

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](https://twitter.com/WEMeanBusiness21)

We Won't Wait for Equality

Ending the stereotypes blocking women entrepreneurs

Chair: Barkha Dutt, Journalist

Day 1

Tuesday
9 November 2021

13:00-13:05

Welcome

Barkha Dutt
Journalist

13:05-13:15

Keynote Ending the Stereotypes: Mapping the Way to Success and Equality

An introduction to how gender stereotypes hold back women entrepreneurs—and recommendations for change.

Cherie Blair CBE QC
Founder, Cherie Blair Foundation for Women

13:15-13:40

In conversation Breaking Glass Ceilings

A passionate call to arms to break down the barriers and stereotypes for women entrepreneurs as leaders.

Hillary Rodham Clinton
67th United States Secretary of State

Barkha Dutt
Journalist

13:40-14:10

In conversation Turning Waste Into Impact

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.

Chioma Ukono
Co-Founder and COO, Recyclepoints, and Cherie Blair Foundation for Women alumna

Cherie Blair CBE QC
Founder, Cherie Blair Foundation for Women

14:10-15:00

Panel discussion Tearing Down the Gender Stereotypes in Entrepreneurship

A high-level look at how gender stereotypes inhibit women entrepreneurs' success—and what can be done.

Barkha Dutt (Moderator)
Journalist

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

15:00-15:15

Sponsor booths and networking

15:15-16:15

Panel discussion Cross-Border Mentoring to Level the Playing Field

Exploring how virtual volunteering can help breakdown barriers for women entrepreneurs through mentoring.

Efe Olokpa (Moderator)
Programme Manager - Mentoring Intakes,
Cherie Blair Foundation for Women

Van Dang
Founder and CEO, Savvycom, and Cherie Blair Foundation for Women alumna

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

16:15-16:30

Sponsor booths and networking

16:30-17:30

Power talk Dare to Try: The Transformative Power of Entrepreneurship

An inspirational session for women entrepreneurs on resilience and growth in the face of prejudice, and the power entrepreneurship holds for women.

Shirin Behzadi
CEO, Public Speaker, Entrepreneur,
Board Director

BANK OF AMERICA



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FOR WOMEN

Inclusive Supply Chains

Creating equal opportunities for women in supply chains

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

Day 2

Thursday
11 November 2021

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 Gasca 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

Blackstone

Charitable
Foundation



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Digital Futures

Women entrepreneurs won't be left behind by tech

Chair: Geeta Guru-Murthy, Journalist and Presenter, BBC

Day 3

Tuesday
16 November 2021

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

A bold look at what's needed to drive big change for women-owned digital businesses.

Rebecca Enonchong
Founder and CEO, AppsTech

13:20–13:35

Keynote Paving the Way for Women to Overcome the Gender Gap in Technology

One tech entrepreneur's insights into building a successful business and overcoming stereotypes.

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

Exploring the challenges and opportunities for women entrepreneurs in using tech to fulfil their business potential.

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 CherieBlair 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



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Unlocking the Next Generation

Driving change for young women entrepreneurs through finance and the media

Chair: Mallika Kapur, Deputy Global Editor, Bloomberg Live

Day 4

Friday
19 November 2021

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

13:20-13:30

Power talk On Women Entrepreneurs and the Impact of Gender Stereotypes

An introduction to the Foundation's new research and recommendations.

Helen McEachern
CEO, Cherie Blair Foundation for Women

13:30-13:45

Sponsor booths and networking

13:45-14:45

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

Sofía Benjumea
Head of Google for Startups—
EMEA, Google

Wendy Teleki
Head of the We-Fi Secretariat, World Bank

Anita Tiessen
CEO, Youth Business International

14:45-15:00

Sponsor booths and networking

15:00-16:00

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

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 CherieBlair Foundation for
Women Global Campaign Board
Chair (Africa)

Google



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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

And make your own calls to action today: #WEMeanBusiness21

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FOR WOMEN**

THE POWER OF **WOMEN** ENTREPRENEURS

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 ✨

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