



2018 IWECE Conference Guidelines

“Connecting Women Businesses Globally: Discovering Opportunities in Asia”

Conference Agenda:

Saturday and Sunday Sept. 8th & 9th

Arrivals and check-ins at The Kerry Hotel, No.1388 Hua Mu Road, Pudong, Shanghai, 201204, China

Sunday Sept. 9th / at hotel

4:00-6:00pm Reception Desk Open for Conference Material pick up

Sunday Sept. 9th / at hotel

[4:00-5:30pm] IWECE Global Ambassador Meeting

Sunday reception / Sept. 9th / at hotel

6:00/8pm Registration & Reception with hors d'oeuvres for all conference attendees and invited local guests -Grand Shanghai Ballroom3

Monday Sept. 10th / Conference Day 1 / CEIBS Campus

Breakfast in the hotel

8am Bus transport from hotel to CEIBS

8:30/9am Arrivals and network at CEIBS

9:00/9:20 Welcome remarks:

Ruth A. Davis, IWECE Foundation/US

Welcome to CEIBS Business School

Professor Pedro Nueno, President and Founder, CEIBS and Professor of Entrepreneurship, IESE/China & Spain

Lan Yang, Chairperson, Sun Media Group/China

Adela Subirana, Barcelona Chamber of Commerce/SP

Shilpi Biswas, Vice President, AmCham Shanghai

9:20-9:30 *“IWECE Foundation Introductions” Michele Ruiz, CEO, Ruiz Strategies; Conference Master of Ceremonies/US*

- 9:30/9:50 Awardee Introductions
- 9:50/11:00 Panel Discussion – “How to Do Business With China”
Moderator: Pedro Nueno
Panelists: Lan Yang, Chairperson, Sun Media Group / China
Mukta Nandini Jain, Chairperson CACCI-Women’s Division / India
Celina Chew, President, Bayer Corporation / China
Ibukun Awosika, Chairwoman, First Bank of Nigeria / Nigeria
Maria Victoria Zingoni, Executive Managing Director -Downstream, Repsol / Spain
- 11:00/11:20 Coffee break
- 11:20/11:25 Remarks by *Princess Noor Asem of Jordan*
- 11:25-11:55 Awardee Introductions
- 11:55/12:55 Panel Discussion: “Doing Business in China: Chinese Business Women Going Global”
Moderator: Professor Jean Lee / CEIBS
Panelists: Winnie Chan: CEO and founder of Bynd Artisan
Rossella Lyu: President of CJ Smart Cargo
Renee Wang: founder of Castbox
Catherine Kang, Co-Founder & CEO, PhiSkin
- 12:55/1:00 Remarks by *Shilpi Biswas, Vice President, AmCham Shanghai*
- 1:00/2:00 Luncheon & Facilitated Networking
- 2:00/2:30 Keynote– “Marketing and Media Today” – *Lan Yang, Chairperson, Sun Media Group/ China*
- 2:30/2:45 Awardee Introductions
- 2:45/3:45 Panel Discussion: “Business Scenarios for Collaboration and Cooperation with other Asian Countries”
Moderator: Maria Puig, IESE
Panelists:
Shilpi Biswas, VP, Strategy & Operations, AmCham Shanghai
Montse Martí, CEO, Martiderm Group, President, Barcelona Beauty Cluster
Sara Al Madani, CEO of Sara Al Madani fashion, Board Member at Sharjah Chamber of Commerce and Industry / Board Member at UAE SME and Enterprise Council.
- 3:45/4:45 Panel - “What Trends Do You Need to Be Following in Technology & Innovation” –
Moderator: Carmen Castillo, SDI International and IWECE Vice Chair / US

Denise Evans, VP Women & Diversity, B2B Marketing, IBM / US;

Harjinder Kaur, CEO, Comvision India / India

Ulrika Nilsson, CEO, Secure State / Sweden

- 4:45/5:00 Awardee introductions
- 5:00 Walk to Pyramid on Campus
- 5:00/7:00 Reception / CEIBS Pyramid
- 7:00 Transport back to hotel. Dinner on own.

Tuesday Sept. 11th / Conference Day 2 / CEIBS Campus

Breakfast in the hotel

- 8am Bus transport from hotel to CEIBS
- 8:30/9am Arrive and network at CEIBS
- 9:00/9:30 Awardee introductions
- 9:30/10:15 Keynote- *“The Challenges of Leadership Verses Mamagement”*
Ruth A. Davis, Chairwoman, IWEC / US
- 10:15/10:30 Coffee break
- 10:30/10:50 Awardee introductions
- 10:50-/11:20 *“2018 Mentorship Program Updates”*
Regina Llopis. Barcelona Chamber/SP
Janine Myburgh, Cape Chamber/SA
SA Awardee & Mentee
- 11:20/11:45 Awardee Introductions
- 11:45/12:15 IESE presentation and offering to awardees / *Maria Puig, IESE*
- 12:15/1:15 Luncheon
- 1:15/2:00 Keynote- *“Building a Professional Image”*
Liana Chaouli, CEO, Image Therapists
- 2:00/2:50 Panel Discussion: *“IWEC Partner Services to Support Business Growth”*
Moderator: Michele Ruiz
Panelists: Sunita Bajaj, Fortis Lux Financial, US – Fiscal Fitness
Ingrid Sidiadinoto, UPS Asia Pacific Region – Shipping & Logistics
Jennifer Petsky, Global Payments – International payments
Regina Llopis, Spain- IWEC Platform

- 2:50/3:10 Keynote - *“Tools You Can Leverage to Take Your Business Beyond Your Borders”*
Conchie Fernández-Craig, Managing Partner, CF Creative
- 3:10-3:20 Announcement of 2019 IWEC Conference Location
- 3:20 Transport back to hotel
- 6:00/9:00 IWEC Gala Dinner at The Kerry-Pudong Ballroom 1-4

Wednesday Sept. 12th

Breakfast in the hotel

- 9am Bus transport from hotel to CEIBS
- 9:30am Arrive and network at CEIBS
- 10am/noon Match making / networking with local businesses
- Noon Bus transportation back to the hotel
- [1pm-5pm] IWEC Board of Directors Meeting at CEIBS