



THE WORLD BANK



NORWEGIAN MINISTRY OF FOREIGN AFFAIRS

Women's Business Incubators—Innovation & Results



gender equality as smart economics

A World Bank Group Action Plan

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# Women's Business Incubators—*Innovation & Results*

Parallel Event during the 54th Session of the Commission on the Status of Women

Co-sponsored by the World Bank, the Government of Norway, and the United Nations Development Fund for Women (UNIFEM)

Thursday, March 4, 2010 • Time: 12:30 pm – 3:00 pm

Venue: Millennium UN Plaza Hotel • Ballroom • One United Nations Plaza

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- 12:50 pm-1:00 pm**    **Welcome**  
*Mayra Buvinić*, Director, Gender and Development, the World Bank
- 1:00 pm - 1:10 pm**    **Opening Remarks**  
*Inés Alberdi*, Executive Director, UNIFEM  
*Arni Hole*, Director General, Ministry for Children, Equality and Social Inclusion, Norway
- 1:10 pm - 2:15 pm**    **The Results-Based Initiatives (RBIs) for Women's Economic Empowerment**
- Kenya: Strengthening Export Competitiveness of Women Bead Workers**  
*Amy Ndungu*, Assistant Director of Trade/Gender Officer, Kenya Ministry of Trade  
*Zainab Salim Likama*, Leader of women's grassroots group from Kajiado, Kenya
- Peru: Strengthening the Economic Empowerment of Women Micro-Entrepreneurs**  
*Norma Añaños Castilla*, Vice Minister, Ministry of Women and Development
- Tanzania: Virtual Business Incubator for Women**  
*Daniela Colombo*, Director, Italian Association for Women in Development (AIDOS)
- The Business of Empowering Women**  
*Irina Nikolic*, Associate Principal, McKinsey & Company
- Importance of Measuring Women's Empowerment**  
*Anju Malhotra*, Vice President for Research, Innovation & Impact, International Center for Research on Women (ICRW)
- 2:15 pm –2:55 pm**    **Discussion Q&A**  
*Mayra Buvinić*, Director, Gender and Development, the World Bank
- 2:55 pm - 3:00 pm**    **Closing Remarks**  
*Arni Hole*, Director General, Ministry for Children, Equality and Social Inclusion, Norway
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Light refreshments will be served from 12:30 pm. For more information please contact **Hiska Reyes**, hreyes@worldbank.org or **Caroline Horekens**, caroline.horekens@unifem.org.