



AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

Issue No: 27 October 2012 London

CHAIRMAN'S MESSAGE

The utmost priority of AIWF in 2012 and beyond is to promote empowerment for women and youth to act as future agents for lasting, sustainable development and prosperity in the Arab world. Following the successful outcomes of the May 2012 ground breaking Sharjah conference *Emerging Economies, Emerging Leaderships: Arab Women and Youth as Drivers of Change* AIWF has committed its resources to the *Young Arab Women Leaders: The Voice of the Future* initiative in partnership with PwC through two outstanding conferences, the first in Amman, Jordan on 26 June and the second in Beirut, Lebanon on 20 September.

Both of these highly successful conferences, in Amman and Beirut, respectively featured inspirational speakers. In Amman, the conference co-host was the PwC Middle East Public Sector Institute, an institute we respect and applaud for the PwC commitment to the region. AIWF was proud to have brought together eminent speakers and an impressive gathering of an eighty strong audience of high profile participants, the majority among them being young women from Jordan, Palestine and Iraq who aspire to being leaders in business, politics and their communities.

We were equally proud to host the second conference jointly with PwC and the Institute for Women's Studies in the Arab World at the Lebanese American University, a fitting venue given its history as an early educational institution for women, with the event bringing together eminent speakers from government, business and international organisations and an impressive 130 strong audience of high profile participants, the majority among them being young women leaders from Lebanon.

It was a great pleasure to have such a good representation of AIWF Global Partners at the Amman and Beirut conferences taking part in what has been planned from the beginning as a partnership initiative and the attendance of their delegates was much appreciated and added to the success of the events.

Both conferences generated a splendid spirit of cooperation and an arena of excellence in which accomplished business leaders and inspirational participants shared learning experiences and key messages on the timely programme that explored topics of real value to the young leaders.

Excellent media coverage was provided by Mamac Ogilvy, AIWF Global Communications Partner.

I would like to take this opportunity to thank all AIWF Global Partners who supported these two conferences, in particular PwC for their partnership and support in this important initiative.

DATES FOR YOUR DIARY

AIWF Autumn Get-Together & Reception

Wednesday 21 November 2012

At the offices of DLA Piper

3 Noble Street, London EC2V 7EE

ARAB INTERNATIONAL WOMEN'S FORUM

المنتدى العربي الدولي للمرأة

CONFERENCE

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

قيادات نسائية شابة
صوت المستقبل

In partnership with PricewaterhouseCoopers (PwC)

In cooperation with and hosted

by the Dubai Business Women Council

at the Dubai Chamber of Commerce, Dubai, UAE

Monday 10 December 2012

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

Full reports on both of these conferences may be found later in this issue of AIWF News.

The Dubai Chamber of Commerce, Dubai, UAE will be the venue for the third in the series of conferences on young Arab women leaders to be held on Monday 10 December 2012 in cooperation with and hosted by the Dubai Business Women Council. This important conference will provide a unique opportunity particularly for Arab women leaders in Dubai and the United Arab Emirates to network with eminent guest speakers and in particular will showcase the talent and energy of potential young Emirati women leaders.

Continued

(Chairman's Message Continued)

The joint mission of AIWF and PwC in organising these conferences is to identify and build an inspirational network of young Arab business and professional women who are all marked for future positions of increased responsibility within their companies, organisations and communities.

The youth leaders' initiative, an important part of the AIWF mission and a true mark of our valuable cooperation with PwC and all our Global Partners will continue throughout 2013 when conferences are planned for three more countries in the region.

At the end of September I was in New York for an important programme of visits to further AIWF's aims and objectives. As Founder Chairman of AIWF and a Board Member of the EastWest Institute (EWI), I attended their special award dinner commemorating outstanding women. The EWI presented the 2012 Leadership Award to the first two recipients, Dr Fehmina Mirza, first women speaker of the National Assembly of Pakistan and Ms Shinkai Karokhail, a renowned women's rights activist and member of the Afghan Parliament. This award was named for a champion of women's rights, HH Sheikha Fatima Bint Mubarak the wife of the late Sheikh Zayed of the United Arab Emirates, who founded the first UAE women's organisation in 1973: the Abu Dhabi Society for the Awakening of Women. The EWI 2012 Peace Building Award was given to the people of Japan and was accepted on behalf of the Japanese people, who have provided critical economic and development assistance to Afghanistan, by Japan's Foreign Minister Koichiro Gemba. EWI President John Mroz said, *"there are few more important ways of instigating positive change in the world than the empowerment of women for heightened participation in political decision making including foreign and defence matters."*

My programme also incorporated meetings with principal contacts of international organisations with whom AIWF cooperates, including meeting with Mr John Hendra, UN Women Deputy Executive Director and Assistant Secretary-General, United Nations.

A highlight of my visit was a day long programme at the PepsiCo Campus in Purchase, New York, meeting with Executives of PepsiCo, AIWF's Global Corporate Benefactor Partner, with whom we share the mission of women's empowerment. Diversity and Inclusion Councils have been successfully established in all four continents of PepsiCo's International business, focusing on locally relevant diversity and inclusion strategies and plans, with a particular focus on women. PepsiCo endorses UN Women's Empowerment Principles, and considers increasing the support for women in its businesses as crucial, especially in developing countries. In the US, 33 percent of PepsiCo's board members are women, along with 31 percent of PepsiCo executives. In particular I had the great pleasure of meeting Mrs Indra Nooyi, Chairman and Chief Executive Officer of PepsiCo and briefing her on the special relationship between PepsiCo and AIWF that has been enhanced by the Memorandum of Understanding which our two organisations signed in January 2010.

I also had the pleasure of being hosted by leading members of the Harvard Women's Leadership Board who were based in New York, in particular, by their Chairman, Francine Le Frak, who brought a delegation of WLB members to the AIWF Conference in Sharjah in May this year.



Mr Ross Perot, Jr., Gen. (ret.) James Jones, Ms Shezreh Mirza, Dr Donya Aziz, Mrs Haifa Al Kaylani, Mrs Sarah Perot

In November I will fulfil two important engagements. On 12 November, in my role as Director of the EastWest Institute, I shall be attending and chairing a session of the EastWest Institute's Flagship Conference *Reshaping Economic Security in Southwest Asia and the Middle East* in Brussels. This conference will bring together some 400 high-level policy makers, business and investment executives and public opinion leaders from all over the world to brainstorm on the theme of economic security, with a particular focus on energy-water-food. I look forward to chairing the Session entitled *New Directions for Water-Energy-Food Security Policies in Southwest Asia and the Middle East*, subjects of great importance to the women of the region and, consequently, to AIWF.

I am looking forward to attending the World NGO Day Summit to be held in London on 18 November and giving a keynote address which will explain how AIWF as an NGO has been very effective and how it has interacted with civil society, governments, media, multi-national companies and academia to deliver its message to impact change in the region and support a greater role for women through its initiatives and conferences as engines of economic growth. I will also give an overview of the position of NGO's in the Arab region and the challenges, as well as the opportunities that they face post the Arab Spring.

As we approach the end of 2012 and beyond, AIWF's key message is that job creation, education and capacity building are of critical importance, not just for the future of the Arab region but for all emerging economies. Empowering youth is key to building a strong, viable and educated Arab middle class. Hence our focus and emphasis on Young Arab Women Leaders will continue.

The AIWF mission recognises that this is a critical time in the Arab region and also a time of great economic and financial concern for the world economy at large. It is a time of challenges but also a time of many new opportunities. We do have the wealth, talent and funds in the region to shift our priorities towards creating our own sustainable development by focusing on women and youth as drivers of change and enhancing collaboration between the Arab nations.

Haifa Al Kaylani

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

VISIT TO PEPSICO HEADQUARTERS ON MONDAY 1 OCTOBER 2012

It was a great pleasure for me personally and as Chairman of the Arab International Women's Forum to visit the PepsiCo World Headquarters in Purchase, New York during my visit to the United States of America in September/October.

I am most appreciative to Mr Saad Abdul-Latif, Chief Executive Officer, PepsiCo Asia, Middle East, Africa, Arab International Women's Forum Benefactor for kindly arranging my visit which took place on a beautiful autumn day and commenced with a tour of the Donald M Kendall Sculpture Gardens. Mr Kendall is a former Chairman of the Board and Chief Executive Officer of PepsiCo who conceived the gardens to bear his name and who "*imagined an atmosphere of stability, creativity and experimentation*" that would reflect the vision of the Company. This Sculpture Garden was created in 1965 and now consists of 45 works by major 20th Century artists including: Henry Moore and Alberto Giacometti. The area of the grounds is approximately 152 acres of carefully tended landscape.

Following the beautiful visit to the garden and its culture I had the great pleasure of meeting Cynthia Trudell,

Vice President, Human Resources and Chief Personnel Officer, PepsiCo, to discuss our mutual interests and concerns.

The highlight of the afternoon was my long-awaited meeting with Ms Indra Nooyi, Chairman and Chief Executive Officer, PepsiCo, a global leader and role model for us all and her knowledge and compassion and experience is truly inspirational. The meeting provided a very fruitful exchange with Ms Indra Nooyi on the Arab International Women's Forum mission and included the work carried out by AIWF and other matters of mutual concern.

The Arab International Women's Forum and its members await with anticipation the visit of Ms Indra Nooyi in the New Year to the Arab region and we look forward to the pleasure of hosting her at an Arab International Women's Forum Conference as a valued guest of honour, keynote speaker and the leader of our global benefactor partner.

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

AIWF SUPPORTED BOOK

DOMAINS OF INFLUENCE: ARAB WOMEN BUSINESS LEADERS IN A NEW ECONOMY **SHORTLISTED FOR THE FOURTH PRESTIGIOUS PRIX PICTET**

As Chairman of AIWF, I had the pleasure of leading the AIWF support for the development and publication of a book produced by ***Jacqueline Hassink*** on ***Domains of Influence: Arab Women Business Leaders in a New Economy***. The book featured a series of Jacqueline's photographs entitled Arab Domains, 2005-2006, for which she had approached 50 Arab women business leaders introduced by AIWF and photographed the boardroom table at their HQ and their dining table at home. 36 women from 18 Arab countries were featured and brought to attention the balance of power between genders.

AIWF in cooperation with the World Bank provided the support for the book and arranged the Arab region launch in Dubai in Dec 2007, the international launch at the World Bank, Washington in June 2008 and a UK launch which was hosted by the Arab British Chamber of Commerce in London in December 2008.

Therefore it gives us enormous pleasure to announce that Jacqueline Hassink has been named among the twelve photographers, whose outstanding portfolios on the theme of Power have been shortlisted for the fourth **Prix Pictet**, the world's first prize dedicated to photography and sustainability. The competition is judged by an independent jury and carries a prize bearing two elements.

It has a unique mandate – to use the power of photography to communicate vital messages to a global audience. The goal is to uncover art of the highest order, applied to confront the pressing social and environmental

challenges of the new millennium. AIWF offers congratulations to Jacqueline as one of the twelve artists shortlisted for the fourth cycle of the Prix Pictet, the world's leading prize in photography and sustainability and eagerly awaits the result of the winner and the finalists' exhibition being held at the Saatchi Gallery in London in October.

The Prix Pictet has two elements: a prize of Swiss Francs 100,000 awarded to the photographer who, in the opinion of the independent jury, has produced a series of work that addresses most powerfully the theme of the award; and the Commission, awarded by the Partners of Pictet & Cie, in which a nominated photographer is invited to undertake a field trip to a region where the Bank is supporting a sustainability project.

Each year the award is centred on a distinct theme. The fourth theme of the Prix Pictet is *Power*, a theme with enormous breadth, embracing contradiction and paradox in equal measure that has uncovered images and issues that are both awe-inspiring and disturbing.

In the words of Kofi Annan, the Prix Pictet's Honorary President, "*It is my hope that the Prix Pictet will help to deepen understanding of the changes taking place in our world and raise public awareness about the urgency of taking preventative action. The images submitted for the Prix Pictet confront us with the scale of the threat we face and they act to inspire governments, businesses – and all of us as individuals – to step up to the challenge and support change for a sustainable world.*"

REPORT OF THE CONFERENCE ENTITLED *YOUNG ARAB WOMEN LEADERS: THE VOICE OF THE FUTURE* HELD AT THE MIDDLE EAST PUBLIC SECTOR INSTITUTE IN AMMAN, JORDAN ON 26 JUNE 2012



HE Mrs Nadia Hashem Aloul, Minister of State for Women's Affairs, The Hashemite Kingdom of Jordan, Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum, Mr Warwick Hunt, Middle East Managing Partner, PwC

The Arab International Women's Forum (AIWF) held a conference on 26 June 2012 to launch an initiative entitled **Young Arab Women Leaders: The Voice of the Future** in partnership with PwC at the Middle East Public Sector Institute in Amman, Jordan on Tuesday 26 June 2012.

As the first of a series of events planned for the year and beyond, the debut event was attended by nearly 80 participants from Jordan, Palestine, Iraq, Lebanon, UAE, and witnessed the participation of several prominent figures and guest speakers from the corporate, NGO and Government sectors. This first-of-its-kind conference in the region aimed to assist a wide spectrum of young women leaders in Jordan and across the region to further optimise and strengthen their personal business skills and overall contribution to the business world and community at large.

AIWF was very privileged to have **HE Suzanne Afaneh**, Managing Partner, Advvise, Hashemite Kingdom of Jordan and a former Minister of Tourism and Antiquities, as Moderator of this Conference.

In her welcome remarks, acknowledging with great appreciation the presence of the Guest of Honour, **Her Excellency, Nadia Hashem Al Aloul**, Minister of State for Women's Affairs, Jordan, distinguished AIWF Partners, members, guests and young Arab women leaders from Jordan, Palestine, Lebanon, Iraq, the UAE, Oman, UK and USA, **Mrs Haifa Fahoum Al Kaylani**, Founder Chairman, AIWF, stated that Jordan, as one of the region's most progressive environments for SME growth and women's entrepreneurship, was AIWF's first choice in which to launch this important and timely initiative.

Mrs Al Kaylani paid tribute to the admirable work of His Majesty King Abdullah and Her Majesty Queen Rania in enhancing the political, social, legislative and economic participation of women and youth in the Kingdom and throughout the region. She thanked Mr Warwick Hunt, PwC Middle East Managing Partner and his esteemed colleagues at PwC for their valuable cooperation and partnership.

Mrs Al Kaylani reiterated the commitment of AIWF to achieving sustainable empowerment for women in the region by concluding, *"These are times of great challenges for the region but also a time of great opportunities. We look forward to collaborating with all our distinguished guests, speakers and participants to ensure that our young Arab women leaders are given every opportunity to develop and enhance their skills towards better integration with the global economy, to become real effective leaders in building the future of their countries."*

In her keynote address, **HE Nadia Hashem Aloul** emphasised what changes there have been in legal human rights in general and specifically for women according to Jordanian law. She said since 1974, women have had an equal opportunity to campaign and serve in political office and the introduction of the quota system in 2003 has added importance to women's representation in parliament – from 6 out of 110 seats assigned for women in 2003 to now having 12 seats assigned. The quota system has, Her Excellency explained, proved to be a key tool for taking decisions that will change and influence women's position in Arab society.

The PwC Vision on Young Women Leaders Programme was put forward by **Ms Norma Taki**, Partner PwC, who stressed the importance of self-confidence whilst explaining that Arab women generally lack confidence in their abilities. It is, she said, important to have a role model in their life and not specifically women and went on to suggest *"sometimes we should ignore roles, take risks and be more adventurous."* Norma also talked about the focus groups within PwC as a way to empower women in their positions.

HE Suhair Al Ali, Former Minister of Planning & International Cooperation, Jordan, gave advice from both her ministerial perspective and her business experience when she spoke on *Beyond The Glass Ceiling, Transforming Barriers Into Opportunities*. Mrs Suhair Al Ali quoted the 2011 World Economic Forum gender gap report, which stated that the MENA region was ranked as occupying last place among the world's regions and pointed out that there is not enough political presence for women.

HE Hala Bsaiso Lattouf, Director & Partner, AYA for Consultancy & Development, Hashemite Kingdom of Jordan, opened the *Opportunities & Challenges for Young Women Leaders* session by talking about leadership and the importance of human rights, emphasising that the two are interlinked, stating that *"the importance of human rights approach is no less important than the leadership approach"*.

Her Excellency urged cooperation with men and reminded women that they do not have to change their principles to achieve their goals, but to nurture a strong, smart attitude towards the people they work with.

Also speaking in the Opportunities & Challenges for Young Women Leaders session, **Ms Salwa Katkhuda**, Investment Manager, Oasis500, Jordan, shared her belief that

mentors are absolutely essential to creating and enhancing more initiatives to promote women's empowerment in the region.

Speaking in the *Mentorship & Coaching: Be a Better Leader* session, **Ms Amal Abusrour**, Programmes Development Manager, Islamic Relief Worldwide, Palestine, explained that there is a big difference between “bosses” and “leaders”, and that we generally have more “bosses”. Ms Abusrour emphasised the importance of training organisations to open more opportunities up to women.

In the discussion that followed, **Ms Nimati Alemam** talked about women in the media sector, stating that there is a high number of women present in this sector but rarely in senior positions. **Ms Abber Abu Ghaith** advocated for increased awareness of the media as a tool to spread women's beliefs and ideas, and stressed the importance of using media as a means of networking.

Other participants mentioned that women should work hard not only to be economically strong but also to strengthen their social and educational status. **Ms Nuha Ma'ayta**, former Member of Parliament, Jordan, expressed her firm belief that women should be present and active participants in law making and politics, and that women throughout the region need to believe more in their own capabilities, invest in their education and in becoming financially independent, and assert themselves as equal decision makers together with men, starting in the home and family.

Ms Nimati Alemam encouraged young women leaders to get a job and never stop there, to have a vision and move toward it. **Ms Hanadi Salman** stressed the importance of being proactive in media, rather than reactive, and to focus on building their reputations, using media to show strength and build trust, as well as share information that benefits the community.



Maha Assad, Senior Associate Marketing & Communications, PwC, Jordan, Aida Emadi Allahyari, Manager UK PwC, Dima Maruf, Tax Manager, PwC, Jerusalem

Young women leaders also entered in on discussions to encourage their peers to look at everything as an opportunity to lead, rather than an obstacle; and to realise that tradition and culture, above all other things, are the reasons that educated women are being left behind. All our participants were unanimous in their agreement with regard to the importance of family support in achieving their full potential in education and in entrepreneurship / employment, stressing the importance of having positive role models. Participants also upheld Corporate Social Responsibility practices as a method that

has proved very effective in the region in securing more jobs for women and enhanced opportunities for leadership training within the region. Speaking in the *Reflections on Leadership* session, Guest Speaker **Ms Sandra Hiari**, Urbanist, Writer & Founder, Tareeq, Jordan, shared an excellent and very inspiring presentation on her work and motivation, describing how her work in her early years as a city planner gave way to a popular online presence as an authority on city planning and design intermixed with gender and politics. She gave this advice to young entrepreneurs in the region: “*Get the job done, then move on. Have one vision, with multiple manifestations. Wear one hat, then pick up another. Perfectly align your expectations, then realign every two years.*”



Mrs Al Kaylani and Mr Warwick Hunt with the PwC team

Dr Halaema Al Sabbah, Post Doctorate Nutrition Research Fellow, Fulbright Visiting Scholar at Jean Mayer Human Nutrition Center, Tufts University Medical Center, USA, also shared her experiences of leadership, offering our young women leaders the following words of encouragement: “*Never doubt that a small group of thoughtful, committed, people can change the world.*”

Speaking on *Young Women Leaders and Why They Matter*, **Mr Warwick Hunt**, Middle East Managing Partner, PwC in the UAE, said, “*The most important determinant of a country's competitiveness is its human talent, which, when enhanced through education affects the productivity of that society. As we know, women represent and account for half of humanity. In other words, half of the potential talent base. Therefore, if we want to perform and compete for our future we should integrate and engage both men and women to create our future and that of our children.*” Mr Hunt reiterated PwC's commitment to enhancing the role of women in the region. He explained, “*The outcome of PwC's work this year will cover the following priorities: ensuring macro-economic stability for the region; addressing the challenge of youth employment and closing the gender gap; building of trust in public life; accountability; understanding new paradigms and opportunities for enhancing regional cooperation; public finance management; securing a strong middle class; and supporting economies in transition.*”

Mr Hunt concluded by saying, “*Women have emerged as key civic leaders in the uprising that launched the Arab Spring. The role and powerful impact women have created must be appreciated especially through increasing gender equality in the political and economic arenas in the region.*”

In the same session, Guest Speaker **Ms Muna Sukhtian**, Managing Director of Microfund for Women, Jordan's first microfinance programme with over 80,000 active clients (and nearly 55,000 of these being youth-led enterprises), elaborated on Microfund for Women's important mission to provide sustainable financial and non-financial services to the entrepreneurial poor, especially women, in order to empower them socially and economically, and to help them achieve a better quality of life. In her presentation, Ms Sukhtian explained, "Microfund for Women envisions a more equal and just society in which women in particular are empowered to break the cycle of poverty, achieve prosperity and live inclusive lives."

Speaking on *Social Responsibility: More Women Leaders, Better Corporate Social Responsibility*, **Ms Rana Abu Samaha**, Legal Consultant, DLA Piper Middle East LLP in the UAE, described her role at the law firm and explained that much of the pro-bono work that she undertakes is gender-related, for example, assisting victims of child marriage in the Yemen and assisting women in Zimbabwe. She said, "*Women are important as deliverers and recipients of our community projects.*" Speaking in terms of gender diversity in the law sector in the Arab region, Ms Samaha said, "*The key challenge for us in the Middle East is increasing the number of Arabic speaking lawyers.*"

Ms Mali Qasem, Founding Member, Jordanian Chapter for Transparency International, Jordan, equated more women leaders with better corporate social responsibility.

Concluding the day's events in a powerful and very inspiring Keynote Address, **HE Eng Maysoon Zoubi**, Secretary General, Ministry of Water & Irrigation, Jordan, encouraged young women leaders to educate themselves and their families in order to change their futures, and stressed that women are not in competition with men but should be united in shaping a positive economic situation and opportunities for both men and women.



Mrs Al Kaylani with the young Arab women delegates

AIWF WELCOMES THE SHARJAH BUSINESS WOMEN'S COUNCIL

AIWF welcomes the Sharjah Business Women's Council as a new and valued corporate member.

The Sharjah Business Women Council (SBWC) was established under an Amiri Decree in 2002 by His Highness Sheikh Dr Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council of the United Arab Emirates and Ruler of Sharjah, and His Wife Her Highness Sheikha Jawaher Bint Mohammad Bin Sultan Al Qassimi, Honorary Patron of the SBWC, to support the integration of women in all economic activities. In December 2010, the Amiri Decree No. 57 granted SBWC the legal personality and legal capacity to operate under the umbrella of H.H. Sheikha Jawaher Al Qassimi's Executive Office (HHEO).

The SBWC aims to encourage women's contribution to the development process of the UAE in general and Sharjah in particular by empowering potential and accomplished professional and business women. The SBWC offers businesswomen, professionals, productive women as well as students and alumnae wider fields to develop their personal skills, opportunities for more creativity and improvement of performance in their professional and business endeavours. Moreover the Council contributes to developing women-owned businesses through guidelines by economic and finance experts.

SBWC has adopted the "EASE" initiative to ensure full support of women in the economic and professional Sectors of the UAE. SBWC works on encouraging, advising, supporting and enabling business and professional women to realise their maximum business potential.

SBWC has a primary focus on supporting university graduates to enter the private sector by assisting them with

financial, technical & interpersonal business & professional development with the support of Local Government SME funding schemes granted by SME institutions such as Khalifa Fund and Ruwad.

In February 2010, the Council launched the first Women Leaders and Technology Conference in partnership with the Middle East Partnership Initiative (MEPI), the American University of Sharjah and the Sharjah Chamber of Commerce and Industry. WLTC 2010 gathered women innovators and advocates from the Middle East and North Africa (MENA) to discuss and explore how the latest developments in technology can improve civic engagement and contribute to building a vibrant civil society.

Another popular scheme by the Council is the ongoing "Trendy Workshops" initiative launched in June 2010. The initiative aims at promoting and fostering young entrepreneurs and fresh graduates and providing them with the necessary professional advice to develop their SME depending on the most current business trend which exists locally or globally.

With over 800 local and international members in 2011, SBWC Membership Affairs launched "Yakah", the Members Promotions Programme (MPP), in which our valued members offer competitive packages and discounts on their services or products exclusively for fellow SBWC members. Business women can log into SBWC wide MPP and become one of our official referral businesses, which we trust and recommend to other members, communities and entities. Whether the business is a product, service or an e-commerce, members can be part of the Business & Benefits Scheme or our Membership Promotions Programme.

**REPORT OF THE CONFERENCE ENTITLED
YOUNG ARAB WOMEN LEADERS: THE VOICE OF THE FUTURE
HELD AT THE LEBANESE AMERICAN UNIVERSITY, BEIRUT, LEBANON
ON 20 SEPTEMBER 2012**



Mrs Al Kaylani, Chairman AIWF, Guest of Honour, HE Mrs Mona Afeiche, former Minister of State, Lebanon, and with a welcome from LAU, Dr Abdulla Sfeir, Provost, Dr Dima Dabbous-Sensenig, Director IWSAW, Dr Said Elfakhani, Dean of the School of Business, who are pictured with other participants

On 20 September 2012, The Arab International Women's Forum (AIWF) held the second conference as part of its initiative entitled "Young Arab Women Leaders - The Voice of the Future" in partnership with PwC and the Institute of Women's Studies in the Arab World (IWSAW) at the Lebanese American University. As the second in a series of events planned for the year and beyond, the Beirut conference was attended by guest of honour **HE Mrs Mona Afeiche**, former Minister of State, representing HE Mrs Wafaa Sleiman, First Lady of Lebanon. The conference aimed to assist a wide spectrum of young women leaders in Lebanon and across the region to further optimise and strengthen their personal business skills and overall contribution to the business world and community at large.

The conference was attended by 130 participants mainly from Lebanon but also from the United Arab Emirates, Egypt, Saudi Arabia, Qatar and the United Kingdom, and witnessed the participation of several prominent figures and guest speakers from the corporate, NGO and government sectors. AIWF was very privileged to have **Ms Alia Ibrahim**, Senior Correspondent at Al Arabiya News Channel as Moderator for this conference.

In her Keynote Address, Founder Chairman, **Mrs Haifa Fahoum Al Kaylani**, on behalf of the Board of the Arab International Women's Forum, extended warmest thanks and appreciation to AIWF partners at PwC, especially **Mr Warwick Hunt**, Middle East Managing Partner at PricewaterhouseCoopers; **Mr Camille Sifri**, Country Senior Partner at PwC Lebanon and Leader of the Audit Practice; and their esteemed colleagues for their invaluable cooperation and partnership.

She expressed AIWF's pride in having the Institute for Women's Studies in the Arab World (IWSAW) as a valued Institutional Partner and expressed her thanks and appreciation to the Institute and to the Lebanese American University, for their invaluable support in hosting the conference.

In outlining some of the challenges facing women in the Arab world to be addressed at the conference,

Mrs Al Kaylani pointed out that the number of women choosing entrepreneurship over traditional employment grows impressively each year. Women in the MENA represent 50% of the SME enterprise sector; women in Lebanon make up 30% of the country's small and medium enterprises. Throughout the region, women's workplace participation has risen from 10% in 1986 to 33% in 2008; in Lebanon, there are more women in the labour force between the ages of 20-29 but their numbers decline sharply in later years due to family responsibilities and employer preference for hiring men. In nearly two thirds of Middle Eastern countries, there are now more women than men in university, according to United Nations statistics, accounting for up to 75% of students currently enrolled in colleges and universities in the region. In Lebanon, the gross enrolment rate of tertiary education is over 56% female. Literacy rates for women throughout the MENA are higher than those of men, and education statistics for women and girls are showing substantial gains in primary, secondary and tertiary enrolment. This represents a major leap for the Arab world towards achieving one of the UN's most important Millennium Development Goals - eliminating disparity in education by 2015.

However, while most women in the region are welcoming the progress in education, many are rightly concerned that these advances do not seem to be translating into gender equality in the workplace and in society. Despite years of progress, societal norms and traditions are still exerting a unique and limiting pressure on women, while female entrepreneurs in all Arab countries still struggle when it comes to access to finance (in Lebanon, only 3% of loans are granted to female entrepreneurs), and difficulty with networking opportunities, skills and confidence building and specialist training, and integration of advanced technology and marketing trends.

The New Challenge – Talent Scarcity was the subject of the address by **Mr Camille C Sifri**, Country Senior Partner, PwC, Lebanon. He went on to explain 48% of CEO's are planning to raise their headcount to get the right people to the



Mr Camille C Sifri, Country Senior Partner, Lebanon (left) and Dr Anita Nassar, Assistant Director, IWSAW, Lebanese American University (right) with delegates at the conference

right place, with only 26% aiming to cut it down. In order to close the current gap companies are advised to include more women in their workforce to widen their talent pool.

A recent study was conducted by PwC to better understand the varying needs of working women. A random sample of 265 women working in PwC Middle East participated in this study around the themes of combining work and family life, working patterns and flexibility at the workplace, career development and promotion, self-fulfilment and meaning. The objective of this study was to underscore the reasons why the traditional career development systems became obsolete, and to understand why women are leaving the workplace and how the change of career motives over time is a way of redesigning HR systems and increasing productivity.

In his message to the conference, Mr Sifri said, *"If, despite all the inequalities and the pressures they are confronted with in their upbringing and education, more and more women are making a career for themselves and advancing in the workplace, imagine what would happen.... if they were offered the proper guidance and support they so richly deserve."*

HE Raya Haffar El Hassan, Former Minister of Finance, Lebanon, in the Session entitled *Beyond the Glass Ceiling: Transforming Barriers into Opportunities* concluded that the surest way societies can improve the welfare of women is to close what people are now terming the "new gender gap"- a gap that is measured by well-being rather than by wages and positions so that women as a group are more happy both in absolute terms and relative to men as they successfully balance work and family obligations. But to do that it is imperative to close the leadership gap because it is only when women wield power in sufficient numbers will we create a society that genuinely works for all women and a society that works for everyone.

Ms Dala Misbah Ghandour, Lawyer & Mediator, described her experiences running her campaign as an independent candidate in the Beirut municipality elections in May 2010 and concluded that breaking the glass ceiling is an on-going process: you can achieve it by convincing a woman

not to settle for a second choice husband, by spreading your beliefs everywhere you go, by raising your kids on how to be better human beings, by simply living to the fullest your own definition of being a woman and, furthermore there is no glass ceiling; there is only a mirror which reflects who you think you are!

In the morning panel discussion on the subject of *Opportunities & Challenges for Young Women Leaders* **Mrs Hanan A Saab**, Managing Director, Pharmamed and **Ms Joelle Rizk**, Programme Associate, Regional Security, EastWest Institute spoke about engaging networks of women in collective action and propelling young women into leadership positions. Joelle Rizk spoke of a wave of revolutions in the Arab world changing history and the future of the region. This is an opportunity for women to engage in leadership positions at this time of change, drafting new constitutions and implementing reforms. She said, *"Young women must step off the margins and get involved. Young women were among the pioneers of the Arab spring. They must not become victims of these revolutions and their achievements must not be hijacked."*

In Session IV *Mentorship & Coaching: Be a Better Leader*, **Dr Charlotte Karam**, Assistant Professor of Organizational Behavior & Organizational Psychology at the American University of Beirut, Lebanon talked of the importance of asking for mentorship and coaching and also providing it and how it is essential for women to help each other.

Reflections of Leadership: My Story was the subject of Session V. It was inspiring, learning from **Dr Mona Hammami**, Senior Manager, The Court of the Crown Prince of Abu Dhabi, UAE how she travelled from being brought up during a war to her current position because of her love and passion for development...more particularly, economic development of the Middle East. Dr Hammami concluded by listing the challenges still facing the region in terms of women's empowerment, employment and representation: the mismatch between economic structures and demographic trends, the struggling private sector, lack of financing for



Delegates at the Conference

SMEs and smaller private agents and “thin trade thick borders” meaning that the Middle East is of the world’s most geographically ideal places for regional integration. However, it is a region that has the least economic cooperation.

Rafa Chabtini & Hiba Safieddine, Co-owners of Trainstation Studio in Lebanon have turned their hobbies, about which they are passionate, into a very successful business under shared leadership. They explained their motivation for starting their business and the challenges they face, ie the economic environment and the unstable political situation and the fact that sports is still considered a luxury in Lebanon. They face fierce competition and a small market.

In *Young Women Leaders and Why They Matter*, the audience was assured by **Ms Ola Mohammad Sidani**, Economic Officer, Presidency of the Council of Ministers, Lebanon, that both women and men have the same mental capabilities to lead, think, initiate, and make decisions. However, what we need today is to have every young Arab woman access the necessary enabling environment of success, achievement and development.

In the Afternoon Panel Discussion on *Women & The Power of Social Media*, **Ms Joumana Salem** Senior Director, EMA BU, Franchise & BU Sales Capability PepsiCo – EMA BU, Lebanon stated the importance a global organisation such as PepsiCo attributes to Social Media. She went on to explain that companies do not only use social media to reach women consumers but also it is a means to retain them as employees in the organisation because women have more opportunities to connect with other people, they can share discussion topics, such as developing a personal brand and work/life balance. Ms Salem shared some outstanding statistics reinforcing the influence that social media have globally:

- 2/3 of all the Global Internet Population visit social networks.
- Visiting social sites is now the 4th most popular online activity, which is ahead of personal email.
- Time spent on social networks is growing at 3 times the overall internet rate, accounting for approximate 10% of all internet time.

Mrs Randa Yassir, Director, SMART Center, Lebanon agreed that social media is increasingly viewed as an important tool for women’s empowerment in the Arab region. Mrs Yassir explained that the growth of social media in the region and the shift in usage trends have provided the alternative to traditional media especially when they played a critical role in mobilisation, empowerment, shaping opinions, and influencing change. Social media allowed women to take on a new form of leadership focusing on utilising connections and networks. Through social media Arab women are documented as active participants on the ground, taking part in, organising, and even leading protests, expressing their opinions freely, creating change within their communities, but the most important role of social media is contributing in the documentation and promotion of new images of prominent Arab Women Leaders.



HE Raya El Hassan, former Minister of Finance, Lebanon, Mrs Haifa Fahoum Al Kaylani, Chairman AIWF, HE Mrs Mona Afeiche, former Minister of State, representing the First Lady of Lebanon

Session VI of the conference was entitled *Social Responsibility: More Women Leaders, Better Corporate Social Responsibility* and **Mrs Wafa’ Tarnowska**, CSR Manager, UK & Europe, DLA Piper LLP, UK, agreeing with the session title, explained the role of women as deliverers and recipients of DLA Piper’s community projects, highlighting that her female colleagues are the most likely to participate in their Community and pro bono programmes and outnumber their male colleagues by 60/40.

Ms Norma Taki, Partner, PricewaterhouseCoopers, UAE also agreed and shared the objective of PwC in the Middle East which is: “*To attract, develop and retain women in the Middle East. We view women as a critical talent group to enable the firm to continue its growth in the marketplace and to deliver the best in client solutions; to provide a strong collaborative group for women at pivotal points in their careers, giving them the resources, role models, mentors and contacts which contribute to career success.*”

She then went on to describe the CSR Initiatives operated by PwC in the Middle East led by women.

Session VII was dedicated to *The Way Forward*. Speaking on this subject and providing a commentary on the outlook for young Arab women leaders and how women might improve their opportunity to advance their leadership potential, **Haneen Sayed**, Human Development Coordinator, Regional Youth Co – Coordinator, MENA Region, The World Bank, spoke about giving women the capacity to create their own businesses boosting innovation, growth and employment. She felt it essential for governments to focus on reforms that support economic diversification, private sector investment for the employability of the growing class of educated young people.

Policies to encourage women to work and legal reforms to give them freedom of mobility, relax restrictive regulations and encourage entrepreneurship and advance their participation in the legal profession and politics would facilitate the way to go forward for leadership goals.

NEWS OF AIWF GLOBAL CORPORATE PARTNERS

AIWF Global Corporate Benefactor Partner PepsiCo focuses on Diversity & Inclusion (D&I) honouring and harnessing the Power of its Female Talent Base

*With the decision taken in its 10th Anniversary year to extend the remit of AIWF to include the empowerment of women and youth in Africa and Asia under the theme, **Emerging Economies, Emerging Leaderships: Shaping the Future Together**, AIWF is targeting women in the emerging economies where Global Corporate Benefactor Partner PepsiCo is focusing on making efforts to improve female inclusion in the workplace - another shared mission and major factor contributing to the success of this unique and complementary partnership:*

PepsiCo is strongly committed to Diversity & Inclusion and the company always seeks to honour the contributions of women from around the world. We embrace D&I, celebrate it and leverage it as a key growth driver of our business. PepsiCo's partnership and support of AIWF is just one form of expressing this.

In fact, a diverse and inclusive culture is more than just a talent and employment strategy, it is a business imperative. It means we have the workforce and insights to best reflect the diverse customers and consumers we serve. The global marketplace is changing rapidly and we can use the broad and distinctive skill sets we have across PepsiCo to be at the forefront of innovation and sustained growth.

Women, in most parts of the world today, have an enormous influence over purchasing decisions for products such as ours. It just makes good business sense for decisions to be made with women at the table.

LEADERS AS ROLE MODELS

PepsiCo's leaders embrace their inherent responsibility of role modeling diversity and inclusion. Starting with Indra Nooyi, our Global Chairman, we have many exemplary female executives who are role models for many women in and outside of the company. One of the notable examples is Umran Beba, President, PepsiCo Asia Pacific, a leading advocate for advancing the careers of women.

During her previous role as President, PepsiCo South East Europe, Umran played a key role in increasing female executive representation in the region from 30 to 56 percent. In her first year at the helm of the Asia Pacific region, she helped increase the overall percentage of female executives from 26 to 32 percent.

Umran is a tireless ambassador, regularly donating her time to support women's career initiatives as well as mentoring a number of female executives, both internally and externally.

In 2011, Umran was recognised by The International Alliance for Women (TIAW) for her extraordinary contribution to the economic empowerment of women.

GENDER INCLUSION AT PEPSICO

Part of our D&I agenda has been to support the development and advancement of women in the workplace, particularly in

emerging and developing markets. Through various initiatives, we have seen the positive results of empowering our female workforce, and while more work is yet to be done, we have incredible milestones to celebrate, including key achievements in the following countries:

SAUDI ARABIA

PepsiCo Saudi Arabia established a diversity road map, partnering with the Saudi Government and local authorities to gain permits to hire females. Since 2009, Saudi Arabia has achieved a 300 percent increase in female representation, with female employees represented across all levels and functions in our foods and beverages businesses.

UNITED ARAB EMIRATES

PepsiCo AMEA HQ was awarded a top five 'Great Places To Work' in the United Arab Emirates. The award includes recognition for practices in the area of D&I and female talent empowerment and development.

PAKISTAN

The Pakistan Women's Forum is an associate consultative body that advises the **PepsiCo Pakistan** business on female inclusion, development and engagement.

CHINA

PepsiCo China has developed an interactive tool to engage with senior managers via touchscreen, multi-media technology. The tool takes participants on a journey of discovery, bringing them face to face with facts and data about the marketplace, our talent and the role of leaders. The tool has been rolled out to all PepsiCo China leaders to help them internalise the value and importance of creating an inclusive environment.

INDIA

PepsiCo India's Women's Business Council is working toward making the company a truly female friendly organisation. With a focus on Building Fortitude in Women, the team conducts a series of targeted workshops – differentiated by different needs of different levels – for all female employees.

EVENT SUPPORTED BY AIWF

The First World NGO Day Summit
to be held in
London on 18 November 2012

Contact details: E: info@worldngoday.com

W: www.worldngoday.com Summit: www.ngoday.com

or like us: www.facebook.com/worldngoday

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



Institute of Directors

AIWF Global Communications Partner



NEWS OF AIWF BOARD, MEMBERS AND FRIENDS

AIWF Founder Chairman Haifa Fahoum Al Kaylani has accepted an invitation received from Mr Marcis Liors Skadmanis, Initiator of World NGO Day (UK) to become an Honorary Ambassador to the International Advisory Group of the World NGO Day initiative.

The World NGO Day is a day dedicated to all Non-Governmental Organisations operating locally, nationally, and internationally across the world. It is but a day in the calendar year in recognition of the great and valuable work which NGOs do everyday every year.

The World NGO day is a common international symbol for all NGOs that share the values, efforts and achievements of the third sector.

AIWF Member, Mei Sim Lai OBE DL was installed last year as Master of the World Traders Livery Company, the first Chinese person elected in the 850 year history of the Company. Her chosen theme for her year is Trade Opportunities in China and the Asia Pacific region and she has organised 7 trade presentations hosted by the various Ambassadors and High Commissioners from that region. Her finale event was the Trade Conference she organised in Shanghai on 21 September 2012 with the Lord Mayor, the Rt Hon Alderman David Wootton, with high level speakers covering updates on Financial Services/ Banking, Professional Services, Travel/ Tourism, Corporate Governance and Developments in the Education Sector. This included a presentation prepared by two sixth formers at Westminster School, London on their views of the opportunities China holds for young people, they had flown out to Shanghai especially to do the presentation.

LAUNCH OF AIWF FORUM

AIWF is delighted to announce that its online forum, launched earlier this year in partnership with our Global Corporate Benefactor Partner, PepsiCo, is now live. The forum has been carefully designed to strengthen AIWF's capacity to inspire, inform and promote interactivity between AIWF members, partners and friends worldwide. It has been especially created to encourage dialogue regarding the many important issues that affect women in all sectors of business, public life and civil society.

AIWF and PepsiCo share a common, long-standing determination to break stereotypical views of women and facilitate cross-border networking and experience exchange whilst promoting a greater public awareness of women's achievements and greater potential. We are proud to work with PepsiCo to promote stronger diversity policies and good governance in the region.

We invite our members and partners to participate in the online forum and to lend their invaluable expertise and experiences to enrich the Forum's objectives.

To register for the AIWF Forum please go to
www.aiwfonline.com

CONGRATULATIONS TO:

AIWF Member, Dr Shaikha Al Maskari, UAE for having been nominated for *The International Alliance of Women (TIAW) World of Difference 100 Award* which recognises amazing individuals whose efforts have advanced the economic empowerment of women locally, regionally or worldwide whether they are well known or "unsung heroes".

Dr Shaikha Al Maskari is a powerful and successful businesswoman who uses her influence to champion greater roles for women throughout the Arab countries. Dr Shaikha sits on the boards of several non-profit institutions including Women for Sustainable Growth (W4SG) and AIWF. In 2006 Dr Shaikha co-founded the Diyarbakir Micro-credit Project (Grameen Bank) in Turkey, which has successfully launched over 39,000 entrepreneurs. She advocates inter-faith, cross-cultural understanding and environmental conservation. In 1993, she founded the United Mercy Foundation, UMF. In her professional life, she is Chairperson of Al Maskari Holding (AMH) and Tricon Group, and Johnson Controls and Global Communications.

AND

Friend of AIWF Hana Alamuddin RIBA, Principal, Al-Mimariya who has passed her LEED Green Associate Examination; Hana is now an accredited Leader in Energy and Environmental Design, Green Associate and can advise on issues of energy and the environment and LEED Building Certifications.

Hana Alamuddin of Lebanon is an architect, trained in architecture at Thames Polytechnic (England) and at the Aga Khan Program for Islamic Architecture at the Massachusetts Institute of Technology where she received a master's of science degree in architecture studies. She established her own architectural practice, Al-Mimariya, in Lebanon in 1998, and has completed many residential and restoration projects. She has been a lecturer at the American University of Beirut since 1994, where she teaches urban design and landscape architecture; most recently, her teaching has concentrated on sustainable development with a focus on energy efficient design in large-scale planning projects. Ms Alamuddin is a member of the executive committee of the "*Association pour la Protection des Sites et Anciennes Demeures au Liban*" (APSAD), and is actively involved in conservation projects in Lebanon, notably in Salimah.

HOW TO JOIN AIWF

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