

Women in Business Online Conference Program

17-19 November 2020



Time CET	Themes / Content	Format	Language
Program on November 17th, 2020			
6:00 p.m - 7:30 p.m. (CET - Germany - Tunisia - Algeria) 7:00 p.m - 8:30 p.m. (Egypt - Lebanon)	Opening Session The power of networks to combat challenges or Business in challenging times	Key note and Panel Discussion	English
Program on November 18th, 2020			
11:00 a.m - 2:00 p.m. (CET- Germany-Tunisia-Algeria) 12:00 p.m. - 3:00 p.m. (Egypt-Lebanon)	Digital Transformation 101 (Certificate of Participation will be awarded)	Workshop	Arabic
5:30 p.m - 7:00 p.m. (CET- Germany-Tunisia-Algeria) 6:30 p.m - 8:00 p.m. (Egypt-Lebanon) Parallel Sessions	E- Commerce opportunities/B2B Different E-Commerce Business Models How E-commerce could help businesses to penetrate new markets? Presenting companies that are offering solutions to businesswomen in the partner countries	Panel Discussion	Arabic
	Women on Boards/Women as Decision Makers' Circles Sharing success stories of WoB to inspire others from the region. Look at the challenges of WoB See best practices of legislation to promote WoB	Panel Discussion	English
7:30 p.m - 9:00 p.m. (CET- Germany-Tunisia-Algeria)	WiB International World Café powered by VdU During this session we will be introduced to the WiB portal and will have three different topics which will be discussed among the members of the	World Café (chat rooms)	English

8:30 p.m - 10:00 p.m. (Egypt-Lebanon)	network. All associations as well the members of the VdU will be encouraged to participate.		
Program on November 19th, 2020			
11:00 a.m - 2:00 p.m. (CET-Germany-Tunisia-Algeria) 12:00 p.m. - 3:00 p.m. (Egypt-Lebanon)	A website is not enough: An Intro to Digital Marketing (A Certificate of Participation will be awarded)	Workshop	English
5:30 p.m - 7:00 p.m. (CET-Germany-Tunisia-Algeria) 6:30 p.m - 8:00 p.m. (Egypt-Lebanon)	Women in STEM / Industry 4.0 Sharing success stories of businesswomen in STEM to inspire others from the region (Industry 4.0 related) How can we leverage industry 4.0 in creating new business opportunities? How can digital transformation support SME in a financial crisis	Panel Discussion	English
Parallel Sessions	Senior Entrepreneurship Looking at the potential of Senior Entrepreneurs who are older than 45 years old when they founded their company. Sharing success stories of Female Founders in Germany and in MENA Present our Female Founders Pilot Program for Tunisia (Senior WiB)	Panel Discussion	English
7:30 p.m - 8:30 p.m. (CET-Germany-Tunisia-Algeria) 8:30 p.m - 9:30 p.m. (Egypt-Lebanon)	Closing A round table with the presidents	Panel Discussion	English / French
8:30 p.m - 8:45 p.m. (CET - Germany-Tunisia-Algeria)	Cultural Program Digital Art Performance by Elham Khattab and Yara Mikawi		English

9:30 p.m - 9:45 p.m. (Egypt-Lebanon)			
8:45 p.m - 9:00 p.m. (CET - Germany-Tunisia-Algeria) 9:45 p.m - 10:00 p.m. (Egypt-Lebanon)	<p>Raffle for 2 flight tickets to Germany to attend the VdU General Assembly in Summer 2021 and two flight tickets to Egypt to attend the BWE21 International Conference in November 2021 <u>among the participants of the conference</u></p>		English