



NEWS

**EURASIAN
WOMEN'S
SUMMIT**



**FIFTH EURASIAN WOMEN'S SUMMIT
(EWS – V)**

**«Women Changing the World:
New Opportunities and Challenges»**



Association of Business
women of Kazakhstan



European Bank
for Reconstruction and Development



Center for International
Private Enterprise

PROGRAM FIFTH EURASIAN SUMMIT OF WOMEN'S (EWS-V)

EWS-V Theme: "Women Changing the World: New Opportunities and Challenges"

The **purpose** of the Eurasian Women's Summit, which is being held for the fifth time since 2006, is to empower women to ensure their full participation in all areas of economic life (UN Program – Women's Empowerment Principles, 2004)

Tasks:

1. Identify global and regional trends in the development of women's entrepreneurship and employment;
2. Determine how digitalization affects the transformation in the SME environment;
3. Identify successful women's startups and share their successful cases;
4. Identify innovative approaches to business models and processes;
5. Determine what leadership qualities need to be developed in promoting the business;
6. Increase the level of recognition of goods and services of women entrepreneurs;
7. Identify successful women entrepreneurs in various business areas.

As part of EWS-V, the following events are planned to be held:

- ❖ **International conference** "MODERN TRENDS IN THE DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP, EMPLOYMENT AND LEADERSHIP";
- ❖ **Exhibition** "Made in Kazakhstan";
- ❖ **Trainings/master classes** from leading experts and business consultants;
- ❖ **Visit** to the Kazakh State Academic Opera and Ballet Theater named after Abai;
- ❖ **Ceremony of awarding the laureates of the republican contest "AZHAR ZHULDYZY"**:
 - **Greeting participants on the RED CARPET**;
 - **Announcement and awarding** of the winners of the republican contest "AZHAR ZHULDYZY";
 - **Gala dinner** with a concert program with the participation of the stars of Kazakhstani show business.

Participants: regional representatives of the Association of Business Women of Kazakhstan, the Alliance of Women's Forces of Kazakhstan, invited and

international VIP guests, partners, representatives of government agencies, NGOs, the media.

Program of the International Conference: "Development of Women's Entrepreneurship, Employment and Leadership"

Purpose:

To consider modern challenges and opportunities in the development of SMEs and how digitalization affects business transformation and the leadership skills that are the necessary in business promotion.

Tasks:

1. Determine what innovations and digital technologies contribute to business development;
2. Determine which key skills and tools help personal growth and business scaling;
3. Identify successful women's startups and share their case studies;
4. Conduct practical sessions on current trends in the development of women's entrepreneurship, development of key leadership, innovation and digital technologies in business;
5. Hold a Parade of the Leaders of the Main Staff and the Youth Wing of the ABWK, as well as the Alliance women's forces of Kazakhstan

DAY 1 - OCTOBER 11, 2023, WEDNESDAY

ALMATY, Hotel "INTERCONTINENTAL ALMATY", hall "Grand Ballroom" (st. Zheltoksan 181)

09:00 - 09:30	Registration of delegates and guests of the Summit.
09:30 - 10:00	Opening of the exhibition "MADE in KAZAKHSTAN"
10:00 - 10:45	OFFICIAL OPENING EWS-V: <ul style="list-style-type: none">❖ <i>Laser show,</i>❖ <i>Musical greeting</i> <p>Screening of the documentary "Women Changing the World" - up to 10 minutes</p> <p><i>This part of the international conference is dedicated to identifying trends in the development of women's entrepreneurship and employment, expanding women's economic opportunities and their rights, because business means equality. How do innovations and digital technologies, as well as soft skills and the application of other skills, contribute to the development of a business and its scaling? In this regard, the speakers in their speech will cover these issues.</i></p>

MODERATOR:

Sarsembayeva Raushan Birgebayevna - President of the Association of Business Women of Kazakhstan, Honored Worker of the Republic of Kazakhstan

GREETINGS

1. Yelena Tarasenko - Deputy Chairperson of the National Commission on Women's Affairs and Family and Demographic Policy
2. Pak Oksana - Associate Director, Gender & Economic Inclusion, EBRD (Great Britain, London);
3. Marjorie Margolies - Founding President of Women Campaign International, member of the House of Representatives of the US Congress (Washington, USA);
4. Roxanne Cason - Honorary Chairperson of Women's Leadership Council of Harvard Kennedy School, Executive director of Roxanne Mankin Cason Consulting, CEO of Cason Family Foundation (USA);
5. Dr. Shafeeqa Al Ameri - President and founder of the Association of Women Entrepreneurs of the Emirates Foundation (UAE, Abu Dhabi);
6. Kateřina Haring - Vice President of the European Representation of the World Federation of Women Entrepreneurs (Prague, Czech Republic).

10:45 - 11:45

SESSION №1

"GLOBAL AND REGIONAL TRENDS IN THE DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP AND EMPLOYMENT"

Digital transformation and environmental aspects in the development of SMEs have become the defining trends of the new time. On the other hand, external inflation has become the main problem in subsequent years, which is why interest rates and the cost of bank loans are rising.

In these conditions, for SMEs, incl. for women entrepreneurs, access to finance, market information for entrepreneurs, widespread use of innovation, digitalization and leadership training programs is important.

MODERATOR:

Kazbekova Meruert Aitkazhievna - Chairman of the Association of Legal Entities "Union of Women Entrepreneurs of Kazakhstan"

SPEAKERS :

	<ol style="list-style-type: none"> 1. Nihan Çakici – Chairman of the Kocaeli Association of Business Women and Managers (KOIDER), member of the Board of Directors of the Federation of Women Entrepreneurs (GIFED) (Turkey); 2. Lucie Vinterová – FCEM World Committee in Prague, (Prague, Czech Republic); 3. Rysbekova Lyazzat Tuyakbaevna – Deputy of the Senate of the Parliament of the Republic of Kazakhstan, ex-chairman of the NGO “Association of Business Women in the West Kazakhstan Region” (Kazakhstan, Astana); 4. Jumanaliev Aizhan – Chairman of the Coalition “Demilgeluu Ayimdar” in Kyrgyzstan, (Kyrgyzstan, Bishkek); 5. Salimova Lola – Member of the Secretariat of the “Network of Organizations of Tajikistan for the development of women’s entrepreneurship and the reduction of gender-based violence (Tajikistan, Dushanbe); 6. Alimbekova Dildora Makhmudovna – Founder, first chairman of the NGO “Association of Business Women of Uzbekistan “Tadbirkor Ayol”, Chairman of the National Association of Microfinance Institutions (Uzbekistan, Tashkent);
11:45 – 12:00	<p>PARADE OF LEADERS: Main wing of KABW "Winged women" Host. Video sequence</p>
12:00 – 12:30	<p><i>Coffee break</i></p>
12:30 – 13:30	<p>SESSION №2 "SUCCESSFUL WOMEN'S STARTUPS: SUCCESS STORIES" <i>Currently, more than 42.2% of SMEs in the country are headed by women, that is, every second female entrepreneur.</i> <i>It is very important, in addition to special industry knowledge for business development, to actively apply tools and skills to support personal growth and business scaling, such as: Mentoring, Mastermind, Business Relations, etc.</i></p> <ul style="list-style-type: none"> - Mentoring - a mentoring program where more experienced businesswomen help young aspiring entrepreneurs in developing their leadership skills based on the "mentor-mentee" principle. - Mastermind - collection of ideas for solving problems in business development.

- *Business relations* - a permanent platform for business and partnership relations of members of the Association of Business Women within Kazakhstan and at the international level.

In this session, EWS participants will share their success stories from learning about these programs.

MODERATOR:

Kuanysheva Zarina - Leader of the youth wing "Zhas Kanattar" of the ABW of Atyrau region

SPEAKERS:

1. Moldagereyeva Bakhyt - Founder of the mobile application "Помощь хозяйке" (Aktobe, Aktobe region);
2. Golubeva Olesya - Founder of the programming school for children "Gerona" (Pavlodar, Pavlodar region);
3. Kassymbekova Assem - Head of the network of children's clothing "Caramelka" (Taraz, Zhambyl region);
4. Borisyuk Lyudmila - Owner of Laser Shuga Studio LLP (Almaty);
5. Kalieva Bota - Founder of the children's and youth creative studio "Balakai" (Kokshetau, Akmola region);
6. Halikanova Fariza - Founder of the cosmetic brand "Imvery" (Kostanay, Kostanay region);

13:30 - 13:40	PARADE OF LEADERS: Youth wing of KABW "Zhas kanattar" The host. Video sequence
13:40-14:30	<i>Lunch break</i>
14:30 - 14:40	SESSION №3 "WOMEN IN BUSINESS" Greeting. EBRD tools to support women's businesses Alma Kasymova - Head of the SME support program in Kazakhstan, EBRD
14:40 - 15:25	Panel session MODERATOR:

	<p>Ksenia Babushkina – Partner, head of consulting services practice in the Caucasus and Central Asia, Ernst & Young, (EY).</p> <p>SPEAKERS:</p> <ol style="list-style-type: none"> 1. Serebryannikova Oksana - International Travel plus, Director 2. Regina Karibaeva - Smart Imperium Montessori, Director 3. Imasheva Akmaral – Top cleaning, Director 4. Skachko Tatyana – Smart Solutions, Director
15:25 - 15:40	<p>Q&A SESSION</p> <p>Babushkina Ksenia – Partner, Head of Consulting Services in the Caucasus and Central Asia, Ernst&Young (EY).</p>
15:40 - 15:50	<p>Presentation of the Mentoring Platform “MicroMentor”</p> <p>Evgeniy Son - Coordinator of the EBRD Women in Business Program in Kazakhstan</p>
15:50 –16:00	<p>Presentation of the ABWK mobile application</p> <p>Sadykova Assel Amantayevna - coordinator of the program "Business Relations" KABW, Almaty</p>
16:00 - 16:30	<p><i>Coffee break</i></p>
16:30 - 17:30	<p>SESSION №4</p> <p>"LEADERSHIP THROUGH GENERATION"</p> <p><i>The development of key leadership skills such as decision making, time management, communication and motivation, as well as the development of emotional intelligence have become priorities in the development of women's entrepreneurship. In the age of virtual communication, such categories become important: as a personal brand and its monetization, SMM - promotion and content plans, as well as storytelling and reels. Which in turn requires knowledge of anti-crisis communications, conflict resolution and competencies in social networks.</i></p> <p><i>In this session, participants will discuss what leadership skills help them to grow personally and scale their business.</i></p> <p>MODERATOR:</p> <p>Rudar Alua - Founder of the children's center and preschool education "Win-Win Montessori", Almaty</p> <p>SPEAKERS:</p> <ol style="list-style-type: none"> 1. Pamela White – US Ambassador, diplomat, Director of the USAID Mission in Africa (2008-2010) (USA, Washington);

	<p>2.Noura Ahmed Saeed Al Ameri – Counselor of Dr. Shafeeqa Al Ameri – President and founder of the Association of Women Entrepreneurs of the Emirates Foundation (UAE, Al -Ain);</p> <p>3.Makasheva Anar – <i>President of the Kazakhstan Automobile Union (Astana);</i></p> <p>4.Islamova Rada – Creator of the company “Wonder women”, (Almaty);</p> <p>5.Svetlana Kaplina – <i>Sales Expert (Astana);</i></p>
17:30 – 17:40	<p>PARADE OF LEADERS: Alliance of Women's Forces of Kazakhstan Host. Video sequence</p>
17:40 – 18:30	<p>Seating on buses. Departure to the Kazakh State Academic Theater of Opera and Ballet named after Abai.</p>
19:00 – 21:00	<p>Kazakh State Academic Theater of Opera and Ballet named after Abai – Gala concert in honor of EWS-V delegates</p>

DAY 2 – THURSDAY, OCTOBER 12, 2023

Hotel "INTERCONTINENTAL ALMATY", hall "Grand Ballroom"

09:00 – 10:00	<p>TRAININGS:</p> <p>I. «COMMUNICATION AND MANAGEMENT»</p> <p>MODEARATOR: Marjorie Margolies – Founding President of Women Campaign International, member of the House of Representatives of the US Congress (Washington, USA);</p> <p>Dr. Deborah Cai – is an internationally recognized researcher in intercultural communication; editor-in-chief of the magazine Negotiation and Conflict Management Research (USA);</p> <p>Dr. Heather Lamar – Head of the Department of Communication and Social Influence, Klein College of Media and Communication, Temple University (USA);</p> <p>Celinda Lake – is the President of Lake Research Partners and one of the most renowned political strategists in the United States.</p> <p>MODEARATOR : Natalya Vladimirovna Mukhamedzhanova – General Director of the EDU Stream Language Academy group of companies</p>
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10:00 – 11:00	<p>II. «IMPORTANCE OF COMMUNICATION AND TEAMBUILDING»</p> <p>Engelhard Anastasiya is the founder of the Foundation "Доступ", the winner of the "Forbes Women Mercury Award" for "Best social and charitable initiative of business. (Almaty).</p>
11:00 – 11:30	<i>Coffee break</i>
11:30 – 12:30	<p>III.« PERSONAL BRAND AND ITS MONETIZATION»</p> <p>Esen Mahabbat - excellency in mass media, certified coach of the Fowler Academy, speech trainer, associate professor, advisor at @31arna, partner @gbinteractive_studio in Almaty (Almaty)</p>
12:30 – 13:00	Closing Speech by Ms. Raushan Sarsembayeva - President of the Association of Business Women of Kazakhstan, Honored Figure of the Republic of Kazakhstan.
16:00	GATHERING for the "AZHAR ZHULDYZY" award ceremony in Reception House (crossing of Kurmangazy Street 44 and N. Nazarbaeva Ave.)
17:00	Greeting delegates to the Red Carpet;
18:00 - 22:00	<p>- Awarding ceremony of laureates of the republican contest "AZHAR ZHULDYZY";</p> <p>- <i>Gala dinner with concert program.</i></p>

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