



AIWF NEWS

Arab International Women's Forum

المنتدى العربي الدولي للمرأة

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CHAIRMAN'S MESSAGE

It gives me great pleasure to launch the October edition of the AIWF newsletter and to share with you the highlights of year so far and the AIWF planned programme for the next six months as we continue to build on our 2008 theme, *Partners for Change*, and take it forward with an added dimension into 2009.

2008 has been an especially dynamic year for AIWF with many important events, as our May newsletter and this edition have reported. It started well with the special function at 10 Downing Street when Mrs Sarah Brown, wife of British Prime Minister, honoured AIWF for its mission and achievements.

In early June, I was invited to attend and address the *Next Generation Initiative: Middle East Regional Forum of Local and Regional Women Entrepreneurs* hosted by HE Mrs Dora Bakoyannis, Minister of Foreign Affairs, Greece. The conference served as the fifth meeting of the Women Leaders Working Group, which addresses political, economic, legal and educational empowerment for women at the grassroots level and in a comprehensive integrated approach.

Invitations were also received for AIWF to attend the 40th Anniversary of the IESE in Madrid and the 11th German-Arab Business Forum in Berlin at which events AIWF was represented by its Members.

This month, I had the great pleasure of addressing the students at the City of London School for Girls, a leading non denominational independent school for girls, on the subject of *The Role of Women in Progress and Peace in the Arab World*.

AIWF was proud to have held our first conference in the United States in June 2008 which was hosted by The World Bank in Washington DC. AIWF shares with the World Bank the objectives of fostering an environment of progress, peace and prosperity and this event was another example of The World Bank partnership and support of our global initiatives for which we extend our deepest appreciation. The conference theme, *Partners for Change: Realizing the Potential of Arab Women in the Private and Public Sectors*, provided the opportunity to shed a better light on the ongoing and widening role of Arab women in the region.

We remain most appreciative of the support that we have received from all our Global Partners for these events and for our Annual Programme. We greatly value their involvement in participating in important international events which AIWF has been invited to support in coming months. These include the invitation of HE Dr Ahmed Luqman, Director General of the Arab Labour Organisation to send an AIWF delegation to the ALO Summit in Rabat, Morocco, on 21 - 23 October 2008; the Hawkamah third annual conference entitled *Is the Region Ready to be a Global Player?*, to be held in Doha, Qatar on 9 - 11 November 2008; Global Partner Merrill Lynch's first women's educational event in Saudi Arabia, titled *Wealth & Success - A Female Perspective* in Riyadh on 23 November; and an invitation to participate in the Arab Forum for Development and Employment, which shall be held in Doha, Qatar (15-16 November 2008), under the auspices of His Highness the Crown Prince and Heir Apparent of the State of Qatar, Sheikh Tamim bin Hamad al-Thani.

Our partnership circle is ever widening and it is a great pleasure to welcome Manpower Inc as a new and valued Global Platinum Annual Partner. Longstanding relationships with the media have been the continuing cooperation with the FT and the formal

DATES FOR YOUR DIARY

'Domains of Influence'

Arab Women Business Leaders in a New Economy

UK Launch of AIWF Supported Book

hosted by

The Arab British Chamber of Commerce
London

Monday, 3 December 2008

6.30 - 8.30pm

AIWF CONFERENCE 2009

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

Paris, France

3 - 5 March 2009

Hosted By

Madame Christine Lagarde

**Minister for the Economy, Industry
and Employment, France**

and The Greater Paris Investment Agency

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

agreement for Weber Shandwick MENA to become our Global Communications Consultant. This month, AIWF has signed a Memorandum of Understanding with Mudara Institute of Directors to cooperate in the promotion of director excellence and professional development.

Looking further ahead, I am delighted to announce the following key events in our AIWF programme of activities:

- The UK launch of the AIWF supported book *Domains of Influence: Arab Women Business Leaders in a New Economy* hosted by The Arab British Chamber of Commerce on Monday 3 December 2008.
- AIWF is proud to have received an official invitation from HE Madame Christine Lagarde, Minister for the Economy, Industry and Employment, France to hold our first conference in France in 2009. Already in detailed planning, the conference *From Partnership to Prosperity: Women in the Arab World, France and the International Community* will be held in Paris on 3-5 March.

I look forward to welcoming each and every one of you at a future AIWF event.

Haifa AlKaylani

Haifa Fahoum Al Kaylani
Chairman AIWF

AIWF DIARY HIGHLIGHTS

- On 15 October, AIWF will be bringing together members of the UK Chapter with colleagues, business contacts and Global Partners for a networking event promoting our mission for cross cultural exchange. An exclusive viewing of two major exhibitions of Contemporary Middle Eastern and Arab art will be held at the Waterhouse & Dodd Gallery in London, featuring 8 leading Arab women artists. The Exhibitions will shed light on the talents and accomplishments of modern Arab women artists and their contribution to the cultural life of the region.
- AIWF is supporting the GCC Europe Expo being brought to the London Olympia on 12 and 13 November 2008 by the Arab-British Chamber of Commerce and the Federation of GCC Chambers. The event is also supported by the Embassies of the GCC. There will be 150 companies and official delegations from the Gulf providing extensive networking opportunities throughout the event. The AIWF Chairman is invited to address the session on the role of business women in the conference held at this occasion.
Website: www.gcceuroexpo.com
- At the invitation of HE Dr Ahmed Luqman, Director General of the Arab Labour Organisation, AIWF will be represented by a distinguished delegation of Board Members and Global Partners present at the ALO Summit. This will take place in Rabat, Morocco, on 21 - 23 October 2008 under the timely theme of *The Role of The Private Sector in Development and in Job Creation*.
- AIWF will also be cooperating with its Institutional Partner Hawkamah for their third annual conference entitled *Is the Region Ready to be a Global Player?*, to be held in Doha, Qatar on 9 - 11 November 2008. Apart from reviewing the corporate governance developments over the past year, it will discuss the MENA corporate governance agenda for 2009 and promote the new corporate governance code for Qatar.
- AIWF is proud to lend its cooperation to support Global Partner Merrill Lynch for their first women's educational event in Saudi Arabia, titled *Wealth & Success - A Female Perspective* in Riyadh on 23 November.

MANPOWER INC.

A NEW PLATINUM PARTNER FOR AIWF

Haifa Al Kaylani, Chairman welcomes Manpower as a Platinum Global Annual Partner. "We are delighted that Manpower has joined our distinguished group of partners" says Mrs Al Kaylani. *"Manpower has a strong social responsibility agenda with a focus of making a long-term, meaningful difference in people's lives across the globe. We are looking forward to their active participation and cooperation with AIWF in the coming year. Manpower will be an important ally in our mission of encouraging women to enhance their position in the workplace"*

David Arkless, Senior Vice President, Global Corporate Affairs, Manpower, has said *"The role of AIWF has been fundamental in developing an enhanced status for women in the Arab world. The future of much of the Arab world will be defined by the effective utilisation of all available human talent and especially the currently under utilised female population. Arab women are some of the best-educated but most under-utilised employment assets in the world and this will have to change as the economies of the Middle East grow. Manpower is a committed player in the development of labour and employment structures in the region and is committed to the development of all sectors of the workforce but particularly that of women. We are looking forward to many contributory partnerships and co-operations with AIWF."*

AIWF WELCOMES NEW BOARD MEMBERS

AIWF is pleased to announce that HE Dr Maryam Al Roomi, Minister of Social Affairs in the United Arab Emirates, and Dr Afnan Al Shuaiby, Secretary General and Chief Executive of The Arab-British Chamber of Commerce, London have been invited to join the Board of the Arab International Women's Forum. In her warm welcome, Mrs Haifa Fahoum Al Kaylani, Chairman, said, *"It is a great pleasure and honour for AIWF to welcome to its Board two outstanding women leaders and have the benefit of the contribution of their valuable experience in business and public life in enhancing the AIWF mission to advance the role of Arab women in the region and internationally."*

Dr. Al-Shuaiby is the Secretary General and Chief Executive of the Arab-British Chamber of Commerce. She has worked as Advisor to the President of the US Saudi Arabian Business Council in Washington DC since 1998. She was educated at King Saud University in Riyadh, and holds a Masters of Art in Educational Administration from the American University in Washington DC. She then continued with her PhD studies at George Washington University in Washington DC specializing in Leadership Administration. Dr. Al-Shuaiby also holds a certificate in Peace and Conflict Resolution from the School of International Service at the American University Washington DC.

Her previous career has included running a small business, as well as holding appointments as Director (Government Affairs and Business Development) at Qorvis Communications (2003) and Assistant Advisor to the Abu Dhabi Investment Agency (ADIA) in Washington (1996). She also previously worked in education in Saudi Arabia (1992-94).

Dr. Al-Shuaiby is an Executive Board Member of the Friends of Saudi Arabia (in Washington) and the Committee for the International Trade of the Council of Saudi Chambers of Commerce and Industry.

ARAB INTERNATIONAL WOMEN'S FORUM SIGNS MOU WITH MUDARA INSTITUTE OF DIRECTORS (IOD)

AIWF was invited to enter into a Memorandum of Understanding with Mudara Institute of Directors (IOD). Headquartered at the Dubai International Financial Centre (DIFC) in the UAE, Mudara IOD promotes director excellence and facilitates their professional development.

Mrs Haifa Al Kaylani, Chairman, on behalf of AIWF has signed the Memorandum of Understanding (MOU) with Mr William Foster, Executive Director, Mudara Institute of Directors on behalf of Mudara IOD to embark upon a partnership of cooperation in encouraging professional directorship, the training capacity of institutions, good corporate governance regimes and communication strategies.

Mrs Al Kaylani said *"We are pleased to partner with Mudara IOD and hope that our collaboration will provide women with the acquisition of knowledge, skills and support to enhance their opportunities for independent and corporate directorships"*.

William Foster said *"I am really delighted to hear that your Board has confirmed the MOU and we look forward to developing the activities to promote our common aims"*

UK LAUNCH OF 'DOMAINS OF INFLUENCE'

The UK launch of the AIWF supported book *'Domains of Influence: Arab Women Business Leaders in a New Economy'* will be hosted by The Arab British Chamber of Commerce at their headquarters in 43 Upper Grosvenor Street, London on Monday 3 December 2008. The Reception will bring together AIWF members, partners, with leading members of the business community in the UK, the Arab Diplomatic Corps and representatives of Arab and international media, together with the Arab leading women business leaders featured in the book.

**AIWF ANNUAL CONFERENCE 2009:
FROM PARTNERSHIP TO PROSPERITY:
WOMEN IN THE ARAB WORLD, FRANCE
AND THE INTERNATIONAL COMMUNITY
PARIS, 3-5 MARCH 2009**

The Arab International Women's Forum is proud and delighted to have received a formal invitation from Her Excellency Madame Christine Lagarde, Minister for the Economy, Industry and Employment, France, to host AIWF's first conference in Paris in collaboration with the Greater Paris Investment Agency, to be held from 3 March until 5 March 2009.

Entitled *From Partnership to Prosperity: Women in the Arab World, France and the International Community*, this important event represents the continuing commitment of the Arab International Women's Forum to the promotion of cross-border business growth, intercultural exchange, and an increased connectivity between Arab and European business communities.

This two-day, invitation-only initiative will bring delegations of Arab and international business leaders to Paris to meet with their French counterparts for this unique event. Eminent speakers – ministers, officials and leading women in business from France, the European Union, and the Middle East – will share their experiences and best practices with high-level delegates in a special conference format that truly invites business to business networking; through private visits to some of France's most famous business, financial and luxury landmarks; high-level networking receptions; and a series of conference sessions that will deliver cutting-edge trade and cross-border business intelligence.

Through this important event, AIWF hopes to strengthen existing channels of partnership between the Arab world and France; to create new avenues for investment and create viable business opportunities; to provide windows of insight into the motivations and challenges of French and Arab business leaders; and to promote business growth, innovation, and intercultural collaboration between prolific and accomplished women representing two of the world's most dynamic economies – Europe and the Middle East.

(Further information on the conference shall be on the AIWF website.)

**WOMEN LEADERS, NEXT GENERATION
INITIATIVE MIDDLE EAST REGIONAL
FORUM OF LOCAL AND REGIONAL
WOMEN ENTREPRENEURS**

The Arab International Women's Forum was delighted to participate in June at a conference hosted in Athens by the Ministry of Foreign Affairs, Greece at the kind invitation of the Greek Foreign Minister HE Mrs Dora Bakoyannis, entitled *Women Leaders, Next Generation Initiative Middle East Regional Forum of Local and Regional Women Entrepreneurs*.

The conference served as the fifth meeting of the Women Leaders' Working Group, which consists of First Ladies, women Prime Ministers, Government Ministers, Deputy Ministers, European Commissioners, Members of Parliament and Ambassadors, addressing political, economic, legal and educational empowerment for women at the grassroots level and in a comprehensive integrated approach in the Middle East.

AIWF is proud to note that the recommendations reached at the workshop co - chaired by Mrs Haifa Al Kaylani became the foundation of the official Declaration which was passed at the conference end, which called for greater engagement of women in the political sphere; a deeper understanding of the role of local and global media in promoting women's success stories; highlighting the role of government, specifically in relation to the opening up of

opportunities and access for women entrepreneurs in procurement contracts; greater understanding of the role of the private sector, acknowledged as critical to recruiting, training and retaining women professionals; improving women's access to finance; and exploring the role of NGOs and civil society through the exchange of best practices and cross-cultural networking initiatives.

Following the conference, Mrs Al Kaylani was invited by HE Mrs Dora Bakoyannis to join the Coordinating Committee of five formed to follow up the implementation of the Conference Declaration.

**AIWF CHAIRMAN ADDRESSES
THE CITY OF LONDON SCHOOL FOR GIRLS**

On October 14th Mrs Haifa Al Kaylani visited the City of London School for Girls at the kind invitation of Headmistress Ms Diana Vernon, where she addressed 200 senior students on the growing role of women in the Arab world. Mrs Al Kaylani's presentation, *The Role of Women in Progress and Peace in the Arab World*, inspired a greater understanding of the realities, challenges, and successes of women in the Arab world, and highlighted the role that educational reform in the region over the last four decades has played in empowering Arab women in the business, societal and political spheres.

"The drive to educate, employ and ultimately empower women in the Arab world in public and private sectors is well underway, not as a matter of political correctness but as an economic imperative", Mrs Al Kaylani said. "Certainly, many challenges still remain but also we need to acknowledge what is being achieved and build on it for the future."

Mrs Al Kaylani's address was followed by a special luncheon where she had the pleasure of meeting and talking personally with many of the students and members of the faculty present. The Arab International Women's Forum looks forward to welcoming students of the City of London School for Girls to future AIWF events, both in London and in the Arab region.

**QUEEN RANIA'S MESSAGE ABOUT
WOMEN'S EMPOWERMENT AND EQUALITY**

A few months ago, Her Majesty Queen Rania launched her own channel on YouTube, which is dedicated to breaking down stereotypes of the Middle East and fostering a global dialogue. (www.YouTube.com/QueenRania)

As part of the project, the Queen dedicated some of the videos to discussing women in the Arab world. The direct links to those two clips are:

<http://www.youtube.com/watch?v=jyCB-ULChV4>

http://www.youtube.com/watch?v=_dDNf4Qybqo

Many of the themes in the clips tally directly with the AIWF mission. Her Majesty's message urges everyone to bring these issues to the foreground as this will help with improving the situation of women everywhere. We recommend our valued AIWF members and friends to watch the clips and spread further Her Majesty's global message of understanding.

CONGRATULATIONS TO SUNG-JOO KIM

Congratulations to Sung-Joo Kim, Chairperson and CEO, Sungjoo/MCM Group on her invitation to be a member of the FT Jury for the Business Book Award on 14th October 2008 in New York and her participation in the World Economic Forum Global Agenda Council in Dubai from 7-9 November 2008.

AIWF ANNUAL CONFERENCE 2008 WASHINGTON DC, 22-24 JUNE

'Partners for Change: Realizing the Potential of Arab Women in the Private and Public Sectors'



HE Hala Bseisu Lattouf, Minister of Social Development, Jordan; Mrs Haifa Fahoum Al Kaylani, Chairman AIWF; Mr Robert B Zoellick, President, The World Bank; HE Dr Sharifa Al Yahyai, Minister of Social Development, Oman; Dr Huda Ali Al-Ban, Minister of Human Rights, Yemen

"Building bridges, building businesses," the guiding principle for the Arab International Women's Forum since its inception in 2001, was affirmed at the first AIWF conference in the United States. More than 180 participants from over 20 countries gathered together at the World Bank in Washington DC on 22 - 24 June 2008 to assess the progress of Arab women in business, education, politics and society.

Entitled *'Partners for Change: Realizing the Potential of Arab Women in the Private and Public Sectors'*, the conference celebrated the fruits of capacity-building by businesses and governments that recognise the valuable contributions women make. However, account was also taken of current research and anecdotal information, which pointed to the hurdles that still persist for Arab women due to societal policies and cultural practices in many parts of the MENA region.

In her opening address, *Mrs Haifa Fahoum Al Kaylani*, said it was a great honour and pleasure to be hosting the conference at the World Bank and pointed to the significant role the World Bank had played in the events and activities of AIWF and its cooperation in supporting the production of the book *'Domains of Influence: Arab Women Business Leaders in a New Economy'*. Setting the tone for the conference, she spoke about the results of the AIWF efforts in promoting on - going dialogue and collaboration between leading women in business and public life in the Arab countries and other parts of the world. While crediting Arab government and private sectors with enabling greater parliamentary participation and employment, Mrs Al Kaylani pointed to the need for stronger and broader action on the part of both groups.

In his welcoming address, the President of the World Bank, *Robert B. Zoellick*, highlighted the progress being made to remedy disparities for women in the Middle East when he spoke about the World Bank Group's Gender Action Plan. This initiative, with its six goals designed to foster gender equity through investments, education, corporate collaboration and outreach, aims to make markets work for women at the policy level and empower women to compete in markets at the individual level.

Distinguished international guest speakers successfully examined opportunities for the entrepreneurial, political, and economic engagement of Arab women in the Middle East, the United States and beyond. Arab and international policy makers came together to participate in dialogue aimed at removing roadblocks to women's gainful participation in Arab politics, economics and society.

Delivering impressive keynote statements in the Opening Session were three Arab women government ministers, *HE Hala Bsesio Lattouf*, Minister of Social Development, Jordan,

HE Dr Sharifa Khalfan Al Yahyai, Minister of Social Development, Oman and *Dr Huda Ali Al Ban*, Minister of Human Rights, Yemen. They also contributed their expertise in a later interactive session, moderated by *Ms Daniela Gressani*, Vice President for the MENA Region, The World Bank, that addressed the issues facing women in public life. Their remarks and interaction confirmed the need to dispel the negative effect of stereotyping and how the status of women varies from society to society. Education for women fosters good citizenship and through education they become empowered, make their voices heard in society and are poised to move forward to decision making positions in public and political life. *Dr Ali Al Ban* of Yemen and *Dr Fakhria Diari* a former member of the Shura Council, Kingdom of Bahrain pointed to the progress that had been made in their countries.

A session looking at *Empowering Women through Education* carried on the emphasis of importance of education as the most effective means of overcoming socio-economic challenges and barriers. Chairing the session, *Dr Edward Montgomery*, Dean of the College of Behavioural & Social Science, University of Maryland, USA produced statistics that gave the opening overview. But education was not the total answer as *David Arkless*, Senior Vice President, Global Corporate Affairs, Manpower Inc stated. He said that despite women in the Middle East being very well educated, their unemployment rate is exceptionally high with opportunities for employment being mainly confined to the service sector or entrepreneurship.

Also commenting on the point that a growing number of educated women are available to enter the workforce, *HE Ahmed Mohamed Luqman*, Director General, Arab Labour Organisation, Cairo said the public sector cannot and should not be relied upon to supply job opportunities. Instead, the private sector needs to play its part. Women who have known success in the private sector, like *Ms Pernille Spiers-Lopez*, President, IKEA North America, made contributions based on their own life learnings. Pernille advised managers, striving to be effective, to focus on value - based leadership principles, specifically building trust among employees by giving them confidence right from the beginning.

Dr Afnan Al Shuaiby, Secretary General and CEO of the Arab-British Chamber of Commerce in London spoke, with authority, on the proactive role taken by chambers of commerce in Arab countries to support women's participation in the private sector. The efforts that Shell makes on a global basis in encouraging the development of women in corporate business through their policies of focused recruiting, training and providing opportunities for visibility to female models within their organisation was lauded by *Ms Sushma K. Bhan*, Team Leader, Shell International Exploration and Production, USA. She urged similar action and accountability by top management in other companies.



Dr Huda Ali Al-Ban, Minister of Human Rights, Yemen; HE Hala Bseisu Lattouf, Minister of Social Development, Jordan; Ms Daniela Gressani, Vice President for the MENA Region, The World Bank; HE Dr Sharifa Al Yahyai, Minister of Social Development, Oman; Dr Fakhria Shaban Diari, Former Member of the Shura Council, Bahrain

New research on Emirati women as business leaders **Professor Lynda Moore** has conducted is likely to indicate the challenges they face are the well known aspects of stereotyping, long –working hours and work/family conflict. **Mrs Elham Hassan**, Senior Country Partner, PricewaterhouseCoopers, Bahrain, noted that even companies considered successful employers of women (like PWC in Bahrain) face challenges in sustaining their success. She underlined the promotion of family friendly policies recognising the greater work/life balance that women are likely to face.

The professionalism and meaningful research that is the strength of The World Bank was demonstrated by **Dr Ritva Reinikka**, Director, Economic and Social Development, The World Bank, when she spoke of women’s employment drawing on evidence from surveys of 36,000 firms in 65 countries. The bad news was that female participation in the workforce in MENA stands at 32%, the lowest among all regions. However, a better aspect appeared to be that women owned firms are hiring more women professionals and managers in the MENA region. Other research, a two-year programme on female entrepreneurship presented by **Mrs Mayra Buvinic**, Director, Gender and Development, the World Bank brought forward two recommendations: (i) the need to reduce barriers to business growth and (ii) a change in legal, political and cultural policies to remove entry barriers.

AIWF was honoured that both Managing Directors of The World Bank, **Mr Juan-Jose Daboub** and **Mr Graeme Wheeler** returning to Washington from their busy travelling schedules, were able to address the conference participants. Speaking at an official luncheon, **Mr Juan-Jose Daboub** commended the economic growth throughout the Arab region, which had averaged over 6% per year since 2003. He said “Driven in part by high oil prices, strong growth is also from real efforts by governments to improve the business environment and make room for the private sector to generate growth, jobs and opportunities. He went on to say there is the need to generate 80 million new jobs over the next 15 years and it does not rest on development aid but is about investment. The World Bank was encouraging schemes throughout the region. He was congratulatory about the tremendous impact Arab women business leaders were having in creating jobs and generating social benefits in their communities.

The speaker at the official conference dinner, **Mr Graeme Wheeler** gave an insight into how society across different regions treats men and women differently, with women often facing considerable prejudice. He also highlighted some major successes for women and how World Bank programmes are helping to make a difference. He said, “The need for greater inclusion of gender issues in public policy cannot be solely advocated by government or civil society but must be owned and supported by successful women and men in the private sector”

Both speakers commended AIWF for its active role in advancing the public-private partnership and said how delighted they were with The World Bank’s continuing and growing collaboration with the Arab International Women’s Forum.

Marking the official US launch of the AIWF supported book produced in partnership with The World Bank, *Domains of Influence: Arab Women Business Leaders in a New Economy*, **Mrs Haifa Al Kaylani**, Chairman AIWF and **Mrs Nadereh Chamlou**, Senior Adviser MENA, The World Bank, jointly paid tribute to the 36 Arab women leaders profiled in the book and acknowledged the skilled photographic essays and valuable collaboration of Ms Jacqueline Hassink, world renowned photographer and professor at Harvard University.

Many of the women business leaders featured in the book were at the conference and participated in the special panel, Visions of Entrepreneurship which was skilfully moderated by **Ms. Holly Taylor Sargent**, Founder and Director Women’s Leadership Board, Harvard University, USA. Among them were leading panellists, **Mrs Elham Hassan**, Senior Country Partner PWC, Bahrain and **Eng. Widad Ibrahim**, Founder and General Manager, Bee Group, Sudan, a pioneering activist and industrial entrepreneur. **Mrs Marilyn Carlson Nelson**, a successful worldwide business woman and entrepreneur, who has been named as one of America’s Best Leaders by US News & World Report, brought a global

perspective to the interactive debate, her command of topics ranging from world leaders to mothers’ rights. The conference participants were provided with spirited contributions from other distinguished speakers who considered change in business, business networks and practices and how these are shaping up for the future. **Ms Hdeel Abdelhady**, Senior Associate, DLA Piper in the UAE, was able to relate to her relocation from Washington DC to a new professional challenge in Dubai. Fostering trade and investment between the USA and the 22 countries of the Arab world, as the President and CEO of the National US-Arab Chamber of Commerce, was the perspective **Mr David Hamod** brought to the discussions.

As **Mrs Patricia Harrison**, CEO, The Corporation for Public Broadcasting, USA declared while speaking and moderating the session that looked ahead at being *Interconnected, Informed and Inspired*, “its a great time to be a woman in business and in the public sector” reminding the audience that women have made great strides but are “now prepared to take on the next level of responsibility”

The invaluable and generous assistance of **Mrs Nadereh Chamlou** Senior Advisor MENA Region, The World Bank and her distinguished colleagues at the World Bank and the valued support of our conference Global Partners is much applauded and appreciated in making this event an important step forward in the agenda for women’s advancement in the Arab world.

A full report of the conference and its recommendations is in production.

“The fact that women continue to trail men in formal labour force participation, access to credit, entrepreneurship rates, and in the income they generate is not only not fair, it is also not smart economics”

Mr Robert Zoellick, *President The World Bank*

“I am a firm believer in the power of women...in shaping the future of our countries and plotting a path in today’s global economy”

HE Hala Bseisu Lattouf,
Minister of Social Development, Jordan

“We must create economic options for women so that the new generation of women can own their future, realise their potentials and fully contribute to their societies.”

Ms Daniela Gressani,
Vice President for the MENA Region, The World Bank

“Arab women given the right environment make good entrepreneurs”

Dr Afnan Al Shuaiby,
Secretary General & CEO Arab British Chamber of Commerce, UK

“The confluence of religious, cultural and ‘feminine’ traits created integrated and overlapping sources of influence on leadership”

Professor Lynda Moore,
Zayed University UAE/Simmons School of Management, USA

“Take on the challenge of entrepreneurship by following my ‘Bee success equation’ by becoming active, dedicated, organised, brave and a team player.”

Eng Widad Ibrahim,
Founder and General Manager, Bee Group Sudan

“Women need not try to act like men, but identify and capitalise on their strengths – what makes them unique”

Mrs Patricia Harrison,
CEO, The Corporation for Public Broadcasting, USA

REGION'S FIRST WOMEN'S CORPORATE GOVERNANCE SEMINAR HELD IN EGYPT



Anissa Hassouna, Director General, Egypt's International Economic Forum; Amira El Saeed, Projects Officer, IFC Corporate Governance Project MENA; Bill Foster, Executive Director, Mudara Institute of Directors (IOD); Shahira Zeid, President, Women's Strategy Group EIEF; Randa Fouad, President Arab Media Forum for Development; Ashraf Gamal, Egyptian Institute of Directors, Governance in Egypt

The Arab International Women's Forum collaborated with the Hawkamah Institute for Corporate Governance and the Mudara Institute of Directors (IOD), in holding its first regional seminar on corporate governance at the Four Seasons Nile Plaza Hotel in Cairo, Egypt on 5 June 2008.

Entitled *Directorship, Development and Diversity: Challenges for Women in Governance*, the seminar was hosted and supported by AIWF's local partners, which included Commercial International Bank, Egypt; the Women's Strategy Group at the Egypt's International Economic Forum; and global annual partner DLA Piper.

In an Opening Statement, presented on her behalf by Mrs Shahira Zeid, Chairman of the Women's Strategy Group at Egypt's International Economic Forum, Mrs Haifa Al Kaylani, Chairman AIWF said, "AIWF firmly believes that the relevance and significance of effective corporate governance practices must not be underestimated in the region's current environment of fast-track economic and social growth. Through this seminar, AIWF hopes to reiterate the need for a paradigm change in the attitude and mindset of business houses of the Arab World towards good governance."

Mr. Khalid M Al Suwaidi, Chief Executive Officer of the Mudara Institute of Directors said: "We are proud to be supporting an opportunity for women leaders to exchange ideas and share information about the challenges they face in relation to effective corporate governance. We are certain that the seminar will be a highly useful, interactive experience for all attendees"

The seminar programme featured a very distinguished group of speakers that included Bill Foster, Executive Director of the Mudara Institute of Directors, Randa Fouad, President Arab Media Forum for Development, Amira El Saeed, Corporate Governance Projects Officer, IFC, Ashraf Gamal, Executive Director of the Egyptian Institute of Directors, Anissa Hassouna, Director General, Egypt's International Economic Forum and Wafa Tarnowska, Corporate Social Responsibility Manager, global annual partner, DLA Piper Middle East.

This seminar was the first joint initiative as part of the AIWF and Hawkamah partnership to advocate corporate sector reform and strengthen corporate governance for women entrepreneurs with businesses and investments in the MENA region.

AIWF is committed to working together with all valuable partners to put corporate governance squarely onto the Arab business agenda, as an essential part of economic development and an invaluable tool for women entrepreneurs across the region looking to integrate their businesses into the global marketplace.

CLOSING THE GENDER GAP: CHALLENGES, OPPORTUNITIES AND THE FUTURE

In early September Mrs Haifa Al Kaylani was invited to participate in a thought-provoking film that explored the question *Who Will Help Us Address The Challenges of the Future?* An initiative of Pricewaterhouse Coopers, the film enriches previously published PWC research into the world in 2050 by incorporating the respected perspectives of a variety of business and government leaders, academics and other thought leaders, including Kevin Daly, Chief Economist of Goldman Sachs, Nilcea Freire, Minister of The Special Secretariat For Policies For Women (SPM), Brazil, Professor Lynda Gratton, London Business School, Dr Kedibone Letlaka-Rennert, International Monetary Fund; Laura Liswood, Council of World Women Leaders; Ms Phumzile Mlambo-Ngcuka, Former Deputy President of South Africa; and Izotova Galina Sergeevna, Member of Parliament, Russia. The project is focusing on looking more closely at the impact of the gender gap on challenges and opportunities, and what things world leaders might do to prepare.

Mrs Al Kaylani provided the only Arab perspective in the film, where she discussed the clear, specific challenges that women in the Arab world encounter and highlighted throughout the importance of closing the gender gap. The film will be showcased at a number of events, including *The Women's Forum for the Economy and Society*, France, in October 2008 and the *World Economic Forum at Davos*, Switzerland, in January 2009.

AIWF AT THE 40TH ANNIVERSARY OF THE IESE IN MADRID

Building Sustainable Societies: Trends and Best Practices in Work and Family Balance

The International Centre of Work and Family at IESE Business School, Spain held a one day conference mid June on "Building Sustainable Societies: Trends and Best Practices in work and Family Balance". AIWF member Dr Lara Cathcart a professor at Imperial College Business School represented the Chairman of AIWF, Mrs Haifa Al Kaylani and presented a speech entitled "Powering the Future: The Role of Arab Women in Development and Peace".

The aim of the conference was to raise awareness of the need to protect human ecology in order to build sustainable societies (fostering human and social capital) as well as bring to light the benefits, gained by both organizations and societies that promote work-family balance and flexibility in the work place. The congress started with an introduction by Her Royal Highness, the Princess of Asturias, Princess Letizia, followed by a presentation by Dr Nuria Chinchilla Director of the International Centre of Work and Family. Attending the conference were CEOs, managing directors, HR directors, and public administration representatives.

The AIWF speech was very well received, and many of the participants have shown great interest in the statistics and the examples given of the participation and success of Arab women in society and business life. The speech highlighted the role of globalisation in generating change in businesses practices, politics and social spheres of the Arab world. It emphasised the importance of the growth of resources devoted to educating women and the resulting benefits to individuals, households, the economy and nations as a whole. It also emphasised the tremendous human capital potential within the Arab women population and how organisations need to provide the support and encouragement and apply policies that take into consideration work/life balance in order to fully utilize this capital.

*Dr Lara Cathcart
Professor at Imperial College Business School, AIWF Member*

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



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HIGH LEVEL FORUM PREPARES FOR ARAB, SOCIAL, DEVELOPMENT AND ECONOMIC SUMMIT

The Arab Forum for Development and Employment will be held in Doha, Qatar 15 – 16 November 2008 under the auspices of His Highness the Crown Prince and Heir Apparent of the State of Qatar, Sheikh Tamin bin Hamad al-Thani.

This significant event jointly hosted by HE Ahmed M Luqman, Director General of the Arab Labor Organization and HE Dr Sultan Bin Hassan Al-Dosari, Minister of Labor, State of Qatar, comes within the preparations to the Arab Social, Development and Economic Summit. The Forum outcomes and agreed recommendations will be put in what shall be known as “Doha Declaration” which shall be presented to the forthcoming Summit. .

The theme of the Forum is to bring together economic and social stakeholders in Arab states to cooperate in supporting employment and curbing unemployment, a security, social and economic challenge that all Arab states face. In particular, the Forum will tackle in detail the problems of youth employment and skills development.

Other themes to be discussed include the role of investments in developing job-generating projects, regulating labour markets and contractual labour mobility to realize development and cultural and demographic security for a better Arab development.

Mrs Haifa Al Kaylani, Chairman AIWF has expressed her deep appreciation for the kind invitation to participate in this valuable and timely initiative focusing on crucial issues of importance to the Arab region. She said “The Arab International Women’s Forum in its work and mission totally shares the objectives of this important meeting highlighting the social and economic development for the region and stressing the high priority of creating jobs and employment opportunities for the youthful and educated growing Arab population.”

AIWF AT THE 11TH GERMAN-ARAB BUSINESS FORUM

The Arab International Women’s Forum was proud to collaborate with Ghorfa Arab-German Chamber of Commerce and Industry on the occasion of the 11th German-Arab Business Forum which took place in Berlin on 25 - 27 June 2008. The conference attracted high ranking speakers from government, business, commerce and the professions and more than 800 participants from all Arab countries and Germany.

AIWF was invited to contribute to the session entitled *Defying the Arab-German Businesswomen Dialogue: Defying the Future*. This special session in the programme of the conference was aimed at the promotion of dialogue, innovation, and partnership between women leaders from the Arab world and the Federal Republic of Germany.

The AIWF presentation *"Powering change through partnership"* endeavoured to build a bridge between Arab business women and women in business and business organisations in Germany.

I was honoured to have the opportunity to represent AIWF and its role in promoting opportunities, support and empowerment for women at an event which offered AIWF an excellent contact platform.

AIWF was also pleased by its involvement in this forum that will strengthen and further develop our cooperation with the Arab-German Chamber of Commerce and Industry. An invitation from the Secretary General for the 12th German-Arab Business Forum in 2009 is anticipated.

*Wassila Ben Amor
Assistant Manager - Head of Syndications & Forfeiting Dept
Tunis International Bank - and Member AIWF*



Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. Celebrating its 60th anniversary in 2008, the \$21 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities.

Manpower's worldwide network of 4,500 offices in 80 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. In 2007 Manpower placed five million people into permanent and temporary positions and nine million people received training and development services.

As part of its thought leadership area, the company releases a much anticipated quarterly forward-looking survey. The Manpower Employment Outlook Survey is conducted to measure employers' intentions during the next quarter. It is the most extensive forward-looking survey of its kind, unparalleled in its size, scope, longevity and area of focus. The Survey has been running for more than 45 years and is one of the most trusted surveys of employment activity in the world. The Manpower Employment Outlook Survey is based on interviews with more than 55,000 public and private employers worldwide and is considered a highly respected economic indicator.

Manpower has a strong social responsibility agenda with a focus of making a long-term, meaningful difference in people's lives across the globe. The company has four specific pillars for its efforts: workforce development, disaster recovery, reaching out to refugees and combating human trafficking. Manpower is a partner with several international programs including the United Nations High Commissioner for Refugees and its ninemillion.org campaign to provide education to the nine million refugee children who are exiled from refugee camps. It is also a leading supporter of the End Human Trafficking Now! campaign and was the first company to sign the Athens Ethical Principles which declares a "zero tolerance" policy for working with any entity, which benefits in any way, from human trafficking.

Accolades for the multinational company include its ranking by Fortune magazine's 2008 500 List: 120th in the U.S. and 413th globally. In the same year, it was also named as one of Fortune's Most Admired companies in the staffing industry for the sixth year in a row by a group of 10,000 executives, directors and securities analysts.

Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at www.manpower.com.

HOW TO JOIN AIWF

For further information on AIWF kindly contact:

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Mudara – The Institute of Directors (IOD) is a regional professional membership organisation serving board members, directors and governance professionals in the Middle East and North Africa (MENA) region. Members can acquire the knowledge, expertise and support necessary for enhancing corporate directorship, improving board performance and shareholder value.

The institute works to enhance the role of company directors within the public sector, private and family run businesses by providing information, research, advisory services and learning programmes to assist members and boards in raising standards of corporate governance as well as business practices. For more information about Mudara IOD, please visit www.mudara.org

WEBER SHANDWICK MENA BECOMES THE AIWF GLOBAL COMMUNICATIONS CONSULTANT

Haifa Al Kaylani, Chairman, welcomes Weber Shandwick Middle East North Africa, part of the Fortune Promoseven Group and the Middle East Communications Network (MCN), as the AIWF Global Communications Consultant. "This is an exciting new direction for AIWF, the opportunity to cooperate with a leading communications organisation having such an important media presence in the region for over 20 years" says Mrs Al Kaylani.

Weber Shandwick MENA specializes in developing and implementing Pan-Arab, regional and international public relations campaigns. With a regional team of more than 130 PR consultants operating through 16 offices in 14 markets such as Dubai, Abu Dhabi, Bahrain, Damascus, Riyadh, Jeddah, Kuwait, Qatar, Oman, Jordan, Lebanon, Egypt, Morocco, Tunis and Algeria. The Agency covers the following practice areas: financial and corporate communications, consumer communications, IT and aerospace communications, automotive and hospitality sectors, issues and crisis management, corporate social responsibility and public affairs.

Weber Shandwick MENA is proud to partner with Arab International Women's Forum (AIWF) as the Global Communications Consultant. The Agency recognizes and supports the active role that (AIWF) plays in inspiring women to participate in business and take on leadership positions.

AWLO'S ANNUAL REPORT ON ARAB WOMEN LEADERS

The Dubai Women's Establishment together with PricewaterhouseCoopers (PWC) extended an invitation to AIWF to contribute to a unique research exercise that investigated the challenges and opportunities faced by women in the Arab world. *The Arab Women's Leadership Outlook (AWLO)* based its analysis on interviews conducted with more than sixty prominent Arab leaders across the region. Positioned as an annual barometer of Arab women leaders' opinions and perspectives, the AWLO, with a particular focus on the Arab environment and Arab values, aimed to take a deeper look at the challenges faced by women in their efforts to integrate into the economy and society and thereby identify the solutions to overcome the barriers to their development. The report also, for the first time, defined the concepts of leadership from an Arab woman's perspective.

The report will be formally launched in Dubai in January 2009.