

BPW MEDITERRANEAN SYMPOSIUM 2019 NICOSIA CYPRUS

Saturday 16/11/2019.

Welcoming addresses made by:

Mary Papadopoulou, President BPW Cyprus

Iosifina Antoniou Commissioner for Gender Equality

Kikoula Cotsapas ECC Secretary BPW Europe

Christodoulos Angastiniotis , President Cyprus Chamber of Commerce and Industry.

A) **Panel Discussion: ABC for Successful Women in business:** Leadership and Mentoring. Facilitator Ioanna Lagoumidou.

Panelists:

Ann Margit Lindstrom: Business is about respect and trust. You have to meet your clients' expectations.

You have to prepare your subject and meet your clients trust.

Never forget that business is about profitability, you cannot be successful if you cannot have it.

Francesca Burrak: when you are a small business you have to think big to become a successful entrepreneur. There is nothing you cannot learn.

Be a strong woman for yourself and all other women you know.

There are 3 fears for women:

- Making a mistake, but you learn from your mistakes than your successes
- Asking things for yourself. If you cannot do it ask someone else to do it for you.
- Ask for more things than you need to get what you want

You have to transfer your skills to any new work and situation you find yourself in.

Cleopatra Kitti : The Mediterranean region is big but the Mediterranean Growth analysis shows it has only 10% of global GDP .

It is essential to understand financials and how they can work for you, how to find mentors and then sponsors

- We have to ask for things not to wait for others to give them
- We have to bridge the gap of equal pay

Viola Edward: The woman has to keep her femininity, take care of herself and shine

- show her vulnerability , when she sees signs of weakness she has to ask for help and at the same time appear strong .
- Today Lebanese women are fighting to be able to give their nationality to their children, which is not allowed until now.

B) Decision – Making, on Boards and in Leadership.

Facilitator Stella Kammitzi

Panelists:

Catherine Bosshart, HE Marie- Louse Coleiro Preca, Antoinette Rüegg, Amélie Leclercq, Ayelet Nahmias - Verbin.

Catherine Bosshart : She gave some disappointing details about women

- EU 36% female leaders , 17% women in high positions , 56% in the Northern countries in leading positions, 23% in Cyprus , 32% in Greece, Austria , 29% women on boards in USA and 22% in Switzerland .
- We have to work hard to bring a change

HE Marie-Louise Coleiro Preca : We need to challenge stereotypes to achieve equality . She gave some examples of today's situation. When you put in numbers the global woman situation you realize the sad reality.

- In political empowerment , which is the worst, women will take 130 years to achieve equality , in the economic gap 120 years , in business 108 years.
- Globally only 17 countries have women as Heads of State, 9% as peace negotiators.
- The Mediterranean region has no visibility, she gave the example that some of the poorest countries in Africa like Rwanda and Namibia have more visibility.

Ayelet Nahmias-Verbin : former member of the Knesset.

- She said that in 1999 Israel passed a law of presence of women on every board.
- In the Knesset women are 20%
- Women are “ fighting “ to improve their position
- In the home parents are sharing everything , child care , home work as usually both parents work

Antoinette Rüegg spoke of intellectual learning (common programs in schools and universities , copying and combining) and emotional learning (individual emotions , individual experience) .

- She spoke of learning by doing and said that BPW is a “ University “ for learning by doing.

Amélie Leclercq said that diverse people with various ages are needed for decision making.

- Civil societies do not have women on their boards , we as minority can protest and take matters in our hands to change this
- Women have to look for what unite them and discard all that divide them in order to stop corruption
- Women can write to EWL explaining what they have achieved by learning and by doing

- She gave the information that Bulgaria created fake news about the Convention of Istanbul in order to get out of it.

C) Digital Market and Communication

Larissa Miller, Silvia Vigata-Gonzales, Stephanie Falzon, Aleen Zacca replacing Carmen Zogheib

- **Larissa Miller**, spoke of her experience on business development for the Royal family of Abu Dhabi and her involvement in the refugee camps in the Middle East and Africa. Also as a business investment expert she explained how important is technology, digital knowledge and digital development for any business.
- **Silvia Vigatà-Gonzales**, a metallurgical industrialist, explained how important it is to be up-to-date with any IT development and the digital market. On line you can show, advertise but also sell your products.
- **Stéphanie Falzon** explained how much she was helped by the digital Market, social media and the media in general to improve successfully her business in Malta.
- **Aleen Zacca** a communication professional explained how to use communication and the digital market in order to improve yourself and your business. Women have to have perseverance and courage to go forward.

20.30 hrs. The closing Gala Dinner followed with many guests and BPW members.