Women Entrepreneurs Mean Business

Join us as we explore and challenge the gender stereotypes holding women entrepreneurs back from success and equality. Because we won’t wait 250+ years for women to have economic equality.

9–19 November 2021
Free and online

www.cherieblairfoundation.org/we-mean-business
#WEMeanBusiness21
Be part of the Cherie Blair Foundation for Women’s virtual summit

Through our 100,000 Women Campaign, we’re directly supporting 100,000 more women in low and middle income countries to start and grow successful businesses. We’re also taking a closer look at the barriers that help explain why it’s estimated that it will take 268 years to close the economic gender gap.

Gender stereotypes are having a big impact, as we’ll show with the release of our new research into women entrepreneurs’ experiences of gender stereotypes. This crucial issue needs more focused attention.

Women Entrepreneurs Mean Business is for business leaders, policymakers, women entrepreneurs and others interested in advancing women’s entrepreneurship across the world. Together we’ll consider how gender stereotypes and other inequalities shape women entrepreneurs’ lives and the ecosystems they have to operate within, and we’ll seek to galvanise urgent action to tackle them.

www.cherieblairfoundation.org/we-mean-business
#WEMeanBusiness21
## We Won’t Wait for Equality

**Ending the stereotypes blocking women entrepreneurs**  
Chair: Barkha Dutt, Journalist

### Day 1  
Tuesday  
9 November 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Panelists</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00–13:05</td>
<td>Welcome</td>
<td>Barkha Dutt (Moderator) Journalian</td>
<td></td>
</tr>
<tr>
<td>13:05–13:15</td>
<td>Keynote</td>
<td><strong>Ending the Stereotypes: Mapping the Way to Success and Equality</strong></td>
<td>Cherie Blair CBE QC Founders, Cherie Blair Foundation for Women</td>
</tr>
<tr>
<td></td>
<td></td>
<td>An introduction to how gender stereotypes hold back women entrepreneurs—and recommendations for change.</td>
<td></td>
</tr>
<tr>
<td>13:15–13:40</td>
<td>In conversation <strong>Turning Waste Into Impact</strong></td>
<td>Cherie Blair CBE QC Founder, Cherie Blair Foundation for Women</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Award winning Nigerian social entrepreneur and alumna from the Foundation’s Road to Growth programme in conversation with its founder, sharing personal experiences of overcoming gender stereotypes to establishing a successful business for positive change.</td>
<td></td>
</tr>
<tr>
<td>13:40–14:10</td>
<td>In conversation <strong>Breaking Glass Ceilings</strong></td>
<td>Cherie Blair CBE QC Founder, Cherie Blair Foundation for Women</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>A passionate call to arms to break down the barriers and stereotypes for women entrepreneurs as leaders.</td>
<td></td>
</tr>
<tr>
<td>14:10–15:00</td>
<td>Panel discussion <strong>Tearing Down the Gender Stereotypes in Entrepreneurship</strong></td>
<td>Helen McEachern CEO, Cherie Blair Foundation for Women Phumzile Mlambo-Ngcuka Former Executive Director, UN Women Ngozi Oyewole Founder and MD, Noxie Ltd Amy Stursberg Executive Director, Blackstone Charitable Foundation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>A high-level look at how gender stereotypes inhibit women entrepreneurs’ success—and what can be done.</td>
<td></td>
</tr>
<tr>
<td>15:00–15:15</td>
<td>Sponsor booths and networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:15–15:15</td>
<td>Panel discussion <strong>Cross-Border Mentoring to Level the Playing Field</strong></td>
<td>Efe Olokpa (Moderator) Programme Manager - Mentoring Intakes, Cherie Blair Foundation for Women Van Dang Founder and CEO, Savvycom, and Cherie Blair Foundation for Women alumni Kenrick Fraser Global Employee Volunteerism and Engagement Lead, Social Innovation, PayPal Zara Jeffery Global Director, Social Impact Partnerships and Programmes, Marsh McLennan Justin Kwan Program Manager, APEC-Canada Growing Business Partnership, Asia Pacific Foundation of Canada Pamela Seagle Senior Vice President, Manager for Global Women’s Programs, Bank of America</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exploring how virtual volunteering can help break down barriers for women entrepreneurs through mentoring.</td>
<td></td>
</tr>
<tr>
<td>16:15–16.15</td>
<td>Sponsor booths and networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16:30–17:30</td>
<td>Power talk <strong>Dare to Try: The Transformative Power of Entrepreneurship</strong></td>
<td>Shirin Behzadi CEO, Public Speaker, Entrepreneur, Board Director</td>
<td></td>
</tr>
</tbody>
</table>
**Inclusive Supply Chains**

*Creating equal opportunities for women in supply chains*

*Chair: Sarah Kitakule, Trustee, Cherie Blair Foundation for Women*

---

**13:00–13:05**

**Welcome**

Sarah Kitakule  
Private Sector Development Specialist and Cherie Blair Foundation for Women Trustee

---

**13:05–13:30**

**In conversation**

**Life and Leadership**

One of the world’s most trailblazing business leaders, Indra Nooyi, discusses the events that shaped her, balancing leadership with family, and lessons for the future of women in business.

Tanya Joseph  
Group Managing Director, Hill and Knowlton Strategies, and Cherie Blair Foundation for Women Trustee

Indra Nooyi  
Former Chairman and CEO, PepsiCo

---

**13:30–13:50**

**Keynote**

*Are Women-Owned Businesses Getting Cheated in Procurement Post-COVID?*

A look at the absence of women-owned businesses from global supply chains, and how gender prejudice is built into procurement.

Linda Scott  
Author, *Double X Economy*

---

**13:50–14:00**

**Sponsor booths and networking**

---

**14:00–15:00**

**Panel discussion**

*Equality in Supply*

Examining building more resilient supply chains with equal opportunities for women entrepreneurs.

Sarah Kitakule (Moderator)  
Private Sector Development Specialist, and Cherie Blair Foundation for Women Trustee

Heather Kipnis  
Sr. Operations Officer - Global Lead, Entrepreneurship and Inclusive Business, IFC

Norah Odwesso  
Senior Director, Social Impact, The Coca-Cola Company

Nina Patil  
Founder, Fresh Express India, and Cherie Blair Foundation for Women alumna

---

**15:00–15:30**

**Presentation**

**Road to Growth**

An intro to the Foundation’s flagship business management and investment readiness programme and its achievements, with Q&A.

Cherie Blair Foundation for Women team

---

**15:30–15:45**

**Sponsor booths and networking**

---

**15:45–16:15**

**Masterclass**

**The Role of SMEs in Promoting the Sustainable Development Goals**

A need-to-know session highlighting how small and medium sized businesses can contribute to the Global Goals.

UN Global Compact

---

**16:15–16:30**

**Power talk**

**Navigating crossroads: Building Personal Resilience as a Woman Entrepreneur**

Top tips on how to juggle competing priorities and avoid burnout as both a woman entrepreneur and primary care-giver.

Beatriz Gasco Acevedo  
Human Resources and Social Responsibility Expert, and Cherie Blair Foundation for Women Global Campaign Board Chair (Latin America)

---

**16:30–16:45**

**Power talk**

**Bias in Value Chains**

Exploring the conscious and unconscious bias that affects women-owned businesses trying to access market opportunities with large buyers.

WEConnect

---

Day 2  
Thursday 11 November 2021
Digital Futures
Women entrepreneurs won’t be left behind by tech
Chair: Geeta Guru-Murthy, Journalist and Presenter, BBC

13:00–13:05
Welcome
Geeta Guru-Murthy
Journalist and Presenter, BBC

13:05–13:20
Keynote
Digitalization: Empowering Women Entrepreneurs to Participate More Equitably in Markets
Rebecca Enonchong
Founder and CEO, AppsTech

13:20–13:35
Keynote
Paving the Way for Women to Overcome the Gender Gap in Technology
Regina Honu
Founder and CEO, Soronko Solutions Academy

13:35–13:45
Sponsor booths and networking

13:45–14:45
Panel discussion
Development of Women-Led MSMEs for the Digital Economy
Geeta Guru-Murthy (Moderator)
Journalist and Presenter, BBC
Angela Baker
Senior Director of Corporate Responsibility, Qualcomm Inc
Henriette Kolb
Head of the Gender and Economic Inclusion Group, IFC
Fadé Ogunro
Founder and CEO, Bookings Africa, and Cherie Blair Foundation for Women Global Campaign Board Chair (Africa)
Claire Sibthorpe
Head of Digital Inclusion, Mobile for Development Team, GSMA

14:45–15:15
Presentation
HerVenture
An intro to the Foundation’s award-winning mobile entrepreneurial skills learning app and its achievements, with Q&A.
Cherie Blair Foundation for Women team

15:15–15:35
Masterclass
E-Commerce: Get Started
Top tips for women entrepreneurs looking to get started with e-commerce.
DHL Express

15:40–16:00
Masterclass
E-Commerce: Power Up Your Potential
An informative quickfire session for women entrepreneurs using e-commerce and looking to power it up.
DHL Express

16:00–16:30
Sponsor booths and networking
Unlocking the Next Generation

Driving change for young women entrepreneurs through finance and the media

Chair: Mallika Kapur, Deputy Global Editor, Bloomberg Live

13:00–13:05
Welcome
Mallika Kapur
Deputy Global Editor, Bloomberg Live

13:05–13:20
Keynote
Unlocking the Power of Young Women Entrepreneurs
An inspiring speech on the barriers for young women in entrepreneurship, raising venture capital and stereotypes facing women leaders.
Hon Julia Gillard AC
27th Prime Minister of Australia

13:30–13:45
Panel discussion
Driving Equal Access to Finance for Young Women Entrepreneurs
A dive into the creation of suitable funding opportunities for young women entrepreneurs and the skills they need to access and manage them.
Mallika Kapur (Moderator)
Deputy Global Editor, Bloomberg Live
Adenike Adeyemi
Executive Director, Fate Foundation
Sofia Benjumea
Head of Google for Startups—EMEA, Google
Wendy Teleki
Head of the We-Fi Secretariat, World Bank
Anita Tiessen
CEO, Youth Business International

13:45–14:45
Sponsor booths and networking

14:45–15:00
Panel discussion
The Media Taking a Lead
Examining the role of the media in driving a positive change by tackling gender stereotypes.
Anne Kiguta (Moderator)
Journalist
Mallika Kapur
Deputy Global Editor, Bloomberg Live
Michele (Mitch) Oliver
Global Corporate Brand and Purpose Director, Mars, Incorporated and Deputy Vice Chair, Unstereotype Alliance
Japleen Pasricha
Founder and CEO, Feminism in India

15:00–16:00
Sponsor booths and networking

16:00–17:00
Masterclass
Taking the Leap: Breaking Through Barriers as a Young Woman Entrepreneur
Words of wisdom inspiring young women, in the face of gender stereotypes, to take the leap and set up businesses.
Fadé Ogunro
Founder and CEO, Bookings Africa, and Cherie Blair Foundation for Women Global Campaign Board Chair (Africa)

Day 4
Friday
19 November 2021
Don't wait 250 years for women to have economic equality with men. Make the pledge to advance women's entrepreneurship today!

Educate
- Learn how gender stereotypes affect women entrepreneurs
- Share our research, resources and recommendations with others

Participate
- Get involved with campaigns that challenge gender stereotypes in business and entrepreneurship
- Join our mentoring programme or become a Foundation partner

Advocate
- Use your voice, power and connections to speak out and question gender stereotypes
- Sign-post others to what we are doing to change things for the better

Donate
- Support organisations that are tackling gender stereotypes
- Donate to the Cherie Blair Foundation for Women today: [www.cherieblairfoundation.org/donate/donatenow](http://www.cherieblairfoundation.org/donate/donatenow)

And make your own calls to action today: #WEMeanBusiness21
Bank of America recognizes the importance that women entrepreneurs play in our economy and for the past ten years we have invested in partnerships that connect women business owners to the mentoring, training and capital they need to power their success.

Our partnerships with the Tory Burch Foundation, Vital Voices, the Cherie Blair Foundation, Kiva and Cornell University have helped 75,000 women from more than 80 countries grow their businesses.

To continue on our journey to provide assistance to women entrepreneurs, we have launched The Bank of America Access to Capital Directory in partnership with Seneca Women. The Directory provides women-owned businesses with a significant resource to help them understand the capital landscape.

Bankofamerica.com/WomenEntrepreneurs