



SUCCESSFULL XIV MEDAWOMEN ENTREPRENEUR FORUM IN ALEXANDRIA (EGYPT)

14th October 2022 was the celebration of the "XIV Mediterranean Women Entrepreneurs Forum" held in the Bibliotheca Alexandrina, Alexandria - Egypt -, organized by AFAEMME and ASCAME, under the umbrella of the 100th Anniversary of Alexandria Chamber of Commerce and the 40th Anniversary of ASCAME. AFAEMME celebrated as well its 20th Anniversary of its

establishment. This edition focused on “*Youth and climate entrepreneurship exchanges and business opportunities from north and south in the Mediterranean*”. For the first time, after the pandemic, AFAEMME was able to organize this meeting and invited 20 panelist speakers to the Meda Women Entrepreneurs session, mainly the Presidents Members of Afaemme as speakers from 14 countries across the Mediterranean region to inspire and share good practices and facing new challenges for entrepreneurs from their associations or companies. EBSOMED has been a key stakeholder in the celebration of XIV Meda Women.

During this session, the Women leaders shared their experiences from each of their countries. All expressed their solidarity with women around the world suffering lack of freedom and financial independence, and highlighted the initiatives and programs such as the EBSOMED project.

CONCLUSIONS



OPENING SESSION

YOUTH AND CLIMATE ENTREPRENEURSHIP EXCHANGES

The main topic was to identify ways for women to achieve success to entrepreneurs based on innovation and climate. They brought opportunities in the Mediterranean and international

market for women, giving them business ideas and practical business plans required for success.



Ms. Maria Helena de Felipe

President
Federation of Organizations
of Mediterranean
Businesswomen - AFAEMME



Dr. Ahmed M. El Wakil

President
Association of Mediterranean
Chambers of Commerce &
Industry - ASCAME



Mr. Alaa EZZ

Secretary General
Confederation of Egyptian
European Business
Associations - CEEBA



Ms. Najoua Attia

President
Women Entrepreneurs
Commission - ASCAME



Dr. Amany Asfour

President
Federation of Associations of
Women in Business in Eastern
and Southern Africa - COMESA



Ms. Gielan El-Messiri

Deputy Representative
UN Women - Egypt

The Opening session Dr. Ahmed M. El Wakil, Ms. Maria Helena de Felipe, Ms. Najoua Attia, focused their expositions based on the main challenges for women in business specially the lack of financial opportunities with the needed of support from the private and the he public sector, followed by the difficult access to the business networks, and in many cases the lack of confidence. All the speakers coincided that “Meda Women Entrepreneurs Forum” is a great platform for networking between different Business Women Organizations.

Ms. Rim Siam, as Chair of the session, introduced the Alexandria Chamber of Commerce Businesswomen Council, which seeks solutions to their financial problems and support to their businesses.

Main special remarks from Ms Dr. Amany Asfour “If you want to go fast you go alone, but if you want to go far we go together” and from Ms. Gielan El-Messiri “access to funding for women’s projects (sustainable finance) and education is the key for Mediterranean prosperity”.



Chair: Ms. Rim Siam

*President Businesswomen Council Alexandria
Chamber of Commerce*

ROUND TABLE SESSION

BOOSTING CREATIVITY BETWEEN WOMEN ENTREPRENEURS FROM NORTH AND SOUTH IN THE MEDITERRANEAN



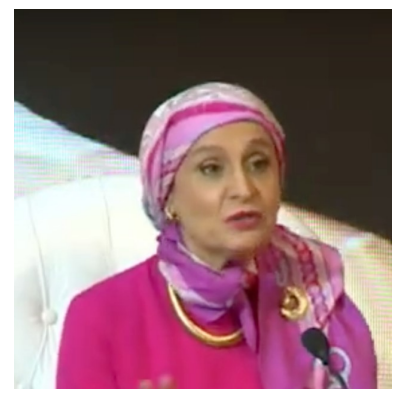
Ms. Farida Al Awadhi

President of UEA
Businesswomen Council
UEA Chambers



**Ms. Ibtihaj Mohamed
Al Ahmadani**

Board Member of Qatar
Chamber of Commerce
Qatar



Ms. Afnaan Al Zayani

MENA Businesswomen’s
Network Bahrain
Businesswomen’s Society



Ms. Reem Badran

Former MP Amman Chamber
& Jordanian Economist
Jordan



**Ms. Elisabet Coll-
Vincent**

International Director
Chamber of Commerce in
Barcelona - Spain



Ms. Reem Albaghdadi

President of Jordan Forum for
Business & Professional
Women - JFBPW
Jordan

The panelist's speakers sharing ideas were similar focus, chaired by Ms. Marta Maiques.

Here you can find some statements from them; Ms. Farida Al Awadhi "We have to share experiences on how to empower women. We have a clear focus in terms of knowing each other, exchanging business and opening new markets and opportunities". Ms. Ibtihaj Mohamed Al Ahmadani "It is possible "the Network of Networks" between businesswomen and entrepreneurs". Ms. Afnaan Al Zayani "It's mandatory to create an ecosystem for businesswomen and a previous action plan to implement". Ms. Reem Badran "Culture needs to be changed from top to bottom and bottom to top; can help design a laboratory of ideas to create opportunities". Ms. Elisabeth Coll- Vincent "We must change society gender roles enforced on young girls in the education system". Ms. Reem Albaghdadi "The youth programs help incorporate innovation, creativity and entrepreneurship in the business models"



Ms. Lina Tsaltampasi



Ms. Betül Sezgin



Ms. Flutura Xhabija

President Greek Association of
Women Entrepreneurs
SEGE - Greece



**Ms. Shahrazad
Maghrabi**

President
Libyan Women Forum
Libya

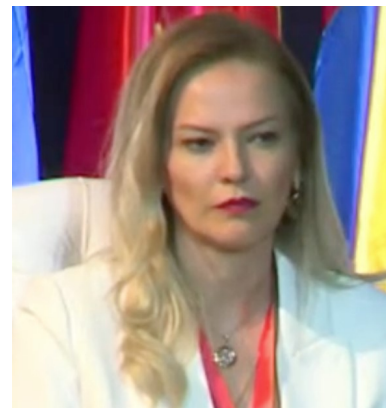
President of IZIKAD
Turkey



Ms. Shereen Allam

President
Association for Women's total
Advancement and
Development AWTAD - Egypt

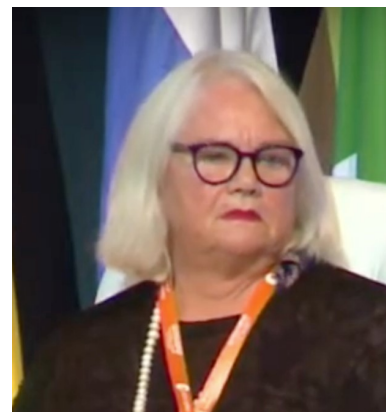
President
Albanian National Professional,
Businesswomen and crafts'
Association SHGPAZ - Albania



Ms. Oya Eroglu

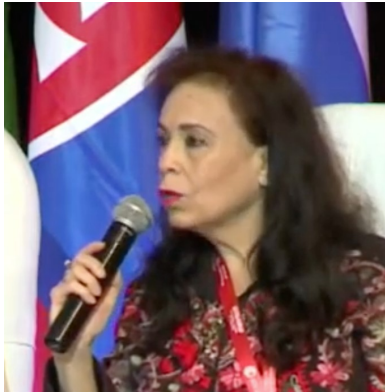
President of Association of
Turkish Women Entrepreneurs,
BUIKAD
Turkey

The main points of the following speakers were, Ms. Lina Tsaltampasi: "We have the tools to improve women empowerment, we just need to use them". Ms. Betül Sezgin "Women needs to be supported in technology and improving networking". Ms. Flutura Xhabija "We must increase digitalization but also increase trademarks so that women get the credit they deserve for the work that they do". Ms. Shahrazad Maghrabi "The use of digitalization to spread awareness has helped push for more women entrepreneur". Ms. Shereen Allam "We need women to learn faster, not through knowledge, not through information but lessons learned, so they can really be part of the economic scene". Ms. Oya Eroglu "The pandemic should be turned into an opportunity for women, gained a skilled advantage to work online"



Ms. Karima Bergheul

President of Women
in Green Economy
AFEV - Algeria



Ms. Sana Ghenima

President of Femmes
and Leadership
F&L - Tunisia



Ms. Elvira Marasco

Co-Founder
W20 - Italy



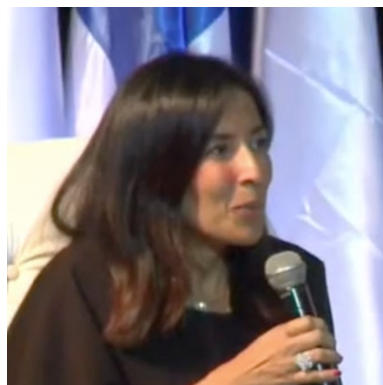
Ms. Mona Ghalayini

President and Founder of
Arab Society for Environment
and SD - Lebanon



Ms. Berrin Kuleli

Vice-President of Turkey
Women Entrepreneurs
Association KAGIDER- Turkey



Ms. Tatiana Gvilava

Chairman of the Russian-Arab
Business Council, President of
the All-Russian Organization
"Women of Business"



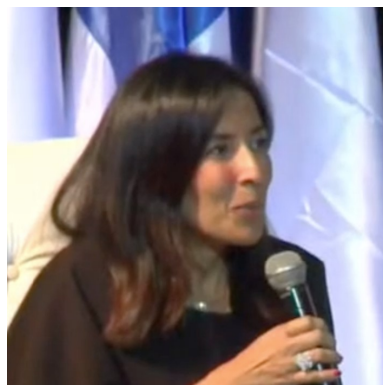
Ms. Lilli Samer

International Relations
AIDDA - Italy



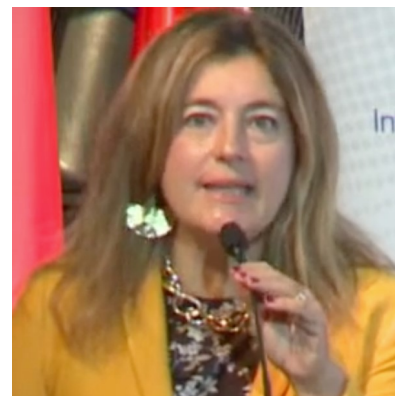
Ms. Passant Saied

Entrepreneur and Founder,
Board Member of BWE21
Egypt



Chair: Ms. Marta Maiques

Moderator
Communicator Manager of
AFAEMME - Spain



The last conclusions from the speakers were: Ms. Karima Bergheul "Women need access to financial opportunities through the institutional government ". Ms. Sana Ghenima "We need to come together as a community, men, women, and youth to promote entrepreneurship through society as a whole". Ms. Elvira Marasco "We must do more than just talk about empowering women, we must do advocacy otherwise words will remain words". Ms. Mona Ghalayini "Increase

the usage of the online business platform and make connections and partnerships through online meetings". Ms. Shereen Allam "We need women to learn faster, not through knowledge, not through information but lessons learned, so they can really be part of the economic scene". Ms. Berrin Kuleli "More business training, such as programs in agriculture, business, and the consult sector, and increasing investors to finance their companies and grow". Ms. Tatiana Gavrilova "A new Women's Business Council was recently created in our country, joining and supporting this new organization, women will have more empowerment". Ms. Lilli Samer "The pandemic allowed us to create online resources for women. Young women need knowledge and training to get hired by companies". Ms. Passant Saied: "We need policy advocacy for local and global sectors".