



XII Mediterranean Women Entrepreneurs Forum

November 20th Friday 2020 – Barcelona - VIRTUAL MEETING

In the framework of EBSOMED Road Show "Women entrepreneurs in the digital economy"

FORUM SESSION - WOMEN ENTREPRENEURS IMPACT OF THE PANDEMIC ON MEDITERRANEAN BUSINESSES



09:30 – 10:00 h – OPENING SESSION

Women have been in the front line during COVID-19 in different positions, affected and greatly burdened by the lack of decision-making structures. Inclusion should take the form of meaningful participation and leadership by women in all decision-making processes to address the COVID-19 outbreak, as well as in planning actions to be taken in the short term.

As the COVID-19 crisis unfolds, we must continue supporting meaningful work of women, as agent of change at the local level is key. Community networks established during consolidation efforts can be powerful in shaping the design and implementation of community engagement around COVID-19.

Keynote Speaker - Soulaima Gourani | Founder of Womenreignite.com



10:00 – 10:15 h - XII MEDAWOMEN ENTREPRENEURS FORUM 2020

COVID-19 has changed everything. They are forced changes in the world that feel sudden and cataclysmic. We are faced with high unemployment rates, an economic slowdown, an impending recession and everything else that is likely to take place even before a vaccine hits the market.

Maria Helena de Felipe | President of the Federation of Organizations of Mediterranean Businesswomen- AFAEMME

Video AFAEMME PARTICIPANTS testimonials



10:15 – 11:15 h – SPEAKERS

As new business models emerge and cash positions remain cautious, companies will look to technology capabilities and functionalities that directly impact business objectives. The XII Meda Women Entrepreneurs Forum, will focus on some of these social and technological changes to all companies and organizations led by women

*CURRENT SITUATION OF BUSINESSWOMEN IN THE MEDITERRANEAN
DIGITALIZATION AS A NEW WAY OF WORKING TOOL*

Najoua Attia | President of the ASCAME Women Entrepreneur Commission

Rym Ayadi | President of Euro-Mediterranean economists Association- EMEA

Maria Teresa de la Vega | Chair of the Foundation Africa for Women

Miyoba Lubemba | International Trade Centre – United Nations

Elizabeth Vazquez | President of WECONNECT

Chair - Maria Helena de Felipe | President AFAEMME



11:15 – 11:30 h - OPEN DEBATE via chat

11:30 – 12:00 h - AFAEMME General Assembly - VIRTUAL MEETING

[New link to the ZOOM video platform \(RESTRICTED ONLY TO MEMBERS\)](#)