



# AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

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## Chairman's Message

As Chairman and on behalf of the Board of the Arab International Women's Forum, I am delighted to share with you the November edition of the AIWF Newsletter, the last edition in 2016 which wraps up a highly successful 15th Anniversary Programme of events and initiatives throughout the year, marking the important milestone of AIWF's founding in London in 2001 and in support of AIWF's core mission to promote and enhance the role of women in the Arab world and always within an international context.

The journey of the last decade and a half has been nothing short of remarkable for AIWF, which in that time has grown into a truly global network dedicated to giving Arab women leaders a voice and a platform to prosper, linking Arab businesswomen not only with each other but also with their counterparts in the international community to exchange knowledge and develop their full leadership potential.



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

## DATES FOR YOUR DIARY

***Bicester Village VIP Day for AIWF  
Members & Guests***

AIWF VIP Visit to Bicester Village at the kind  
invitation of the Value Retail Group

**02 December 2016**  
Bicester, Oxford

Over the years, we have worked tirelessly across the board, with governments, academia, NGOs and the private sector, to advance gender parity in all sectors and spheres, placing special emphasis on the role of women as engines of economic growth towards the realisation of our founding mission, ***'Building Bridges, Building Business'***. Our focus has always been on powering progress and change for women, and creating partnerships that will facilitate and promote vital and viable alliances between women leaders in the Arab world and internationally, bringing into focus opportunities and potential for women in business, entrepreneurship, finance, law, and the STEM sectors.

It gives me great pleasure to share with you that the AIWF Programme for 2016 in our 15th Anniversary Year has been a resounding success, commencing with the unique business and networking trip to **Tabiano, Italy** in March 2016 that brought leading Arab business leaders together with their European and Italian counterparts. The programme featured a number of exciting business visits, networking opportunities and cultural experiences, as well as a one-day, high-level seminar on 22 March 2016, ***Women's Talent for Innovation***, which successfully explored opportunities for collaboration and partnership between AIWF Members and European businesswomen.

AIWF was delighted to partner again with the **International Bar Association** to deliver our second Joint Conference in Beirut on 03 March 2016 at **La Maison de l'Avocat** in full co-operation with the **Beirut Bar Association**. This timely collaboration between AIWF and the IBA commenced with a highly successful conference in Amman in September 2015 and will feature further conferences in 2017 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.

AIWF was proud to celebrate its milestone Anniversary Year with an exquisite Gala Concert at Kensington Palace on 26 April 2016, under the theme of ***Building Bridges through Culture***, in collaboration with the Peace and Prosperity Trust and in the presence of **HRH The Duke of Gloucester**, Patron of the Trust, and **HRH The Duchess of Gloucester**. For this unique Anniversary event, the **Peace and Prosperity Trust** brought leading Arab musicians together with British and international talent to showcase young artists who are building bridges between the Arab and Western Worlds, a common vision that we all share and are working towards together.

The AIWF 2016 Programme recently culminated in the highly successful 8th ***Young Arab Women Leaders: The Voice of the Future*** Conference in Kuwait held on 19-20 October 2016 with the valued support of the Kuwait Ministry of State for Youth Affairs, in continued partnership with PwC and with the support of local partner Ibtakar Strategic Consulting. On this occasion, AIWF was delighted to work closely with PwC, all AIWF Global Partners and with the Kuwaiti Ministry of Youth, and to welcome close to 200 delegates from no less than 15 countries from the Arab world and internationally to the Conference, which received blanket media coverage the following day across Kuwaiti news and regional business press. A full conference report and photo gallery is featured in this edition.

The 8th *Young Arab Women Leaders Conference* followed on from another milestone event in the AIWF 2016 Anniversary Programme, the Joint Seminar held in London in July 2016 by AIWF and our Global Partner the **Sharjah Business Women Council** (SBWC) at

London's Royal Automobile Club, ***Partnership for Innovation in Entrepreneurship***. On this occasion, AIWF was also proud to host a Special Luncheon in Honour of **Her Highness Sheikha Jawaher bint Mohammed Al Qasimi**, Wife of His Highness the Ruler of Sharjah, UAE, Chairperson of Nama Women Advancement Establishment and Founder & Patron of Sharjah Business Women Council on her visit to London. On this occasion, we collaborated closely with our longstanding and much valued partners at the SBWC and in particular, with an amazing young woman leader, Chairperson of the SBWC since 2010 and a dear and cherished member of the AIWF Family, **HE Ameera Bin Karam**.

Ameera tragically and unexpectedly passed away on 22 October 2016. She was truly a shining star in the region, and she will be deeply missed by all who had the great privilege of knowing her and working with her. AIWF has received messages from women all over the world remembering Ameera with tremendous respect and admiration. The Board of AIWF feel very privileged to have known and worked with Ameera Bin Karam, and considered her to be a very special friend and member of the AIWF family. A special tribute to HE Ameera Bin Karam is included in this edition.

Throughout our 15th Anniversary year, AIWF has had many opportunities to reflect on the immense importance of all our partnerships and the valued relationships that we have built over the years with key stakeholders partnerships – our valued Global and Institutional Partners, our esteemed Current and Founder Board Members, and our Members and key supporters all over the world. AIWF would not have been able to achieve all that it has in a relatively short period of time without the invaluable support and confidence of all AIWF Global Partners, starting with PepsiCo, which became the first and only AIWF partner with Global Benefactor status in January 2010. AIWF and PepsiCo share a common determination to break stereotypical views of women, facilitate cross-border networking and experience exchange, and create greater public awareness of women's capabilities and potential internationally. We come together as a major force in upholding strong diversity policies, assisting and encouraging the region's emerging female business talent to

participate and make a difference in all aspects of economic and public life in the Arab world.

AIWF is also very proud to have the support of our Platinum Partners **Pfizer, Shell, Willis Towers Watson, the Sharjah Business Women Council, and Dubai Land Department**; our Diamond Partners **PwC and Jumeirah**; and our Institutional Partners, the **Arab British Chamber of Commerce, the Hawkamah Institute for Corporate Governance, the Mudara Institute of Directors, and the Pearl Initiative, and Mamac Ogilvy** as Communications Partner.

I am delighted to announce that in 2016, AIWF welcomed two new Diamond Partners - **Janssen Pharmaceutical Companies of Johnson & Johnson, and Vistra**, further strengthening the reach and impact of AIWF as a truly global network dedicated to giving Arab women leaders a voice and a platform to prosper, linking Arab businesswomen not only with each other but importantly with their counterparts in the UK, EU, US and internationally to exchange knowledge and develop leadership potential.

I am very proud to say that not only are all our Partners deeply engaged in the region in women's empowerment and gender parity, but they are also focused on broader sustainable development objectives including environmental sustainability and the protection of human rights in international business policy. AIWF has reflected deeply on sustainability in business and innovation this year in the leadup to the submission in September 2016 of our first biannual Communication on Engagement (CoE) to **HE Ban Ki-moon**, Secretary General of the United Nations, as a proud Global NGO Partner of the UN Global Compact. AIWF will be increasing all efforts in 2017 to engage on an even deeper level with the UN on this truly global corporate sustainability initiative, noting with particular pride that many of our Global and Institutional Partners are themselves Corporate and NGO Members of the UN Global Compact.

For 2017 and beyond, AIWF is more determined than ever, with the partnership and support of the AIWF Board, Global Partners, Members and our many key alliances in the Arab and international communities, to turn the social and economic challenges of our time

into viable opportunities for Arab women to shape a peaceful and prosperous future, wherever they are in the world. AIWF restates its focus and future direction on maintaining and enhancing opportunities for education, leadership training, capacity building and self-development for women and youth in all sectors and spheres, bringing partners in the public, private and civil sectors together to **support** education for women in the STEM disciplines that have traditionally been male-dominated; to **mainstream** gender neutral business policies; to **create** sustainable and supportive frameworks for the development of scalable, job creating SMEs in the MENA region and beyond; and to **promote** the enhanced participation of young Arab women leaders in public life, in parliament, the judiciary and the legal profession.

AIWF has always held the firm belief that women and youth hold the key to economic prosperity and social development in the region – and with it, its stability. With your valued support and encouragement, we will maintain the course as we move forward for the next 15 years and beyond.

I am proud indeed to present this rich and impactful issue reporting on a number of key projects, events, initiatives and Partner and Member successes. AIWF looks forward to launching the 2017 Annual Programme in the New Year, and to continuing all our vital collaboration with our Partners, Board and Members creating and advancing new opportunities to honour our core mission of ***Building Bridges, Building Business*** for women in the Arab region and beyond.

The Board of the Arab International Women's Forum joins me in thanking you all for your invaluable support in this milestone year for AIWF, and we look forward to welcoming you to our programme of activities in 2017.



**Haifa Fahoum Al Kaylani**

*Chairman*

*Arab International Women's Forum*



## AIWF holds the 8th *Young Arab Women Leaders: The Voice of the Future* Conference, its first ever initiative in Kuwait



Mrs Haifa Al Kaylani, AIWF Founder Chairman, addressing the 8th Young Arab Women Leaders Conference in Kuwait

Following on from the success of the *Young Arab Women Leaders: The Voice of the Future* conferences in Amman, Beirut and Dubai in 2012, Palestine in 2013, London in 2011 and 2014, and Doha in 2015, the Arab International Women's Forum was proud to hold its 8th *Young Arab Women Leaders* Conference in Kuwait on Thursday 20 October 2016, with the valued support of the Ministry of State for Youth Affairs, in continued partnership with AIWF Global Partner and YAWL Conference Partner PwC, and with the support of local partner Ibtakar Strategic Consulting.

The YAWL Kuwait 2016 Conference Programme launched on 19 October 2016 with a Special Reception to honour AIWF in Kuwait City, which commenced with a welcome address by Founder, Chairperson and Managing Director of LOYAC, **Fareah Al Saqqaf** followed by a welcome from the AIWF Founder Chairman **Haifa Al Kaylani**, who took the opportunity to commend the important work that LOYAC does for the youth of Kuwait, noting that both organisations share a common mission of empowering and developing the next generation of young Arab women.



AIWF Founder Chairman Haifa Al Kaylani addressing the Young Arab Women Leaders Reception hosted by LOYAC in Kuwait

In her remarks, Mrs Al Kaylani expressed the deepest appreciation of the Board of AIWF to the Ministry of State for Youth Affairs for its valued support of AIWF's first ever conference in Kuwait, *Young Arab Women Leaders: The Voice of the Future*. The Reception provided AIWF and Conference Partners with the opportunity to welcome Distinguished Guest Speakers, Global Partners and Guest Delegates of the *Young Arab Women Leaders* conference, and featured a special performance by LAPA Academy.

The 8th *Young Arab Women Leaders* conference officially opened the following morning on 20 October 2016 at the Jumeirah Messilah Beach Hotel in Kuwait. Close to 200 delegates from no less than 15 countries from the Arab world and internationally attended this highly successful conference in this series designed by AIWF in cooperation with PwC and all AIWF Global Partners 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.



Guest of Honour Her Excellency Sheikha Al Zain S Al-Sabah, Under Secretary of the Ministry of State for Youth Affairs of Kuwait

On this special occasion, AIWF was proud to bring together a distinguished gathering of government representatives, international, regional and Kuwaiti business leaders, academics, and members, and to welcome Global Partner representatives including **PepsiCo, PwC, Shell, The Sharjah Business Women Council, Janssen Pharmaceutical Companies of Johnson & Johnson, Vistra and Mamac Ogilvy.**

AIWF was also proud to welcome Guest Delegates representing diverse sectors and companies including the **Central Bank of Kuwait, Northern Trust, Al Ghanim Industries, Vodafone, Ooredoo Kuwait, the Kuwait Petroleum Corporation, HSBC, Schlumberger, Value Retail, GE Global Growth, and the Kuwait Financial Centre.** Guest Delegates also represented universities such as the **American University of Kuwait and Kuwait University,** and organisations such as the **United Nations Development Programme, the Kuwait Chamber of Commerce, the General Women's Union UAE,**

the **Abu Dhabi Businesswomen Council**, the **Qatar Business Women Forum**, the **Sharjah Chamber of Commerce and Industry**, and the **British Embassy in Kuwait**.

The conference was opened by the truly inspirational Guest of Honour Speaker, **Her Excellency Sheikha Al Zain S Al Sabah**, Under Secretary of the Ministry of State for Youth Affairs of Kuwait, and by AIWF Founder & Chairman **Mrs Haifa Fahoum Al Kaylani**, who in her opening remarks said, “Kuwait is largely considered to be one of the region’s top countries for working women, with the highest ranking of all Arab countries in the World Economic Forum’s 2014 and 2015 *Global Gender Gap Reports*. Kuwaiti women have long been prominent in business and there are many successful, motivated, talented and truly inspirational businesswomen in the country from whom the next generation of Kuwaiti women leaders can draw valuable inspiration and insight.”

Mrs Al Kaylani continued, “The Kuwaiti Government, through specialised departments and initiatives, plays a leading role in facilitating training and incentives for young women to continue with their education, enter or remain in the labour market and reach their leadership potential. We are indeed proud to open this conference today with the valued support of Kuwait’s leading advocate and incubator for youth development, the Ministry of State for Youth Affairs, whose involvement and endorsement of youth-led initiatives has provided a critical platform for the emergence of a vibrant entrepreneurial and private enterprise-led economy in Kuwait.”

Distinguished Guest Speakers included **Fouad Douglas**, Country Senior Partner PwC; **Dr Lina Abirafeh**, Director, Institute for Women’s Studies in the Arab World (IWSAW), Lebanese American University, Lebanon; **Dr Alanoud AlSharekh**, AIWF Board Member & Consulting Partner, Ibtakar Strategic Consultancy, Kuwait; **Shamael Al Sharikh**, Team Leader Corporate Communications, Kuwait Petroleum International, Kuwait; **Sara Akbar**, CEO, Kuwait Energy Company, Kuwait; **Diana Al Dajani**, Founder & CEO, eduTechnoz, Qatar; **Hussa Al Humaidhi**, Co-Founder, Nuqat, Kuwait; **Mona Almoayyed**, AIWF Board Member & Managing Director, YK Almoayyed & Sons, Bahrain; **Rana Al Nibari**, Chief Executive Officer, INJAZ Kuwait; **Taibah Al Qatami**, Founder & Director, Weoritu, Kuwait; **Hanan Al Samari**, Executive Director, Princess Madawi Fund for Women Development, Saudi Arabia; **Hadeel Al Shammari**, Board Member, Kuwait National Fund for Small and Medium Enterprise Development, Kuwait; **Sheikha Alanoud**



Guest of Honour Her Excellency Sheikha Al Zain S Al-Sabah, Under Secretary of the Ministry of State for Youth Affairs of Kuwait, and AIWF Founder Chairman Mrs Haifa Al Kaylani

**Hamad Al Thani**, Qatar Country Operations Manager, Silatech, Qatar; **Dr Yasmin Al-Tawaijri**, Senior Scientist & Head of Epidemiology Research, King Faisal Specialist Hospital & Research Center, Saudi Arabia; **Chadia El Meouchi**, Managing Partner, Badri and Salim El Meouchi Law Firm, Lebanon; **Noha Hefny**, Director of Corporate Affairs, PepsiCo, UAE; **Chantal Khoueiry**, Chief Culture Officer, Value Retail, Europe & China, UK; and **Huda Radhi**, Director, Daskalides Bahrain, Bahrain. All conference sessions were expertly moderated by **Rania Rizk**, AIWF Board Member & Senior Vice President & General Counsel, PepsiCo AMEA, UAE, to whom we extend our deep thanks and appreciation. Distinguished guest speakers explored opportunities for collaboration between Kuwait 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.

The Conference concluded on the evening of 20 October with an Official Gala Dinner that brought together AIWF Board, Distinguished Guest Speakers, Guest Delegates and Partners, with the *Young Arab Women Leaders* Conference attracting blanket media coverage the following day across Kuwaiti news and regional business press.

AIWF extends a special acknowledgement and deep appreciation to AIWF Board Member **Dr Alanoud AlSharekh** and her colleagues at Ibtakar Strategic Consultancy for all their invaluable assistance with the preparations in Kuwait for the Welcome Reception and 8th Young Arab Women Leaders Conference. The 9th *Young Arab Women Leaders* Conference will be announced by AIWF in the near future as part of the AIWF 2017 Annual Programme.



## AIWF hosts Joint Seminar in London with Global Platinum Partner the Sharjah Business Women Council, Partnership for Innovation in Entrepreneurship: Journeys of Businesswomen in the UAE and the UK



Guest Speakers at the AIWF / Sharjah Business Women Council Joint Seminar in London, July 2016

Under the patronage of **Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi**, Wife of His Highness the Ruler of Sharjah, UAE, Chairperson of Nama Women Advancement Establishment and Founder & Patron of Sharjah Business Women Council, AIWF was delighted to organise in collaboration with AIWF Global Platinum Partner the Sharjah Business Women Council (SBWC) a Joint Seminar showcasing journeys of businesswomen in the UAE and the UK. The Seminar was held on Wednesday 27 July 2016 at The Royal Automobile Club in London under the theme of *Partnership for Innovation in Entrepreneurship* and sought to strengthen joint cooperation between British and Emirati businesswomen and entrepreneurs.

The Seminar was addressed by distinguished representatives of SBWC and AIWF including the late **HE Ameera Bin Karam**, Deputy Chairperson of NAMA and Chairperson of SBWC; and **Haifa Al Kaylani**, Founder Chairperson of the Arab International Women's Forum. In her opening remarks, Mrs Al Kaylani expressed her sincere appreciation and deepest thanks to Her Highness Sheikha Jawaher Al Qasimi for her valued presence and extended her great appreciation to AIWF Global Platinum Partner, the Sharjah Business Women Council, for their full and invaluable support in organising the Joint Seminar. The Seminar was moderated by **Rania Rizk**, AIWF Board Member & Senior Vice President & General Counsel, PepsiCo AMEA, UAE. Attended by over 200 business women from across various sectors in the UK and UAE, all members of both AIWF and SBWC, the Seminar featured Guest Speakers on each panel who made invaluable contributions to the discussions.

AIWF's core focus in this initiative, in collaboration with its valued partner the SBWC, was to

provide much needed future direction for women entrepreneurs and to shed light on the importance of education, leadership training, capacity building and self-development for young women entrepreneurs to be more innovative and adaptive to the changing business environment. AIWF and the SBWC are highly committed to developing the future generation of young women entrepreneurs and empowering them to break new ground in entrepreneurship as well as in public life. This Joint Seminar, which took place as part of an official UK Trade Visit for the SBWC, aimed to support women entrepreneurs in pioneering new business ideas, solutions and products, and to optimise their networking, business and personal skills and enable them to contribute more effectively and confidently to the growth of their communities and their economies overall.



Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah, U.A.E. Chairperson of Nama Women Advancement Establishment and Founder & Patron of Sharjah Business Women Council, and AIWF Founder Chairman Haifa Al Kaylani, at the AIWF / SBWC Joint Seminar in London, July 2016

Accordingly, the Seminar was organised with the close involvement of AIWF and SBWC leaders and member entrepreneurs, who enjoyed the opportunity to engage and explore potential innovative entrepreneurship initiatives between the UAE and the UK, and exchange challenges, success stories and best practices on innovation in entrepreneurship.

AIWF was proud to welcome prominent speakers on every panel who brought the Seminar's objectives to life, including **Alia Abdulla Al Mazrouei**, Chief Operating Officer, Al Mazrui Holdings and Co-Founder, Just Falafel, UAE; **Noor Saab**, Designer and Founder, Noor Saab, UK; **Sheikha Hind Majid Al Qasimi**, Emirati designer of Designed by Hind collection of Porcelain, UAE; **Dr Amal Ibrahim Al Ali**, Emirati Coach and Corporate Trainer, Founder and CEO of Cardiff Management Consultants, UAE; **Sara Abdelwahab Al Madani**, Fashion Designer and Entrepreneur, Founder of Rouge Couture, UAE; **Heba Khairallah Al Emara**, UK Head of Relations EMEA, Vistra Services (UK) Limited, UK; and **Dr Zanubia Daud Shams**, Co-Chairperson, Zulekha Healthcare Group, UAE.

## AIWF hosts Special Luncheon in Honour of Her Highness Sheikha Jawaher Al Qasimi in London



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

On Wednesday 27 July 2016, the Arab International Women's Forum Chairman and the Board were proud to welcome **Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi**, Wife of His Highness the Ruler of Sharjah, UAE, Chairperson of Nama Women Advancement Establishment and Founder & Patron of Sharjah Business Women Council, on her official trade visit to London to a Special Luncheon in her honour at The Royal Automobile Club.

At the Luncheon, **Haifa Al Kaylani**, Founder Chairman of the Arab International Women's Forum, acknowledged the high regard and esteem with which AIWF and the wider Arab and global community value Her Highness' exceptional achievements in empowering and advancing women, girls, youth, families, entrepreneurs and entire communities not only in the UAE but across and beyond the Arab world. Mrs Al Kaylani took the opportunity of the Luncheon

to recognise Her Highness's valuable achievements in founding several humanitarian and philanthropic initiatives including the Big Heart Foundation; the Sharjah Social Empowerment Foundation; Friends of Cancer Patients; Friends of Kidney Patients; Friends of Diabetes Patients; Lebanon War Relief; and the Investing in the Future initiative to protect refugee children.

Moreover, Mrs Al Kaylani acknowledged Her Highness for being the International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC), and for receiving the numerous awards and accolades for her social, humanitarian and development work, including the First Arab Lady Award and the Golden Humanitarian Award, among many others.

AIWF also acknowledged Her Highness's role and exemplary leadership in founding the Nama Women Advancement Establishment, which aims to elevate women's status in Sharjah and in the wider Arab world and promote their important role in the economic, professional and social sectors. Nama is mandated to launch, manage and supervise initiatives, programmes and projects to develop women's skills, capacity and opportunities in the UAE and throughout the region, and it has forged strong partnerships with local and international bodies such as the UNDP to expand women's economic opportunity and promote women's inclusion and participation.

The Luncheon, hosted by AIWF Founder Chairman **Haifa Al Kaylani**, was very well attended by close to thirty guests including AIWF Board Members, Global Partners, Diplomatic guests, heads of leading institutions, distinguished members of the business community, and leading figures from the Arab, European and international communities in London. Among the distinguished representatives of SBWC and AIWF in attendance at the luncheon were the late **HE Ameera Bin Karam**, Deputy Chairperson of NAMA and Chairperson of SBWC; **Alya Al Mazroui**, Wife of the United Arab Emirates Ambassador in United Kingdom; **Dr Afnan Al Shuaibi**, AIWF Board Member and Secretary General & CEO of the Arab-British Chamber of Commerce; **Noura Al Noman**, Chairperson of the Executive Office of HH Sheikha Jawaher Al Qasimi; and **Rania Rizk**, AIWF Board Member & Senior Vice President & General Counsel, PepsiCo AMEA, UAE.



## AIWF Special Tribute: In memory of HE Ameera Bin Karam

It was with shock and deep sadness that the Board of the Arab International Women's Forum learned of the sudden and tragic loss on 22 October 2016 of **HE Ameera Bin Karam**, Chairperson of the Sharjah Women's Business Council, Deputy Chairperson of the NAMA Women Advancement Establishment and President of the Board of Trustees and Founding Member of the Friends of Cancer Patients Society.

On behalf of the Board and Global Partners of the Arab International Women's Forum, AIWF Founder Chairman **Haifa Al Kaylani** extends heartfelt condolences to **Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi**, Wife of the Ruler of Sharjah, Chairperson of Nama Women Advancement Establishment, Founder and Patron of Sharjah Business Women Council, to whom Ameera was like a daughter; to Ameera's family; and to all her devastated colleagues and members of the Sharjah Business Women Council.

Ameera was a well-respected and much-loved person, a true ambassador for young Arab women leaders much admired in the MENA and international business and development communities for so devotedly championing women's empowerment, leadership and humanitarian causes. Her loss leaves a tremendous gap not only for women and youth in the UAE and the broader Arab region but also for the many cancer patients that Ameera was personally dedicated to supporting through her leadership and charitable work as the President of the Friends of Cancer Patients Society established in 1999.

As a committed champion for not only women's empowerment but also human, environmental and animal causes, Ameera – who was appointed Chairperson of the Sharjah Business Women Council in 2010 – was the recipient of the UAE's *Humanitarian of the Year Award* and *The International Alliance for Women, World of Difference Award*. She also served on the Board of Education for Employment (EFE), a non-profit organisation that works to enhance youth employment opportunities with a network of six affiliates across the MENA region.

Ameera was a member of the Olave Baden-Powell Society, which supports the mission of the World Association of Girl Guides and Girl Scouts to enable girls and young women to develop their fullest potential as responsible citizens of the world. She sat on the board of the WAGGGS Development

Fund headed by Princess Benedikte of Denmark, and represented the United Arab Emirates in 2011 as part of the International Visitors Leadership Program (IVLP) as a guest of the US Embassy.



*In memory of the late HE Ameera Bin Karam (1978-2016) In tribute to HE Ameera Bin Karam, AIWF reiterates its commitment to strengthening and continuing its important work with the Sharjah Business Women Council to honour in Ameera's memory the causes that she championed, especially in education for women and girls and the empowerment of women in entrepreneurship, humanitarianism and leadership.*

In 2011 she became a Jury Member for the Emirates Women Award and in January 2015, she was appointed to the Board of Advisors of the Global Thinkers Forum, a non-profit think tank and a platform that works to bring current and future leaders together to discuss governance, society, progress, and the future, in recognition of her outstanding work to strengthen the participation and potential of Emirati women in particular and women in the Arab region overall.

In the summer of 2015, following a nomination from AIWF Founder Chairman Haifa Al Kaylani, Ameera became the first Arab woman to graduate from the Bucerius Summer School on Global Governance, representing the Sharjah Business Women's Council and Arab women internationally. At the time, she said, "Arab women are now emerging in the world of international governance and taking their rightful place at the table with their male peers in politics, business, academia, finance and the NGO sphere." Arab women, she said, were ready and able to join the international dialogue on governance.



Ameera truly led the way for economic, social and professional empowerment of Arab women and she will always be remembered as a pioneer and a change agent who improved the lives of the women and children who had the privilege of knowing her. Ameera was an invaluable partner to AIWF and was instrumental in advancing the mutual vision of the SBWC and AIWF to support women as engines of economic and social growth, to develop their business skills and empower them with the confidence, networks and resources to break new ground in entrepreneurship and public life. Ameera was personally and passionately committed to this mission, bringing natural energy and boundless enthusiasm to her role as Chairperson of the Sharjah Business Women Council and to every initiative in which she was involved, as a powerful and inspirational role model for Emirati and Arab women all over the world.

The Board of AIWF feel very privileged to have known HE Ameera Bin Karam, and considered her to be a very special friend and member of the AIWF family. AIWF shall always remember and revere her for her courtesy, compassion and understanding, and her commitment to the mission of bettering the lives of those battling cancer and advancing the role of women in business, the professions and public life in the Arab world.

## **AIWF Chairman contributes video message for ADNOC observance of Emirati Women's Day**

On the occasion of Emirati Women's Day in August 2016, AIWF Chairman Haifa Al Kaylani was invited to contribute a special video message for ADNOC's observance of the event. It was indeed a special honour to recognise ADNOC's new initiatives to develop and promote the role of women in the company.

In her message, Mrs Al Kaylani said: "As AIWF celebrates its fifteenth year building a truly global network supporting and enhancing the role of Arab women, it is a special honour to recognise ADNOC's new initiatives to develop and promote the role of women in the Company. AIWF and ADNOC share the belief that women hold the key to economic prosperity, social development and long-term stability in the region and beyond. Both our organisations understand the role of women as engines of growth, fulfilling AIWF's founding mission of 'Building Bridges, Building Business'. I congratulate you on Emirati Women's Day and wish you success with these important diversity initiatives that will build a

better ADNOC to energise the Company, the UAE and the wider world."

**Dr Sultan Ahmed Al Jaber**, Minister of State and CEO of ADNOC, said on the occasion: "ADNOC is proud to be making commitments to help realise the vision of **Her Highness Sheikhha Fatima bint Mubarak**, Chairwoman of the General Women's Union (GWU), Supreme Chairwoman of the Family Development Foundation (FDF) and President of the Supreme Council for Motherhood and Childhood (Mother of the Nation), aimed at ensuring that Emirati women play a greater role in the UAE's economic prosperity. ADNOC has always played a valuable and crucial role in the UAE's socio-economic development, and we remain dedicated to empowering both our Emirati women and men."

Dr Al Jaber announced that the state oil and gas company would commit to filling 15% of its senior management roles with women by 2020, would seek to appoint one female CEO across its group of operating companies, and aimed to increase the number of new Emirati women recruits to 30% by 2020. Dr Al Jaber also added that ADNOC is earmarking an oil and gas asset to be managed by women.

In the MENA region, just 3% of employees in the oil and gas sector are female, but that figure is as high as 10% at ADNOC, which across its group of companies has numerous measures already in place to advance women through their careers. Dr Al Jaber said that ADNOC recognised the value of gender equality and the importance of women's empowerment, "not only because it's the right thing to do, but also because it makes business sense. Firms with more women are more profitable, and as ADNOC strengthens its business with a focus on people, performance, profitability and efficiency, investing in women's inclusion and empowerment will form a core component of our People Strategy."

AIWF and ADNOC share the belief that women hold the key to economic prosperity, social development and long-term stability in the region and beyond. Both organisations understand the role of women as engines of growth, and AIWF wishes ADNOC every success with their new diversity initiatives. AIWF was delighted to participate in ADNOC's observance of Emirati Women's Day by contributing the video message and looks forward to collaborating with ADNOC and with AIWF Global Partners in the future to highlight the role and potential of women in the oil and gas sector.

## 2nd GCC-British Economic Forum 2016 held by AIWF Institutional Partner the Arab-British Chamber of Commerce at Lancaster House in London



Dr Afnan Al Shuaiby, AIWF Board Member and Secretary General & CEO, Arab British Chamber of Commerce

The **2<sup>nd</sup> GCC-British Economic Forum** took place on 21 July 2016 in the elegant setting of Lancaster House, London, with 250 delegates from the Gulf countries, Britain and around the world in attendance. The high-level forum, organised by the Arab British Chamber of Commerce, provided a unique platform for British and Gulf decision makers to discuss common challenges and topical issues such as the economic vision of the GCC countries and the UK's decision to withdraw from the European Union. The international conference was an opportunity to identify new areas of cooperation and to develop joint strategies for productive engagement.

Formally opening the Forum, **Dr Afnan Al Shuaiby**, AIWF Board Member and Secretary General & CEO, Arab British Chamber of Commerce, expressed gratitude to all the supporters, sponsors and partners who had contributed to making the event possible. The 2nd GCC-Britain Economic Forum built on the success of the 1st GCC-Britain Economic Forum which was held in December 2014. The Chamber's main commercial partner, AIWF Exclusive Benefactor Partner **PepsiCo**, was warmly thanked for its generosity and vital contribution. AIWF was delighted that PepsiCo was able to play such an integral role in realising the mission and objectives of this important conference, which was addressed by **Rania Rizk**, AIWF Board Member & Senior Vice President & General Counsel, PepsiCo AMEA, UAE.

**His Royal Highness, The Duke of York** and **His Excellency Dr Abdullatif bin Rashid Al Zayani**, Secretary General of the Gulf Cooperation Council, were the opening keynote speakers. They were

followed by **HE Dr Majid bin Abdullah Al Qasabi**, Minister of Commerce and Investment, Kingdom of Saudi Arabia and **HE Mr Zayed Rashid Al Zayani**, Minister of Industry, Commerce and Tourism, Kingdom of Bahrain; and the **Rt Hon Dr Liam Fox MP**, the newly appointed Secretary of State for International Trade. **Rt Hon Baroness Symons**, Chairman, Arab British Chamber of Commerce, said that the impressive number of Gulf delegates attending the Forum was very encouraging, and in his remarks, **HRH The Duke of York** praised the strong relationship between the UK and the GCC which was based on longstanding respect and cooperation.

The programme's theme, ***Vision, Challenges and Ambitions: Integration Prospects for a Better Future***, consisted of five sessions to address urgent topics such as economic reform, social and economic development, entrepreneurship, the role of public-private partnerships and the implications of "Brexit". The timeliness and relevance of the programme was widely remarked upon.

The Forum's speakers were drawn from the UK and the Gulf to pool their knowledge and expertise. The sessions were moderated and chaired by senior members of the House of Lords, namely the **Rt Hon Baroness Morris of Bolton OBE**, the **Rt Hon the Lord Howell of Guildford**, the **Rt Hon the Lord King of Bridgwater**, **Lord Clement-Jones CBE** and **Rt Hon the Lord West of Spithead**, who had all previously served as government ministers. The high-level speakers who participated in the five sessions came from business, law, banking, the universities and the media.

The Forum was attended by many Arab Ambassadors, senior business executives and many of the Chamber's corporate members, and attracted strong delegations from across the GCC. There was sufficient time allocated in the programme for networking and a real interest in the topics under discussion which was reflected in the lively exchange of ideas between the audience and speakers. In organising the Forum, the Chamber was fulfilling its strategic role in encouraging closer ties and cooperation between the UK and the Arab countries. AIWF congratulates its Institutional Partner the Arab-British Chamber of Commerce on a second successful GCC-British Economic Forum.



## AIWF Welcomes New Global Diamond Partners



The Board and Members of AIWF are delighted to have the opportunity to work with a new and valued Global Diamond Partner, **Janssen Pharmaceutical Companies of Johnson & Johnson**. On the announcement of this key partnership, AIWF Founder Chairman **Haifa Al Kaylani** said, “The Arab International Women’s Forum is committed to promoting opportunities for women in STEM, medicine and healthcare, among many other sectors, throughout the Arab world and internationally. We look forward to supporting our partners at Janssen Pharmaceutical Companies of Johnson & Johnson in their important initiatives to attract, retain and develop female talent for senior positions in the Arab world in these sectors.”

Janssen’s mission is to transform individual lives and fundamentally change the way diseases are managed, interpreted, and prevented. Janssen is developing treatments for patients in five important therapeutic areas of healthcare: Cardiovascular & Metabolism; Immunology; Infectious Diseases & Vaccines; Neuroscience; and Oncology. Everyday, in more than 150 countries, Janssen brings cutting-edge science and the most creative minds in the industry together to think differently about diseases, aiming not only to innovate but also to empower people with the tools they need to make informed decisions and achieve the best possible results for their health.

AIWF is especially looking forward to continuing its close collaboration with **Dr Jane Griffiths**, Company Group Chairman, Europe, Middle East & Africa, Janssen; and with **Marianne Abo El Kheir**, Regional Marketing Director - Country Value Director, Janssen, with whom we worked closely to realise this important partnership. AIWF especially looks forward to positively impacting and raising awareness of opportunities for Arab women innovators in the vital pharmaceutical and healthcare sciences sectors.

AIWF is proud to welcome the **Vistra Group** as a new and valued Global Diamond Partner.

Vistra’s specialist colleagues provide tailored trust, fiduciary, fund and corporate services across finance, structuring, law, and accounting. Vistra’s vision is to be the leading services and solutions provider, operating as a partnership of equals: as high-quality professionals working with high-quality professionals. Vistra has a track record of establishing companies in multiple jurisdictions, recruiting industry-qualified directors, setting up registered offices, and putting in place every aspect of local administration. Specialist service teams manage accounting and financial reporting, compliance, trading and treasury services, recruitment and payroll administration, international pension and incentive schemes, and much more. Through its global network, Vistra offers a tailored service built on extensive local knowledge, freeing clients to focus on their business objectives.

On the announcement of AIWF’s partnership with Vistra, **Haifa Al Kaylani**, AIWF Founder Chairman, said: “AIWF is delighted to partner with Vistra and looks forward to working closely with Vistra’s talented team to promote a greater role for professional and entrepreneurial women in economic development in the MENA region and internationally.” AIWF especially looks forward to continuing its close collaborations with **Jane Pearce**, Managing Director, Vistra; and **Heba Al Emara**, UK Head of Relations, Vistra, both of whom were instrumental in the realisation of this important partnership between AIWF and Vistra.

# AIWF submits Communication on Engagement & Progress Report as a Global NGO Partner of the UN Global Compact

In September 2016, AIWF was proud to submit its first biannual progress report and letter of continued support to **HE Ban Ki-moon**, Secretary General of the United Nations, for the UN Global Compact sustainability reporting framework.

AIWF is a Global NGO Partner of the UN Global Compact, a dynamic global platform for sustainable businesses with the collective aim of achieving the Sustainable Development Goals and creating a sustainable and inclusive global economy that delivers lasting benefits to people, communities and markets.

Launched in 2000, the UN Global Compact is a call to companies to align strategies and operations with universal principles on human rights, labour, environment and anti-corruption, and take actions that advance societal goals.

To make this happen, the UN Global Compact supports companies to do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption; and take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.

With more than 13,000 signatories in 165 countries the UN Global Compact is the world's largest corporate sustainability initiative. AIWF's Progress Report brought key programmes, initiatives and events from 2013-2016 together in one comprehensive communication and highlighted the commitment of AIWF to the UN Global Compact values and vision.

The Progress Report contained a statement by AIWF Founder Chairman **Haifa Al Kaylani** expressing continued support for the UN Global Compact and renewing AIWF's ongoing commitment to the initiative; a description of the practical actions that AIWF has taken to support the UN Global Compact principles and engage with the initiative; and measurement of outcomes for key partnerships and

programmes, including AIWF Global & Institutional Partnerships, the *Young Arab Women Leaders* initiative and the *IBA / AIWF Initiative for Women Business Lawyers in the Middle East* programme.

## AIWF and the UN Global Compact Principles

Each of AIWF's actions in the reporting period was linked with the corresponding Principle to which the action was most closely aligned. Specific Principles most closely aligned with the work of AIWF in this reporting period included:

### ***Principle 1***

(‘Businesses should support and respect the protection of internationally proclaimed human rights’);

### ***Principle 6***

(‘Businesses should uphold the elimination of discrimination in respect of employment and occupation’);

### ***Principle 8***

(‘Businesses should undertake initiatives to promote greater environmental responsibility’); and

### ***Principle 10***

(‘Businesses should work against corruption in all its forms, including extortion and bribery’).

For more information on the UN Global Compact initiative and to read AIWF's report connecting key AIWF programmes and partnerships in the reporting period of 2013 – 2016 with the UN Global Compact's Ten Principles, please visit [www.unglobalcompact.org](http://www.unglobalcompact.org).



## UN Global Compact Ten Principles

The UN Global Compact's Ten Principles are derived from the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

### Human Rights

**Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights; and

**Principle 2:** make sure that they are not complicit in human rights abuses.

### Labour

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

**Principle 4:** the elimination of all forms of forced and compulsory labour;

**Principle 5:** the effective abolition of child labour; and

**Principle 6:** the elimination of discrimination in respect of employment and occupation.

### Environment

**Principle 7:** Businesses should support a precautionary approach to environmental challenges;

**Principle 8:** undertake initiatives to promote greater environmental responsibility; and

**Principle 9:** encourage the development and diffusion of environmentally friendly technologies.

### Anti-Corruption

**Principle 10:** Businesses should work against corruption in all its forms, including extortion and bribery.

## AIWF proud to support the Global Thinkers Mentors platform and its call for the next generation of leaders

**Global Thinkers Forum (GTF)** is a global platform that brings together a diverse network of thought leaders in order to share their visions of the future, create meaningful conversations around them and effect positive change in the world. GTF's mission focuses on three areas: accountable leadership, women's empowerment and youth development. GTF is also a bridge-builder, creating opportunities for knowledge exchange, collaboration, strategic philanthropy and recognition.

The Global Thinkers Forum has a number of accomplished Arab and international leaders on its Board, including **Victoria Budson**, a Founder and Executive Director of the Women and Public Policy Program (WAPPP) at the Harvard Kennedy School of Government; and **Her Royal Highness Princess Sumaya bint El Hassan** of Jordan, Founder and President of El Hassan Science City, President of the Royal Scientific Society and Chair of the Board of Trustees of Princess Sumaya University for Technology. AIWF Founder Chairman **Haifa Al Kaylani** has been a valued Member of the Global Thinkers Forum Advisory Board since 2015, and is especially proud to support the objectives of the GTF and to help raise awareness of their exciting initiatives to mentor, nurture and develop the next generation of leaders.

Manifesting two key focus areas (Youth Development and Women's Empowerment), the **Global Thinkers Mentors (GTM)** platform adds value to young people's lives through their one on one conversations with thought leaders and inspiring individuals. Mentees are provided with a personalised development opportunity to address individual learning needs. This opportunity helps them over a period of eight to ten months to develop new skills and expertise, and to enhance, enrich and expand their professional and personal perspectives. Mentors help mentees also with confidence-building in dealing with challenges and issues. They assist with advice on career development and personal growth as well as their networking opportunities. As a result of this process, mentees 'graduate' far better equipped to set goals, to aim high and achieve them!

The Global Thinkers Mentors' new cycle will begin in January 2017. Applications for the new cycle will open from 15 November 2016. Find out more and apply at [www.globalthinkersmentors.org](http://www.globalthinkersmentors.org).

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

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## AIWF welcomes Springboard Consultancy Female Business Leaders Delegation in London

AIWF welcomed a delegation from the Springboard Consultancy Female Business Leaders during a luncheon in London in early October, hosted by Springfields' Managing Director, **Ms Karen Daly Gherabi**.

AIWF, which has a clear aim to support and enhance the role of women in the social and economic development of their countries across the Middle East region, welcomed the delegation as part of a study tour of the UK on 06 October 2016 sponsored by the British Council. Greeting the delegation on behalf of AIWF was **Heba Al Emara**, UK Head of Relations, Vistra (UK) Limited, and **Shaima Jillood**, Partner of law firm Boodle Hatfield LLP in London.

Springboard Consultancy, in conjunction with the British Council, invited a delegation of five female business leaders and training experts from the Middle East to visit the UK to meet with politicians, policy makers and women's equality campaigners. The tour saw the delegation attending meetings with several influential female UK public figures to gain insight, share best practice ideas and highlight the impact of the British Council and Springboard Consultancy programmes in the Middle East and North Africa. During their trip the delegation met with **Baroness Anne Jenkin** of Kennington, Founder of Women2Win and Gillian Keegan, Director of Women2Win; **Sophie Walker**, Founder of the Women's Equality Party and Chief of Staff **Hannah Parker**; and **Sam Smethers**, CEO, Fawcett Society.

The five delegates attending the Female Business Leader's UK Study Tour were:

**Nawal Mohammed K Alotaibi** (from the Kingdom of Saudi Arabia), a Training and Development Department Manager on the National Family Safety Program at Saudi Arabia's Ministry of National Guard. Nawal is also Secretary General for Arab-SPCAN, an international child protection organisation, and she has provided training to over 300 women;

**Faten Haidar** (from the Kingdom of Saudi Arabia), an acclaimed life coach and Springboard Trainer in Women's Development, Planning and Leadership;

**Hana Y Al Syead** (from the Kingdom of Saudi Arabia), an experienced economist and Chair of the Steering Committee of the Olayan Women Network (OWN), a director of Women for Sustainable Growth and a longtime friend and early member of AIWF;

**Arib Ali Al Mandhari** (from Oman), an international relations specialist at the Oman Ministry of Education and responsible for implementing the Springboard Women's Development Programme at the Ministry;

**Zuweina Al Mamaary** (from Oman), Assistant Director for Projects at the British Council in Oman, working in Education, Society and Arts. Zuweina manages the Springboard Women's Development Programme in Oman and has delivered the Programme to 3,350 women across the country.

The delegation shared their experiences and the work they carried out in the GCC region. They explained how important the work of the Springboard Consultancy is in helping local communities within the GCC region, and addressing social and development issues. Mrs Daly-Gherabi, Managing Director of The Springboard Consultancy discussed the important work and commitment in working with the British Council to assist women in the GCC region to provide a positive difference to people's lives across the Middle East and North Africa.

Miss Al Emara and Mrs Jillood briefed the valued delegation on the mission and vision of AIWF on supporting the role of women in the MENA region and internationally, about AIWF's truly global network of international partners, and the ways in which AIWF engages with all Global and Institutional Partners to effect change and bring AIWF programmes and initiatives to London, Arab and international capitals. Miss Al Emara and Mrs Jillood also highlighted AIWF's 2016 Anniversary Programme that included the 15th Anniversary Celebration and Gala Concert, Building Bridges through Culture, at Kensington Palace in London in April 2016 in the presence of 120 distinguished guests, dignitaries and longstanding Global Partners; and the hosting of a high-level delegation from the Sharjah Women's Business Council in July 2016 to build new bridges between UK and UAE SMEs and start-up businesses, followed by a Special Luncheon in honour of **Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi**.

AIWF was delighted to have had the opportunity to meet with the Female Business Leaders delegation during their visit and looks forward to collaborating again in the near future with the Springboard Consultancy and the British Council.

*Miss Heba Al Emara, UK Head of Relations, Vistra (UK) Limited, and Mrs Shaima Jillood, Partner, Boodle Hatfield LLP*

## Former AIWF Intern heads up Unity for Global Development (UGD) to encourage young women to become entrepreneurs



*Dr Mona Hamade, PhD University of Cambridge, Centre for Gender Studies, Projects and Development Manager, UGD Foundation*

It is a great honour to be part of this emerging generation of young women from the MENA who are rising and promoting their footprints in the workforce and society.

UGD is gaining recognition despite being a young social enterprise in London. As part of our recognised academic research on career aspirations and employment across the MENA, I was asked by UN Women and Euromonitor to prepare up to date gender and country profiles for GCC Countries.

As part of the UGD Careers Programme, I have been fortunate enough to train female graduates from the MENA in the UK as well as Tunisia to help them identify challenges and follow their career aspirations.

**UGD and Female Refugees in London:** UGD has also identified the need to work with female refugees in London to help equip them with employment skills. UGD is currently collaborating with *Ahlan w Sahlan* a charity aimed at helping female refugees in London.

**UGD and Social Enterprise:** What sets us apart is our focus on soft skills and our social enterprise initiative. We are currently launching our social enterprise competition where female graduates network and work together with key community stakeholders to compete in the social enterprise awards.

This is a first-of-its-kind, focused approach that provides MENA graduates with employability skills as well as the opportunity to engage in social enterprise projects in the UK. Participants will showcase the acquired employability skills and their contribution to the development of the global community.

I am also excited to announce that, as a University of Cambridge Alumni and Manager of UGD, I will be releasing my forthcoming book on career aspirations of youth and diversity challenges in the Middle East. This book promises to provide a fresh outlook on the current trends of youth voices in the MENA.

UGD programmes and training sessions can be found on our website [www.ugd.org.uk](http://www.ugd.org.uk). We are building an interactive online platform using social media to highlight success stories of successful graduates and early career women. We welcome more stories to share on our online platform! We can be found on our **Facebook Page** *UGD-Unity for Global Development* and on **Instagram** @ugdorg and **Twitter** @UGDorg.

“Working with AIWF as a Researcher allowed me to network with business women across the Middle East and the UK and to gain a better understanding of the challenges and opportunities facing women in the MENA. I was able to work on ground breaking events such as the Young Arab Women Leaders Conference and meet successful young women entrepreneurs. I am grateful to Mrs Haifa Al Kaylani and to AIWF for equipping me with the right tools to pursue my own initiatives directed towards women and entrepreneurship.”

**Dr Mona Hamade, PhD University of Cambridge, Centre for Gender Studies, Projects and Development Manager, UGD Foundation**



*Unity for Global Development (UGD).*



## AIWF commends the work of the Institute for Women's Studies in the Arab World (IWSAW) on prioritising Women, Peace and Security on the Arab Agenda

AIWF and IWSAW jointly hosted the highly successful AIWF 2nd *Young Arab Women Leaders Conference* in Beirut in 2012 at the Lebanese American University, and AIWF looks forward to continuing close collaboration with IWSAW in the future to bring into focus the role of women in peacebuilding and security.



*Dr Lina Abirafeh, PhD, Director, Institute for Women's Studies in the Arab World (IWSAW), Lebanese American University*

The Institute for Women's Studies in the Arab World (IWSAW) at the Lebanese American University and the Economic and Social Commission for Western Asia (ESCWA) Centre for Women, in collaboration with the Danish Center for Gender, Equality, and Diversity (KVINFO), hosted an international conference *Towards Prioritizing Women, Peace, and Security on the Arab Agenda* in August 2016 in Beirut, Lebanon to engage international, regional, and national stakeholders in strategic dialogue on women, peace and security in the Arab region.

2016 marks 16 years since the historic passing of UN Security Council Resolution (SCR) 1325 – a landmark international legal framework that brought to the fore the impact of war on women, demonstrating the critical role women play in conflict resolution and in fostering sustainable peace, not as an afterthought but as fundamental players in every step of peace processes, at every level.

In recent years, the world has seen new threats and challenges emerge. Conflicts and mass displacements continue, violent extremism is on the rise, and actors fail to take sufficient preventative action, particularly regarding sexual violence. Engaging women in peace and security and preventing all violations against women is a human rights mandate that requires local, contextual, inclusive approaches engaging all stakeholders: policymakers and practitioners, academics and activists, students and seasoned experts. As such, the conference brought these stakeholders together to solidify actions - individual, community, national, and regional – while retaining focus on the lives and lived realities of women in this region.

Strong evidence fuels this work. Studies show that the clearest predictor of peace in a country or region is not its wealth or its type of government – but how the country treats its women. Thus, despite global challenges, recent events, and the strong focus on our region - this is an historic moment in the Arab world. There is global commitment and momentum to end inequalities, and the Arab region can emerge as a champion for equality.

The conference culminated with a participant-driven document – the Beirut Call for Action – acknowledging the need for sustained results for women in the Arab world as a fundamental aspect of gender justice, peace, and security. The document called upon all stakeholders to resource, action, and embed key recommendations to ensure the inclusion of all women in peace and security initiatives across the Arab World.



*Dr Lina Abirafeh, PhD, Director, Institute for Women's Studies in the Arab World (IWSAW), Lebanese American University*

There is a role for all actors in bringing the vision of women's full engagement to fruition. The Institute for Women's Studies in the Arab World promotes interdisciplinary education, research, and continuing education programming for social and policy change, including on women, peace and security. IWSAW also engages youth in activism: their latest effort is "In My Hand", (Bi Ideh) – an animated song promoting gender equality. The song – and the conference – asks us to claim our power and make change: "If you've seen injustice and you did not move, then through the years, what will improve?" In short, the Institute is committed to engaging women, to promoting peace, to building security, and to ensuring equality in the Arab world.

*Dr Lina Abirafeh, PhD, Director, Institute for Women's Studies in the Arab World (IWSAW), Lebanese American University*

## AIWF commends the work of the Global Peace Foundation and the recent Global Peace Leadership Conference held in Belfast



AIWF Founder Chairman Haifa Al Kaylani was delighted to nominate key speakers to address this timely and important conference. AIWF acknowledges the critical role of women in peacebuilding and commends the Global Peace Foundation for bringing into focus key achievements, partnerships and initiatives for women in this critical area.

The Global Peace Foundation (GPF) in partnership with Co-operation Ireland facilitated the Global Peace Leadership Conference in Belfast, Northern Ireland in September 2016, with the theme *Ethical Leadership Amid Global Crisis*. The conference theme was directly addressed in plenary sessions and further pursued through three sub-themes that linked the many sessions: (1) From identity-based conflicts to a shared future; (2) Refugees, migration and humanitarian responses; and (3) Linking the global and the local: the role of civil society.

The conference provided an important forum for delegates from Uganda, Germany, South Africa, Nigeria, Malaysia, Tanzania, Kenya, UK, Ireland and the US to examine the tension between promoting a shared identity and embracing diversity, explore relevant values-based approaches to addressing identity-based conflicts, and discuss a framework for advancing peace and social cohesion.

A special panel session, *Dialogue and Trust: Real Lessons in Countering Violent Extremism*, was moderated by GPF International President James Flynn, who led discussion on exploring the root causes of violent extremism and emphasized the importance of building trust within communities. **Kawa Hassan**,

Director of Middle East and North Africa Programs at the East West Institute in Brussels and recommended by AIWF Founder Chairman **Haifa Al Kaylani**, shared an excellent presentation on *De-glorifying and Discrediting ISIS*.

**Professor Pumla Gobodo-Madizikela**, Research Chair for Historical Trauma and Transformation at Stellenbosch University, South Africa, shared an impressive plenary talk on forgiveness titled *What Does It Mean to Be Human After Historical Trauma*, moderated by GPF Leadership Council Member **Dr Eva Latham**, President of Human Rights Teaching International. The talk was followed by a special 9/11 Commemoration Banquet featuring an interfaith invocation, special poetry readings, and uplifting, intercultural music by Beyond Skin.

Global Peace Foundation was honoured to enter into a Memorandum of Understanding with the *Mohammed Bin Rashid Al Maktoum Award for World Peace* (MRAWP), marking a significant partnership between the organizations and a pledge to work jointly to promote peaceful co-existence and harmony among different religions, cultures and ethnicity groups, jointly counter violent extremism, and safe guard young people from radicalization via peacebuilding training. GPF was honoured to welcome the **HH Sultan Butti Bin Mejren**, Vice President of the Board of Trustees of MRAWP and **Brigadier Ahmed Khalfan Al Mansoori**, Secretary-General of MRAWP to the conference and signing ceremony.

The Youth Peace Ambassadors Track at the conference gathered young leaders, youth activists, students and young professionals from the Republic of Ireland, Northern Ireland, UK, and other parts of the world to share perspectives on identity and diversity, address concerns about radicalization, and consider effective models of cross-community engagement. The main session focused on prospects for building the common ground of global identity and social consciousness, and for advancing effective models of youth leadership and advocacy.

The Global Peace Foundation is an international non-profit organisation which engages a global network of public and private sector partners in more than 24 countries across Africa, Asia, Europe and the Americas. Programs benefit diverse individuals and organisations including youth groups, schools, community organisations, civil society organisations and inter-faith organisations. For more information, please visit <https://www.globalpeace.org>.



## Heidrick & Struggles Launches The Leadership Network for Senior Executive Women

AIWF has always supported a greater role for women in all senior roles, and is especially proud of its partnerships with the Hawkamah Institute for Corporate Governance, the Mudara Institute of Directors and the Pearl Initiative to endorse and promote the role of women on corporate boards. AIWF highly supports the valuable work that Heidrick & Struggles is doing in this regard.

Heidrick & Struggles, a premier provider of executive search, leadership consulting and culture shaping worldwide, has launched The Leadership Network, a forum for women in executive leadership roles who aspire to C-Suite and non-executive director roles.

The Leadership Network's inaugural event October 12 entailed a breakfast briefing and panel discussion that included **Sir Nigel Rudd**, Chairman of BBA Aviation plc, and **Alice Avis**, Non-Executive Director of the Business Growth Fund plc. More than 130 senior executive women from industry, government and the not-for-profit sector attended the event.

During the discussion, Sir Nigel noted the trend for women executives who might otherwise have a path to C-Suite roles opting instead for so-called "plural careers" - that is accepting multiple Non-Executive Director roles - making them unavailable for the highest executive positions in their primary career. "We have too few top female executives today and the growing tendency for pursuing plural careers does not help matters," he commented.

"The launch of the Leadership Network helps address the need to create and support a sustainable talent pipeline for senior women leaders in business," said **Jenni Hibbert**, a Partner in Heidrick & Struggles' London office and leader of the firm's Financial Services Practice in the UK. "It is an invitation-only forum for female C-suite leaders and our objective is to offer senior women across all sectors the opportunity to enhance their professional development, exchange ideas and share learning with their peers."

Heidrick & Struggles serves the executive talent and leadership needs of the world's top organizations as a premier provider of leadership consulting, culture shaping and senior-level executive search services. Heidrick & Struggles pioneered the profession of executive search more than 60 years ago. Today, the firm serves as a trusted advisor, providing integrated leadership solutions and helping its clients change the world, one leadership team at a time.

## AIWF Founder Board Member Sheikha Lubna Al Qasimi is key speaker at FORTUNE Magazine's Most Powerful Women Summit 2016 held in London



*Sheikha Lubna Al Qasimi, Minister of Tolerance, United Arab Emirates and AIWF Founder Board Member*

The 5th *Fortune Most Powerful Women International Summit* was held on 13 June 2016 in London and brought prominent global women leaders in business together with select leaders from government, media, philanthropy, and the arts. The 2016 agenda featured one-on-one interviews, panel discussions and interactive sessions, as well

as networking opportunities and an official conference gala dinner.

The MPW International Summit is the cornerstone of Fortune's Most Powerful Women initiative. This year's summit attracted the participation of **Sheikha Lubna Al Qasimi**, Minister of Tolerance, United Arab Emirates and AIWF Founder Board Member; **Dr Jane Griffiths**, Company Group Chairman, Janssen EMEA (AIWF's valued Global Diamond Partner); **Lubna Olayan**, Chief Executive Officer, Olayan Financing Company; **Neelie Kroes**, Special Envoy, Startup Delta, The Netherlands, Former European Commissioner for Digital Agenda; **Emma Marcegaglia**, President of BusinessEurope, Chairman Eni SpA, Vice Chairman and CEO Marcegaglia Group; **Nicola Mendelsohn**, Vice President EMEA, Facebook; **Nicky Morgan MP**, Secretary of State for Education and Minister for Women and Equalities, Department for Education, UK; and **Helle Thorning-Schmidt**, Former Prime Minister, Denmark and Chief Executive Officer, Save the Children International.

The Conference agenda included an interview on 13 June 2016 titled *Saudi Arabia's Game Changer* with **Lubna Olayan**, and a special luncheon interview with **Sheikha Lubna Bint Khalid al Qasimi**, Minister of State for Tolerance for the UAE and AIWF Founder Board Member, on *Tolerance and Trade: Forging New Paths in the Middle East*.



## AIWF welcomes new initiative to support young women and girls, Brides do Good, the first e-commerce platform to fight child marriage

Brides do Good announced the launch of its eponymous game-changing Bridal e-tailer on 11 October 2016 on International Day of the Girl. Founded by **Chantal Khoueiry**, Brides do Good is a pioneering social enterprise that offers brides-to-be the opportunity to purchase the world's most beautiful pre-loved and sample designer wedding gowns from designers including Alexander McQueen, Oscar De La Renta, Valentino, Marchesa, Rosa Clara, Lela Rose, Temperley London, Stewart Parvin and Phillipa Lepley amongst others, at an affordable price and with the unprecedented charitable proposition to address the global challenge of eradicating child marriage by 2030 (one of the United Nations sustainable goals) through partner charities Plan International and Too Young to Wed.

“When friends revealed they spent over thousands on a dress they’d only wear once and wouldn’t let go of it because of the emotional connection, I started thinking about the millions of wedding gowns sitting in boxes somewhere. My mind went to the millions of girls that are each year barbarically forced into early marriage and a life of violence - and then, inspiration struck!” – **Chantal Khoueiry**, *Founder, Brides do Good*



*Chantal Khoueiry, Founder Brides do Good*

Headquartered in London, Brides do Good's unique business platform invites brides from all over the world to sell their designer wedding gowns and receive a third of the sale back, a third goes toward the operations of the site, and a third goes to Plan International and Too Young To Wed. Brides do Good also offers bridal designers and retailers a solution to move excess inventory. Designers and retailers may sell their sample gowns and excess stock (non pre-owned) to Brides do Good, with a portion of the sale donated to Plan International and Too Young To Wed.

AIWF was delighted to welcome Brides do Good Founder **Chantal Khoueiry** as a valued Guest Speaker at the recent 8th *Young Arab Women Leaders Conference* in Kuwait, and AIWF looks forward to supporting Ms Khoueiry's timely initiative, the first e-commerce platform of its kind that we hope will inspire more tech-based social enterprise and innovation in the region.



*Chantal Khoueiry, Founder Brides do Good*

### HOW TO JOIN AIWF

**For further information on AIWF kindly contact:**

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