



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط



MEDAWEEK BARCELONA 2017
Mediterranean Week of Economic Leaders

Women Entrepreneurship & Investment Programme 2017

22-24 NOVEMBER, 2017 | BARCELONA, SPAIN

Special Participation Package



Building Bridges between Women in Business



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



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With the financial support from:



SWEDEN

Take part in one of the **Largest Economic hubs** in the **Mediterranean**

Why participate

The **Women Entrepreneurship & Investment Programme 2017 (WEIP)** is organised within the framework of the 11th edition of the **MedaWeek Barcelona**, a leading business and investment event in the Mediterranean.

Over **1000 Economic Leaders** are expected to attend, including investors, representatives from the business community, banks, governments, as well as regional and multilateral organizations from both shores of the Mediterranean basin.

This program is entirely dedicated to women entrepreneurship in the Mediterranean, and will offer participants a number of networking and business advantages. Specifically, this package includes:

1. Free access to the entire MEDAWEEK

- Over the course of 3 days, participants will be able to connect and network with an array of counterparts, including business men and women, policy-makers, investors, banks, and spokeswomen from a variety of domains, such as **agribusiness; greening economies; textile industry; Islamic finance; and women entrepreneurship.**
- Speakers from different backgrounds, skills and expertise will gather at the MedaWeek to and share their knowledge on specific business topics, providing participants with the latest insights, regional trends and tendencies critical to successful entrepreneurship.
- An opportunity to share experiences with leaders and high level figures from the private sector, including opportunities and challenges surrounding the Mediterranean.
- Meet and learn about building partnerships with business leaders and their partners across the region

For more information, please visit the MEDAWEEK website: www.medaeconomicweek.org and the WEIP section: <http://www.medaeconomicweek.org/fr/women-entrepreneurs-investment-programme/>.

2. B2B Matchmaking

You will have access to a unique platform of networking to establish fruitful business exchanges. During one day and a half, you will have the opportunity to participate to tailored bilateral Business-to-Business matchmaking sessions with selected companies. These meetings offer plenty of business connections and a unique opportunity to build a network and meet potential investors and partners.

To participate, you have to register on the dedicated platform: <http://medaweek2017.unido.it>. The cost is Free of charge for registered participant.

The proposed platform will allow you to:

- Exploit a tool that can save your time and effort with its targeted **face-to-face meetings**.
- Prepare your **personal agenda** of focused meetings days before the start of the event.

3. Access to Market: Special Session with Buyers

This special session will shed light on the challenges that face women entrepreneurs in the region in terms of access to market and on how to identify and seize market opportunities.

Concretely, this session will first give the opportunity to women entrepreneurs from the MENA region, as well as from Europe, to share their experiences/success stories and to learn from each other. The session will also feature European buyers providing insights on how to identify and seize market opportunities in Europe.

The session will be conducted in an interactive way, giving room to Questions and Answers and networking.

4. Women Entrepreneurship Technical Tour

Women Entrepreneurs will have the opportunity to visit a prominent local company (3 options will be offered). The objective is to foster cross-border cooperation in the region by bringing businesses from both sides of the Mediterranean closer together. Field tours are also designed to give hands-on feel for businesswomen, such as the delegation coming from North Africa and the Middle East. Women entrepreneurs will be accompanied and guided by the organisers, and will have the chance to meet with leaders of these businesses while visiting the physical production spaces.

5. Other facilities offered

- Support for your logistical arrangements, including preferential hotel fares close to the conference venue.
- Interpretation in English, French, Arabic and Spanish.
- Free transportation for the technical tour.
- Free coffee and lunch breaks during the event.
- Networking with speakers and participants.
- B2B and matchmaking sessions <http://medaweek2017.unido.it>.
- B2B dinner with women entrepreneurs and key participants.

CONTACTS

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