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**GLOBAL SUMMIT OF WOMEN®**

# CREATIVE WOMEN — CREATIVE ECONOMIES

You are invited to Salute 25 years of

*Women's innovation in the global  
marketplace*

*Women's inventive enterprises, large &  
small*

*Women's leadership in creating an inclusive  
economy*

*Women's ingenuity in preserving our fragile  
environment*

*Women's resourcefulness, perseverance  
& imagination*



**Join 1,000 leaders from every corner of the world for  
the 25th Anniversary of the leading global economic  
and business forum for women**

**SÃO PAULO, BRAZIL**

**MAY 14-16, 2015**



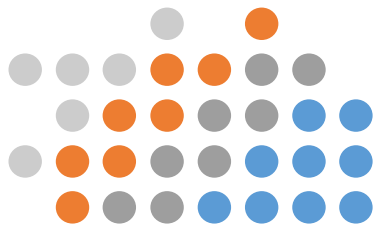
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L'ORÉAL

  
JOURNEYS  
— TO THE EAST —

  
EY  
Building a better  
working world



# 2015 GLOBAL SUMMIT OF WOMEN

## CREATIVE WOMEN — CREATIVE ECONOMIES

### SUMMIT FEATURES






-  Pre-Summit **Roundtable for Women Government Ministers** on best practices in public/private sector partnerships for advancing women's economic opportunities;
-  **Plenary sessions which cover Global and Latin American Megatrends that impact economies around the world;**
-  Roundtable of women directors discussing increasing **gender diversity on corporate boards;**
-  **Practical strategies for business growth – personal and entrepreneurial – developed in different parts of the world;**
-  **Skills-building sessions** in three tracks: Leadership Development, Entrepreneurial, and Issues; and
-  **Creative tips from women leading “green” enterprises**

You are invited to join women leaders from every corner of the world to celebrate the ***Global Summit of Women's 25<sup>th</sup> anniversary*** in Sao Paolo, Brazil at the premier international forum to accelerate women's economic progress worldwide. To mark its quarter century history, the 2015 Summit will salute women's achievements while continuing to explore practical strategies and best practices in improving women's economic status, whether they are corporate initiatives, public policies or NGO programs. The Summit's unique engagement of the three critical 'legs' of change – government, business and civil society – is reflected in its participants, presenters and partners. Over 60 International organizations representing women from five continents are planning to be part of the 2015 Summit in Brazil, along with women government Ministers and multilateral agency executives.

The theme of the 2015 Summit — “***Creative Women, Creative Economies***” — underscores the innovation that women bring to the world's economies, despite the hurdles they face as workers, managers and entrepreneurs. The Summit will explore the ways women as entrepreneurs and corporate executives are creating opportunities in the business world globally, while working to maintain and conserve increasingly limited natural resources.

The 2015 Summit will inform delegates on how to access the Latin American market, showcase women business and government leaders from the region, provide skills-building sessions, as well as establish networks among such leaders. Join us at the Summit to be inspired by, to learn, and to share lessons with women from seventy economies.

### WHAT THE 2015 SUMMIT OFFERS:

-  **Inspirational role models** from every continent among our impressive roster of over 80 presenters;
-  Ample **networking opportunities** at breakfasts, lunches, and receptions throughout the event.
-  Information on **doing business with Brazil** and Latin America;
-  Insight into **women driving business growth** as consumers and business leaders;
-  Numerous sessions to help 'grow' your leadership skills, your business, and your network... and more!

# SÃO PAULO, BRAZIL

The seventh largest economy in the world and the second largest in the Western Hemisphere, **Brazil is the proud Host of the 25th Anniversary Global Summit of Women.** Since the 1990s, Brazil has succeeded in increasing its global competitiveness and has become one of the fastest-growing economies in the world. The country has also become a leader in cutting-edge technologies and “green” industries, preparing it for future growth.

Sao Paulo, the largest city in the Americas, stands as the business and financial capital of the country, holding significant cultural, economic, and political influence nationally and internationally. It is home to the headquarters of top Brazilian

companies as well as the location of the majority of foreign companies doing business in Brazil. With several major monuments, museums, and theaters, Sao Paulo offers some of the country's top cultural attractions to balance its financial centers.



H.E. Dilma Rousseff

President of Brazil



From top:  
Avenida Paulista in downtown Sao Paulo;  
Cathedral of Sao Paulo; and Octávio Frias de  
Oliveira Bridge

## WOMEN IN BRAZIL

Women play a leading role throughout the business world in Brazil, accounting for 44% of the labor force. Women-owned businesses are succeeding, too — growing at twice the rate of male-owned enterprises. In addition to its growing cadre of women entrepreneurs, women are advancing in leadership positions in many of the top corporations.

The first female President of Brazil, Dilma Rousseff was re-elected to a second term in 2014. President Rousseff has been named one of the most powerful women in the world by *Fortune* magazine for the past four years and has been credited for uplifting many of the country's poorest citizens. Women are also playing a more active role throughout the public sector, with women serving in over one-third of all senior management positions in the public sector.

The Global Summit of Women looks forward to having its international participants become more acquainted with Brazilian women leaders and the country's business community.



# MEET SOME OF THE LEADERS PARTICIPATING IN THE 2015 GLOBAL SUMMIT OF WOMEN



GOVERNMENT



**H.E. ATIFETE  
JAHJAGA**

**KOSOVO**

*President*



**H.E. NGUYEN THI  
DOAN**

**VIETNAM**

*Vice President*



**H.E. DR. MAITHA  
AL SHAMSI**

**UNITED ARAB  
EMIRATES**

*Minister of State*



**HON. PASCALE  
BOISTARD**

**FRANCE**

*Secretary of State for  
Women's Rights*



**HON. MALGORZATA  
FUSZARA**

**POLAND**

*Secretary of State for  
Equal Treatment*



**HON. LORENA CRUZ**

**MEXICO**

*President, Instituto de  
Mujeres*



**HON. KELLIE LEITCH**

**CANADA**

*Minister of Labour and  
Status of Women*



**HON. BARDHYLKA  
KOSPIRI**

**ALBANIA**

*Deputy Minister for Youth*



**HON. IZABELA  
LESZCZYNA**

**POLAND**

*State Secretary of  
Financial Educa-  
tion*



**HON. ELIZABETH  
THABETHE**

**SOUTH AFRICA**

*Deputy Minister of  
Small Business Devel-  
opment*



**JULIE T. KATZMAN**

**INTERAMERICAN  
DEVELOPMENT BANK**

*Executive Vice Presi-  
dent and Chief Operat-  
ing Officer*



**ARANCHA  
GONZALEZ**

**INTERNATIONAL  
TRADE CENTRE**

*Executive Director*



**Carmina Abad**

CEO, Metlife  
Mexico (Mexico)



**Jaime Ardila**

President, GM South  
America (Colombia)



**Maria Blase**

President, Latin America,  
Ingersoll Rand (USA)



**Henryka Bochniarz**

CEO, Boeing Eastern &  
Central Europe  
(Poland)



**Rosa Maria Garcia**

CEO,  
Siemens Spain



**Laura Gonzalez Molero**

President, Latin America,  
Bayer (Spain)



**Deanna Goodwin**

President, North  
America, Technip (USA)



**Michael Haradom**

President,  
Fersol (Brazil)



**Gabriela Hernandez**

President and CEO,  
GE Mexico



**Michele Hoskins**

Founder and CEO,  
Michele Foods (USA)



**Donna Hrinak**

President,  
Boeing Brazil



**Sung Joo Kim**

Chair , MCM Holdings AG  
(South Korea)



**David Legher**

President, Avon Brazil  
and Southern Cone



**Marie-Josée Nadeau**

Chair, World Energy  
Council (Canada)



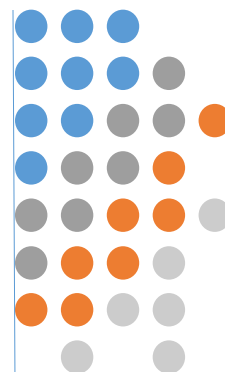
**Edgardo Navarro**

President,  
McDonalds Latin America



**Adriano Novitsky**

President,  
Technip Brazil



# BUSINESS LEADERS





# BUSINESS LEADERS



**Fatima Raimondi**  
General Manager,  
Acision Latin America  
(Brazil)



**Paula Santilli**  
General Manager,  
PepsiCo Mexico



**Isabel Tocino**  
Board Director, San-  
tander (Spain)



**Luiza Trajano**  
Founder and CEO,  
Magazine Luiza



**Juan Pablo  
Urruticoechea**  
CEO, Sodexo Brazil



**Kimberly Admire**  
EVP and Chief HR Officer,  
SAIC (USA)



**Katrin Adt**  
VP, HR Development,  
Daimler (Germany)



**Denise Evans**  
VP, Market Development, IBM  
(USA)



**Nelson Friederich**  
Director, Itaipu  
Binacional (Brazil)



**Pat Harris**  
VP, Global Chief Diversity  
Officer, McDonald's (USA)



**Laura Lane**  
President, Global  
Relations, UPS (USA)



**Rohini Anand**  
SVP and Global Chief  
Diversity Officer, Sodexo  
(USA)



**Janina Kugel**  
Chief Diversity Officer,  
Siemens AG (Germany)



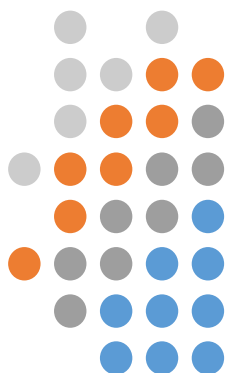
**Elisabeth Richard**  
Head, Group Com-  
munication, GDF  
Suez (France)

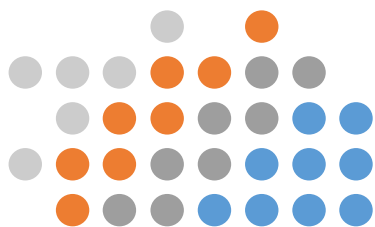


**Chris Townsend**  
President, Metlife  
Asia



**Michelle Unger**  
VP, Worldwide Sales,  
IBM Watson (USA)





# 2015 SUMMIT PROGRAM

## CREATIVE WOMEN — CREATIVE ECONOMIES

### MAY 13, 2015 (WEDNESDAY)

5:00 p.m. - 8:00 p.m.      **Summit Registration**

### MAY 14, 2015 (THURSDAY)

8:00 a.m. - 4:00 p.m.      **Summit Registration**

9:00 a.m. - 3:00 p.m.      **Ministerial Roundtable:** Public/Private Sector Partnerships Advancing Economic Opportunities for Women and Girls (session is open only to government ministers)

2:00 p.m. - 3:00 p.m.      **Doing Business with Brazil**

5:00 p.m. - 6:30 p.m.      **Opening Ceremony**

7:00 p.m. - 9:00 p.m.      **Welcoming Dinner**

### MAY 15, 2015 (FRIDAY)

8:00 a.m. - 9:00 a.m.      **Networking Breakfast**

9:00 a.m. - 10:00 a.m.      Global and Regional Megatrends

10:00 a.m. - 11:00 a.m.      **CEO Forum:** The Business Case for Gender Equity

11:00 a.m. - 12:00 p.m.      Creative Strategies for Successful Women-on-Board Initiatives

12:30 p.m. - 2:30 p.m.      **Luncheon Program:** Women Entrepreneurs' Forum: Creating Innovative Enterprises

2:45 p.m. - 4:00 p.m.      **BREAKOUT SESSIONS I**

Leadership Development Track: *Building Your Brand Internally and Externally*

Entrepreneurial Track: *Conducting Business Effectively Across Borders*

Issues Track: *Creative Solutions to Dwindling Energy Sources*

4:15 p.m. - 5:30 p.m.      **BREAKOUT SESSIONS II**

Leadership Development Track: *Developing "Win-Win" Negotiation Skills*

Entrepreneurial Track: *Setting Standards for Gender Diversity: Certification Programs*

Issues Track: *Sustaining Women's Organizations Through Social Media*

YOUTH FORUM

8:00 p.m. - 10:00 p.m.      **Global Women's Leadership Awards Gala Dinner**

### MAY 16, 2015 (SATURDAY)

8:00 a.m. - 9:00 a.m.      **Networking Breakfast**

9:00 a.m. - 10:00 a.m.      Creating Wealth and Sustainable Economies

10:00 a.m.—11:00 a.m.      Water: The "Oil" of the 21st Century

11:00 a.m. - 12:00 p.m.      **CEO Forum:** Managing Change, Creating Opportunity

12:30 p.m. - 2:30 p.m.      **Luncheon Program:** Opening Global Markets for Women's Enterprises

2:45 p.m. - 4:00 p.m.      **BREAKOUT SESSIONS III**

Leadership Development Track: *Women on Boards Roundtable: A Debate — Who Can Be A Director?*

Entrepreneurial Track: *Protecting Your Business in the Internet Age*

Issues Track: *Best Practices in Driving Ethical Businesses*

4:15 p.m. - 5:30 p.m.      **BREAKOUT SESSIONS IV**

Leadership Development Track: *Battling Unconscious Bias*

Entrepreneurial Track: *Developing Green Businesses*

Issues Track: *Girls and Business: Growing the Next Generation*

6:30 p.m. - 7:30 p.m.      **Closing Ceremony**

7:30 p.m.— 9:00 p.m.      **Closing Dinner**

# BRAZILHOST COMMITTEE

## CHAIR:

**Flavia VIGIO**, *Golin*

## VICE CHAIRS:

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**Carmilla ARAUJO** *Deloitte Brasil*

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**Luiza Trajano**

Founder & CEO  
Magazine Luiza

**Maria Fernanda Teixeira**

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**Marie Laure Charles**

Vice President, Brazil for National Committee for  
Foreign Trade with France

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**Regina Nunes**

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CFO, Bombril S.A.

**Sylvia Coutinho**

CEO, UBS Brasil

# GLOBAL SUMMIT OF WOMEN

## INTERNATIONAL PLANNING COMMITTEE



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*Senior Vice President, Global Chief Diversity Officer,  
Sodexo (USA)*

**Mariko Bando**

*President, Showa Women's University,  
Japan*

**Jonina Bjartmarz**

*CEO, Iceland Europe Travel Partnership;  
Former Member of Parliament and Minister of  
Environment, Iceland*

**Henryka Bochniarz**

*President, Boeing Central and Eastern Europe and  
President, Polish Confederation of Private Employers*

**Margarita de Cos**

*Manager, Major Donors,  
WWF Spain*

**Alice Dear**

*Former U.S. Executive Director,  
African Development Bank*

**Delia Domingo-Albert**

*Senior Advisor, SGV/Ernst & Young, and Former  
Secretary of Foreign Affairs, Philippines*

**Patricia Espinosa Torres**

*Former Undersecretary of Labor, Mexico*

**Denise Evans**

*Vice President for Market Development, IBM*

**Sakie T. Fukushima**

*President and Representative Director,  
G&S Global Advisors*

**Pat Harris**

*Global Chief Diversity Officer and Vice President,  
Global Community Engagement, McDonald's*

**Siv Hellen**

*Former Chief Compliance Officer,  
Nordic Investment Bank*

**Sung Joo Kim**

*Chair and Chief Visionary Officer,  
MCM Holdings AG*

**Birgit Klesper**

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**Margaretta Noonan**

*Founder, noonanWorks*

**Juliana Oyegun**

*Former Chief Diversity Officer, The World Bank*

**Maud Pagel**

*Former Senior Vice President,  
Deutsche Telekom*

**Ursula Schwarzenbart**

*Chief Diversity Officer and Director, Performance  
and Potential Management, Daimler AG*

**Ann Sherry**

*CEO,  
Carnival Australia*

**Anna Wu**

*Executive Councilor,  
Hong Kong SAR Government*

**"The battle to put women in the fore-  
front must be fought by everybody who  
wants lasting peace and stability."**

**-Nelson Mandela  
2000 Global Summit of Women**



## 2015 SUMMIT GLOBAL MEMBERS

American Association of University Women (USA)  
Business and Professional Women International  
China Economic Cooperation International Association  
Congress of Women (Poland)  
FKA/Association of Businesswomen in Iceland  
Mongolian Women's Federation  
Qatari Businesswomen Association (Qatar)

GEWEL/Global Engagement Well-being Excellence Leadership (Japan)  
South African Women Entrepreneurs Network  
Vietnam Women Entrepreneurs Council / VCCI  
Women Help Women (Japan)  
Women in Management, Business and Public Service—WIMBIZ (Nigeria)  
Women Presidents' Organization (USA)  
Women Speakers Foundation (Germany)

## INTERNATIONAL PARTNERS

AC (formerly Across Cultures) (USA)  
African Alliance for Women Empowerment  
African Business Women's Network (Nigeria)  
African Women Entrepreneurship Program – Namibia Chapter  
American Business Women's Association (USA)  
Asociacion de Mujeres Emprendedoras del Magdalena (Colombia)  
Asociacion Alianza de Mujeres (Costa Rica)  
Association LIDERE (Latvia)  
Association of Organizations of Mediterranean Businesswomen—AFAEMME (Spain)  
Assosiation of Female Executives of Trinidad and Tobago  
Bangladesh Women Chamber of Commerce and Industry  
Belarusian International Organization Interforum (Belarus)  
Belarusian Republican Women's Info-Coordination (Belarus)  
Belize Chamber of Commerce & Industry  
CEFAP/Ladies Circle (Cameroon)  
Centro Feminista de Información y Acción (Costa Rica)  
Cercle InterElles (France)  
China Association of Women Entrepreneurs (China)  
Chittagong Women Chamber of Commerce and Industry (Bangladesh)  
Comisión de Mujeres de la Industria de Alta Tecnología (Mexico)  
The Committee of 20 (Russia)  
Company of Women (Canada)  
Confederation of Women Entrepreneurs of India  
Consortium of Women Entrepreneurs of India  
Egyptian Businesswomen's Association  
Ethiopia Women Entrepreneurs Association (Ethiopia)  
European Women's Management Development International Network (Europe)  
Federación Internacional de Asociaciones de Ejecutivas de Empresas Turísticas (Peru)  
Federation of Business and Professional Women of Nepal

Femmes Chefs d'Entreprises Mondiales (Italy)  
Femmes Ingenieurs (France)  
Financi'Elles (France)  
Glass Elevator (Australia)  
Global Federation of Chinese Business Women – Southern California (USA)  
Global Women Inventors & Innovators Network (UK)  
Hong Kong Federation of Women  
House of Women (Namibia)  
International Association of Professional and Business Women in Bulgaria  
International Federation of University Women  
Laawol Diam la Voix de la Paix (Senegal)  
Ladies Business Network (Cameroon)  
Leading Women of Africa (South Africa)  
Michigan Association for Female Entrepreneurs (USA)  
MOFISP (Bolivia)  
National Association of Women Entrepreneurs of Malaysia  
National Chamber Network of Women Entrepreneurs (Greece)  
National Latina Business Women's Association (USA)  
Organization of Women in International Trade (OWIT)  
Profesional en Gestion y Estudios Culturales (Colombia)  
Professional Women International (Belgium)  
Professional Women's Network Global  
Rede Feto Timor-Leste  
Réseau des femmes d'affaires du Québec (Canada)  
Réseau des femmes des entreprises du Congo (DR Congo)  
United States Hispanic Chamber of Commerce Foundation (USA)  
Women's Business Council Philippines  
The Women's Foundation (Hong Kong)  
Women's Resources and Outreach Center (Jamaica)  
Women of Uganda Network

# SUMMIT REGISTRATION

REGISTER ONLINE AT [WWW.GLOBEWOMEN.ORG](http://WWW.GLOBEWOMEN.ORG)

**Registration Deadline: April 15, 2015**

Registration Type	Registration Rate (before Jan 1, 2015)	Registration Rate (after Jan 1, 2015)
<b>Corporate</b> <i>(for participants from large corporations)</i>	800	900
<b>Non-profit, NGO, government, and small business</b>	550	600
<b>Spouse / child</b> <i>(admittance to evening events only)</i>	250	300

**Please Note:** The listed fee amounts are per delegate. Fee amounts are in **EUROS (€)** for delegates based inside the European Economic Area and Switzerland, and in **USD (\$)** for delegates from the rest of the world.

The Summit Registration Fee includes the three-day conference, all meals from evening of May 14 to closing on May 16, transportation to any outside venue, simultaneous interpretation for all sessions, and all program materials.

## GRAND HYATT SAO PAULO HOTEL ACCOMMODATIONS



The site of the 2015 Global Summit of Women, the Grand Hyatt Sao Paulo Hotel, is located in the Berrini area, the city's premier business and financial district (Avenida das Nacoes Unidas 13.301).

Special rates for Summit delegates are available at the 5-star Grand Hyatt as follows:

- ◆ **Deluxe Single Room: 598 Real (+5% VAT) / approx. US\$245 + 5%**
- ◆ **Deluxe Double Room: 638 Real (+5% VAT)/ approx. US\$261 +5%**

To secure the special rates, delegates may reserve their rooms **BEFORE APRIL 28** through the form at [www.globewomen.org](http://www.globewomen.org). All Summit delegates are responsible for their own hotel reservations and all reservations are made directly with the hotel.

*Summit President Irene Natividad discusses business leadership with Indra Nooyi, Chairman & CEO of PepsiCo, at the 2013 Global Summit of Women*



"Thank you and the Summit for continuing to open my eyes and ears to new opportunities! I started coming as a corporate executive but now am an empowered and inspired entrepreneur. Women I met in the past who initially came as ministers or even assistants are now leading their nations... I never know who I will connect with, but with the Summit's unique camaraderie, whoever she is, she will offer her support as I will offer her mine."

-- **Tess Mateo,**  
*Managing Director, Cx Catalysts (USA)*



# WHAT THE GLOBAL SUMMIT OF WOMEN MEANS TO WOMEN

*"Seeing 1,000 people from 81 countries in a room is impressive. It is even more impressive when you consider that the topic of discussion is women, women's representation and development."*

— **Umran Beba**, Senior Vice President for Asia, Middle East and Africa, PepsiCo

*"The Summit was a symbol of a worldwide understanding which — using economic relations as its point of departure — conspires to bring together women from all over the world to form an enormous public-private sector partnership for long-term change."*

— **Hon. Ursula von der Leyen**, Minister for Labor, Germany

*"Participating in the Global Summit was a fantastic experience. The warmth and receptivity of the women was inspiring."*

— **Jody Williams**, Nobel Peace Prize Winner

*"Thank you for a very successful Summit. The plenary sessions and panels were of a very high caliber. I have had so many wonderful conversations with fascinating people from countries where I have never been and am unlikely ever to visit. It's very impressive how you manage to get all of these disparate parts to come together."*

— **Su-Mei Thompson**, CEO, The Women's Foundation (Hong Kong SAR)



## SUMMIT IN-KIND SPONSORS

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Escola Superior de Propaganda e Marketing



- To register for the Summit;
- To find information on VISAS to enter Brazil;
- To reserve your hotel room

Go to [WWW.GLOBEWOMEN.ORG](http://WWW.GLOBEWOMEN.ORG)

**With other questions, contact:**

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WASHINGTON, DC 20005 USA



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