



# "Building a Better World for Women Entrepreneurs"

FIFTY7 and Cosmopolitan Event Rooms  
Four Seasons Hotel  
57 E 57th St, New York City  
September 25, 2018  
5:00pm – 7:30pm



UNITED ARAB EMIRATES  
MINISTRY OF FOREIGN AFFAIRS  
& INTERNATIONAL COOPERATION

## Key barriers facing women entrepreneurs

Women-owned/led businesses face a credit gap of **\$1.5 trillion annually** (IFC)

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Women own **30 percent** of registered businesses worldwide, but large corporations source just **1 percent** of their inputs from women-owned businesses (WEConnect International)

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According to the World Bank Group's Women, Business, and the Law database that covers 189 economies:

- **104 economies** bar women from working at night or in certain jobs in many areas, including manufacturing, construction, energy, agriculture, water, and transportation;
  - **75 economies** impose at least one constraint on women's rights to access and own property;
  - **68 economies** restrict women's agency and freedom of movement relative to men, such as owning a bank account, choosing where to live, or getting a job without permission.
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## BACKGROUND

In recognition of the critical role played by women's entrepreneurship in empowering women, creating jobs, boosting inclusive economic growth, and ending poverty, the G20 Leaders announced the Women Entrepreneurs Finance Initiative (We-Fi) in July 2017.

We-Fi is a collaborative partnership among 14 financial contributors (Australia, Canada, China, Denmark, Germany, Japan, the Netherlands, Norway, the Russian Federation, Saudi Arabia, Republic of Korea, the United Arab Emirates, the United Kingdom, and the United States); eight multilateral development banks (MDBs); and other public and private sector stakeholders. The initiative was formally established in October 2017 at the World Bank Group.

We-Fi seeks to unlock more than \$1 billion in financing for women-owned/led small and medium enterprises (SMEs) by improving access to finance, markets, technology, mentoring, and other services while also creating a supportive policy, legal, and regulatory environment across developing countries.

On April 19, 2018, just six months after the initiative was opened for business, We-Fi announced its first round of funding allocations of US\$120 million, expected to mobilize an additional \$1.6 billion from commercial and other sources for projects that knock down the unique barriers facing women-owned and led SMEs across the developing world. Some 58 percent of the first allocations are for activities in the poorest (IDA) countries or states affected by fragility, conflict, or violence.

To mobilize global support for We-Fi's objectives, namely, women's entrepreneurship and economic empowerment, We-Fi contributors have nominated [Leadership Champions](#), based on their demonstrated personal passion and commitment to promoting women's economic empowerment and entrepreneurship. The Champions represent diverse fields, from politics and policy making in their respective countries to global affairs, finance, business, entrepreneurship, and media.

## EVENT OBJECTIVES

The event, hosted by the Government of the United Arab Emirates (UAE), and organized jointly with the We-Fi Secretariat, will bring together, for the first time, We-Fi's Leadership Champions, along with other high-level representatives from We-Fi sponsoring countries, We-Fi Governing Committee members, and other We-Fi stakeholders, including the MDBs, UN Women, W20, ONE Campaign, and Vital Voices. The event seeks to:

- **Boost awareness of We-Fi and its goal of women's economic empowerment through entrepreneurship;**
- **Provide Leadership Champions and We-Fi partners an opportunity to convey their key messages and perspectives on women's economic empowerment and entrepreneurship, with a view to informing We-Fi's future directions;**
- **Facilitate interactions/knowledge sharing among We-Fi stakeholders.**

## EVENT DESCRIPTION AND FORMAT

### THE EVENT IS IN THREE SEGMENTS:

The first segment features “lightning talks” by two women entrepreneurs, who will share their personal journeys, how they overcame obstacles, and how entrepreneurial success has helped them become economically empowered.

The second segment features a fireside chat between World Bank Group President Dr. Jim Yong Kim, and Ms. Ivanka Trump, Advisor to the President of the United States, Her Excellency Ms. Reem Al Hashimy, UAE Minister for International Cooperation, and Her Majesty Queen Máxima of the Netherlands, UN Secretary-General’s Special Advocate for Inclusive Finance for Development, focusing on the top priorities for boosting women’s entrepreneurship and economic empowerment, globally.

The third segment includes three short panel discussions featuring the Leadership Champions and other key We-Fi partners. The panels will focus on transformative actions required in the key areas covered by We-Fi; each panel will include a short, facilitated conversation, where Champions will share their perspectives on one big question:

**Access to Finance:** What’s the one transformative action required to address the barriers that women entrepreneurs around the world face in accessing finance to start or grow their businesses, and how can We-Fi help?

**Mentoring:** What role does mentoring play in helping women entrepreneurs succeed? Is there a model of mentoring that is particularly effective? How can We-Fi help?

**Market Access:** If there is one transformative action that could be taken by governments or the private sector to improve market access for women entrepreneurs, what would it be, and how could We-Fi help with this?

Panels will be followed by a Reception.

## EVENT AGENDA

5:00 to 5:05 pm	<b>Group photograph with We-Fi Leadership Champions</b>
5:05 to 5:10 pm	<b>Welcoming remarks by H.E. Reem Al Hashimy</b> , Minister for International Cooperation, Government of the United Arab Emirates
5:10 to 5:20 pm	<b>"Lightning Talks"</b> by women entrepreneurs <ul style="list-style-type: none"><li>• <b>Ms. Jamila Ben Baba</b>, CEO, Laham Industrie, Mali</li><li>• <b>Ms. Wandee Khunchornyakong Juljarern</b>, Chairperson and CEO, SPCG Public Company limited &amp; President, National Council of Women of Thailand under The Royal Patronage of Her Majesty the Queen of Thailand</li></ul>
5:20 to 5:45 pm	<b>Fireside Chat</b> <ul style="list-style-type: none"><li>• <b>Dr. Jim Yong Kim</b>, President, World Bank Group</li><li>• <b>Ms. Ivanka Trump</b>, Advisor to the President, United States</li><li>• <b>H.E. Reem Al Hashimy</b>, Minister for International Cooperation, United Arab Emirates</li><li>• <b>H.M. Queen Máxima of the Netherlands</b>, UN Secretary-General's Special Advocate for Inclusive Finance for Development</li></ul>



Credit: World Bank

5:45 to 6:30 pm	<p>Panel discussions featuring We-Fi Leadership Champions and Partners</p> <hr/> <p><b>PANEL ONE: FINANCE</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Anne Finucane</b>, Vice Chairman, Bank of America &amp; Chairman of the Board, Bank of America Merrill Lynch Europe (United States)</li> <li>• <b>Ms. Marilou van Golstein Brouwers</b>, Chair of the Management Board, Triodos Investment Management BV (Netherlands)</li> <li>• <b>H.R.H. Princess Reema bint Bandar bin Sultan bin Abdulaziz Al Saud</b> (Saudi Arabia)</li> </ul> <p><i>Moderated by <b>Mr. Geoffrey Okamoto</b>, Assistant Secretary for International Finance and Development (Acting), U.S. Treasury (We-Fi Governing Committee Chair)</i></p> <hr/> <p><b>PANEL TWO: MENTORING</b></p> <ul style="list-style-type: none"> <li>• <b>H.E. Ulla Tornaes</b>, Minister for Development Cooperation (Denmark)</li> <li>• <b>Ms. Reema Nanavaty</b>, General Secretary, Self Employed Women's Association (SEWA) (India)</li> <li>• <b>Ms. Oksana Pushkina</b>, Deputy Vice-Chair, Committee on Family, Women and Children's issues, The State Duma (Russian Federation)</li> </ul> <p><i>Moderated by: <b>Ms. Miky (Mie Kyung) Lee</b>, Vice Chairwoman, CJ Group (Republic of Korea)</i></p> <hr/> <p><b>PANEL THREE: MARKET ACCESS</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Danièle Henkel</b>, President, Danièle Henkel Inc. (Canada)</li> <li>• <b>H.E. Susi Pudjiastuti</b>, Minister of Marine Affairs and Fisheries, (Republic of Indonesia)</li> <li>• <b>Ms. Susana Balbo</b>, W20 Chair and We-Fi Observer (Argentina)</li> <li>• <b>Ms. Ma Lu</b>, Executive Vice President, China Resources Group (People's Republic of China)</li> </ul> <p><i>Moderated by: <b>Ms. Elizabeth Vazquez</b>, President, CEO, and Co-Founder, WEConnect International</i></p>
6:30 to 6:35 pm	<p><b>Vote of Thanks by Ms. Annette Dixon</b>, Vice President for Human Development, World Bank</p>
6:35 to 7:30 pm	<p><b>Reception hosted by the UAE Government</b> Cosmopolitan Room</p>

## SPEAKERS AND MODERATORS

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### WELCOMING REMARKS



**Her Excellency Reem bint Ebrahim Al Hashimy,**  
Cabinet Member and Minister of State for International  
Cooperation, UAE

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### LIGHTNING TALKS



**Ms. Jamila Ben Baba,**  
CEO, Laham Industrie, Mali



**Ms. Wandee Khunchornyakong Juljarern,**  
Chairperson and CEO, SPCG Public Company limited  
& President, National Council of Women of Thailand  
under The Royal Patronage of Her Majesty the Queen of  
Thailand



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## FIRESIDE CHAT



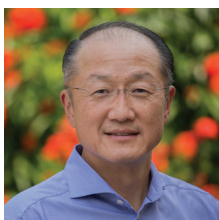
**Ms. Ivanka Trump,**  
Advisor to the President, USA



**Her Excellency Reem bint Ebrahim Al Hashimy,**  
Cabinet Member and Minister of State for International  
Cooperation, UAE



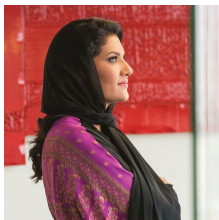
**Her Majesty Queen Máxima of the Netherlands,**  
UN Secretary-General's Special Advocate for Inclusive  
Finance for Development



**Dr. Jim Yong Kim,**  
President, World Bank Group

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## PANEL DISCUSSIONS



**Her Royal Highness Princess Reema bint Bandar bin Sultan bin Abdulaziz Al Saud,** Saudi Arabia



**Ms. Anne Finucane,**  
Vice Chairman, Bank of America & Chairman of the Board of Bank of America Merrill Lynch (Europe), United States



**Ms. Marilou van Golstein Brouwers,**  
Chair of the Management Board, Triodos Investment Management BV, Netherlands



**Ms. Reema Nanavaty,**  
General Secretary, Self Employed Women's Association (SEWA), India



**Ms. Oksana Pushkina,**  
Deputy Vice-Chair, Committee on Family, Women and Children's issues, The State Duma, Russian Federation

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## PANEL DISCUSSIONS



**Her Excellency Ulla Tørnæs,**  
Minister for Development Cooperation, Denmark



**Ms. Danièle Henkel,**  
President, Danièle Henkel Inc., Canada



**Her Excellency Susi Pudjiastuti,**  
Minister of Marine Affairs and Fisheries, the Republic of Indonesia



**Ms. Susana Balbo,**  
Chair, W-20, Argentina (We-Fi Observer)



**Ms. Ma Lu,**  
Executive Vice President, China Resources Group

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## PANEL MODERATORS



**Mr. Geoffrey Okamoto,**

Assistant Secretary for International Finance and Development (Acting), Department of the Treasury, United States



**Ms. Miky Lee (Mie Kyung Lee),**

Vice Chairwoman, CJ Group, Republic of Korea



**Ms. Elizabeth Vazquez,** President, CEO, and Co-founder, WEConnect International

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## VOTE OF THANKS



**Ms. Annette Dixon,**

Vice President for Human Development, World Bank

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## CONTACTS

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**Eman Hableel,**

Head of Women's and Girls' Empowerment Section, Ministry of Foreign Affairs and International Cooperation, UAE Government

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**We-Fi website:**

[www.we-fi.org](http://www.we-fi.org)



**#WeFi**



# we-fi

WOMEN ENTREPRENEURS  
FINANCE INITIATIVE



HOUSED IN  
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MINISTRY OF FOREIGN AFFAIRS  
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