

**Under the High Patronage of the First Lady of Lebanon
Mrs. Wafaa Michel Sleiman**

THE NEW ARAB WOMAN FORUM

NAWF

Intercontinental Phoenicia Hotel, Beirut
October 23 and 24, 2008

Forum Agenda*

WEDNESDAY: 22 October 2008

17:00-19:05 **Registration at Intercontinental Phoenicia Hotel, Beirut**

Day One: THURSDAY, 23 October 2008

Women and Leadership

08:00-09:15 **Registration at Intercontinental Phoenicia Hotel, Beirut**

09:30-10:15 **Opening Ceremony:**

- **Mr. George Kordahi**, TV Presenter, Lebanon
- **Dr. Nadine Abou Zaki**, NAWF Executive Chair, Lebanon
- **Mr. Mazen Hayek**, Group Director of Marketing, PR and Commercial, MBC Group, UAE
- **Mrs. Hanna Sorour**, Director of the Department of Women Affairs, General Secretariat of the League of Arab States
- **H.E. Mr. Tammam Salam**, Minister of Culture, Lebanon

10:15-10:45 **Award Ceremony:**

- **H.E. Mrs. Bahia Hariri**, Minister of Higher Education, Lebanon
- **Princess Nouf Bint Faisal Bin Turki Al Saud**, Chairwoman, Nayara Group of Companies, Kingdom of Saudi Arabia (Received by H.E. Mrs. Bahia Hariri)
- **H.E. Dr. Hanan Ashrawi**, Chairperson of the Executive Committee, The Palestinian Initiative for the Promotion of Global Dialogue and Democracy-MIFTAH, Palestine

10:45-11:00 **Networking Coffee Break**

Platinum Sponsor

Procter&Gamble

Gold Sponsor

PHILIP MORRIS

Media Partner

mbc

Silver Sponsors

HSBC

Microsoft

hp

EDUGATES

PLUS

Organized by

الجمعية الوطنية
National Women's Association

Al-Hana

In Cooperation with

الجمعية الوطنية
National Women's Association

الجمعية الوطنية
National Women's Association

الجمعية الوطنية
National Women's Association

VDAY

11:00-12:15 **Panel I: The Leadership Mystique**

The broad definition of leadership as "influencing and coordinating people to contribute willingly to the good of the collective, and the achievement of its goals" is generally based on western models. A more representative understanding of leadership needs to be applied to the Arab world and Arab women. And while significant progress has been made by Arab Women in terms of education and participation in the work force, their leadership role remains relatively limited.

This Panel will discuss the following issues:

- Lessons from leadership coaching: women vs men
- Emerging leadership qualities for Arab women
- Arab women on regional boards
- Power to the family: Family businesses and their implications on women leadership

Moderator: H.E. Dr. Jihad Azour, Former Minister of Finance, Lebanon

Panelists:

- **H.E. Dr. Hanan Ashrawi**, Chairperson of the Executive Committee, The Palestinian Initiative for the Promotion of Global Dialogue and Democracy- MIFTAH, Palestine
- **H.E. Dr. Sandra Cioffi**, Former Member at the Italian Parliament Legislature
- **Dr. Elisabet Engellau**, Programme Director, INSEAD Global Leadership Centre, and Adjunct Clinical Professor of Management (INSEAD, France)
- **Mrs. Sarah Al Jassem**, Chairman and Managing Director, Kyanat International Holding, Kuwait

12:15-13:30 **Panel II: Women in Business**

As the number of women and working mothers has increased in the Arab workforce, large companies and corporations are sometimes using that to competitive advantage to reach new market niches or gain a woman's perspective of market needs. But competition is also growing between men and women in the workplace and the challenge is becoming tougher for women.

This Panel will discuss the following issues:

- How has the work environment changed since women entered the business world?
- Do they offer new approaches and new insights?
- Are they treated equally in terms of financial compensation and advancement opportunities?
- Do employers tend to pigeonhole women in specific positions?

Moderator: Mrs. Nadine Hany, T.V. Presenter, Al Arabiya News Channel, UAE

Panelists:

- **Dr. Afnan Al-Shuaiby**, Secretary General and Chief Executive, Arab-British Chamber of Commerce, UK
- **Mrs. Juhaina Al Fardan**, Senior Regional Manager, Employee Engagement and Diversity, HSBC Bank Middle East Limited, UAE
- **Mrs. Katty Marmenout**, Researcher, INSEAD, UAE
- **Mrs. Hanan Saab**, Founder, Owner and Managing Director of Pharmamed and Vice President of the Lebanese League for Women in Business, Lebanon

13:30-15:30 **Lunch hosted by the organizers at Mosaic Restaurant and WOK WOK Restaurant, Intercontinental Phoenicia Hotel**

Platinum Sponsor

Procter&Gamble

Gold Sponsor

PHILIP MORRIS

Media Partner

mbc

Silver Sponsors

HSBC

Microsoft

hp

EDUGATES

PLUS

Organized by

الجمعية الوطنية للمرأة
National Women's Association

Al-Hanaa

In Cooperation with

الجمعية الوطنية للمرأة
National Women's Association

الجمعية الوطنية للمرأة
National Women's Association

الجمعية الوطنية للمرأة
National Women's Association

الجمعية الوطنية للمرأة
National Women's Association

الجمعية الوطنية للمرأة
National Women's Association

15:30-16:45 **Panel III: Women Education & Technology**

With the changing position of the Arab woman and her growing inroads into business and public domains, and with the growing importance of science and technology in the modern economy there is now an urgent need to develop women's education across the Arab world, with increasing emphasis on science and technology, and thus to promote and take full advantage of their capabilities in all fields.

This Panel will discuss the following issues:

- How can technical knowledge and experience among professional women be widened and promoted?
- Is technological proficiency necessary to accelerate the integration of Arab women and Arab societies generally in the globalization process?
- Does the level of technological knowledge and adaptability define our identity, or will it do so increasingly in the future?
- What are the risks of the increased emphasis on modern technology?

Moderator: Dr. Kamal Shehadi, Chairman and CEO, Telecommunications Regulatory Authority (TRA), Lebanon

Panelists:

- **Mr. Saad Abou-Chakra**, Founder and Chairman, Edugates International, UAE
- **Ms. Sherri Erickson**, Global Manager, Genuine Software Initiative (GSI), Microsoft Corporation, USA
- **Mrs. Jacqueline F. Beauchere**, Director, Communications and Marketing, Audience Marketing- Trustworthy Computing, Microsoft Corporation, USA
- **Ms. Rania Mattar**, HP PSG Country Manager for Egypt and Levant, UAE
- **Ms. Esra'a Al Shafei**, Director, Mideast Youth, Bahrain

16:45-17:00 **Networking Coffee Break**

17:00-18:15 **Panel IV: Women in Politics**

Even though Arab Women are becoming more politically active, their influence in politics and public life, and their electoral strength are still perceived as somehow limited.

This Panel will discuss the following issues:

- What are the concerns and role of the woman in politics and To what extent is her integration in social life?
- Is "Equal opportunity" ensured in the Middle East and West?
- Role of media in building the political image of women.
- Is there a "Woman way" to govern?
- Can we talk about a new political model for women?

Moderator: H.E. Dr. Tarek Metri, Minister of Information, Lebanon

Panelists:

- **H.E. Mrs. Fadela Amara**, Urban Affairs Minister, France
- **H.E. Dr. Ruwaida Al Ma'aitah**, Senator- Member of the Upper Parliament, Jordan

Platinum Sponsor

Procter&Gamble

Gold Sponsor

PHILIP MORRIS

Media Partner

mbc

Silver Sponsors

HSBC

Microsoft

hp

EDUGATES®

PLUS

Organized by

التنظيم والتطوير
Al-Hamad Wal-Ahmed

Al-Hamad

In Cooperation with

الجامعة اللبنانية
Lebanese University

الجامعة اللبنانية
Lebanese University

الجامعة اللبنانية
Lebanese University

VDAY

- **Mr. Ramsay Najjar**, Founder and Chairman of the Strategic Communication Consultancy S2C, Lebanon
- **Mrs. Aisha Ibrahim Sultan Khalifa**, Manager of the Political Platforms, Dubai Media Incorporated, UAE

21:00 **Dinner hosted by the organizers at Awtar Restaurant, Monro Hotel**

Day Two: FRIDAY, 24 October 2008

All about Women

09:00-10:15 **Panel V: Men Talk about Women**

In the face of the emergence of a new Arab woman; more educated, more empowered, and more demanding, Arab men seem to be increasingly uneasy. In this exciting panel, they give their views on this revolutionary change underway. The audience responds and reacts.

This Panel will discuss the following issues:

- How do men perceive women and how are they affected by the changing roles of women in the Arab world?
- Do they think some roles are typically feminine and others typically masculine?
- Do men see a conflict between women's equality/ambition and traditional values?

Moderator: Prof. Marie-Thérèse Khair Badawi Psychoanalyst, Full Professor and Director of Research, USJ- Lebanon

Panelists:

- **Mr. Zahi Wehbi**, T.V. Presenter, Lebanon
- **Dr. Michel Jabre**, Professor, Institute of Fine Arts, USJ, Lebanon
- **Mr. Youssef Bazzi**, Poet and Journalist, Lebanon

10:15-10:30 **Networking Coffee Break**

10:30-11:45 **Panel VI: Sexuality and Taboos**

The "sexual revolution" that has swept western societies has brought about a major change in gender roles and relations, but also a questioning and sometimes a breakdown of established values. These same issues are posing themselves with increasing urgency in the Arab world.

This Panel will discuss the following issues:

- How are the gender relations and roles changing in the Arab world?
- Is it necessary to break taboos?
- What should be preserved?

Moderator: Prof. Marie-Thérèse Khair Badawi, Psychoanalyst, Full Professor and Director of Research, USJ- Lebanon

Panelists:

- **Ms. Inas El Deghedy**, Cinema Director, Egypt
- **Dr. Thuraya Al-Arrayed**, Poetess, Writer, Journalist, and President of the Saudi Association for Media and Communication, Saudi Arabic
- **Ms. Sihem Habchi**, President, Association (Ni putes Ni soumises), France
- **Mrs. Rania Barghout**, Senior Presenter, MBC1, United Kingdom

Platinum Sponsor

Procter&Gamble

Gold Sponsor

PHILIP MORRIS

Media Partner

mbc

Silver Sponsors

HSBC

Microsoft

hp

EDUGATES

PLUS

Organized by

التنظيم والتفعيل
Al-Hayat Wa-Amaal

Al-Hayat

In Cooperation with

الجامعة اللبنانية
Lebanon University

الجمعية اللبنانية
Lebanon Association

الجمعية اللبنانية
Lebanon Association

VDAY

11:45-13:00 **Panel VII: Women in Situations: Image and Inner Self**

Violence, abuse, depravity, could these be in the same sentence with beauty, women's self esteem and dignity? How does the outer image reflect the inner self and vice-versa? An interactive panel, "Beauty and the Inner Self," will bring together four incredible women - an actress, a banker, a psychoanalyst, and a TV presenter - who will discuss issues of beauty and conformity.

The Lebanese actresses Carmen Lebbos and Randa Asmar will perform readings from "the Good Body" play written by Eve Ensler as an introduction to the panel

This panel will discuss the following issues:

- How do these situations affect women self-perception and build their self-esteem?
- How does it impact their environment?
- Physical and mental violations:
 - New norms of beauty
 - Physical violence

Moderator: Ms. Hibaaq Osman, Founder of V-Day Karama - Egypt, and Founder of the Arab Women's Fund

Panelists:

- **Ms. Carmen Lebbos**, Lebanese Actress
- **Mrs. Randa Asmar**, Lebanese Actress
- **Mrs. Kaltham Al-Koheji**, Head of Regional Communications HSBC Bank Middle East Limited, UAE
- **Ms. Joelle Mardinian**, Middle East TV Presenter and Make-Up Artist, MBC, UAE
- **Prof. Marie-Thérèse Khair Badawi**, Psychoanalyst, Full Professor and Director of Research, USJ- Lebanon

Platinum Sponsor

Procter&Gamble

Gold Sponsor

PHILIP MORRIS

Media Partner

mbc

Silver Sponsors

HSBC

Microsoft

hp

EDUGATES

PLUS

Organized by

الجمعية الوطنية للمرأة
National Women's Association

Al-Hanna

In Cooperation with

الجمعية الوطنية للمرأة
National Women's Association

الجمعية الوطنية للمرأة
National Women's Association

الجمعية الوطنية للمرأة
National Women's Association

VDAY