in Amman and Sofia Sattarova is a Partner at Baker Botts in Dubai.

All panellists agreed that a person's experience is very much shaped by the firms or companies he or she works for. Even within the same sector, employers can differ a lot, which is why it is key to think about what matters to you personally and choose your sector and employer accordingly. The panellists counsel to not be afraid to try something new, as it will teach you something about yourself. All of them have tried various positions to discover what they valued most in their careers.

Outcomes:

Be aware that even within the same sector, the culture at your employer makes a big difference to your experience; Each path has challenges and advantages, determine what holds most value for you and what your personal career objectives are; Don't be afraid of change and of trying different things.

Panel two: All lawyers are not litigators: on practice areas and specialisations

The panel was made up of two private practitioners, one in-house counsel and one NGO lawyer.

Dr Omar Al Jazy is the Managing Partner of Aljazy & Co in Amman; he is an international business lawyer and is specialised in commercial arbitration. Nancy Dababneh is a Partner at IBLAW in Amman; she heads the Intellectual Property practice of the firm. Dr Hiba Zarour is the Global Head of Intellectual Property at Hikma pharmaceuticals in Amman. Suaad Allami is the Founder and Chair of the Women for Progress Center, the first all women legal aid clinic in Iraq servicing victims of gender based violence.

Both Dr Omar Al Jazy and Nancy Dababneh agreed that in today's legal market it is very difficult not to have a specialisation and in order to remain competitive it is important to have a focus. They point out that it can be a useful tool for networking and maintaining connections, as you can refer clients to a colleague with particular expertise when required and will get referrals back. When choosing a specialisation, they suggest watching the legal market and reviewing which areas are up and coming and are likely to gain a lot of traction in the near future.

Outcomes:

Specialisation is necessary;
Differentiate yourself in your area of expertise;
Choose an area you are passionate about or that is likely to become important in the legal market.

Panel three: Sitting at the table: how to be engaged in the high level decision making process

All panellists currently hold high level positions in government and in private practice.

Judge Mayssam Noueiri is the Director General of the Ministry of Justice in Beirut. Jeanine Daou is a tax partner at PwC in Dubai and is the Indirect Taxes Leader of the Middle East region. Olufunmi Oluyede is a founding partner at TRLPLAW in Lagos.

Judge Mayssam Noueiri agreed with the other panellists that it can be particularly challenging to be a woman in a man's world but focussing on delivering excellence is one of the key ways to build up your own confidence and develop your career.

Outcomes:

Be prepared to constantly prove yourself;
Deliver quality at all times.

Panel four: Effective networking and making connections

All panellists have experience with national and international networks.

Haifa Fahoum Al Kaylani is the Founder and Chairman of the Arab International Women's Forum (AIWF). Farah Al Nabulsi is a Senior Associate in Eversheds' Amman office. Enaam Asha is the Director of Programmes at Sisterhood is Global Institute Jordan SIGI/J.

Outcomes:

Join available networks, both offline and online;
A networking opportunity does not always come in the form of a traditional networking event: be alert and open to all opportunities.

Panel five: Marketing and business development

Dr Maria Wolleh is the head of Mannheimer Swartling's Berlin office and the Chair of the IBA Women Lawyer's Interest Group. Zeina Al Nabih is a Senior Associate with Al Tamimi & Co in Amman. Jane Ellis is the Director, Legal Policy and Research Unit, IBA.

It was pointed out that marketing and business development have increased in importance over the past decades. Restrictions on advertising legal services have been eased and business development is crucial for all lawyers, in particular in law firms. Even if brochures, websites and advertisements (if not prohibited under the local laws for the legal profession) are relevant, the focus should be on establishing and maintaining personal relations as clients mostly hire lawyers individually and not the law firm. Regular meetings and follow-ups with existing clients are consequently key. Regarding new clients it can be difficult to establish contact. Cold calling may work, but should be well prepared by an introductory email. Being present in social networks and namely LinkedIn is also of essence for your visibility.

Outcomes:

Business development is crucial to grow a practice;
Focus on relationship building instead of anonymous marketing.

Panel six: International lawyers and anti-corruption

All panellists work with the anti-corruption legal framework, either from a government, private practice or academic perspective.

Judge Mayssam Noueiri is the Director General of the Ministry of Justice in Beirut. Dr Fayrouz Amr is a member of the Board of the Jordan Anti-Corruption Commission (JACC) in Amman. Professor Fayyad Alqudah is the Senior Managing Partner of Alqudah Law and Arbitration, Amman, Professor of Commercial Law, Faculty of Law, University of Jordan and an ex-Board member of the JACC. Lana Habash is a Partner with Eversheds, Amman. Jane Ellis is the Director, Legal Policy and Research Unit, IBA.

Outcomes:

The implementation of the UNCAC requirements is changing how government and business operate;
Anti-bribery laws in OECD countries, among others, can apply to international businesses operating in Jordan;
It is important that international businesses are aware of their obligations under extraterritorial laws and adopt and implement appropriate compliance programmes.

Panel seven: Law firm management

All panellists are partners or managing partners of their respective law firms. Hermann Knott is a Partner with Luther Law Firm in Cologne and is the Co-Chair of the IBA Law Firm Management Committee. Khaled Saqqaf is a Partner and the Head of the Jordan and Iraq Offices of Al Tamimi & Co. Ala' Khalifeh is the Managing Partner of Khalifeh & Partners in Amman.

It was observed that the number of female law graduates in Jordan is significant at around 65 percent. An important number of them have an interest in pursuing a career in a law firm. Most law firms in Jordan are said to already have a sizeable number of women practicing in their firms.



Panel Five: Marketing and Business Development

Moderator Speakers: Ms Jane Ellis, Director, Legal Projects of International Bar Association (IBA) London; Dr Maria Wolleh, Mannheimer Swartling, Berlin; Chair, IBA Women's Lawyers Interest Group; Speaker: Ms Zeina Al Nabih, Al Tamimi, Amman

Both panellists from Jordan described the existing framework as well as their initiatives to accommodate the specific needs of women in the legal profession, in particular more flexible working hours, reintegration after maternity leave and alternative career models. Other firms are said to have similar initiatives in place. Client recognition for the work of female lawyers was confirmed to be high. It was agreed that in the future the need for talented women lawyers would rise even further.

Outcomes:

Women lawyers are a key resource for the future of any firm; Law firms should invest in initiatives to accommodate female lawyers and enable them to stay with the firm and rise to a senior level.



Conference Delegates at the AIWF-IBA Women Business Lawyers Initiative- 7 September 2015 at the Kempinski Hotel Amman, Jordan

The Arab International Women's Forum was pleased and proud to partner with the **International Bar Association Legal Practice Division (IBA/LPD)** and the **Arab Women's Legal Network (AWLN)** to host the ground-breaking Conference **Jordanian Women in Legal Professions: Challenges and Opportunities** on Monday 7 September, the primary aim of which was to bring together lawyers from across the Middle East to discuss standards and trends in the practice of law and strategies for developing an international legal practice

Aimed chiefly at lawyers in commercial law practice, the event attracted the participation of more than 100 speakers and delegates primarily from Middle East countries. The line-up of speakers brought an extensive range of expertise to discussions from diverse sectors including government, civil society, private practice and corporate counsel.

The event was co-chaired by **Mrs Haifa Al Kaylani**, Founder Chairman, Arab International Women's Forum (AIWF), London, **Ms Esther De Raymaecker**, Senior Legal Advisor, International Bar Association (IBA), London, and **Judge Suhair Tobasi**, Arab Women's Legal Network (AWLN), Amman.

The Conference was addressed by a great number of distinguished keynote speakers that included HE Reem Abu Hassan, Minister of Social Development of the Hashemite Kingdom of Jordan, a lawyer and human rights activist who has focused on family protection and women's empowerment throughout her career; Mrs Haifa Fahoum Al Kaylani, Founder and Chairman of the Arab International Women's Forum; HE Sharif Zu'bi, former Minister of Industry and Trade and former Minister of Justice and a key figure both in law and in politics who was instrumental in the initiation of important legal reforms while in office; HE Mervet Tallawy,

Director General of the Arab Women Organization (AWO), an Egyptian diplomat and politician with a long career advocating for women's rights and The Hon Ihsan Barakat, Founding President of the Arab Women's Legal Network, Judge, Ms Rania Rizk, Vice President & Chief Legal Counsel, PepsiCo, Middle East & Africa and Jeanine Daou, Tax Partner at PwC in Dubai.

This important event was open to both female and male practitioners.

Outcomes of the day's programme panels were as follows:

Panel one: Which path to take: in-house, private and public sector practitioners

Panellists currently hold positions in-house, in the public sector and in private practice. All have worked for periods in other sectors as well.

Rania Rizk is the SVP and General Counsel AMEA of PepsiCo in Dubai and a Board Member of AIWF. Laurie McNabb is a Registrar of the UNRWA Dispute Tribunal in Amman. Rand Hannun is a Partner at Nabulsi & Associates in Amman and Sofia Sattarova is a Partner at Baker Botts in Dubai.

All panellists agreed that a person's experience is very much shaped by the firms or companies he or she works for. Even within the same sector, employers can differ a lot, which is why it is key to think about what matters to you personally and choose your sector and employer accordingly. The panellists counsel to not be afraid to try something new, as it will teach you something about yourself. All of them have tried various positions to discover what they valued most in their careers.

Outcomes:

Be aware that even within the same sector, the culture at your employer makes a big difference to your experience;

Each path has challenges and advantages, determine what holds most value for you and what your personal career objectives are;

Don't be afraid of change and of trying different things.

Panel two: All lawyers are not litigators: on practice areas and specialisations

The panel was made up of two private practitioners, one in-house counsel and one NGO lawyer.

Dr Omar Al Jazy is the Managing Partner of Aljazy & Co in Amman; he is an international business lawyer and is specialised in commercial arbitration. Nancy Dababneh is a Partner at IBLAW in Amman; she heads the Intellectual Property practice of the firm. Dr Hiba Zarour is the Global Head of Intellectual Property at Hikma pharmaceuticals in Amman. Suaad Allami is the Founder and Chair of the Women for Progress Center, the first all women legal aid clinic in Iraq servicing victims of gender based violence.

Both Dr Omar Al Jazy and Nancy Dababneh agreed that in today's legal market it is very difficult not to have a specialisation and in order to remain competitive it is important to have a focus. They point out that it can be a useful tool for networking and maintaining connections, as you can refer clients to a colleague with particular expertise when required

and will get referrals back. When choosing a specialisation, they suggest watching the legal market and reviewing which areas are up and coming and are likely to gain a lot of traction in the near future.

Outcomes:

Specialisation is necessary; Differentiate yourself in your area of expertise; Choose an area you are passionate about or that is likely to become important in the legal market.

Panel three: Sitting at the table: how to be engaged in the high level decision making process

All panellists currently hold high level positions in government and in private practice.

Judge Mayssam Noueiri is the Director General of the Ministry of Justice in Beirut. Jeanine Daou is a tax partner at PwC in Dubai and is the Indirect Taxes Leader of the Middle East region. Olufunmi Oluyede is a founding partner at TRLPLAW in Lagos.

Judge Mayssam Noueiri agreed with the other panellists that it can be particularly challenging to be a woman in a man's world but focussing on delivering excellence is one of the key ways to build up your own confidence and develop your career.

Outcomes:

Be prepared to constantly prove yourself;
Deliver quality at all times.

Panel four: Effective networking and making connections

All panellists have experience with national and international networks.

Haifa Fahoum Al Kaylani is the Founder and Chairman of the Arab International Women's Forum (AIWF). Farah Al Nabulsi is a Senior Associate in Eversheds' Amman office. Enaam Asha is the Director of Programmes at Sisterhood is Global Institute Jordan SIGI/J.

Outcomes:

Join available networks, both offline and online;
A networking opportunity does not always come in the form of a traditional networking event: be alert and open to all opportunities.

Panel five: Marketing and business development

Dr Maria Wolleh is the head of Mannheimer Swartling's Berlin office and the Chair of the IBA Women Lawyer's Interest Group. Zeina Al Nabih is a Senior Associate with Al Tamimi & Co in Amman. Jane Ellis is the Director, Legal Policy and Research Unit, IBA.

It was pointed out that marketing and business development have increased in importance over the past decades. Restrictions on advertising legal services have been eased and business development is crucial for all lawyers, in particular in law firms. Even if brochures, websites and advertisements (if not prohibited under the local laws for the legal profession) are relevant, the focus should be on establishing and maintaining personal relations as clients

mostly hire lawyers individually and not the law firm. Regular meetings and follow-ups with existing clients are consequently key. Regarding new clients it can be difficult to establish contact. Cold calling may work, but should be well prepared by an introductory email. Being present in social networks and namely LinkedIn is also of essence for your visibility.

Outcomes:

Business development is crucial to grow a practice;
Focus on relationship building instead of anonymous marketing.

Panel six: International lawyers and anti-corruption. All panellists work with the anti-corruption legal framework, either from a government, private practice or academic perspective.

Judge Mayssam Noueiri is the Director General of the Ministry of Justice in Beirut. Dr Fayrouz Amr is a member of the Board of the Jordan Anti-Corruption Commission (JACC) in Amman. Professor Fayyad Alqudah is the Senior Managing Partner of Alqudah Law and Arbitration, Amman, Professor of Commercial Law, Faculty of Law, University of Jordan and an ex-Board member of the JACC. Lana Habash is a Partner with Eversheds, Amman. Jane Ellis is the Director, Legal Policy and Research Unit, IBA.

Outcomes:

The implementation of the UNCAC requirements is changing how government and business operate;
Anti-bribery laws in OECD countries, among others, can apply to international businesses operating in Jordan;
It is important that international businesses are aware of their obligations under extraterritorial laws and adopt and implement appropriate compliance programmes.

Panel seven: Law firm management

All panellists are partners or managing partners of their respective law firms. Hermann Knott is a Partner with Luther Law Firm in Cologne and is the Co-Chair of the IBA Law Firm Management Committee. Khaled Saqqaf is a Partner and the Head of the Jordan and Iraq Offices of Al Tamimi & Co. Ala' Khalifeh is the Managing Partner of Khalifeh & Partners in Amman.

It was observed that the number of female law graduates in Jordan is significant at around 65 percent. An important number of them have an interest in pursuing a career in a law firm. Most law firms in Jordan are said to already have a sizeable number of women practicing in their firms. Both panellists from Jordan described the existing framework as well as their initiatives to accommodate the specific needs of women in the legal profession, in particular more flexible working hours, reintegration after maternity leave and alternative career models. Other firms are said to have similar initiatives in place. Client recognition for the work of female lawyers was confirmed to be high. It was agreed that in the future the need for talented women lawyers would rise even further.

Outcomes:

Women lawyers are a key resource for the future of any firm;
Law firms should invest in initiatives to accommodate female lawyers and enable them to stay with the firm and rise to a senior level.

**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



THE ARAB INTERNATIONAL WOMEN'S FORUM HOSTS GET-TOGETHER RECEPTION ON SUNDAY 6 SEPTEMBER 2015 AT THE KEMPINSKI HOTEL, AMMAN, JORDAN

The Arab International Women's Forum was delighted to welcome AIWF Partners, Board Members, Jordan Chapter Members and distinguished guests to an evening Get-Together and Reception kindly hosted by the Kempinski Hotel in Amman, Jordan on the eve of a joint conference with The International Bar Association on **Jordanian Women in Legal Professions: Challenges and Opportunities**.

Guests were welcomed by Mrs Haifa Al Kaylani, AIWF Founder Chairman and Mrs Raghda Kurdi, AIWF Board Member.

In her welcoming address, Mrs Al Kaylani expressed her deep thanks and appreciation to the The Kempinski Hotel for kindly hosting the reception and extended her special thanks to Mrs Maissoun Sarraf, valued AIWF member and friend for her kind invitation to host the Get-Together at The Kempinski and generous hospitality on this special occasion.

Mrs Al Kaylani went on to say that the joint conference with the International Bar Association/Legal Practice Division forms an important part of the AIWF Programme for 2015 and beyond and as part of AIWF's continued mission to connect and empower women in the Arab world in all sectors, saying "AIWF is pleased to partner with the International Bar Association and the Arab Women's Legal Network on an important Initiative for Women Business Lawyers to assist women in commercial law in the Arab region." The Get-Together provided an opportunity for the AIWF Chairman to update Jordan Members on the AIWF 2015 Programme.



L-R HE Ms Fatima Abu Abtah, Member of Parliament, House of Representatives, Amman, Jordan; Mrs Raghda Kurdi, AIWF Board Member; Mrs Haifa Al Kaylani, AIWF Chairman; Ms Jane Ellis, Director Legal Policy and Research Unit, International Bar Association (IBA); Ms Esther de Raymaeker, Senior Legal Advisor of International Bar Association (IBA) and Judge Mayssam Noueri, Ministry of Justice of Beirut, Lebanon

In concluding her address, Mrs Haifa Al Kaylani said, 'Girls and women must be at the heart of sustainable development and when we prioritise their health, rights, and wellbeing everybody stands to win. Improving their lives is the foundation for building vibrant, healthy and prosperous families, economies, and societies. AIWF is committed to working with all our partners and with you all to ensure that girls and women remain at the centre of development efforts in the Arab world and globally.'



L-R Dr Omar Aljazy, Aljazy & Co; HE Hala Bsaisu Lattouf, AYA for Consultancy & Development; HRH Princess Wijdan Al-Hashemi, Amman, Hashemite Kingdom of Jordan; Mrs Haifa Al Kaylani, AIWF Chairman; Judge Mayssam Noueri, Ministry of Justice, Beirut, Lebanon

AIWF CHAIRMAN ADDRESSES FARRER & CO'S INTERNATIONAL STRATEGY GROUP DINNER AND THEMED DISCUSSION ON "WOMEN FAST TRACKING CHANGE IN THE MIDDLE EAST"

On 7 October 2015, Farrer & Co's International Strategy Group held a women's only dinner and a themed discussion on "Women Fast Tracking Change in the Middle East" in their historic Peacock Room for selected female contacts working in or connected to the Arab region. Farrer & Co were delighted to invite Mrs Haifa Fahoum Al Kaylani, the Founder Chairman of the Arab International Women's Forum, as their keynote speaker. Farrer & Co is an independent London law firm with a rich history and a centuries-long tradition of advising private families, individuals, charitable institutions and businesses. Whilst the firm is based in London, it has a wide ranging international practice and the Middle East is a key region of focus.

The event was hosted by Alison Springett, Head of the MENA region of Farrer & Co's International Strategy Group, and also a Partner in the firm's Private Client Team with a wide ranging practice across the Middle East. Other Farrer & Co. Hosts included: Marianne Kafena, also a partner in the firm's Private Client Team, Claire Gordon, a partner in the firm's Family Team, Annabel Younger, a partner in the firm's Residential Property and Secured Lending Team, and Daisy Tarnowska, a solicitor in the firm's Family Team, all of whom also sit on the firm's International Strategy Group. The purpose of the event was to encourage discussion about the changing role of women in the region and guests invited by Ms Springett represented a cross section of Farrer & Co's high profile female contacts who work in the region including bankers, accountants, lawyers and investment managers. Many of the guests were also Arab women themselves with family links to Jordan, Egypt, Lebanon, Iraq and Palestine.

The dinner took place in the Peacock Room at 66 Lincoln's Inn Fields where the Charter of the Bank of England was sealed in 1694. Farrer & Co has occupied its offices at 66 Lincoln's Inn Fields since 1790. Miss Springett welcomed guests and introduced Mrs Haifa Al Kaylani as the Founder Chairman of the Arab International Women's Forum, an organisation which has received major recognition, both in the Arab world and on the international stage, as a powerful advocate for the importance of the role of women in fast tracking change in the

region. Ms Springett spoke briefly about Farrer & Co's rich history and heritage which has spanned more than 300 years and about the firm's strong links to the Middle East, where it has been advising high profile families and businesses for over 30 years. Finally, Ms Springett introduced all of the guests around the table and each guest explained their connection to the Arab world.



Mrs Haifa Al Kaylani (AIWF Chairman) & Alison Springett (Partner at Farrer & Co)

Mrs Al Kaylani then addressed the guests and began by explaining why she founded AIWF, its aims, and her work in the organisation which has spanned over 14 years. She explained how her training as an economist has impacted on this work, particularly in terms of analysing the obstacles facing women and how AIWF is working to provide solutions to overcome such obstacles. Mrs Al Kaylani also spoke about how AIWF has been an agent of change for women in the Arab region encouraging women to take greater leadership roles in all sectors of public and civil society. She highlighted the significant obstacles they have overcome in the region to date whilst also emphasising the obstacles that still remain in the economic, political, legal and public spheres. In particular, she focused on the importance of education for women in the Arab world and of securing employment in order to achieve sustainable empowerment for women.

Mrs Al Kaylani then opened up the discussion to the table and a lively exchange followed on the role of women in business and in public life, both in the region and in the UK, based on the guests' experience as women and as professionals working in or connected to the region.

Daisy Tarnowska
Solicitor, Farrer & Co

AIWF CHAIRMAN ADDRESSES 41ST ANNUAL CONFERENCE AND AGM OF EUMA IN LIMASSOL, CYPRUS ON 25 & 26 SEPTEMBER 2015

AIWF Chairman, Haifa Fahoum Al Kaylani, accepted an invitation to address the European Management Assistants (EUMA) Conference in Cyprus on 25 and 26 September, 2015. EUMA is an international quality network of management support professionals who focus on their personal development and on the future of their profession. The encouragement of members' individual development and the continued evolution of the management support profession are a few of the Association's aims.

EUMA was founded in 1974, and is currently represented in 26 countries. There are National Groups in: Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Iceland, Italy, Luxembourg, the Netherlands, Norway, Poland, Slovenia, Spain, Sweden, Switzerland and the United Kingdom. The Association also has individual members in: Croatia, Portugal, Saudi Arabia, Turkey, United Arab Emirates and the United States.

The Conference was formally opened by a speech from Mrs Androulla Vassiliou, Former European Commission of Education.

Mrs Al Kaylani delivered her address on the topic "Widening opportunities for Management Assistants in a Global Environment", saying "The EUMA Conference is truly a positive demonstration of the global will to empower managers who strive to develop senior-level competencies in a fast-changing business landscape. The Arab International Women's Forum highly commends and respects the work of EUMA as an international network of management support professionals dedicated to promoting opportunities for cross-border networking and providing a much-needed forum for Management Assistants to network and learn in a common and supportive environment. Today's conference continues the EUMA tradition of helping members develop critical administrative and networking skills as well as promoting the contribution of managers to business success. EUMA and AIWF share many of the same objectives in this regard."

FOLLOW-UP TO AIWF CHAIRMAN'S VISIT TO KING'S ACADEMY IN JORDAN IN APRIL 2015

King's Academy: A Mission That Serves The Region

On 27 April this year, AIWF Chairman Haifa Al Kaylani visited this outstanding educational institution in Madaba, Jordan. King's Academy is an independent, co-educational boarding and day school which provides outstanding young men and women from Jordan, the Middle East and beyond an educational experience unlike any available in the region.

In the light of the tremendous turmoil and suffering the region has witnessed in recent years, the mission of King's Academy has never been more important, more necessary or more urgent. This turmoil has only strengthened the school's resolve, deepened its sense of purpose, and affirmed its core values and commitments to educational opportunity, inclusivity and forms of learning that promote inquiry, curiosity, dialogue and deep understanding.

Since opening in 2007, King's has become a dynamic hub of international exchange and interfaith dialogue. This year's student body consists of almost 40 different nationalities and King's remains the only school in the Middle East to welcome students of all religious faiths.

The Arabic Year programme, launched in 2012, continues to thrive, attracting adventurous young men and women for a year of intensive Arabic language study and cultural immersion. Last year King's was the first school in the Middle East to host the Round Square International Conference, welcoming around 600 delegates from five continents and over 50 schools. Most recently, some 500 young leaders from throughout the world attended the United Nations Global Forum on Youth, Peace and Security, held on campus last August.

Despite the slump in Jordan's economy, school enrolment has grown. Next year, King's will open a middle school for grades 7 and 8 in order to create a more coherent and dynamic educational runway for students. In addition, the school's pioneering commitment to financial aid remains unmatched in the region, with 43 percent of students receiving some form of financial assistance. The diversity of the student body remains the school's greatest resource, and as a residential boarding school, students learn how to live in a diverse community.

In a recent survey, King's alumni identified empathy, dialogue and open-mindedness as three of the most important qualities of mind they learned at the school. King's teaches through questions, discussion and inquiry – skills that are essential for success and for creating students who are self-directed, independent and open to divergent perspectives.

AIWF CHAIRMAN RECEIVES HONORARY GLOBAL EXEMPLARY AWARD FOR LEADERSHIP DEVELOPMENT 2015 FROM THE EUROPEAN INVESTORS AND INNOVATORS NETWORK

(EU-WIIN) Recognised for her achievements internationally with cultural and gender issues, Haifa Al Kaylani was presented with this award at a ceremony held at The British Library London on the 14 October 2015.

AIWF Chairman, Haifa Fahoum Al Kaylani, was honoured with the Honorary Global Exemplary Award for Leadership Development 2015 for her inspirational and exemplary achievements with regard to cultural and gender issues internationally at the EU-WIIN International Conference & Awards Ceremony at The British Library in London on 14 October 2015.

The initiative was launched at the European Parliament, Brussels with the support of nine MEP's in 2006 with the main aim of stimulating wider inclusiveness and relevant exchange of knowledge in order to increase the percentage of women in fields that are traditionally male dominated. It has had the privilege of being hosted in the most beautiful and historic parts of various countries beginning in Germany (2007), Finland (2009), Iceland (2011) and Sweden (2013) and now is being staged for the first time in the United Kingdom.

Approximately 200 guests, including individual inventors, innovators, SME and multi-national companies, academia, the research industry and civil society from across Europe and the internationally, attended the awards ceremony. The main focus of these awards is on women making positive changes and impact with the introduction of new products, processes and services.

Upon receiving this award, Mrs Haifa Al Kaylani said, "I am delighted to have been chosen as the recipient of *The Honorary Global Exemplary Award for Leadership Development 2015* and will cherish this recognition for my entire lifetime."

On the eve of the Award Ceremony held on 14 October, Mrs Al Kaylani participated in the 5th Bi-annual international European Women Investors & Innovators Network Exhibition Conference as a Special Guest Speaker on "*Promoting Innovation and Opportunities for International Partnership.*" The theme of this event held at Regent's University, London, was *Intellectual Property, Digital technology & Open Innovation.*



Diane Morris (Past President, TIAW) & Nadereh Chamlou (Former Senior Advisor, The World Bank)

AIWF NOMINEES SUCCESSFUL IN ACHIEVING THE INTERNATIONAL ALLIANCE FOR WOMEN WORLD OF DIFFERENCE 100 AWARDS

The International Alliance for Women (TIAW) is a global organisation dedicated to the economic empowerment and advancement of women all over the globe. Our commitment is to the "she-conomy" - uniting, supporting and promoting women and their chosen networks across six continents, which in turn supports and strengthens the global economic fabric.

TIAW spans a multitude of countries on six continents. Member associations yield a combined reach of more than 35,000 women. Individual members are executives, business owners and professional women from both the developed and developing worlds. From supporting micro-credit in the developing world to advocating for more women in top global boardrooms, TIAW's work is based on the knowledge that when women and girls are economically empowered, whole families, communities and societies benefit in equal measure.

TIAW is proud to announce the recipients of this year's TIAW World of Difference 100 Awards. This year nominations were received from 54 different countries and provided a vivid look at the inspiring work that women – and men – around the world are doing to support the economic empowerment of women. The recipients cover a wide range of activities on six continents and we are proud to be able to recognise the vital work that they do, often with few resources and many obstacles.

The International Alliance for Women (TIAW) celebrated thirty five years of 'Making All the Difference in the World' in Washington DC in October. One of the highlights was the **World of Difference Awards** when three AIWF nominees were recognised for their exceptional contribution to the economic empowerment of women:

Nadereh Chamlou, an International Development Expert and former Senior Advisor to the Chief Economist for the Mena Region at the World Bank and valued AIWF Board Member. She is originally Iranian and has dedicated a lifetime of work towards empowering women in the labour market. Her global efforts have served to magnify the role that women play in the economies of Sharjah and the UAE. Nadereh also spoke at the TIAW Global Forum on its SuperPanel on the conference theme of *Beyond Sustainability : Women's Economic Empowerment.*

HE Ameera Binkaram, Chairman of AIWF's Global Partner, Sharjah Business Council for Women. She is an ardent advocate of women's participation in economic activities, promoting women as a major force in the UAE economy, as well as magnifying the role that women play in the economies of Sharjah and the UAE. Her leadership qualities and organisational skills played a key role in raising the profile of the Sharjah Tatweer Forum, a semi-governmental organisation aiming to nurture emerging young leaders via world class leadership programmes and to improve the competitiveness of the emirate of Sharjah.

Ida Beerhalter is Co-Head of IOME, a Multi Single Family Office and Private Investment Partnership formed by women Principals from the Gulf Region. She has also been working with women in Saudi Arabia and tirelessly supporting women entrepreneurs. She specialises in a wide range of issues, including women's empowerment, entrepreneurship, and is proactive in issues concerning leadership, social business and impact investments. The partnership aims to nurture young leaders via world class leadership programmes and to improve the overall competitiveness of women.

rather than to those whose goals was to make money. In this Mme Bechamaoui is a symbol of a growing trend and

quiet revolution -- the rise of the women entrepreneurs as a veritable force in society who bring perspectives and skills to the table that has been absent in the past. They are pragmatic rather than idealistic. They overcome barriers and create opportunities; they understand negotiations and trade-offs; they are in tune with global and local developments as they manoeuvre the survival of their businesses and the livelihood of their workers; they manage and lead, and know what works and how to make things work.

In 2008, I authored a World Bank report on women's entrepreneurship in MENA and demonstrated a strong and rising presence. There was widespread incredulity. Since then, the women in the region have proven that my report only scratched the surface. The phenomenal rise in educated women will push their presence further. I have had the privilege to meet amazing, forward looking, capable, and active women. They are increasingly "leaning in" (a la Sheryl Sandberg), like Mme Bechamaoui, to shape their societies. Herein lies the true hope for the future of the region.

Nadereh Chamlou

*Former Senior Advisor, The World Bank
AIWF Board Member*

AIWF CHAIRMAN ADDRESSES THE URBAN MUSLIM WOMAN OFFICIAL DINNER



On Saturday 10 October, Haifa Fahoum Al Kaylani, as Founder Chairman of the Arab International Women's Forum accepted an invitation to address the 5th Annual **The Urban Muslim Woman Official Dinner and Show'15**, as an honoured guest speaker. Held at the London Marriott Hotel, Grosvenor Square, this was an evening event with a gathering of inspirational speakers and professional Muslim Women. The event also included female exhibitors, fashion shows, dinner and networking.

This event, now in its fifth year, is established as a well-known landmark event bringing together a community of strong, independent and professional Muslim women from all walks of life. It is a celebration of the very essence of Muslim women and a strong endorsement of the skills and strengths they bring to the community.

Every year the event brings together 500 Muslim women from the world of business, corporate sector, fashion and politics along with representatives from the media. A whole community comes together under one roof offering leadership, support and a chance for women to relax and meet other like-minded, strong female role models.

NEWS OF AIWF BOARD MEMBERS AND FRIENDS *FORBES MIDDLE EAST MOST POWERFUL ARAB WOMEN (MPAW) FOR 2015*

Congratulations To :

Dr Shaikha Al Maskari, Chairperson, Al Maskari Holding, Chairperson, Tricon Group and valued AIWF Board Member was awarded the Best in Business Category in the Forbes Middle East Most Powerful Arab Women (MPAW) for 2015.

Included in this prestigious list were:

Mrs Mona Al Moayyed, Managing Director of Y K Almoayyed & Sons, Bahrain and valued AIWF Board Member.

HE Mahida Ali Rashid, Assistant Director General of the Dubai Land Department, AIWF valued Global Platinum Partner.

Sheikha Lubna Al Qasimi, the UAE Minister of International Cooperation and Development and former AIWF Board Member who ranked number one in the government sector.

Mrs Raja Easa Saleh Al Gurg, Managing Director of the Easa Saleh Al Gurg Group, and former AIWF Board Member.

In a collective effort of its own, through its publications and events, Forbes Middle East is helping to highlight the region's female success stories and push for further advancement of women across the Arab world.

THE NOBEL PEACE PRIZE FOR THE TUNISIAN NATIONAL DIALOGUE QUARTET: THE VIEW OF AN INTERNATIONAL DEVELOPMENT EXPERT AND AIWF BOARD MEMBER

The announcement of the 2015 Nobel Peace Prize to the Tunisian National Dialogue Quartet for its efforts toward an inclusive democracy was a joyful moment in an otherwise increasingly grim Middle East and North Africa region. Among the many characteristics of the group, there are two facets that are worthy of note.

The first sign was the inclusion of a woman, Mme Wided Bechamaoui, in the group. This signals the future of the region cannot be made without women. Unfortunately, in MENA political transitions and revolutions have questioned women's rights and tried to roll back the clock. In no other part of the world have people risen up to have freedom and dignity for all, but extremists immediately moved in to sideline half the population. Women's engagement in society, economy, and politics is therefore a clear sign of moderation and progress. By recognising the Quartet, the Nobel Committee acknowledges that the solutions for the region cannot be found without women's involvement. A second noteworthy element is that Mme Bechamaoui is one of the first male or female or recipients from the business sector. Nobel Prizes have typically gone to politicians, activists, philanthropists, or thinkers

AIWF ENCOURAGING YOUNG ARAB WOMEN TO BECOME ENTREPRENEURS AND LEADERS:

Reimagining Middle East History through Pastry

It is rare to witness beauty rising out of trying times. In a small kitchen in London, the Middle East is flourishing as sumptuous desserts of empires past are reborn. Warm, sticky date cake luxuriates in caramel. Powdery *ghraybeh* is infused with rose and orange blossom. And *balah el sham* is reinvented as a miniature éclair, stuffed with honey and labneh pastry cream. This is the world of **Ferdos**.

Founded in 2014 by Sarah Toukan, Sarah Dajani, and Anny Gaul, **Ferdos** is a London-based company making pastries inspired by the Middle East. The Jordanian and Egyptian co-founders met their third partner, Anny, while working with farmers in Jordan. As the three women explored the history of the region through its people, they were inspired to create **Ferdos**.

Using history as a launching pad, **Ferdos** offers more than just a glimpse into the culinary history of the Middle East. Through packaging and an online boutique, the women behind **Ferdos** aim to create a brand that serves equally as cultural ambassador and purveyor of pastries. Each product is paired with in-depth research on the flavours and recipes of the region, showcasing the diverse cultures that call the region home. The goal, the founders say, is to create joy.

Sarah Toukan, the company's designer, earned her bachelor's degree from Stanford and holds a master's degree in Product Design Engineering at the Stanford Institute of Design. Sarah Dajani, the company's chef, studied basic French pâtisserie at Le Cordon Bleu Paris after graduating from Princeton's Woodrow Wilson School. She completed her MBA at the Stanford Graduate School of Business. Together they work with food scholar Anny Gaul, a doctoral student of Arabic literature at Georgetown specialising in culinary and literary cultures.

Ferdos launches as an online boutique in London this winter. E-mail info@ferdos.co.uk for more information.

Young Arab Leader working in the UK, Dr Mona Hamade, establishes Unity for Global Development Foundation in London

I started working at AIWF while I was doing my PhD looking at women, employment policies and the workforce in the MENA at the University of Cambridge. Truly, AIWF and in particular Mrs Haifa Al Kaylani have been a great support and inspiration to me.

I want to make a difference!

Building on my 5 year PhD research, I want to contribute to female graduates and early career women from the MENA based in the UK and the Middle East. As a result, I have established the **Unity for Global Development Foundation** in London, partnering with an established career coach and impressive mentors across academia and business through interactive and focused sessions where participants can work on relevant issues they have identified.

The second part is going to focus on social enterprise initiatives with a community outreach working with the career coach and mentors.

In that regard, UGD Foundation has created a women's initiative programme - ***Exporting the Know-How: Promoting Best Practice for Women and Youth across the MENA***. The programme is divided into two main sections that will be held in London initially and will be followed by sessions in the MENA.

The sessions will result in the production of short Social Media videos to showcase a positive message for women in the labour market as well as the publication of thematic workshop papers to ensure a follow up for participants entering the workforce in the MENA and London.

I look forward to collaborating with AIWF on these timely projects, as it is a great opportunity to showcase and promote the next generation of female leaders.

Dr Mona Hamade

PhD Multidisciplinary Gender Studies

UGD Foundation

HOW TO JOIN AIWF

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