

International  
Women's  
Entrepreneurial  
Challenge  
**16th Annual  
Conference**

**Torino** from 5 to 7 November 2023



## **IWEC 2023 DRAFT AGENDA Torino, 5-7 November 2023**

***"Connecting Women's Business Globally: Building Sustainability, Inclusion and Resilience"***

### **Sunday, November 5**

**5.00 – 7.30 p.m.**

**Palazzo Madama**

**Piazza Castello, Torino**

**16.20** *Pickup and departure to the welcome cocktail*

**Welcome cocktail** *for attendees, awardees and steering committee*

#### **Welcome Address**

- **Dario Gallina** President Torino Chamber of Commerce
- **Stefano Lo Russo** Mayor of the city of Torino
- **Ibukun Awosika** President IWEC Foundation
- **Cristina Tumiatti** President Women in Business Committee

### **Monday, November 6**

**Grattacielo Intesa Sanpaolo**

**Corso Inghilterra 3, Torino**

**8.00** *Pickup and departure to the Conference*

**8.30-9.00** *Welcome coffee*

#### **9:00-9:30 Welcome and opening session**

- **Stefano Cappellari** Regional Director Piemonte Nord, Valle d'Aosta e Sardegna Intesa Sanpaolo
- **Ambassador Ruth A. Davis** Chair and IWEC Co-Founder
- **Dario Gallina** President, Torino Chamber of commerce
- **Alberto Francesco Anfossi** Secretary General Fondazione Compagnia di San Paolo
- **Cristina Tumiatti** President, Women in Business Committee
- **Patrizia Longoni** Senior Relationship Manager – CaixaBank, Italian branch office



### 9.30 – 10.45 p.m. AI – Harness the opportunities to boost your business

Artificial Intelligence (AI) is transforming the way you do business, with its impact being felt across various industries, including finance, healthcare, and manufacturing. Artificial intelligence is used to increase efficiency, accuracy and productivity, and helps companies collaborate more effectively. Artificial Intelligence (AI) has assumed an increasingly crucial role in our society. But why talk about Artificial Intelligence? Where does all this interest come from? There are many reasons, starting with the great advantages that AI guarantees to companies and professionals but also for its impact on the economy, work, ethics and branding.

Moderator / **Ibukun Awosika**, IWEc President & CEO The Chair Centre/NG

- **Fernando Hernandez** Senior Director, Supplier Diversity & Global Procurement Coca-Cola US
- **Beatrice Borgia** President of Film Commission Torino Piemonte and Chief Corporate Development Officer at Teoresi S.p.A./IT
- **Wendy Lieber** CEO, ContentBacon/USA
- **Laura De Dilectis** founder and CEO Donnexstrada e V. S.r.l./IT

### 10.45 – 11.15 p.m. Awards presentations by Nancy Ploeger, EVP, IWEc Foundation

### 11.15 – 11.40 DEI tools made available by large philanthropic institutions

The effort and commitment to Diversity, Equity, and Inclusion (DEI) is crucial and critical to the success of European Foundations as per any organization supported by them. Fondazione Compagnia di San Paolo is among the largest philanthropic institutions Europe-wide and with a strong responsibility to DEI in mind, Compagnia is discussing and implementing actions/POC (Proof-of-Concepts) with the goal of creating spaces and developing tools that encourage to implement DEI best practices in the majority of projects submitted by grantees. Compagnia is also acting providing tools for its program managers to offer guidance and new set of competences. As an example, Compagnia launched an Internal Gender Audit managed by the International Training Center of the United Nations International Labour Organization (ITC-ILO) paving the way to future initiatives oriented to implementation of DEI principles. The Keynote offers a view on the approach followed by Compagnia with other international philanthropic institution providing examples on the guidance to grantees addressing DEI challenges.

**Keynote speaker: Alberto Francesco Anfossi** Secretary General Fondazione Compagnia di San Paolo/IT

### 11.40 – 12.10 Coffee Break and Networking



## 12.10 - 1.20 SME Development, Inclusion and Collaboration

Micro- small and medium-sized companies are responsible for more than two thirds of all jobs worldwide. They also account for the majority of new job creation. They are crucial to the future of work, not just for employment creation and economic growth, but also to drive innovation and competition in markets. They play a key role in the economies of all the countries in the world by their contribution to the national economic growth and employment.

**Moderator: Harjinder Kaur** CEO Comvision India / IN

- **Usharani Manne** Founder-Director Polmon Instruments Pvt. Ltd. / IN
- **Maria Adela Benavides** Owner Molles del Peru SAC/PE
- **Simona Vultaggio** Manager Education, Business Promotion & Supply Chain SACE/IT
- **Michela Quagliano** Alternate Equality Councilor City of Torino / IT

## 1.20 – 1.50 Doing Business in Italy: opportunities to spread your business

Italy is an attractive economy for investment, known for its art, food and rich history. In addition to the strategic geographic location in Europe, Italy also offers businesses well-established infrastructures for R&D, innovation and design and a strong manufacturing base. However, companies that want to do business in Italy should be prepared to deal with national and local regulations, labor laws, and compliance requirements.

**Moderator: Guido Bolatto** Secretary General, Torino Chamber of Commerce / IT

- **Licia Mattioli** CEO Mattioli S.p.A. / IT
- **Gabriella Marchioni Bocca** Owner Lamebo S.r.l. / IT
- **Alessandra Brogliatto** Head of research, development and training department in gender equality Confcooperative Piemonte Nord / IT
- **Dario Peirone** President Centro Estero per l'Internazionalizzazione s.c.p.a / IT

**1.50 – 2.50 p.m. Networking Luncheon / Traditional Italian Fare**

## 2.50 – 3.10 p.m. Women for women: the power of the female leadership to ensure the empowerment of women

Leadership can be considered as a social influence process in which the leader seeks the voluntary participation of collaborators in an effort to achieve common goals. Although there are different approaches to the concept of leadership, scholars agree that the leader for sustainability must exhibit specific skills such as motivating and engaging employees in the change process, emotional intelligence, and problem solving. Sustainability leadership is intended to be concerned with creating current and future benefits while improving the lives of all actors involved. In this sense, women play a key role as promoters of a sustainability-focused approach. Throughout time, women have demonstrated their value and abilities in addressing the challenges imposed by social dynamics and environmental changes.

**Moderator: Valentina Parenti** President GammaDonna Association and CEO Valentina S.r.l. / IT

**Marie Christine Oghly** Vice Chair ICC- World Chambers Federation / FR

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**3.10 – 3.40 p.m. Awards presentation** by Nancy Ploeger, EVP IWEC Foundation

**3.40 - 4.40 p.m. Empowering Women Through Financial Inclusion: Access to Capital for Women Entrepreneurs**

Access to financial capital is one of the most frequently cited and pressing challenges for women entrepreneurs at all stages of firm development. Women are significantly less likely than men to apply for all forms of external capital, and report limited access to equity financing. Access to capital plays an important role in entrepreneurship, both in direct and indirect ways and it's important for every woman entrepreneur to be aware about the financial opportunity they have to grow their business.

**Moderator: Francesca Culasso** Head of the Department of Management, University of Turin and Full Professor in Business Administration/IT

- **Anna Roscio** Executive Director SME Sales & Marketing, Banca dei Territori Division / IT
- **Giancarlo Rocchietti** President Club degli investitori / IT
- **Anat Bernstein – Reich** CEO, BDO Israel-India Investment Banking & Consulting, President, Israel-Asia Chamber of Commerce / IL
- **Enrica Delgrosso** Regional Director Nordovest SACE/IT

**4.40 - 5.10 p.m. Shoutout Session** Nancy Ploeger, EVP IWEC Foundation

**5.15 p.m.** *Bus departure to the hotel and free evening*

<https://iwec2023.to.camcom.it/media/Tour-IWEC%205-8Nov2023.pdf>



## Tuesday, November 7 Grattacielo Intesa Sanpaolo Corso Inghilterra 3, Torino

**8.00** *Pickup and Departure to the Conference*

**8.30 – 9.00** *Welcome coffee*

**9.00 – 9.30 Awards Presentation** by Nancy Ploeger, EVP, Iwec Foundation

### **9:30 - 10.30 How protect your business using AI: from legal aspects to cyber security**

Legislators from all over the world are continuing their efforts to create a regulatory framework that ensures the safe, secure and transparent development of artificial intelligence. Many are the strengths, but also the perplexities advanced by the experts. From the point of view of safety, companies have a duty to ensure that their products are reliable before being placed on the market; as regards protection, There was a need to develop solutions that safeguard systems from internal and external cyber threats, sharing best practices and standards to protect national security. Finally, companies have the task of establishing and maintaining a relationship of trust and transparency with their users, protecting their rights to privacy and informing them if the audiovisual content they are subjected to is original or altered by AI.

**Moderator: Carmen Castillo** CEO, SDI International / US

- **Marco Gay** Executive President Digital Magics / IT
- **Giulia Marcocchia** Researcher CY Ecole de Design / FR
- **Barbara Caputo** Full Professor Politecnico di Torino & President Focoos AI / IT

### **10.30 - 11.00 Change for empower and begin a leader of yourself**

Forget everything you ever thought about styling and instead of standing in front of the mirror log in to your computer and run the new algorithm that will tell you exactly what you need to wear to look stunning.

Orly Shay, a styling expert & a TEDx speaker, proves on Iwec stage that fashion and design is not subjective and not art – it's completely math and exact science.

Is the old trade on the verge of a revolution?

**Talk by Orly Shay** founder and CEO Orly Shay – TheStylingTherapy Center / IL

**11.00 – 11.30** *Coffee break and Networking*



### 11:30 – 12.30 Business Continuity & Succession Planning

When there is a change of ownership in a company, there are often radical changes that can help the company to make a big leap and strengthen their business or, on the contrary, the choices of the new governance can negatively affect the activity and damage the solidity of the enterprise. Whether it is an intra- or extra-family business move, it is important that change and innovation are approached with awareness and attention.

**Moderator: Cristina Tumiatti** President, Women in Business Committee / IT

- **Marco Lavazza** Vice Chairman Lavazza Group / IT
- **Serena Tosa** CEO Tosa Group / IT
- **Sunita Bajaj** Managing Director, Fortis Lux Financial / US
- **Alessandra Girardi** Vice-President Exclusive Brands Torino /IT

### 12.30 - 1.30 p.m. How to scale a business sustainably: from customer loyalty to digital skills and innovation

Sustainability is increasingly becoming an integral and determining part of the strategies of many companies. The quest for sustainability stems from the renewed need to elevate the scope of our organizations to contemplate a better future for all. Technology and the reflections following the pandemic have stimulated the debate on the need for a better relationship with the environment (understood not only as an ecosystem but also as a system of relationships and balance between work and personal life). If before the evolution was only focused on products, which thanks to previous industrial revolutions has led to the constant increase in the quality of life in many countries, now we are maturing new awareness of the side effects that certain "progress" have had in our environments, moving in search of something more "sustainable".

**Moderator: Nicoletta Marchiandi** Torino Chamber of Commerce / IT

- **Anna Ferrino** CEO Ferrino S.p.A. / IT
- **Sanja Popovich Pantik** Head of Science&Technology Policy Research Center Institute Mihajlo Pupin, Chair of the Enterprise Europe Network Thematic Group Women Entrepreneurship / CS
- **Antonella Giachetti** President AIDDA / IT
- **Andrea Alloisio** Value Chain Quality & Sustainability Product Management Director RINA S.p.A. / IT

**1.30 - 2.15 p.m. Networking Lunch / Finger Sandwiches**

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**2.15 – 2.45 p.m. Final Awards presentation Nancy Ploeger & Awardee Group Photo**

**2.45 - 3.15 p.m You must have the courage to change!**

Take control of your life to decide to completely change it and transform your passions in your work. 30,000 km travelled by bike in the world overcoming their limits, facing their fears and challenging themselves to become the fastest woman to have circumnavigated the globe by bike. A sporting, social and human enterprise that demonstrates that with vision, resilience and passion you can achieve goals that seem impossible.

**Keynote speaker: Paola Gianotti** Founder Keepbrave / IT

**3.15 - 3.45 p.m. Future of Iwec**

**Introduction by Guido Cerrato** manager of local development and market regulation department of Torino Chamber of Commerce / IT

**4.00 p.m.** *Bus departure to the hotel*

**Gala Dinner**

**Reggia di Venaria Reale**

**Piazza della Repubblica 4, Venaria Reale**

**6.30 p.m.** *Pickup and bus departure for gala dinner*

**7.30 – 10.30 Gala Dinner**

**10.30** *Bus departure to the hotel*