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LAN  TAM 

— LATAM AIRLINES GROUP —

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*

SAO PAULO, BRAZIL

MAY 14-16, 2015

SAIC

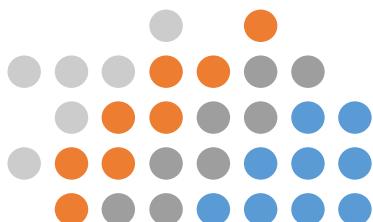
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Building a better
working world



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 25th 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!

SAO 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

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.



From top:

*Avenida Paulista in downtown Sao Paulo;
Cathedral of Sao Paulo; and Octávio Frias de
Oliveira Bridge*

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



HON. BARDHYLKA
KOSPIRI
ALBANIA
Deputy Minister for
Youth and
Social Welfare



HON. ANA PAULA
FERNANDO
ANGOLA
Secretary of State for
Education



HON. MARIE-
THERESE ABENA
CAMEROON
Minister for Women's
Empowerment



HON. KELLIE LEITCH
CANADA
Minister of Labour and
Status of Women



HON. NIALÉ KABA
COTE D'IVOIRE
Minister of Economy and
Finance



HON. PASCALE
BOISTARD
FRANCE
Secretary of State for
Women's Rights

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



GOVERNMENT



**HON. BRUNILDA
PASKALI**

ALBANIA

Deputy Minister for Economy and Trade



**HON. HYKMETE
BAJRAMI**

KOSOVO

Minister of Trade and Industry



**HON. VIRGINIJA
BALTRAIČIŪTĖ**

LITHUANIA

Minister of Agriculture



HON. LORENA CRUZ

MEXICO

President, Instituto de Mujeres



**HON. NORA
TERRADO**

PHILIPPINES

Undersecretary of Trade and Industry



**HON. MAŁGORZATA
FUSZARA**

POLAND

Secretary of State for Equal Treatment



**HON. IZABELA
LESZCZYŃSKA**

POLAND

State Secretary



**HON. ELIZABETH
THABETHE**

SOUTH AFRICA

Deputy Minister of Small Business Development



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

UNITED ARAB
EMIRATES

Minister of State



JULIE T. KATZMAN

INTERAMERICAN
DEVELOPMENT BANK

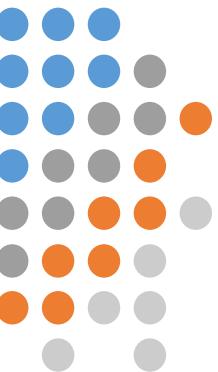
Executive Vice President and Chief Operating Officer



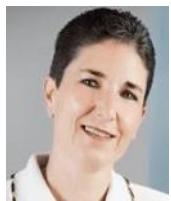
**ARANCHA
GONZALEZ**

UN INTERNATIONAL
TRADE CENTRE

Executive Director



BUSINESS LEADERS

**Carmina Abad**

CEO, Metlife Mexico (Mexico)

**Alcione Albaresi**

President, FLC Lampadas and Amigos do Bem (Brazil)

**Jaime Ardila**

President, GM South America (Colombia)

**Maria Blase**

President, Latin America, Ingersoll Rand (USA)

**Henryka Bochniarz**

CEO, Boeing Eastern & Central Europe (Poland)

**Robin Chase**

Founder and CEO, Buzzcar and Founder, Zipcar (USA)

**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

**Edgardo Navarro**

President, McDonalds Latin America

**Adriano Novitsky**

President, Technip Brazil

**Muriel Penicaud**

CEO, Business France (France)

**Fatima Raimondi**

General Manager, Acision Latin America (Brazil)



BUSINESS LEADERS



Paula Santilli

General Manager,
PepsiCo Mexico



Isabel Tocino

Board Director,
Santander (Spain)



Chris Townsend

President, Metlife
Asia



Luiza Trajano

Founder and CEO,
Magazine Luiza
(Brazil)



Juan Pablo

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VP, HR Development,
Daimler (Germany)



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Nelton Friederich

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Binacional (Brazil)



Pat Harris

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



Rohini Anand

SVP and Global Chief
Diversity Officer, Sodexo
(USA)



Janina Kugel

Chief Diversity Officer,
Siemens AG (Germany)



Laura Lane

President, Global
Relations, UPS (USA)



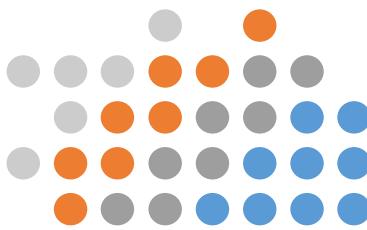
Elisabeth Richard

Head, Group Com-
munication, GDF
Suez (France)



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**

BRAZIL HOST COMMITTEE

CHAIR:

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Isabella MACIEL de SA, Abbott Labs

Carmilla ARAUJO *Deloitte Brasil*

Iris BARBOSA, *Apple*

Keila BEZERRA, *Metlife*

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Tania CASADO, *PWN*

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Cassia GIL, *Metlife*

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Ligia Paula PIRES PINTO SICA, *Getulio Vargas Foundation*

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Adriana VERA e SILVA, *TAM Airlines*

Andrea WEICHERT, *Ernst & Young*

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Ieda Novais Partner, KPMG	Luiza Trajano Founder & CEO Magazine Luiza	Maria Fernanda Teixeira Senior Vice President, First Data	Marie Laure Charles Vice President, Brazil for National Committee for Foreign Trade with France	Esther Nunes Partner, Pinheiros Neto Adbogados	Regina Nunes Managing Director Standard & Poor's Rating Services Brasil	Samyra Crespo President Jardim Botanico de Rio de Janeiro	Sandra Ralston General Manager Treecorp Real Estate	Silvia Lucas CFO, Bombril S.A.	Sylvia Coutinho CEO, UBS Brasil
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GLOBAL SUMMIT OF WOMEN

INTERNATIONAL PLANNING COMMITTEE



Irene Natividad, Chair, International Planning Committee

Rohini Anand

*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*

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*Manager, Major Donors,
WWF Spain*

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Secretary of Foreign Affairs, Philippines*

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

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*Former Chief Compliance Officer,
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Corp. Responsibility, Deutsche Telekom*

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CXCATALYSTS*

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Founder, noonanWorks

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Deutsche Telekom*

Ursula Schwarzenbart

*Head of Talent Development and Chief Diversity
Officer, Daimler AG*

Ann Sherry

*CEO,
Carnival Australia*

Anna Wu

*Executive Councilor,
Hong Kong SAR Government*

"The battle to put women in the forefront 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)	GEWEL/Global Engagement Well-being Excellence Leadership (Japan)
Association of Business Women of Kazakhstan	South African Women Entrepreneurs Network
Business and Professional Women International	Vietnam Women Entrepreneurs Council / VCCI
China Economic Cooperation International Association	Women Help Women (Japan)
Congress of Women (Poland)	Women in Management, Business and Public Service—WIMBIZ (Nigeria)
FKA/Association of Businesswomen in Iceland	Women Presidents' Organization (USA)
Mongolian Women's Federation	Women Speakers Foundation (Germany)
Qatari Businesswomen Association (Qatar)	

INTERNATIONAL PARTNERS

AC (formerly Across Cultures) (USA)	Femmes Chefs d'Entreprises Mondiales (Italy)
African Alliance for Women Empowerment	Femmes Ingenieurs (France)
African Business Women's Network (Nigeria)	Financi'Elles (France)
African Women Entrepreneurship Program – Namibia Chapter	Fundacion Mujeres de Exito (Colombia)
American Business Women's Association (USA)	Glass Elevator (Australia)
Asociacion de Mujeres Emprendedoras del Magdalena (Colombia)	Global Federation of Chinese Business Women – Southern California (USA)
Asociacion Alianza de Mujeres (Costa Rica)	Global Women Inventors & Innovators Network (UK)
Asociacion Paraguaya de Empresarias, Ejecutivas y Profesionales (APEP) (Paraguay)	Hong Kong Federation of Women
Association LIDERE (Latvia)	House of Women (Namibia)
Association of Organizations of Mediterranean Businesswomen—AFAEMME (Spain)	International Association of Professional and Business Women in Bulgaria
Assosiation of Female Executives of Trinidad and Tobago	International Federation of University Women
Bangladesh Women Chamber of Commerce and Industry	Laawol Diam la Voix de la Paix (Senegal)
Belarusian International Organization Interforum (Belarus)	Ladies Business Network (Cameroon)
Belarusian Republican Women's Info-Coordination (Belarus)	Leading Women of Africa (South Africa)
Belize Chamber of Commerce & Industry	Michigan Association for Female Entrepreneurs (USA)
CEFAP/Ladies Circle (Cameroon)	MOFISP (Bolivia)
Centro Feminista de Información y Acción (Costa Rica)	Mujer, Empresa y Tecnologia (Colombia, Spain and USA)
Cercle InterElles (France)	National Association of Women Business Owners-NAWBO (USA)
China Association of Women Entrepreneurs (China)	National Association of Women Entrepreneurs of Malaysia
China Economic Cooperation International Association	National Chamber Network of Women Entrepreneurs (Greece)
Chittagong Women Chamber of Commerce and Industry (Bangladesh)	National Latina Business Women's Association (USA)
Comisión de Mujeres de la Industria de Alta Tecnología (Mexico)	Profesional en Gestión y Estudios Culturales (Colombia)
The Committee of 20 (Russia)	Professional Women International (Belgium)
Company of Women (Canada)	Professional Women's Network Global
Confederation of Women Entrepreneurs of India	Rede Feto Timor-Leste
Consortium of Women Entrepreneurs of India	Réseau des femmes d'affaires du Québec (Canada)
Egyptian Businesswomen's Association	Réseau des femmes des entreprises du Congo (DR Congo)
Ethiopia Women Entrepreneurs Association (Ethiopia)	United States Hispanic Chamber of Commerce Foundation (USA)
European Women's Management Development International Network (Europe)	Women's Business Council Philippines
Federación Internacional de Asociaciones de Ejecutivas de Empresas Turísticas (Peru)	The Women's Foundation (Hong Kong)
Federation of Business and Professional Women of Nepal	Women's Resources and Outreach Center (Jamaica)
	Women of Uganda Network

SUMMIT REGISTRATION

REGISTER ONLINE AT WWW.GLOBEWOMEN.ORG

Registration Deadline: April 15, 2015

Registration Type	Registration Rate
Corporate <i>(for participants from large corporations)</i>	900
Non-profit, NGO, government, and small business	600
Spouse / child <i>(admittance to evening events only)</i>	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. 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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