



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



UNIDO International Forum

Increasing the contribution of women
to economic growth and prosperity:
Creating an enabling environment



23 May 2018

**EXPOFORUM Convention and Exhibition Centre,
Conference Hall F3**

Organized by UNIDO on the sidelines of the St. Petersburg International Economic Forum (SPIEF) 2018

AGENDA



8:00–10:00 Arrival of participants and welcome coffee

10:00–10:30 Welcome speeches

Ms. Galina Karelova, Deputy Speaker of the Federation Council, Federal Assembly of the Russian Federation

Mr. Jacek Cukrowski, Chief, UNIDO Regional Division for Europe and Central Asia

Mr. Sergey Movchan, Vice Governor of St. Petersburg

Ms. Nadiya Cherkasova, Head of the OPORA RUSSIA Women's Entrepreneurship Development Committee

Representative of the Ministry of Foreign Affairs of the Russian Federation

Moderator: Ms. Veronika Peshkova, President, Public Diplomacy Foundation "Women's View", Member of the Expert Council, OPORA RUSSIA Women's Entrepreneurship Development Committee

10:30–11:00 Photo session and video screening
Interviews with high-level representatives



11:00–12:30

PANEL SESSION I: Fostering smart and innovative business models through women's economic empowerment: success stories from the region and beyond

The session will feature best practices and solutions in innovative business models that support women's economic empowerment. Presenters will outline the typical challenges women entrepreneurs face in today's business environment and what helped them to overcome barriers and succeed in their endeavours. The audience will learn from the issues and success stories presented, which will have a particular focus on innovative undertakings, and will gain insights into the challenges and opportunities for increasing women's economic empowerment through business leadership. The presented case studies will particularly focus on UNIDO's recent interventions in the field and prominent practical examples from the Russian Federation of advancing sustainable and inclusive business models in innovation. The discussion will focus on the following key questions:

- *Why are women key agents of change and what is their contribution to the, 'smart economy'?*
- *Which innovative business models work best to support women's economic empowerment?*
- *Which transformative actions are necessary to advance women's economic empowerment and overcome existing barriers?*
- *How do UNIDO's projects facilitate the promotion and capacity-building of women entrepreneurs in innovation?*
- *What is the role of UNIDO and its partners in forming global alliances and networks for women's economic empowerment?*

Keynote speech by:

Ms. Helen Hai, UNIDO Goodwill Ambassador for Industrialization in Africa and CEO of Made in Africa Initiative, People's Republic of China

Moderators:

Ms. Galina Karelova, Deputy Speaker of the Federation Council, Federal Assembly of the Russian Federation

Mr. Jacek Cukrowski, Chief, UNIDO Regional Division for Europe and Central Asia

Speakers:

Ms. Anna Nesterova, Chairperson of the Board of Directors, Global Rus Trade; Head of BRICS Working Group on the Digital Economy, Russian Federation

Ms. Malika Yarbabaeva, UNIDO National Project Coordinator, Tajikistan

Ms. Anna Tsyvileva, Chairperson of the Board of Directors, Kolmar Group, Russian Federation

Ms. Armine Semizyan, UNIDO National Project Expert, Armenia

Ms. Aasia Saail Khan, Director, Schazoo Zaka, contributor to UNIDO projects on capacity-building of women entrepreneurs, Pakistan

Mr. Mikhail Skvasnikov, President, Association of Landscape Designers of Russia, Russian Federation

Discussants:

Ms. Elena Kozlovskaya, Deputy Director General, ProfInzh, Russian Federation

Ms. Anne Lammila, Consul General of Finland in St. Petersburg

Ms. Irina Ivanova, Member of the Legislative Assembly of St. Petersburg, Russian Federation

Ms. Svetlana Erkenova, National Expert, UNIDO Centre for International Industrial Cooperation (CIIC) in Moscow

Ms. Anni Avetisyan, Finance and Marketing Executive, Satenkar, Armenia

Question and answer session



12:30–14:00 Lunch break

14:00–14:30 **Presentation on doing business with UNIDO: Introduction to UNIDO procurement**

This short intermediate session will target Russian and international companies attending the event who will learn about the opportunities for doing business with UNIDO through participation in UNIDO procurement. Other interested participants are also invited. The session will mainly serve to inform potential partners about how to approach procurement for UNIDO projects and will allow participants to interact with a UNIDO procurement representative. In addition, it will touch briefly on the UNIDO gender progressive procurement initiative.

Speaker: *Mr. Michael Dethlefsen*, Chief, UNIDO Procurement Services Division

Moderator: *Ms. Tsvetelina Miliovska*, Programme Specialist, UNIDO Regional Division for Europe and Central Asia



14:45–16:00

PANEL SESSION II: The intersection of policy-making and business: harnessing the economic potential of women for growth and prosperity

The second panel will enable a dialogue between policy-makers and practitioners allowing an exchange of views on the benefits of women's participation in the modern economy. Furthermore, policy-makers and private sector representatives will discuss various prerequisites for creating an enabling policy and business environment for women entrepreneurs. Policy-makers will be given the opportunity to share their experience of policy responses to evolving challenges influenced by technological change and increasing diversity. Representatives from the private sector will have a chance to share insights and visions regarding the impact of the existing policy environment on their daily business and recommend possible solutions from their perspective.

- *What is meant by creating an enabling environment for women's economic empowerment?*
- *Which policies need to be in place to accelerate women's economic empowerment?*
- *How can the economic potential of women be harnessed in the context of the digital economy to advance prosperity and societal benefits?*
- *What is the role of policy-making in enabling business activities in the modern economy?*
- *What is the role of financial and business support institutions in supporting women's economic empowerment?*

Keynote speech by:

Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation

Moderators:

Ms. Hedda Femundsenden, Gender Coordinator, UNIDO Office for Gender Equality and Empowerment of Women

Ms. Veronika Peshkova, President, Public Diplomacy Foundation "Women's View", Member of the Expert Council, OPORA RUSSIA Women's Entrepreneurship Development Committee

Speakers:

Ms. Elfi Klumpp, Head of Global Business Development and Educational Services, Festo Didactic; General Manager, WorldSkills Foundation, Germany

Ms. Caroline King, Senior Director, Digital Government, SAP SE, Germany

Ms. Ekaterina Movsumova, Founder, Newsroom, Russian Federation

Ms. Tian Chen Clausen, Project Manager, Scania Academy, Sweden

Ms. Irina Makieva, Deputy Chairperson of Vnesheconombank, Russian Federation

Mr. Ruslan Gaynetdinov, Head of the Entrepreneurship Development Corporation of Ulyanovsk Region, Russian Federation

Ms. Shereen Allam, Founder, Association for Women's Total Advancement and Development, Egypt

Discussants:

Mr. Stanislav Cherdantsev, Vice Governor of Kemerovo Region, Russian Federation

Ms. Anna Rudakova, Founder, Woman Who Matters Award, Russian Federation

Mr. Sergey Movchan, Vice Governor of St. Petersburg, Russian Federation

Ms. Tatiana Mineeva, Vice President, Delovaya Rossiya (Business Russia), Russian Federation

Ms. Olga Trubacheva, Founder and Director General, World Business Channel, Russian Federation

Questions & answers

16:00–16:30

Coffee break



16:30–17:45 **INTERACTIVE SESSION III: Tools to empower women entrepreneurs to succeed in global markets: dialogue with successful business women**

The session will be organized as an interactive dialogue with the audience and will feature speakers' testimonials in the field of women's economic empowerment. The audience will learn more about specific innovative tools and models that enable women entrepreneurs to succeed in today's world of new challenges and numerous opportunities based on the specific life stories of successful business women. The audience will be encouraged to ask questions and actively participate in the discussion.

- How can women's entrepreneurship be scaled up?
- How do we take women's entrepreneurship from the local level to the national economy and beyond?
- What concrete measures (e.g. utilizing UNIDO's global setting and platforms for creating "women-leaders" talent pool; establishing e-learning platforms for women in business; establishing business networks for female leaders with support from the private sector) should be taken to foster women's economic empowerment?

Special guest:

Ms. Olga Algayerova, Executive Secretary, United Nations Economic Commission for Europe

Moderators:

Ms. Tsvetelina Miliavska, Programme Specialist, UNIDO Regional Division for Europe and Central Asia

Ms. Anna Soshynskaya, President, Responsible for the Future charity foundation, Russian Federation

Speakers:

Ms. Janne Vangen Solheim, UNIDO Goodwill Ambassador; CEO, Janusfabrikken, Norway

Ms. Africa Zanella, President and CEO, Centre for Sustainability and Gender Economics, Spain

Ms. Carolina Bañales, Founder and CEO, Eikyou, Argentina

Mr. Konstantin Bobrov, Chairman of the Board, Ural Bank, Russian Federation

Ms. Elena Dukareva, Vice President, Leningrad Region Chamber of Commerce and Industry, Russian Federation

Interactive dialogue with the audience: sharing of case studies from the Russian Federation:

Ms. Anastasia Nikolaeva, Founder and Head, Maison N20 fur brand

Ms. Anastasia Klimina, Founder, Ecotourism in Sverdlovsk Region

Ms. Maria Yurkina, Head of East-West alliance of companies producing cross-country vehicles

Ms. Yanina Skosyreva, Director General, Infratechs

Ms. Julia Petrova, Founder, Riona fashion brand for teenagers

Ms. Marina Ross, Founder, Hydrop company producing nano-cleaning products

Ms. Ekaterina Chernykh, Founder, MAMADOMA digital project

17:45–18:00 **Closing remarks**

Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation

Mr. Jacek Cukrowski, Chief, UNIDO Regional Division for Europe and Central Asia

*The agenda remains subject to change
During the panel sessions, simultaneous interpreting in Russian and English will be provided.*



NOTES



INTERNATIONAL FORUM
INCREASING THE CONTRIBUTION OF WOMEN
TO ECONOMIC GROWTH AND PROSPERITY:
CREATING AN ENABLING ENVIRONMENT

NOTES

Organizers: United Nations Industrial Development Organization (UNIDO)
OPORA RUSSIA Women's Entrepreneurship Development Committee
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WOMEN'S
ENTREPRENEURSHIP
DEVELOPMENT
COMMITTEE



OPORA RUSSIA
ALL-RUSSIAN NON-GOVERNMENTAL ORGANIZATION OF SMALL AND MEDIUM BUSINESS