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UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

2023 UfM-UNIDO

WOMEN BUSINESS FORUM

WOMEN IN
INDUSTRY AND
INNOVATION: Can
Industry 4.0 foster
women's economic
inclusion in the
MENA region?

AGENDA

11-12 OCTOBER 2023—TUNIS
HOTEL SHERATON TUNIS

With the support of:



Ministry of Foreign Affairs
and International Cooperation





PROGRAMME 11-12 OCTOBER 2023

The **UfM-UNIDO Women Business Forum 2023** will take place on 11-12 October at the Sheraton Hotel in Tunis, Tunisia. The first afternoon will be open to a limited number of participants who will be engaged in a workshop activity, whereas the second full day conference will host experts and stakeholders within the framework of Inspiring Talks' panels, technical panels, a Pitching Contest and Awards Ceremony, and a discussion with policy-makers.

11th OCTOBER 2023 - MORNING BRAINSTORMING AND AFTERNOON FIELD COMPANY VISIT

08:30 - 09:00	Registration of participants
09:00 - 09:30	Opening remarks
09:30 - 12:30	Interactive Brainstorming Activity on the needs of women in Industry 4.0 and Tech A workshop format with about 30 women entrepreneurs
12:30 - 14:00	Lunch break
14:00 - 18:00	Field visit Visit to Actifs Précieux, a women-led companies in Zriba's Industrial Zone
18:00 - 20:00	Networking dinner



12th OCTOBER 2023 - FULL-DAY CONFERENCE

08:30 - 09:00

Registration of participants

09:00 - 09:30

Welcoming Remarks

- **H.E. Nasser Kamel**, Secretary General, UfM
- **Fatou Haidara**, Deputy to the Director General, UNIDO
- **H.E. Ahlem Beji**, Chief of staff, Ministry of Industry, Energy and Mines (Tunisia)
- **H.E. Amel Moussa**, Minister of Family, Women, Children and Seniors (Tunisia)

09:30 - 10:00

Opening Session

- **Helena Dalli**, European Commissioner for Equality (video-message)
- **H.E. Amb. Fabrizio Saggio**, Ambassador of Italy in Tunisia (tbc)
- **Arnaud Peral**, UN Resident Coordinator in Tunisia
- **Gianfranco Bochicchio**, Chargé d'affaires EU Delegation in Tunisia
- **Hichem Elloumi**, Vice-President of UTICA (Tunisian Union of Industry, Trade and Handicrafts – Founding member of BUSINESSMED)

10:00 - 11:30

Round Table 1: Digitalization skills AI and innovative solutions for inclusive sustainable growth

Moderator: Chiraz Bensemmane, Founder of Pitch World Fast



Keynote speaker: Zohra Slim, Co-Founder and CWO, InstaDeep Ltd, Tunisia

Speakers:

- **Lilia Hachem Naas**, Chief, Office for Arab States, ITC
- **Amel Saidane**, Digital Transformation for SMEs
- **Guadaluna Chaer**, Cofounder of LUXEED Robotics (Green technology)
- **Olfa Yahyaoui**, CIO of Tunisie Autoroute and Secretary General of the Tunisian Engineers Council
- **Elena Dia**, Senior Innovation & Entrepreneurship Manager at Bridge for Billions
- **Mohamed Dhaoui**, Director of Women's Affairs at Minister of Family, Women, Children and Seniors (Tunisia)

10min Q&A from the audience

11:30 - 12:00

Coffee break

12:00 - 13:30

Round Table 2: Breaking the glass ceiling 4.0: women entrepreneurs in the digital age

Moderator: Monica Carco, Senior Advisor on Women's Economic Empowerment and Youth Employment

Keynote speaker: Neila Amara, UNIDO

Speakers:

- **Nada Lachaal**, General Director, Industrial and Technological Infrastructure, Ministry of Industry, Energy and Mines (Tunisia)



- **Omar Bouzouada**, Director General, APII (Agency for the Promotion of Industry and Innovation) (Tunisia)
- **Hajer Derouiche**, CEO of Actifs Précieux (Tunisia)
- **Leila Belkhiria Jaber**, President of CNFCE (Tunisia) and Women in Business Network
- **Tarak Triki**, Director of Investments, Smart Capital (Tunisie)
- **Imen Ayari**, Head of Innovation Factory, Talan (Tunisia)
- **Zied Kilani**, National Business & Investment Specialist, Employment4Youth project, UNIDO (Tunisia)

10min Q&A from the audience

13:30 - 15:00

Networking Lunch

15:00 - 15:30

Connecting the dots: takeaway session from UNIDO training and UfM Brainstorming workshop

Presentation of recommendations from participants in the UNIDO training on gender and industry and the UfM reflection workshop to strengthen the place of women in industry and innovation

15:30 - 17:30

UNIDO PWE Project Closing Session

Moderators: Neila Amara, UNIDO and Jessica Tradati, UNIDO

PWE project story:

- **PWE closing presentation**
- **Monica Carco**, Senior Advisor on Women's Economic Empowerment and Youth Employment
- **Sana Ghenima**, President F&L (Tunisia)



- **Anna Dorangricchia**, Project Manager Gender Equality, Social and Civil Affairs Division, UfM
- **Maurizio Bonavia**, former Senior Expert, Ministry of Foreign Affairs and International Cooperation (Italy)
- **Wanessa El Amri**, Coordinator of Principality of Monaco Cooperation in Tunisia
- **Malika Karrit**, Former director of Small and Medium-sized Enterprises, Ministry of Industry, Energy and Mines (Tunisia)
- **Gaëlle Ferrant**, Economist and gender specialist, Global Relations and Cooperation, Middle East and Africa, OECD
- **Takwa Mrabet**, BCD & Fundraising Coordinator of BUSINESSMED
- **Ayah El Arief**, MENA Women Business Club member
- **Houda Bouzidi**, Chemical Technical Center Director (CTC Tunisia)

Spotlight on Industry'ELLE and IDEA flagship initiatives:

- **Ahmed Ghamgui**, Business Development and Partnerships Officer, TCSE (tbc)
- **Presentations of Industry'ELLE pitch competition finalists**
- **Elena Dia**, Senior Innovation & Entrepreneurship Manager, Bridge for Billions (tbc)
- **Presentations of IDEA App pitch competition finalists**

Closing Appeals:

- **Nesrine Abid**, Director, Ministry of Industry, Energy and Mines (Tunisia)
- **Lassaad Ben Hassine**, UNIDO Representative in Tunisia
- **Amb. John Paul Grech**, Deputy Secretary General, Social and Civil Affairs Division, UfM

18:00 - 20:00

Networking Cocktail

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