

Women entrepreneurs: an essential factor to achieve real gender equality

Webinar to celebrate the International Women's Day
Monday 8th of March 2021, 11 to 13.00 a.m. (CET) via Webex

Join us to celebrate the [International Women's Day!](#)

Event organized by the ENI CBC Med Programme
Moderator: **Laura Bas**, officer at the ENI CBC Med Branch Office for the Western Mediterranean

🕒 **11h00 - 12h15** ←

First part - Boosting women's entrepreneurship across the Mediterranean: experiences and good practices



Daría Terrádez Salom
General Director of EU relations, Regional Government of Valencia

Introduction on how public authorities promote gender equality in Mediterranean business sector



María Such Palomares
Director of Woman Institute of Valencia, Regional Government of Valencia

Employment equality policies in enterprises



Jihen Boutiba Mrad
General Secretary, Union of Mediterranean Confederations of Enterprises. INVESTMED project

Business training programme based on mentors' women entrepreneurs and lines of credit including gender perspective



Penelope Shihab
Founder and CEO of Morojo, Royal Therapeutics and Advisory Board for the Chemical Engineering Department at the Jordan University of Science and Technology. MYSEA project

Encouraging and supporting women and girls to use their abilities for the benefit of others, locally, nationally, and internationally



Rana Ezzeddine
Vice-president of International Federation of Business and Professional Women and owner of Finixia Technology & Consulting, S.L.

Breaking culture barriers: job-application process in order to understand gender segregation in the workforce



Iman Bibars
Vice-president of Ashoka, Regional Director of Ashoka Arab World

Capacity building for the empowerment of underprivileged communities and women



Anna Dorangricchia
Social and civil affairs senior expert, Union for the Mediterranean

Women economic empowerment in the Mena region: Union for the Mediterranean's policy dialogue and projects

🕒 **12h15 - 12h45** ←

Second part: What it takes to become a woman entrepreneur in the Mediterranean? Discussion among business initiatives supported by the ENI CBC Med Programme

🕒 **12h45 - 13h00** ←

Wrap-up session: summary of speakers' main ideas and conclusions