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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

SAO PAULO, BRAZIL
MAY 14-16, 2015

SAIC



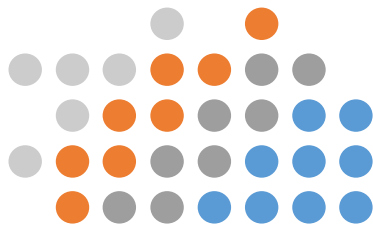
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Building a better working world



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!

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



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



**HON. ANA PAULA
FERNANDO**
ANGOLA
Secretary of State for
Education



**HON. JOAQUIM
LEVY**
BRAZIL
Minister of
Finance



**HON. SANDRA
EDIBEL GUEVARA
PEREZ**
EL SALVADOR
Minister of
Labor



**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



**HON. BRUNILDA
PASKALI**

ALBANIA

*Deputy Minister for Econ-
omy and Trade*



**HON. HYKMETE
BAJRAMI**

KOSOVO

*Minister of Trade and
Industry*



**HON. VIRGINIJA
BALTRAITIENE**

LITHUANIA

*Minister of
Agriculture*



HON. LORENA CRUZ

MEXICO

*President, Instituto de
Mujeres*



**HON. NORA
TERRADO**

PHILIPPINES

*Undersecretary of
Trade and
Industry*



**HON. MALGORZATA
FUSZARA**

POLAND

*Secretary of State for
Equal Treatment*



**HON. IZABELA
LESZCZYNA**

POLAND

State Secretary



**HON. ELIZABETH
THABETHE**

SOUTH AFRICA

*Deputy Minister of
Small Business Devel-
opment*



**H.E. Bijou Mushitu
Kat**

**DEMOCRATIC REPUB-
LIC OF CONGO**

*Minister of Gender,
Family and Children*



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

**UNITED ARAB
EMIRATES**

Minister of State



JULIE T. KATZMAN

**INTERAMERICAN
DEVELOPMENT BANK**

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



**ARANCHA
GONZALEZ**

**UN INTERNATIONAL
TRADE CENTRE**

Executive Director



GOVERNMENT



Carmina Abad
CEO, Metlife
Mexico (Mexico)



Alcione Albanesi
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)



Monica Flores
Managing Regional
Director, Manpower
Latin America (Brazil)



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)



Luz Maria Jaramillo
President,
Pavimento Colombia



Sung Joo Kim
Chair, MCM Holdings AG
(South Korea)



David Legher
President, Avon Brazil
and Southern Cone



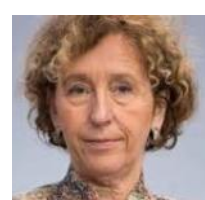
Edgardo Navarro
President,
McDonalds
Latin America



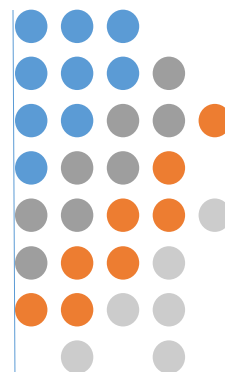
Adriano Novitsky
President,
Technip Brazil



Jean-Philippe Ollier
CEO, Michellin Brazil
(France)



Muriel Penicaud
CEO, Business France
(France)



BUSINESS LEADERS





Fatima Raimondi
General Manager,
Acision Latin America
(Brazil)



Luciane Ribeiro
CEO, Santander
Brazil Asset
Management



Paula Santilli
General Manager,
PepsiCo Mexico



Oscar Schmidt
CEO, Metlife Latin
America (Argentina)



Isabel Tocino
Board Director,
Santander (Spain)



Luiza Trajano
Founder and CEO,
Magazine Luiza
(Brazil)



**Juan Pablo
Urruticoechea**
CEO, Sodexo Brazil



Deb Xavier
Founder,
Jogo de Damas
(Brazil)



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



Katrin Adt
VP, HR Development,
Daimler (Germany)



Andrea Alvarez
VP, Savory Category for
South America, Central
America and Caribbean
(Brazil)



Adriana Arai
Executive Editor,
Bloomberg News
(Brazil)



Denise Evans
VP, Market Develop-
ment, IBM (USA)



Nelton Friederich
Director, Itaipu
Binacional (Brazil)



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Diversity Officer,
McDonald's (USA)



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



Janina Kugel
Chief Diversity
Officer,
Siemens AG



Laura Lane
President, Global
Relations, UPS (USA)



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

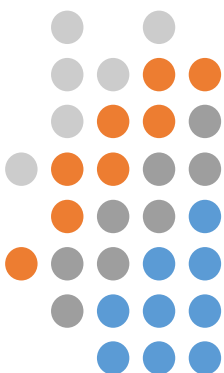


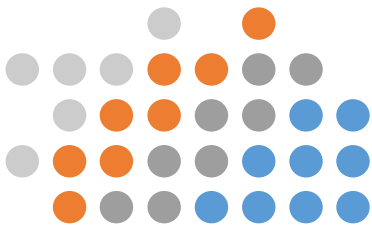
**Eduardo
Simoniello**
Vice President and
General Manager,
Greif Latin America



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

BUSINESS LEADERS





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:

Flavia VIGIO, *Golin*

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Carmilla ARAUJO *Deloitte Brasil*

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Yolanda CERQUEIRA, *Consultant*

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Cassia GIL, *Metlife*

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Standard & Poor's Rating Services Brasil

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Trecorp Real Estate

Silvia Lucas

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)*

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Japan*

Jonina Bjartmarz

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

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Former Undersecretary of Labor, Mexico

Denise Evans

Vice President for Market Development, IBM

Sakie T. Fukushima

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

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

Siv Hellen

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Nordic Investment Bank*

Sung Joo Kim

*Chair and Chief Visionary Officer,
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Birgit Klesper

*Sr. Vice Pres., Group Transformational Change and
Corp. Responsibility, Deutsche Telekom*

Tess Mateo

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CXCATALYSTS*

Margaretta Noonan

Founder, noonanWorks

Juliana Oyegun

Former Chief Diversity Officer, The World Bank

Maud Pagel

*Former Senior Vice President,
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 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)
Association of Business Women of Kazakhstan
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)
Asociación para el Liderazgo y Ascenso Social (Costa Rica)
Asociacion de Mujeres Emprendedoras del Magdalena (Colombia)
Asociacion Alianza de Mujeres (Costa Rica)
Asociacion Paraguaya de Empresarias, Ejecutivas y Profesionales (APEP) (Paraguay)
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)
China Economic Cooperation International Association
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)
Fundacion Mujeres de Exito (Colombia)
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)
Mujer, Empresa y Tecnología (Colombia, Spain and USA)
National Association of Women Business Owners-NAWBO (USA)
National Association of Women Entrepreneurs of Malaysia
National Chamber Network of Women Entrepreneurs (Greece)
National Latina Business Women's Association (USA)
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 in Leadership in Latin America (Brazil)
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

With other questions, contact:

GLOBAL SUMMIT OF WOMEN
1100 G STREET, NW; SUITE 700
WASHINGTON, DC 20005 USA



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FAX: +1-202-466-6195

EMAIL: summit@globewomen.com