



2023

# World Women Entrepreneurs Summit

“Creating Impactful Business in the Digital Age”



Ritz Carlton, Grand Canal - Abu Dhabi  
10-11 March, 2023

## Event Agenda

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Organizer



مجلس سيدات أعمال الإمارات  
EMIRATES BUSINESSWOMEN COUNCIL



2023

## World Women Entrepreneurs Summit

# Event Agenda

DAY 1, 10th March 2023, Ritz Carlton, Abu Dhabi

TIME	PROGRAM
8.30am – 09.25am	<b>Registration &amp; Welcome</b>
9.30am – 9.35am	Story of the Abu Dhabi UAE
9.35am – 9.45am	<b>Keynote by HH Sheikha Fatima office</b> H.E. Dr. Maitha bint Salem Al Shamsi, Minister of State
9.45am – 9.50am	<b>Ministerial Address</b> H.E. Dr. Thani Ahmed Al Zeyoudi, Minister of State for Foreign Trade and Minister in charge of Talent Attraction and Retention, Ministry Of Economy, UAE
9.50am – 9.55am	<b>UAE Chamber Remarks</b> H.E. Abdullah Mohamed Al Mazrouei, Chairman, Federal Chamber of Commerce
9.55am – 10.00am	<b>Remarks</b> H.E. Farida Abdulla Kamber AlAwadhi, Chairperson & President, Emirates Business Women Council (EBWC)
10.05am – 10.20am	<b>TALK 1: Impact of COP28 on business - How are companies aligning with Sustainability</b> <b>Speaker:</b> Mr. Andrey Sharonov, CEO, National ESG Alliance
10.25am – 11.10am	<b>PANEL 1: Impact of UAE Government Digital Strategy 2025 in Transforming Business in the UAE</b> <b>Speakers:</b> 1 Mr. Ahmad Dorra, Customer Engagement Solutions Sales Lead, Avaya Middle East 2 Ms. Fiona (Farha) KIRUBI, VP & Head of Special Projects, Qiam 3 Ms. Ferakh Lakhany, Education Consultant, Entrepreneur and Co-Founder, Arabee 4 Mr. Tsuyoshi Nakai, CEO, Japan Cooperation Center for Petroleum and Sustainable Energy <b>Moderator:</b> Ms. Therese Shaheen, President, USAsia International Corporation
11.15am – 11.30am	<b>TALK 2: ChatGPT, the next revolution – How it can be used for your business</b> <b>Speakers:</b> Ms. Manal Alshamlan, Advisor-Digital Transformation, DEWA Ms. Tilila El Moujahid, Data & AI Marketing lead, Microsoft
11.35am - 12.20pm	<b>PANEL 2: Overcoming Technological Challenges and Building your Business in Digital Era</b> <b>Speakers:</b> 1 Ms. Etsuko Tshighihara, President, SUNNY SIDE UP GROUP Inc. / Chair of the Diversity Promotion Committee at Keidanren, Federation of Economic Organization, Japan 2 Dr. Huda Almatrooshi, Owner and Chairman, Ancestors Heritage Factory 3 Prof. Suzan Elkalliny Academic and Media Consultant, Onpassive Technologies 4 Ms. Ahella El Saban, Co-founder/ Chief Commercial Officer, Exits.me, Egypt <b>Moderator:</b> Ms. Akosua Manu, Deputy Chief Executive Officer, National Youth Authority, Ghana
12.25pm – 01.15pm	<b>PANEL 3: Promoting Women Empowerment, Entrepreneurship and Leadership</b> <b>Speakers:</b> 1 H.E. Farida Abdulla Kamber AlAwadhi, Chairperson & President, Emirates Business Women Council (EBWC) & Co-chairman of the World Association for the Development of Entrepreneurship “Women’s Business Council” 2 Ms. Tatiana Gvilava, Chairman of the Russian-Arab Business Council, President of the All-Russian Public Organization “Women in Business” and Co-chairman of the World Association for the Development of Entrepreneurship “Women’s Business Council” 3 Ms. Afnan AlZayani, President, Middle East and North Africa Businesswomen's Network <b>Moderator:</b> Ms. Reema Mahajan, Founder, Indian Women in Dubai (IWD)
01.20pm - 01.55pm	<b>Prayers &amp; Coffee break</b>
02.00pm – 02.35pm	<b>PANEL 4: Creating a Sustainable Business in the UAE and Beyond...</b> <b>Speakers:</b> 1 Ms. Miwa Kunii, Executive Officer, General Manager, Human Resources Development Department, Sumitomo Electric Industries, Ltd 2 Ms. Saodat Tursunbaeva, Founder, International Women's Public Fund "Sharq Ayoli" - "Woman of East" (Tashkent, Uzbekistan) 3 Mr. Yofi Grant, CEO, Ghana Investment Promotion Center, under the Office of the President of Ghana <b>Moderator:</b> Ms. Sandi Saksena, Executive Editor, Celestia Magazine; UAE Chair G100 Insurance and Risk
02.40pm – 03.00pm	<b>Partners Excellence Awards</b>
03.05pm - 03.10pm	<b>Closing Remarks</b> <b>Speaker:</b> H.E. Fatima Mohamed Ishaq Al Aawadhi, Board Member, Emirates Business Women Council
03.15pm - 04.30pm	<b>Lunch and Networking</b>
08.00pm - 10.30pm	<b>Grand Gala Dinner</b> <b>Fashion Show</b> <b>Awards Ceremony</b>

## DAY 2, 11th March 2023, Ritz Carlton, Abu Dhabi

TIME	PROGRAM
9.00am – 10.00am	<b>Registration &amp; Welcome</b>
10.00am – 10.05am	<b>Welcome Remarks</b>
10.10am – 10.15am	<b>TALK 1: Digitalisation, Innovation &amp; Technology</b> Speaker: Dr. Niclas Adler, Founder and CEO, Synthesis Group & Adler Industries
10.20am - 11.00am	<b>PANEL 1: Scaling Your Business through Digital Transformation</b>  <b>Speakers:</b> 1 Ms. Anastasiya Uskova, Co-founder, Rocket Work Group 2 Ms. Luiza Trajano, Chairperson, Luiza Magazine, Brazil 3 Ms. Yufuko Takashima, General Manager, Global Business Division, Mitsubishi Research Institute, Japan 4 Mr. Rafael Solimeo, Head of the International Office, Arab Brazilian Chamber of Commerce  <b>Moderator:</b> Prof. Christian Farioli, AI & Digital Transformation Lecturer, PwC; CEO, Digital Marketing Strategist & Book Author, ESD
11.05am – 11.45am	<b>PANEL 2: Metaverse, IoT, Blockchain and Crypto : Technologies driving the businesses today</b>  <b>Speakers:</b> 1 Mr. Khalifa Al Jaziri Al Shehhi, Chairman Metaverse Committee, Ministry of Economy 2 Ms. Cristina Ceban, Founder, Women Do Crypto 3 Dr. Claudia J. Barenco Abbas, Professor University of Brasilia, Brazil - Electrical Engineering 4 Mr. Saqr Mashhor Eriqat, Co-Founder / Managing Partner, Crypto Oasis Sentio  <b>Moderator:</b> Ms. Irina Odinaeva, General Director, Axellect
11.50am – 12.05pm	<b>TALK 2: The Role of Technology in Reshaping our Education</b>  <b>Speaker:</b> Dr. Taghreed Alsaraj, General Manager of Education & Talent Development, Saudi Museum Commission, Ministry of Culture
12.10pm - 01.00pm	<b>PANEL 3: Journey from Physical to Digital</b>  <b>Speakers:</b> 1 Ms. Fatma AlMulla, Creative direction and owner, FMM Fashion Label 2 Ms. Chanda Lokendra Kundnane, Founder, LIZZOM 3 Ms. Valentina Radulovic, Co-founder and CTO, Flourish; Co-founder and CEO, DigitalBee Edu; Balkan/Montenegro 4 Dr. Alka Kalra, Educational Licensed Psychologist, MD of Eduscan Group  <b>Moderator:</b> Ms. Zahra Khalil Baqer, CEO/Founder, Zari International Consultancy, Bahrain
01.00pm - 01.20pm	<b>Coffee break</b>
01.25pm – 01.40pm	<b>TALK 3: The presentation of the IT platform</b>  <b>Speaker:</b> Ms. Yana Gordeeva, Deputy CEO, Russian-Arab Business Council
01.45pm – 02.25pm	<b>PANEL 4: Digital Transformation Evolving the Associations</b>  <b>Speakers:</b> Ms. Rim Siam, Board members of ICC World Chambers Federation - President of Economic Businesswomen Council, Alexandria Chambers of Commerce, Egypt Ms. Madiha Raslan, President, Women Leaders Association of Lebanon Ms. Sonia Khanji, Board Member, Damascus Chamber of Commerce Ms. Ahlam AlJanahi, President, Bahrain Businesswomen's Society Ms. Lamia BOUJEMAA, Founder, Art & Art Company, Tunisia  <b>Moderator:</b> Engr. Haya Al Katerji, Founder & CEO, UR DESIGNS Group
02.30pm – 02.40pm	Signing Ceremony of new members of the World Association for the Development of Entrepreneurship ("Women's Business Council")
02.45pm – 02.50pm	<b>Closing remarks</b> H.E. Farida Abdulla Kamber AlAwadhi, Chairperson & President, Emirates Business Women Council (EBWC)
02.55pm - 03.30pm	<b>Lunch &amp; Networking</b>