

# PROGRAMME

■ English

MONDAY, DECEMBER 3 · 2018

9:30 **Inauguration**

Luis Padrón, General Director of Casa África

Dr. Amany Asfour, President of the International Federation Business and Professional Women (BPW International)

Marcial Morales, President of the Cabildo of Fuerteventura

Pedro Ortega, Counsellor of Economy, Industry, Commerce and Knowledge of the Government of the Canary Islands

Carolina Darias, President of the Parliament of the Canary Islands

10:00 **Challenges and perspectives of women entrepreneurs in West Africa**

Moderator: Silvia Vigata, President of BPW Spain

Dr. Amany Asfour, President of BPW Internacional

Dr. Odile Ndoumbe Faye, Programme Officer Gender and Civil Society of the ECOWAS Gender and Development Centre

Sabine Yazbeck, Director for the Middle East and Africa, IE (Instituto de Empresa)

11:30 **Coffee break**

12:00 **Creative Economy and Women Empowerment (videoconference)**

Marisa Henderson, Chief of Creative Economy Programme, UNCTAD

Carolina Quintana, Coordinator of Partnerships and Networks, Creative Economy Programme, UNCTAD

12:45 **The protection of equality as a fundamental right**

Beatriz Barrera, Special Assistant for Equality between women and men and Gender Violence for the Ombudsman of the Canary Islands

13:15 **Work lunch**

14:45 **Elevator Pitch**

The representatives of BPW International will have a maximum of 7 minutes to introduce her company and talk about her experience as a business woman.

17:15 **End of sessions and cocktail**

TUESDAY, DECEMBER 4 · 2018

9:30 **Financing lines in Africa for entrepreneurship and business growth**

Carl Manlan, Chief Operating Officer of the ECOBANK Foundation

10:00 **Bridge for Millions, website and platform for project mentoring**

Pablo Santaeufemia, CEO of Bridge for Billions

10:30 **Examples of European projects for the promotion of the private sector in Africa**

Moderator: Cristina Hernández, General Director of the Canary Islands Economic Promotion

Ana Cárdenes, Head of the Economy and Business Area of Casa África

Pablo Martín Carbajal, Director General of Economic Affairs with Africa of the Government of the Canary Islands

Carlos Gutiérrez, Director of the AFRIMAC project of the Cabildo de Fuerteventura

11:15 **Coffee-break**

11:30 **Round table: HeForShe**

Moderator: Marta Lamas, Ambassador for Women, Talent and Leadership of HeForShe Program

Juan Socorro, President of FEDEPYME

Alicia Arrizabalaga, Manager of Fedempresarias

Gabriel Arauz, CEO of Women Empowered

12:15 **Business associationism as an engine of change for gender equality**

Moderator: M<sup>o</sup> José Mainar, Director of ERATEMA and Ex- President of BPW Spain

Patricia Fraile, Manager of the Cluster of Technological Excellence of the Canary Islands

Anabel Rivero, Manager of the Innova Tourism Cluster

Elba Bueno, Manager of the Maritime Cluster of the Canary Islands

Agatha Johnson, President of BPW Sierra Leone

Fatou Cissé, President of BPW Senegal

13:15 **Conclusions**

13:30 **Working lunch**