



The New Arab Woman

A Forum on Leadership and Social Responsibility



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21 - 22 October 2007

Jumeirah Emirates Towers, Dubai – UAE

Dear Sirs,

Under the patronage of **HRH Princess Haya Bint Al Hussein**, wife of **HH Sheikh Mohammed Bin Rashid Al Maktoum**, Vice President and Prime Minister of UAE Ruler of Dubai, Al-Iktissad Wal-Aamal Group and Al-Hasnaa Magazine in cooperation with the General Secretariat of the Arab League, ESCWA, Arab International Women's Forum and Vday Karama are organizing the first conference of its kind in the region, **The New Arab Woman, A Forum on Leadership and Social Responsibility** that will be held on October 21 - 22 at the Jumeirah Emirates Towers, Dubai – UAE.

In line with the growing trend towards openness and economic and social reform across the Arab world, the last decade or so has seen the gradual emergence of a new Arab woman after years of under-representation in all walks of life. The new Arab woman is more educated and empowered, and engaged in a whole spectrum of political, social, business and cultural activities and positions.

The forum aims at discussing the path-breaking transformation underway, analyzing its future impact on Arab society and the economic role of women, and considering the challenges ahead. Combining the strengths of Al-Iktissad Wal-Aamal Group, the leader in regional conferencing, and Al-Hasnaa, the first and leading Arab women's magazine since 1909, **The New Arab Woman** forum promises to be one of the major events on the conference agenda in 2007, combining relevance, caliber, advantage, placement power and excellent organization. The forum will bring together high profile speakers and participants. Invitees include first ladies, women government ministers and parliamentarians, business leaders, renowned actresses and artists, journalists, NGO heads, and others.

Main topics on the forum agenda include the road ahead for Arab women, the role of women in politics, business, education and the media and other topics and issues.

For more information or to register for **The New Arab Woman** forum, log on to: www.iktissad.com

Sincerely,

Raouf Abou Zaki
General Manager
Al-Iktissad Wal-Aamal Group