

# ROLE OF WOMEN IN THE DEVELOPMENT OF THE PRIVATE SECTOR

in the Middle East and North Africa (MENA) Region

February 21-24, 2006  
The World Bank  
Preston Auditorium

## February 20, 2006

Arrival and Welcoming Dinner (Melrose Hotel)

## February 21, 2006

### **Building a Common Understanding around Opportunities and Challenges Faced by Women Entrepreneurs**

8:30-9:15 Registration

9:15-10:30 Opening Statements

Chair: Nadereh Chamlou, Senior Advisor and Gender Coordinator for MENA

Keynote Speaker: Mustapha K. Nabli, Chief Economist of MENA

Guest Speaker: Rosa Wilkinson, Managing Director for Policy, UK Small  
Business Development

Introduction of Participants

10:30-10:45 Coffee break

10:45-11:30 Panel 1 – **Evidence on Women's Entrepreneurship in MENA: Framing the issues**

Chair: Mayra Buvinic, Director for Gender and Development of the World Bank

Presenters: Najy Benhassine and John Speakman (World Bank) – Review of Gender  
Specific Findings of the Investment Climate Assessments in MENA.

Discussants: Women Entrepreneurs from MENA Region

11:35-12:50 Panel 2 – **Women's Access to Finance**

Chair: Mayra Buvinic, Director for Gender and Development of the World Bank

Speakers: Sahar Nasr (World Bank) – Evidence from Egypt

Mary Beth Theisen, Senior Vice President and Manager of Business  
Banking at First Horizon Bank -- Access to Bank Senior Finance: Cross  
Regional Experience

Mildred Callear, Chief Operating Officer of Small Enterprise Assistance  
Fund (SEAF) -- Access to Equity Finance and Venture Capital

Discussants: Women Entrepreneurs from MENA Region

1:00-2:30 Lunch (by invitation only)

Chair: Mustapha Nabli, Chief Economist of MENA Region

Guest Speaker: Danny M. Leipziger, Vice President and Network Head, Poverty Reduction  
and Economic Management

2:40-3:50 Panel 3: **Women's Access to Policy Making and Networks of Influence**

Chair: Hasan Tuluy, Director of Operations, MENA Region  
Speakers: Ann Marie Almeida, President of the Association of Women's Business Centers – Networking and Influencing Legislation  
Sheila Sarvar – Sarvar Associates – Value of Networks to Outsiders  
Patricia Green -- WPG Marketing & Communications, Inc. – the Role of the Media  
Discussants: Leila Khaiat, President of World Association of Women Entrepreneurs  
Nevine Soliman, General Manager RAYA USA LLC

3:50-4:10 Coffee break

4:10-5:15 **Closing Remark for the Day**

Chair: Nadereh Chamlou, Senior Advisor and Gender Coordinator  
Presenter: Deborah Cavanaugh -- The Role of Documentaries as a Means to Increase Trade

5:15-5:30 Class Photo

5:30-6:30 Reception

**February 22, 2006**

**How to use the Private Sector to Advance Women's Empowerment, and How to Help Women Entrepreneurs Grow Bigger and Better Businesses**

9:00-10:30 Panel 4: **Doing Business and the Investment Climate**

Chair: Theodore O. Ahlers, Director for the Maghreb Country Department  
Presenters: Sylvia Solf (*Doing Business*)  
Discussants: Women Entrepreneurs from MENA Region

10:30-10:50 Coffee Break

10:50-12:20 Panel 5: **Does Women's Leadership Matter? – New Findings and Strategies**

Chair: Haifa Al-Kailani, Founder and Chairman, Arab International Women's Forum.  
Presenter: Peninah Thomson, Author of *Women in the Boardroom*  
Discussants: Women Entrepreneurs from MENA Region

12:30-2:00 *Lunch (by invitation only)*

Host: Jennifer Lynn Dorn, Alternate Executive Director for the United States  
Guest: Guity Nashat, Associate Professor, University of Illinois --*Women's Entrepreneurship: Historical Roots in Islam and Region's Traditions*

2:10-3:30 Panel 6: **Growing the Business – Shareholder Value and Principles of Good Corporate Governance**

Chair: Nadereh Chamlou, Senior Advisor and Gender Coordinator  
Presenters: Philip Armstrong, Head of the Global Corporate Governance Forum  
Discussants: Women Entrepreneurs from MENA Region

3:30-3:50 Coffee Break

3:50-5:10 Panel 7: **Partnership between Private Sector and NGOs to Advance Women's Entrepreneurship**

Chair: Nadereh Chamlou, Senior Advisor and Gender Coordinator  
Presenter: Dr. Danielle Warren, Wharton Legal Studies and Business Ethics  
Discussants: Women Entrepreneurs from MENA Region

5:10-5:20 Closing Remarks for the Day by Nadereh Chamlou

### **February 23, 2006**

## **New Business Opportunities to Increase the Number of Women Entrepreneurs**

9:00-10:20 Panel 8: **Expanding Entrepreneurship Skills: Franchising as a Tool for Reducing Start-up Failure and Learning**

Chair: Nadereh Chamlou, Senior Advisor and Gender Coordinator  
Presenter: Donna Sibley, Founder and Owner of Sibley International --  
Experience in Promoting Women's Entrepreneurship in Eastern Europe  
Discussants: Women Entrepreneurs from MENA Region

10:20-10:40 Coffee Break

10:40-12:00 Panel 9: **Home-based, Web-based Entrepreneurship, e-Government, Business Incubators, and the Role of Business Associations**

Chair: Zoubida Allaoua, Sector Manager for Private Sector Development MENA  
Samiha Melhem, World Bank -- Experience with Business Incubators in the  
MENA Region  
Discussants: Women Entrepreneurs from MENA Region

12:30-2:00 *Working Lunch*

2:00-4:00 Focus Group Session for the MENA Flagship Report on Private Sector  
& Working Group Session to Develop the Agenda Forward

[Incl. Coffee Break]

4:00-5:00 Next Steps and Closing Remarks -- Nadereh Chamlou

### **February 24, 2006**

## **New Networks and Mentorship**

10:00-12:00 Meeting with Vital Voices and other Entrepreneurship Networks in Washington Area  
(Separate announcements)

**Friday Afternoon/Night:** Departure