



**1998** GLOBAL SUMMIT OF WOMEN  
 "WOMEN AND THE GLOBAL MARKET"  
 LONDON, ENGLAND  
 JULY 22-26, 1998

**Global Summit of Women opens in London July 23<sup>rd</sup>.**

**For immediate Release.**

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**New York, July 8th.** The fifth biennial Global Summit of Women will open at the Stakis Metropole Hotel in London on Thursday July 23<sup>rd</sup> at 3.45pm., followed by the official U.K. welcome at the Durbar Court of the Foreign Office hosted by Baroness Liz Symons, Undersecretary for Foreign Affairs and Minister Joan Ruddock of the United Kingdom. Women entrepreneurs, business leaders, heads of non-governmental organizations and policy makers from over 60 countries will attend. The three-day Summit will take an in-depth look at the pivotal role women play in the global market. The emphasis of the conference is to underscore women's economic impact at the national and international levels.

"Global markets and women are not often used in the same sentence" said Irene Natividad the Summit Director. "But increasingly statistics show that women have economic clout -- most visibly as entrepreneurs and most powerfully as consumers. Women start every third business in the European Union, including the U.K. In the U.S more than 7.7 million women-owned businesses are now generating 2.3 trillion in revenue. Last May Newsweek coined the word *Womenomics* to describe this emerging and powerful sector"

With these interesting numbers in mind, the Summit will look into ways to target the women's market, how to open up that market to women entrepreneurs themselves and explore the kind of economic leadership that will benefit women in the future.

A stellar cast of political and business speakers includes:

- Rosalia Arteaga, former Vice President of Ecuador and recent Presidential Candidate.
- Rosario Manalo, Philippine Undersecretary for Foreign Affairs.
- Senator Tamako Nakanishi of Japan and author of that country's equal employment opportunity law.
- Pauline Green, Member of European Parliament and Leader of the Socialist group.
- Kamlesh Bahl, Chair of the U.K. Equal Opportunity Commission.
- Adair Turner, President Confederation of British Industries.
- Juanita Amaong, Board Director of the World Bank.
- Alice Dear, Board Director of the African development bank.
- Sandy Mountford, President Avon/UK.
- Sylvia Perry, President Business and Professional Women International.
- Syda Bbumba, Ugandan Minister of Economic Monitoring.
- Tina Knight, President British Association of Women Entrepreneurs/London.
- Lady Elspeth Howe Founder Opportunity 2000.

"We have the most powerful women in business, politics and the advocacy community attending from countries ranging from Albania to Zimbabwe" said Summit Director Irene Natividad "One of the most interesting parts of the Summit is the behind-the-scenes networking and lasting business contacts to be made." To make these networks ongoing, the Summit will launch the Global Women's Trade Network—an electronic link-up of women interested in doing business across borders.

"At this historic gathering we intend to shift the emphasis from women's economic needs to their present and growing economic power" Natividad continued "It is our hope that the recognition of women's bottom-line impact on the world economy will move government and businesses to support women's quest for equality in all areas of public life.

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