

FOURTH BPW ADRIONNET FORUM, SEPTEMBER 24TH 2021., PALERMO, ITALY

"Encouragement and Promotion of Women Entrepreneurship in Adriatic Ionian Region"



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Member of the BPWI
Standing Committee for
Business, Trade &
Technology 2021-2024

REPORT

The hybrid 4th BPW Adrionnet Forum was organized in Palermo by Alida Perkov, chair of BPW AdrionNet, with BPW Italy and coordinated by Giuseppina Seidita, Vice President Membership BPWI and Vice Chair AdrionNet.

An event that has left its mark, the 4th Forum BPW AdrionNet entitled "Encouragement and Promotion of Women Entrepreneurship in Adriatic Ionian Region", and that has allowed BPW Italy to make known to women from different European countries virtually connected to the entrepreneurs of the AdrionNet network and their valuable work within the AdrionNet network.

Another important step in the path that establishes cooperation between women entrepreneurs of BPW International in the Adriatic Ionian basin: from 8 countries Italy, Greece and Croatia have BPW Clubs. The aim is fostering economic relations between women in a perspective of development in the field of tourism, culture, agriculture, as well as generally promote female entrepreneurship in the area.

It was an event awaited by many Sicilian members because it was really significant for the BPW Club of Bagheria as one of the signatories of the twinning from which the network was born. This year the 4th Forum was organized in Palermo, after first Forum in Athens, second in Benevento and third in Pula, giving us the opportunity to tell the excellence of BPW Italy. All the women connected virtually with us have given us important testimonies composing, together with those who were in the hall of the Carriages of Villa Niscemi. The international president, Catherine Bosshart Pluger, and the Chair of AdrionNet and BPW President of Pula, Alida Perkov, participated in the debate and the coordinator of BPW Europe Anu Vicks sent a message of congratulations.

An indicative moment of the path that we want to take, promoting women in their totality; Croatian BPW relators Mojca Tavčar Benčić Izabela Vitasović and Edita Dolfini joined virtually the Italian colleagues, to create the Adriatic Ionian frame.

What we hope is that it was just one of the many opportunities to exchange experiences because, from the women who are part of the AdrionNet Network and from those who will join along the way, we expect collaboration to promote innovation and good practices in the world. The network is the right tool to achieve this goal. See you next year in the 5th BPW AdrionNet Forum!