

II Forum European, Latin American and Caribbean Businesswomen

In the framework of the programme **“Win-Win: gender equality means good business”**, implemented by the International Labour Organization (ILO) and UN Women, funded by the European Union (EU) and in collaboration with the International Organization of Employers (IOE), you are invited to the II Forum of dialogue and exchange of initiatives and experiences between businesswomen from both continents around **“Creativity and innovation: successful business cases”**.

Registration Link : <https://win-winwomenforum.web.app/>

Description

“Win-Win: gender equality means good business” is a programme jointly implemented by ILO and UN Women, funded by the European Union. The programme aims to promote gender equality in order to increase women’s economic empowerment and leadership as the ground for sustainable, inclusive and equitable growth.

This activity is developed in the context of the **Businesswomen Network from Latin America and the Caribbean jointly** created last year with the International Organization of Employers (IOE) and extended in 2021 to the **European Businesswomen**, to favor the exchange of experiences and to understand future challenges and opportunities.

The three virtual events that will take place until June 2021 in the framework of the programme **“Win-Win: gender equality means good business”** will have working rooms and the possibility of networking through video chats as well as virtual stands categorized by sectors, previously selected.

Agenda

“Creativity and innovation: Successful business cases”

INSTITUTIONAL OPENING IN CHARGE OF IOE

Carla Caballeros, IOE Representative, Executive Director of the Guatemalan Chamber of Agriculture.

MAIN SPEAKERS

Clara Arpa Azofra, Counselor in Mobile Campaign Teams ARPA, SAU, President of the Spanish Global Compact Network (Spain).

Lilian Schiavo, President of OBME, Brazilian Organization of Businesswomen, Advisor to BIDIBR, Brazilian Institute for the Development of International Business Relations (Brazil).

CREATIVITY AND INNOVATION CAPSULES

- **Valeria Rodríguez Codina**, CEO Great Culture to Innovate Spain, Women Presidents Organization, Chapter Chair Mexico & Spain (Spain).
- **María del Pilar Marambio**, Finance Manager and Partner Maraseed, Partner in Tandem Wines, (Chile).
- **Eva Belinchon Sanchez**, CEO Grupo MASER SL, second generation family business (Spain).
- **Rita de Cassia Campagnoli Acea**, Managing Partner of Dahll International, President of the Deliberative Council of CECIEX (Brazil).

WORKING ROOMS AND PLENARY EXCHANGE SPACE

VIRTUAL STANDS BY SECTORS: Food, Professional Services, Handcrafts and design, Clothing and decoration, Education, Industrial and technological supplies, Construction, Metallurgy, Environment, Cosmetics.

NETWORKING ACTIVITY

CLOSING

Paz Arancibia, ILO Regional Coordinator Win-Win Programme.

*After closing, a free networking space will remain open for all the participants for 60 minutes.

How to participate

To register for the event please enter the following link: <https://win-winwomenforum.web.app/>

If you have already registered for the forum launch event, you can enter the platform directly on May 6, using the email and password chosen at the moment of registration. You will not need to register again.

Date: May 6, 2021

Schedule: 8:00 a.m. to 9:30 a.m. (Lima, Perú, GMT-5) / 2:00 p.m. to 3:30 p.m. (Geneva, Switzerland, CET)

The meeting will include simultaneous translation in Spanish, English and Portuguese in the main room as well as in the working rooms.

We recommend you register in advance as vacancies are limited.

Tags: **creativity, innovation,** working **women,** organizations of employers, business, businesswomen, SDG5, SDG8, women's economic empowerment, women, Caribbean, Latin America, Europe.

Covered regions and countries: Américas