

Back-to-back with
the second Ministerial Meeting
on Investment Policies



MENA-OECD Women Business Leaders Forum



Partners



Council of Arab
Business Women



جمعية رجال الأعمال المصريين
Egyptian Business Women Association



10 Years
BEBA
Producers through time



Arab Labour Organization



Under the High Patronage of

H.E. Mrs. Suzanne Mubarak,
the First Lady of Egypt

Preceding the annual MENA-OECD Ministerial Meeting
Organised by the OECD and the Ministry of Investment of Egypt

27 November 2007

Conrad Hotel - Cairo, Egypt

Attendance by Invitation Only

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In cooperation with
GAFI and UNIDO





Women Business Forum
27 November 2007
Cairo, Egypt



Women's entrepreneurship is growing around the world. Women entrepreneurs constitute a growing share of small and medium sized enterprises, with start-ups outpacing the national average in several countries. In the Middle East and North Africa region, women entrepreneurs have also been recognised as a high-potential and relatively underutilised resource.

While encouraging women to participate in economic activity has been one of the most difficult challenges in the region, it is also one to which significant attention is being increasingly paid by governments. For this purpose, regional high visibility networks are needed in order to improve the networking opportunities for women entrepreneurs and businesswomen.

This has prompted the MENA-OECD Investment Programme to organise a first MENA-OECD Women Business Leaders Forum to be held on the 27 November 2007, preceding its annual Ministerial meeting. A Declaration on Women Participation in MENA Economies will be presented on this occasion.

The Women Business Leaders Forum will be unique, bringing together high level private sector and government representatives, including women associations from across the region and from OECD member countries, to discuss the specific challenges faced by women entrepreneurs and Leaders. Its distinctiveness will be underlined by the fact that this event will be integrated into the annual Business Forum featuring a company matchmaking facilitated by UNIDO and GAFI.

Agenda

9:00-9:30	Registration
	Women Business Leaders Forum
9:30-10:00	Opening Remarks
10:00-11:00	Experience in Enhancing Women's Role in the Economy
11:15-12:00	Encouraging Women as Entrepreneurs : Case Studies and Recommendations
12:00-12:15	Presentation and Adoption of the Declaration on <i>Fostering Women's Entrepreneurship in the MENA region</i>
12:15-14:00	Lunch
	To be followed by The Business Forum
14:00-15:45	Panel 1 - <i>Leveraging the Benefits of Investment and Effective Reform Communication</i>
16:00-17:00	Panel 2 - Investment Climate Improvements in MENA : <i>Presentation and Adoption of Business Statement</i>
17:30	Presentation of the MENA 500 Companies Publication
20:00	Dinner - Address by Mr. Angel Gurría, Secretary General, OECD