



# 1998 Global Summit of Women Program



## I. Opening Ceremony: “Women as Economic Leaders”

*Sandy Mountford, Tess A. Gell, Irene Natividad, Rosalia Arteaga, Pauline Green*

## II. Plenary Sessions: “Targeting the Women’s Market”

- a. Women’s Economic Power: Status and Projections  
*Sakiko Fukuda-Parr, Xiaoyan Zhao, Baroness Jean Denton*
- b. Understanding the Women’s Market: Private Sector Initiatives and Best Practices  
*Cherie Piebes, Yuki Tanaka, Bibi Russell, Susan Scott-Parker*
- c. Creating a Linkage Between the Women’s Market and Women’s Workplace Issues  
*Kamlesh Bahl, Monica Emerson, Ann Sherry, Diane McGarry*
- d. Luncheon Discussion: Assessing the Potential of the World’s Regional Economies  
*Juanita Amatong, Alice Dear, Muni Figueres, Karen Shepherd*

## III. Breakout Sessions

- a. Making a Business Case for Workplace Equality  
*Adair Turner, Sandra Taylor, Ann Sherry*
- b. Expanding Linkages Among Women’s Business Associations to Strengthen Regional Markets  
*Phyllis Bonanno, Rajni Aggarwal, Lucia Quachey, Phyllis Hill Slater, Bea Celler*
- c. Teaching Marketing Techniques to Women Microentrepreneurs  
*Sayeeda Rahman, Lynne Franks*
- d. Marketing to Women: Principles and Opportunities  
*Cherie Piebes, Bibi Russell, Evelyn Lieberman*
- e. Leveraging Women’s Consumer Clout on Behalf of Social Issues  
*Sandra Mountford, Mitsuko Duerr, Kate Nash*

## IV. Plenary Session: The Nexus Between Politics and Business

*Rosalia Arteaga, Syda Bbumba, Pauline Green*

## V. Plenary Sessions

- a. Launching the Global Women’s Trade Network ([www.globewomen.org](http://www.globewomen.org))
- b. Women’s Entrepreneurial Activities Worldwide: An Assessment
- c. Regional Trade Pacts: Opportunities and Challenges for Women

## VI. Luncheon Session: Dialogue With Leading Women Entrepreneurs

*Patricia Bewers, Eugenie Burgholte-Kellermann, Tina Knight*

## **VII. Breakout Sessions**

- a. Innovative Approaches to Raising Capital for Women
- b. Linking the Formal and Informal Sectors: Best Practices in Mainstream Microenterprise
- c. Using the Internet to Expand Your Business Across Borders
- d. The ABCs of Expanding Into International Trade
- e. Market Opportunities in the Five Global Regions

## **VIII. Plenary Sessions**

- a. Preparing Women for Tomorrow's Global Economy  
*Urssula Burns, Nellie Tan-Wong, Stephen Connock, Sherrye Henry*
- b. Economic Leadership and Family Responsibilities  
*Colleen Keast, Rosalyn Hazelle, Nancy Riche, Linda Wirth*
- c. What Type of Economic Leadership Will Be Necessary for the Millennium?  
*Sung Joo Kim, Lauri Fitz-Pegado, Angeline Low*