



AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

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CHAIRMAN'S MESSAGE

The AIWF Programme for 2009 moves ahead with the theme of Partnership, launched in 2008 following a very productive year for AIWF when the theme of *Partners for Change* brought AIWF into even closer collaboration with its global and institutional partners in events and activities that stimulated debate, representation and advocacy, in the UK, USA, Europe and the Arab region with the highlight of the year being our first conference in Washington DC hosted at the World Bank in June 2008. The year closed with the successful UK Book Launch Reception of *Domains of Influence: Arab Women Business Leaders in a New Economy* supported by AIWF and hosted by the Arab British Chamber of Commerce in London. Throughout the year, AIWF partners, board trustees and members represented AIWF with distinction, as the reports in this issue will demonstrate.

It was an honour and a privilege to meet valued Patrons of the Arab International Women's Forum, *HM Queen Rania Al – Abdullah, of the Hashemite Kingdom of Jordan* and *HE Mrs Suzanne Murbarak*, First Lady of the Arab Republic of Egypt when I was invited to pay courtesies calls during my visits to Amman and Cairo in January and March respectively.

I am delighted to share with all our distinguished members, partners and supporters the successful outcome of the event that launched the 2009 programme, the first AIWF conference in France *From Partnership to Prosperity: Women in the Arab World, France and the International Community* hosted in Paris upon the official invitation of *HE Madame Christine Lagarde*, Minister for the Economy, Industry and Employment, an outstanding politician and the first woman ever to be appointed finance minister of a G7 nation.

We were proud to have been hosted by the Greater Paris Investment Agency, under the leadership of its Chairman, *Mr Thierry Jacquillat* and to hold this conference from 3 – 5 March at the Paris Chamber of Commerce and Industry in the heart of Paris where we had the presence of leading Arab and French ministers, our global partners, members and representatives from 25 countries, including 16 Arab nations.

Aimed at recognising and celebrating the importance in fostering international trade and economic growth, it provided an innovative business networking exchange, strengthening existing channels of partnership and bringing a new dimension of understanding and collaboration between France and the Arab world at a time of challenging global conditions. Here I wish to acknowledge with much appreciation the support of PepsiCo International as a Principal Conference Partner and our French Programme Conference Partner, TOTAL.

2009 has been a busy year commencing in January with visits to three countries: Lebanon, where I had many business networking exchanges and meetings with AIWF members; Jordan where it was an honour to have meetings with *HE Mrs Suhair Al Ali*, Minister of Planning and International Cooperation and *HE Mrs Hala Bsiesu Lattouf*, Minister for Social Development. Later in January, I visited Dubai, where I had been invited by *Mr Daniel Franklin*, Editor of The Economist to be a Guest Speaker in The World in 2009 Executive Forum: Emerging Economic and Business Trends on the theme of *Educating Women, Building Successful Knowledge Economies*.

We remain very appreciative of the tremendous support that we receive from all our global partners, Pepsico, Shell, Abraaj, Manpower Inc, DLA Piper, Merrill Lynch, PricewaterhouseCoopers, and General Motors and within my January programme in Dubai I was very pleased to have the opportunity to be able to strengthen the ties we have with them and thank everyone in person for their cooperation and involvement with AIWF in our activities and mission at a meeting, especially held to review AIWF progress to date and future plans.

DATES FOR YOUR DIARY

AIWF 2009 Programme Theme
FROM PARTNERSHIP TO PROSPERITY
Sharing Experience, Promoting Growth

UK CHAPTER RECEPTION
16 June 2009

London – venue to be confirmed

AIWF CONFERENCE IN THE ARAB REGION

Venue and details soon to be announced

For more information contact the AIWF office
email info@aifwonline.com www.aifwonline.com

I am most appreciative that PepsiCo kindly hosted the AIWF Global Partners meeting and working lunch in Dubai which was attended by myself and our global partners. At this meeting we were able to examine new levels of cooperation and establish the concept of working together in a Task Force to action joint initiatives, work on serious issues and bring about change in policies and practice. We hope to convene again in May on my next visit to the United Arab Emirates when, as a Guest Keynote Speaker, I will be addressing a conference on *Global Women Leaders in Technology and Energy*.

In January, it was my great pleasure to visit the new offices of DLA Piper in Dubai and address an assembly of their senior female staff members. I spoke with them on the issues of concern to the Arab International Women's Forum and the impact that AIWF activities have in bringing these to the notice of the stakeholders in government and business having the power to make changes.

My discussions with the leaders and teams of AIWF institutional partners, Hawkamah Institute of Corporate Governance and the Mudara Institute of Directors in Dubai in January, were concerned with our joint mission of helping women to embrace governance and develop their skills in being better board directors and we shall be continuing to collaborate on seminars in the coming months.

On March 16 at the invitation of the National Council for Women in Egypt I attended the seminar that the NCW held in Cairo and the special celebration around Egyptian Women's Day. The occasion was chaired and addressed by *HE Mrs Suzanne Murbarak*, First Lady of the Arab Republic of Egypt. It was also a great pleasure for me to meet with AIWF valued members and friends in Egypt over a Luncheon kindly hosted by Ambassador Samiha Abou Steit, our valued AIWF Board member.

AIWF is already moving ahead with a busy and full agenda for 2009 developing our theme of *From Partnership to Prosperity* during which we will be sharing experiences, promoting growth and building on the central objectives of realising the potential of Arab women in the private and public sectors. In a major event, planned in the Arab region in the autumn, we will be featuring women leaders in business and politics, cooperating fully with our partners in the corporate, governmental and institutional sectors and using our strength in connectivity to bring these together in the hope of a prosperous and peaceful future.

I look forward to welcoming you to a future AIWF event and to your continuing support and participation.

Haifa AlKoylani

Haifa Fahoum Al Kaylani
Chairman
Arab International Women's Forum

AIWF CONFERENCE 2009

PARIS, FRANCE 3-5 MARCH

From Partnership to Prosperity - Women in the Arab World, France and the International Community

المرأة في العالم العربي وفرنسا و المجتمع الدولي شراكة في النجاح



HE Mrs Christine Lagarde, Minister for the Economy, Industry and Employment, France is welcomed to the AIWF Conference Gala Dinner by Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum

A unique opportunity to bridge Arab and French business communities was provided when the Arab International Women's Forum was invited by **Madame Christine Lagarde**, the French Minister for Economy, Industry and Employment, to hold its conference in Paris from 3–5 March 2009 and to be partnered and hosted by the Greater Paris Investment Agency.

The conference, the first in France, took the theme of ***From Partnership to Prosperity: Women in the Arab World, France and the International Community*** reinforcing the AIWF continuing commitment to the promotion of cross-border business growth and intercultural exchange.

This special business to business event brought together a prolific and exclusive gathering of 180 participants, ministers and other government representatives, international business leaders, academics, AIWF members and global partners from 25 countries, including 16 Arab nations to meet outstanding and high profile French counterparts. The conference was an opportunity to strengthen existing channels of partnership between the Arab world and France and to create new avenues of cooperation.

In her opening address, Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum paid tribute to the valued interest of HE Madame Lagarde in AIWF and its work and mission and said *"Madame Lagarde's leadership and vision has been truly exemplary in strengthening France's engagement in the Arab world. Madame Lagarde is a true role model and has inspired all of us by her knowledge and experience and we thank her for the invitation to Paris to build closer ties between France and the Middle East"*

Mrs Al Kaylani also acknowledged the partnership of the Greater Paris Investment Agency (GPIA) and expressed her deep appreciation of the generous support and assistance of Mr Thierry Jacquillat, the Chairman, and Madame Chiara Corazza, the Managing Director and their distinguished colleagues. She said together AIWF and GPIA had *"created a forum for dialogue between the Arab world and France to encourage business growth, innovation and intercultural collaboration between successful women representing two of the world's most dynamic economies – Europe and the Middle East."*

The Opening Session of the conference was addressed by two senior women representatives of the French government, **HE Mrs Anne Marie Idrac**, Minister of State for Foreign Trade, and **Mme Nicole Ameline**, Former Minister of Equality and Member of the National Assembly of France, who emphasised the welcome to Paris for the conference participants.

The delegates were privileged to hear special addresses delivered in the Opening Session by five Arab women ministers: **HE Ms Fayza Mohamed Aboulnaga**, Minister of International Cooperation, the Arab Republic of Egypt; **HE Suhair Al Ali**, Minister of Planning and International Cooperation, the Hashemite Kingdom of Jordan; **HE Dr Fatima Al Balooshi**, Minister for Social Development, Kingdom of Bahrain; **HE Mrs Bahya Hariri**, Minister of Education and Higher Education, Lebanon; **HE Dr Diala Al-Haj Aref**, Minister of Social Affairs & Labour, Syria.

The first Plenary Session entitled "Wealth Management for Women Leaders" was moderated by **Mrs Françoise Malrieu**, Managing Partner of Aforge Finance and included an impressive panel of guest speakers: **Mr Philippe Lagayette**, Vice Chairman of JP Morgan in EMEA and Chairman of JP Morgan's Sovereigns Group in EMEA, France; **Mrs Mona Al Moayyed**, Managing Director, Y.K. Al-Moayyed & Sons, The Kingdom of Bahrain; **Mr Luc Debievre**, Managing Director, Bank Audi Saradar, France SA; **Dr Afnan Al Shuaiby**, Secretary General & CEO, Arab-British Chamber of Commerce, UK, AIWF Board Member; **Ms Neveen El Tahri**, Chairperson, Delta Holdings, and Country Representative of RBS in The Arab Republic of Egypt and **Mr Olivier Garnier**, Deputy General Manager, Société Générale Asset Management, France. The guest speakers addressed the many wealth management issues that directly concern women leaders, enhancing their knowledge of the cross-border investment opportunities available to them today.

There followed a successful networking luncheon, at which Mr Georges Desvaux, Senior Associate Director at McKinsey presented the highlights of a landmark study by McKinsey entitled ***"Women Matter – Female Leadership, a Competitive Edge for the Future"***

The second Plenary Session had its focus on "Innovation through Collaboration: Best Practices in Biotechnology, Cosmetic Sciences and R & D". Moderated by **Mrs Nadereh Chamlou**, Senior Advisor for the MENA Region from the World Bank, the session looked at how sectoral and geographic cluster models increase the productivity with which companies can compete, nationally and globally and the effect that clusters have on national and global



Mrs Chiara Corazza, Managing Director, Greater Paris Investment Agency, HE Ms Fayza Mohamed Aboulnaga, Minister of International Cooperation, The Arab Republic of Egypt, Mr Thierry Jacquillat, Chairman, Greater Paris Investment Agency, HE Mrs Anne Marie Idrac, Minister of State for Foreign Trade, France, HE Mrs Suhair Al-Ali, Minister of Planning and International Cooperation, The Hashemite Kingdom of Jordan, HE Dr Diala Al-Haj Aref, Minister of Social Affairs & Labour, The Syrian Arab Republic, Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum, HE Dr Fatima Al Balooshi, Minister for Social Development, The Kingdom of Bahrain



Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum, Mrs Brigitte Taittinger-Jouyet, Chairman, Annick Goutal, France, Mrs Chiara Corazza, Managing Director, Greater Paris Investment Agency, HE Ms Emma Bonino, Vice President, The Italian Senate, Italy, Mrs Raja Al Gurg, Managing Director, Easa Saleh Al Gurg Group, United Arab Emirates, Mrs Sonia Khandji Cachecho, Board Member, Damascus Chamber of Commerce, The Syrian Arab Republic

economic competitiveness on private sector growth and investment and job creation. Distinguished guest speakers contributing to this session were **HE Mr François d'Aubert**, Chairman, Cité des Sciences et de l'Industrie, France, **Professor Alice Dautry**, President of the Institut Pasteur, France and **Dr Jean-François Minster**, Senior Vice President, MENA Region, Total Gas and Power, France.

The last session of this stimulating first day of Conference featured a Testimonial of Women's Success Stories. Moderated by **Mrs Chiara Corazza**, Managing Director, the Greater Paris Investment Agency, France, delegates heard inspirational accounts of the careers of successful women: **HE Ms Emma Bonino**, Vice President, The Italian Senate, Italy; **Mrs Raja Al Gurg**, Managing Director, Easa Saleh Al Gurg Group, United Arab Emirates; **Mrs Patricia Barbizet**, Vice Chairman of the Board of Directors of Pinault group, Chairman of Christie's and Artemis, France; **Mrs Sonia Khandji Cachecho**, Board Member, Damascus Chamber of Commerce, The Syrian Arab Republic; **Mrs Brigitte Taittinger-Jouyet**, Chairman, Annick Goutal, France.

One of the many highlights of this event was the Gala Dinner, which was held at the spectacular **Jacquemart André Museum**, the history of which together with the Institut de France was revealed by its Chancellor, **Prince Gabriel de Broglie**.

The Guest of Honour, **HE Madame Christine Lagarde**, Minister for the Economy, Industry and Employment, France paid tribute to the work of AIWF and the role of Arab women in their own economies and, in an outstanding speech, spoke in particular about the global economic downturn and banking crisis and how the participation of more women in the finance sector would help recovery. In her expression of appreciation and response to Madame Lagarde, **Mrs Al Kaylani** expressed the AIWF view that responsibility for the recovery effort must be global and must be shared in order to be sustainable. The Paris conference was a manifestation of that collaboration, of forging a real partnership for progress and prosperity. In this speech, she also acknowledged the corporate partnership with conference global partners, PepsiCo International and **Total** whose support for this conference and their cooperation on diversity policies was greatly valued.

Day two of the conference, Thursday 5 March was a day of business-to-business visits, including the involvement of some of the leading and best known French institutions, commencing with breakfast at Hermès International HQ hosted by **Mr Patrick Thomas**, Chairman and **Mrs Pascale Mussard**, Executive Member of the Hermès Family, Artistic Co-Director, followed by a private visit.

Delegates were then welcomed to **La Défense**, Europe's prime business district and largest office market, second only worldwide to Tokyo. Here, in a session moderated by **Mr Alain Béchade** Former Vice President, Atis Real International, the

delegates were introduced and learned about the opportunities for tax-efficient investment in the Greater Paris commercial real estate sector from the panel: **Mr Frédéric Nouel**, Partner, Gide Loyrette Nouel; **Mrs Aline Sylla-Walbaum**, Director in charge of External Affairs and Strategy, Unibail-Rodamco; **Mr Jean-Eric Vimont**, Chairman, Eurosic and **Mr François Trausch**, Chairman GE Real Estate Western Europe,

Pavillon Elysées Lenotre was the venue for the subsequent Networking Luncheon and Empowerment Exchange. In this session of the conference, delegates heard from prolific, accomplished businesswomen how women leaders are changing the global business landscape; what the key characteristics of women leaders are and how they rise to the challenge of operating profitable, sustainable businesses that transcend borders and barriers and how women in both the EU and the Arab world can work together to realise their cross-border business potential. Moderated by **Ms Holly Taylor Sargent**, Founding Director, Women's Leadership Board, Harvard University, this session included women business leaders: **HH Sheikha Hanadi Nasser Bin Khalid Al Thani**, Founder and Chairperson AMWAL, Qatar, AIWF Board Member; **Mrs Hosna Rachid**, Chairman, Unilever Mashreq, Egypt; **HRH Princess Mashaal bint Faisal**, President of the Board, The Businesswomen's Forum in the Eastern Province, Saudi Arabia and **Ms Wafa'Tarnowska**, Regional Manager for CSR and Arab Initiatives, DLA Piper Middle East LLP

In a session entitled "Quality of Life: Health or Leisure" visits and meetings were arranged for delegates with **"Belles Demeures de France"** – Fine Residences – an Exclusive Affiliate of Christie's Great Estates; with Mellerio dits Meller, the oldest European family jewellery company; and with Léonard, family-owned Parisian fashion house.

Galleries Lafayette was the final venue of the conference for a private viewing and a welcome by Mr Philippe Houzé, Chief Executive Officer of the Galleries Lafayette Group where delegates heard of the company's future plans including the proposal to open a store in Dubai.

At the event, **Ms Rima Chammas**, MEA Marketing Manager-CSDs, representing Pepsi-Cola International Ltd, the AIWF Global Corporate Conference Principal Partner, commended the objectives of the conference and reiterated the PepsiCo support and cooperation for the Arab International Women's Forum mission in advancing the agenda for women.

This networking reception in the splendid galleried construction of the Galleries Lafayette store in the heart of the most prestigious shopping area in Paris brought a fitting end to this most successful and stimulating conference, with Mrs Haifa Al Kaylani, Chairman of the Arab International Women's Forum, acknowledging the vital role played by its hosts, Mr Thierry Jacquillat, Chairman and his team at the Greater Paris Investment Agency in providing superb opportunities for a valuable business to business arena.



Mrs Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum, HE Mrs Anne Marie Idrac, Minister of State for Foreign Trade, France

CHAIRMAN AIWF HONOURED INTERNATIONALLY AND IN THE UK
THE INTERNATIONAL ALLIANCE FOR WOMEN (TIAW) PRESENTS ITS MOST PRESTIGIOUS AWARD
TO HAIFA AL KAYLANI - 10 NOVEMBER 2008



Haifa Al Kaylani receives the TIAW World of Difference Lifetime Achievement Award from Maureen Kempston Darkes

An extraordinary group of women leaders from many different walks of life and all corners of the globe gathered in Toronto to celebrate the power of women to create change in their lives, their communities and ultimately, the world. The occasion was The International Alliance for Women (TIAW) Annual Global Partnership World of Difference Awards Gala on 10 November when the organization presents its highest honours.

TIAW World of Difference Lifetime Achievement Award recognizes each year the extraordinary achievements of one powerful woman and affirms the power within every individual to make all the difference in the world in the economic betterment of women. The recipients are women of the highest standing, whether in political circles, such as the first woman President of Ireland, Mary Robinson, those whose courage has given hope, like Canadian journalist Sally Armstrong and those who mobilize the powerful women leaders throughout the world, like Laura Liswood who created the Council of Women World Leaders.

The 2008 winner, **Mrs Haifa Al Kaylani**, Chairman and Founder of the Arab International Women's Forum, is a truly exceptional woman, a high-level change agent who has made a significant international impact through a range of activities, all with her signature traits of determination, intelligence and grace.

Her actions, efforts and inspiration have truly made a "World of Difference" in supporting the advancement of women.

Recognizing the vital importance of women's economic participation in ensuring ongoing stability and development of countries in the Arab world, Mrs Al Kaylani has played a pivotal role in identifying and developing business and career opportunities for Arab women and, equally important, has led ground-breaking efforts to connect Arab women to women in nations throughout the world. In a few short years, the AIWF has become a powerful, positive and effective agent of change.

A graduate of the American University of Beirut and Oxford University, Mrs Al Kaylani is an economist by training and is fluent in five languages. In 2001, she created AIWF, based in London, to link Arab business and professional women in the 22 Arab countries with each other and with their counterparts in the international community. AIWF mission is to be the business voice of Arab women, to break stereotypical images and create greater public awareness of their success and prospects internationally.

Mrs Al Kaylani's award was presented by **Maureen Kempston Darkes**, GM Group vice president and president, GM Latin America, Africa and Middle East (LAAM), who expressed her admiration both for the work of the AIWF and for the inspirational leadership demonstrated by Mrs Al Kaylani.

*Stephanie MacKendrick
immediate past president of TIAW*



Maureen Kempston Darkes, GM Group vice president and president, GM Latin America, Africa and Middle East (LAAM), Stephanie MacKendrick, immediate past president of TIAW, Haifa Al Kaylani, Chairman AIWF, Diane Morris, President TIAW, Maxine Westaway, Executive TIAW

HAIFA AL KAYLANI AMONG THE TOP 20 ON THE MUSLIM WOMAN POWER LIST 2009

Haifa Al Kaylani, Chairman Arab International Women's Forum, was honoured to be named one of the 20 leading Muslim women in the UK when The Equality & Human Rights Commission, chaired by Mr Trevor Phillips, announced The Muslim Women Power List 2009 in Manchester UK, on Tuesday 24 March 2009, the only Arab Muslim woman to be included on the list.

The Muslim Women Power List is a celebration of Muslim women within the working community in Britain who have already reached the top of their chosen field or are on the fast track to success. It encompasses established and emerging talent across all professional sectors, including business, civil service, arts, media and the public sector.

The aim of the Power List is to challenge the view that Muslim women conform to a stereotype. Research shows that there are currently over 100,000 Muslim women working in Britain and presents an opportunity to celebrate the lives of British Muslim women in all their diversity. The list provides

a positive representation of Muslim women, showcasing the breadth and depth of their contributions.

Haifa Al Kaylani is a champion of the rights, visibility and the inclusion of women and works with many organisations that serve to enable and empower women to take their rightful, recognised and remunerated place in the workplace and in society. As an articulate ambassador with a belief that women can be real engines of change to bring economic growth through business, through politics and through public life, Haifa's dynamism and commitment to this mission singled her out for inclusion in the distinguished body of women that the List represents.

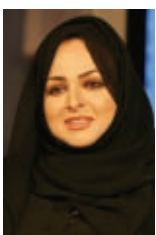
In expressing her gratitude for the honour, Haifa Al Kaylani said "*this Award gives me renewed spirit and the vitality as an Arab British Muslim woman to continue my work in the UK and in the international arena to be a positive force encouraging other women to succeed*".

AIWF BOARD MEMBERS HONOURED FOR THEIR WORK



WOMAN OF THE YEAR TUNISIA

Mrs Saida Agrebi, Member of Parliament, Tunisia, chairperson of the Tunisian Mothers Association and AIWF founder board member was selected as Woman of the Year Tunisia, one of ten exceptional women worldwide to receive such recognition by the American Biographical Institute. This award recognises the contributions that Mrs Agrebi has made in empowering others and helping the greater good of humanity. In commemoration of this honour, she was presented with an original antique gold medal specially forged by master craftsman and engraved with the name of her country and a Certificate of Authenticity.



VISIONARY ENTREPRENEUR HONOURED

Sheikha Hanadi Nasser Khaled Al Thani, AIWF board member was named *Businesswoman of the Year* at the CEO Middle East Awards 2008 and received the honour at the gala dinner held at the Raffles Hotel, Dubai in October 2008.

In addition to her leading role as chairperson and founder of Amwal, Qatar's leading investment banking and asset management firm, Sheikha Hanadi is the CEO of Al Wa'ab City, one of Qatar's largest privately held real estate projects.

Sheikha Hanadi was recently selected to be among the top 20 global banking and finance women models by the Financial Times. Previously, she was named Personality of the Year 2007 by the Qatar Chamber of Commerce and Business Council and in the 2006 CEO Middle East Awards she was the Woman CEO of the Year.

Sheikha Hanadi said *"Women in the Middle East are increasingly playing pivotal roles in leading businesses and proving their abilities. This honour is my tribute to the entrepreneurial spirit of women, who balance their responsibilities at home and work and are bringing about a dramatic transformation in the business sector. From my experience as an educationalist and currently as a business person, I am confident that women will continue to play a prominent role in shaping the entrepreneurial dynamics of the Gulf region. I urge women in the region to identify their abilities and contribute to nation building as active partners"*

A founding member of Qatar National Competitiveness Council, Sheikha Hanadi was appointed recently as the Chairperson of "INJAZ Al Arab-Qatar" the regional arm of "Junior Achievement Worldwide" which addresses the skills gap of Qatari youth and prepares them to work in the private sector.



INTERNATIONAL WORK RECEIVES RECOGNITION

Sylvia Perry, FRSA, founder board member and finance director AIWF was honoured to be presented with a new award named after the founder president of Business and Professional Women International, Lena Madesin Phillips, in Mexico City on Friday 24 October 2008.

Now the highest honour bestowed by Business and Professional Women International, (BPWI) the organisation with representation in over 100 countries and in which Mrs Perry has had a long-standing commitment, the aim of this inaugural award is: *to recognise an individual BPW member who makes a significant contribution to the development of BPW at international level and to improve the status of women with the leadership and dedication inspired by Dr Lena Madesin Phillips, the founder of BPW International.*

Sylvia's work in the international arena began in 1980 and covered a wide range of responsibilities for BPWI, among them public relations chair and conference workshop coordinator and then three years as European coordinator leading 28 European country affiliates, becoming international president in Venice in July 1996. In the three years of her presidency, she travelled worldwide, meeting heads of state, government officials, high profile business and institutional leaders and various media, creating awareness and partnerships for the advocacy and project work of BPW International. Two particular interests were mentoring young career women, members under 35 years of age and a campaign working on the elimination of violence against women. Currently, she serves as the BPW International Trustee.

Sylvia Perry also worked extensively in the United Nations field, attending key conferences and commissions of most agencies of the UN and was a representative to the Economic Commission for Europe (ECE) and had a key organising role for the UK committee supporting UNIFEM. She cemented the relationship with the four other leading women's international organisations in the "Project Five O" group by writing *"Empowering Women Worldwide"* the 25 year history of their collaboration in shared fundraising and project management. She also co authored, with her predecessor as international president, Dr Livia Ricci, the biography of Esther Wanner Hymer, a BPW icon and United Nations activist, entitled "Bus to 42nd Street".

In accepting the award at Centro Cultural Universitario Tialelco, Mexico City, Sylvia said *"There is a very strong connection with Lena Madesin Phillips, who was on her way to present the first ever report on Arab women, in which Arab women had participated, when she died in Marseilles and the fact that I am involved extensively in helping Arab women achieve their potential is a very special link and one to treasure."*

EVENTS SUPPORTED BY AIWF

24 May 2009

Women's Global Leadership Conference in Energy and Technology
Hosted in Dubai by
World Oil, Petroleum Economist and Hydrocarbon Processing

13 – 15 June 2009

Dubai Leadership Conference
Hosted in Dubai by
Pfizer Inc

For more information contact the AIWF office email info@aiwfonline.com www.aiwfonline.com

**UK BOOK LAUNCH AT THE ARAB BRITISH CHAMBER
OF COMMERCE, LONDON - DECEMBER 2008**



Dr Afnan Al Shuaiby, Secretary General & Chief Executive of the Arab-British Chamber of Commerce and Mrs Haifa Al Kaylani

The culmination of the enterprising AIWF 2008 programme was a Reception held for the UK Launch of the AIWF supported book, ***Domains of Influence: Arab Women Business Leaders in a New Economy*** at the Arab British Chamber of Commerce, London on Wednesday 3 December 2008.

This prestigious book has a collection of remarkable photographs by internationally renowned artist ***Ms Jacqueline Hassink***, featuring leading Arab businesswomen, all of whom have made a significant contribution to their communities through their businesses and organisations. The first of its kind on women entrepreneurs in the Arab world, the book depicts the dual role of the modern, accomplished Arab woman, both in the home and at work.

AIWF members and partners; UK and international guests from government, diplomatic, publishing, business and professional fields, including women business leaders featured in the book, were welcomed to the event in the opening remarks made by ***Dr Afnan Al Shuaiby***, Secretary General and CEO of the Arab British Chamber of Commerce.

Mrs Haifa Al Kaylani, Chairman of Arab International Women's Forum spoke of the importance of this initiative which AIWF had supported with the cooperation of the World Bank, when she said. *"This book is a unique testament to the impact of Arab women who have not only been instrumental in the economic reforms that have revitalised Arab nations in recent years but are also increasingly key figures in the global economy. We are very proud to have worked closely with Jacqueline Hassink and the World Bank in exploring the private and business domains of some of the most prominent and powerful women in the Arab world".*

The book, published by IB Tauris, has had wide recognition and received good reviews with two earlier regional launches, in Dubai in December 2007 and in June 2008 when it was presented at the AIWF conference held at the World Bank in Washington DC, introducing it to the Arab world and the United States.

Ms Roula Khalaf, Middle East Editor of the Financial Times offered congratulations on this initiative, which has put a spotlight on the skills, business acumen and leadership of this special group of women.

**AIWF GLOBAL PARTNER MERRILL LYNCH
IN RIYADH – NOVEMBER 2008**

Merrill Lynch's Global Wealth Management (GWM) business hosted a women's only financial education forum on 23 November in the Kingdom of Saudi Arabia.

The forum entitled "Wealth & Success - A Female Perspective" was attended by more than 60 high net worth and other prospective clients. Prominent guests on the occasion included keynote speaker HRH Princess Loulwa Al- Faisal and HRH Princess Hessa, wife of King Abdullah bin Abdul Aziz.

The invitation from AIWF Global Partner, Merrill Lynch was extended to AIWF members. Merrill Lynch GWM was delighted to have the support of AIWF in this important initiative. Increased female participation in the Arab economies is one of the key elements for economic success, and Merrill Lynch, together with the AIWF, is committed to promoting female entrepreneurship in the region.

The programme, hosted by Merrill Lynch Saudi Financial Adviser Dina Abo-Onoq, included presentations on Merrill Lynch and a panel discussion featuring five Merrill Lynch women from various areas of the business. The panel on "Women in Finance" explored the role of women in business, career management plus the increasingly important area of women and wealth.

"This event builds on our previous success in delivering high quality educational events to professional women in the Middle East, which were recently recognised by receiving the prestigious Securities Industry and Financial Markets Association Award for Innovation in Diversity," said Amir Sadr, head of GWM for the Middle East. "The event enabled us to not only build our brand presence but also develop important relationships key to our growth plans for the region."

Merrill Lynch's GWM Diversity and Inclusion Manager for EMEA, Vice President Steven D'Souza, commented that the event, featuring an all women leadership team, was a huge success. "It helped to raise awareness of the growing importance women play within business in the region and aligned the firm's diversity efforts strategically with business development."

**AIWF WOULD LIKE TO ACKNOWLEDGE WITH APPRECIATION
THE VALUED SUPPORT OF AIWF GLOBAL ANNUAL PARTNERS**



GLOBAL COMMUNICATIONS CONSULTANT

WEBER SHANDWICK | MENA

AIWF REPRESENTATION

AIWF at THE ARAB LABOUR ORGANISATION SUMMIT IN RABAT – OCTOBER 2008

The Chairman, Arab International Women's Forum, Haifa al Kaylani was represented by AIWF members and partners *Rania Rizk, the International Legal Counsel of PepsiCo Inc and Wafa' Tarnowska, the Regional CSR Manager for DLA Piper Middle East* at the Arab Labour Organisation Summit in Rabat, Morocco on October 21-23, 2008, in response to an invitation from HE Dr Ahmed Luqman Director General of the Arab Labour Organisation.

There were more than 200 delegates at the Summit, which had the theme of *The Role of the Private Sector in Development and in Job Creation*, from various ministries of labour, industry and commerce in the Arab world, in addition to development organisations and the International Labour Organisation, the UNDP, ESCWA, UNIDO as well as representatives of Arab and Islamic banks and businesses.

The subjects discussed ranged from the role of the private sector in development - to employing and training human capabilities - to establishing relationships between the private sector and Arab entities - to the participation of the private sector in development programmes and increasing the participation of women in economic life.

The resolutions adopted at the end of the six working sessions included:

- the establishment of an Arab training institute to train the trainers responsible for training the future Arab workforce
- facilitating the transfer of skills and workers from one Arab country to another in order to diminish the number of foreign workers in those countries
- to ask the Arab summit in Kuwait (Jan 2009) to back the establishment of a bank for Arab industrial development whose role is to provide funds for Arab industries especially small and medium sized enterprises
- to adopt a unified Arab policy towards professional and educational qualifications which would facilitate the employment of Arabs across Arab countries and maximise the use of Arab skilled workers
- to ask Arab countries to protect the rights of their workers when passing legislation and policies pertaining to the workforce, to increase their work input and competitive edge
- finally to ask Arab countries and the ALO and all Arab organisations to show more interest in the empowerment of women and to increase their participation in economic activities and develop their productive capacities.

*Wafa' Tarnowska
Regional CSR Manager, DLA Piper Middle East*

GCC EUROPE EXPO & CONFERENCE

The Arab International Women's Forum was pleased to be invited by Dr Afnan Al Shuaiby, AIWF Board Member and Secretary General and CEO of the Arab British Chamber of Commerce London to support the GCC Europe Expo and Conference, an event brought to London Olympia on 12 – 13 November by the Arab-British Chamber of Commerce and the Federation of GCC Chambers. 150 companies and official delegations from the GCC were involved in this event which helped forge new commercial relationships between EU and GCC businesses and visitors and business delegations came from all around the world to network, trade and have one-to-one meetings developing major business agreements.

AIWF Member, Dr Fatima Issawi represented AIWF and presented an address by the Chairman, Mrs Haifa Al Kaylani in the session concerned with the role of business women in the conference, which was part of this event. Fatima said of her experience *"the conference was a great opportunity to bring women from different backgrounds to inform western participants about women's success in the Gulf region and to discuss common problems of women in the workplace. I met many successful Arab women and received considerable feedback on the Chairman's speech and congratulations for the work AIWF is doing to help Arab women achieve"*

AIWF at THE ARAB FORUM ON DEVELOPMENT AND EMPLOYMENT – NOVEMBER 2008

As an AIWF Global Partner I was pleased to represent the Arab International Women's Forum at The Arab Forum on Development and Employment in Doha, Qatar on 15 – 16 November 2008 at the invitation of HE Dr Ahmed Luqman, Director General of the Arab Labour Organisation and HE Sultan Hasan al-Dhabit al-Dusari, Minister of Labour, Qatar.

The Forum, which concluded with the Doha Declaration, was a landmark in cooperation between Arab nations on labour and migration policy issues.

The key themes that were addressed (from my point of view, as the formal summit communication has not yet been issued) were:

- the key links between economic and social development
- how to reduce significant levels of unemployment
- balancing the dependence on immigrant labour
- the development of special programmes to improve the employability of young Arabs
- how to develop a more inclusive workforce (especially for women) in a culturally acceptable way
- how to better synchronise training and skills development to match economic requirements
- how to improve transparency between the Arab nations on these key issues
- the continuing role of the ALO in synchronisation with Arab nation state governments

In my opinion there was significant progress in evolving the above agenda and it was indeed fascinating to observe what I perceive as a new and fresh policy agenda on substantive social and employment issues.

*David Arkless
President of Global Corporate and Government Affairs
Manpower Inc*

THE SECOND ARAB WOMEN'S CONFERENCE ABU DHABI, NOVEMBER 2008

It was a great honour to be representing AIWF at the two day event, the Second Arab Women's Conference held in Abu Dhabi on 11 – 13 November 2008 under the Patronage of Her Highness Shaikha Fatima Bint Mubarek, Chairperson of the UAE General Women's Union and President of the Arab Women's Organisation. The conference had the participation of 12 First Ladies from Egypt, Tunisia, Syria, Morocco, Jordan, Kuwait, Palestine, Sudan, Mauritania, Bahrain, Emirates and Lebanon, female Arab ministers and parliamentarians and female business leaders.

The main topics of the conference under the theme Women in the Context of Human Security Issues – Arab and International Perspectives - were concerned with the threats to human security arising from poverty, armed conflicts, terrorism, illiteracy, disease, social, health and environmental problems.

During this conference, which had a focus on the continued efforts by Arab women to play a more active role in all aspects of life, Her Highness Shaikha Fatima launched two initiatives *"Media Strategy for Arab Women"* and *"Network of Arab Women in the Diaspora"*.

*Saida Agrebi
Member of the Tunisian Parliament
AIWF Board Member*

MEDIA PORTRAYAL OF WOMEN IN THE MIDDLE EAST

The role of the media in shaping our perceptions and acting as a catalyst for societal change is well acknowledged. The power of the media to influence thoughts and actions is especially heightened in the Middle East region where television is the most prominent source of news and information. A recent study by a Middle East Telecommunications company showed that by the end of 2013 over 70% of households in the Middle East and North Africa region would have a cable television subscription. Hence, the portrayal of women in the media in the Middle East plays a significant role in raising awareness of women's issues and defining 'acceptable' behaviour and norms for women in the Middle East Region.

Let us start by examining the portrayal of women in the media, particularly focusing on television, then look into the opportunities for women in media, particularly in the light of advancements in new media and the rise of bloggers and online opinion leaders.

Some media theorists have pointed to the role of the media in providing negative or two dimensional portrayals of women which perpetuate sexual stereotypes. Traditionally, Middle East advertising tended to portray women in a 'Stepford Wives' light, often being depicted as wives and mothers entirely focused on the needs of their husband and children. There are several examples of this phenomenon in advertisements for cleaning products or household goods.

Today we are witnessing more and more advertisements distancing from this perception, some examples include an advertisement for a fast food brand depicting four carefree hijab clad women driving through a car wash in an open topped convertible. Another is an advertisement for a chocolate brand, showing an elegantly dressed Arab woman reveling in the luxury of the chocolate, with no mention of sharing the treat with children or husband.

Positive female role models who break the mould of the traditional housewife are also appearing in the form of reporters and journalists. The majority of television anchors and presenters in the Middle East region are female. However, a common complaint of female journalists is that they are often assigned 'softer' stories than their male counterparts. Despite this, the Arab World has a number of influential female journalists who have not shied away from the tough issues and who have made a positive impact on the status of Arab women in society. For example, a female journalist in Egypt recently started the discussion on whether women could be Islamic marriage registrars, which eventually resulted in the appointment of the first female marriage registrar in the Arab World.

Other females in media who have blazed a trail, challenging the perception of the submissive Arab female include Muna Abusulayman, one of four female presenters on the popular Saudi Arabian talk show *Speaking Softly*. Muna was the first anchorwoman to appear on international satellite television wearing the hijab. She is also a divorcee who lives alone with her child, providing a role model for independent women in the Kingdom of Saudi Arabia, where divorced women are often stigmatized.

Another example of a woman rocking convention in Middle East media is May Chidiac, host of the Lebanese program *With Audacity*. May so incensed extremist elements with her tenacious journalism that she was the victim of an assassination attempt, losing a hand and a leg in a car bombing in 2005. After recovering from her injuries, May returned to work.

Although May and Muna might be the exception rather than the rule, several 'average' women in the Middle East are also challenging conventional perceptions of women and advocating for improvements in the treatment of women in society using the internet as a medium of mass communication. Over the past eight years, internet penetration in the Middle East has grown by 1,176 per cent and women are playing an important role in the rise of citizen journalism in the region. Of the 6.5 million internet users in Saudi Arabia, it is estimated that 4.29 million are women. The average female in Saudi Arabia spends 30 hours on the internet per month.

Although much of this time is spent on chat and social networking sites, the number of female bloggers in Saudi is growing by the minute. The internet has offered women in KSA the opportunity to express themselves in ways which they might never do in public. Although several more sensitive women's blogs have been shut down or censored, more and more are appearing each day with women taking courage from this anonymous form of expression.

In conclusion, women in the media have played an important role in challenging the perceptions of the submissive Arab woman and advocating for positive societal change for women. The rise of new media now opens the door for 'everyday' women in the Middle East to do the same.

Ziad Hasbani

Managing Director

Weber Shandwick Middle East and North Africa

AIWF Global Media Correspondent

NEWS OF MEMBERS

CONGRATULATIONS to AIWF MEMBERS:

- **Diane Morris** who was elected President of The International Alliance For Women (TIAW) an umbrella organisation that connects both individual members and over forty associations around the world at the TIAW Global Partnership Forum held in Toronto Canada in November 2008.
- **Silvia Cambié** elected as 2nd Vice President Marketing and Communications, TIAW, who also has co authored with **Yang-May Ooi** a book entitled "*International Communications Strategy – Developments in Cross-Cultural Communication, PR and Social Media*". It provides advice on the skills communicators and PR practitioners need to acquire in order to get up to speed in the new global village, created by globalisation and the web. Particular emphasis is placed on Corporate Social Responsibility (CSR), including innovative ways of engaging stakeholders and communication for social businesses. The book also deals with the transformation of the media sector in the Arab world.

HOW TO JOIN AIWF

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