



Women's Entrepreneurship Day: Europe's Female Leaders and the Challenge of Competitiveness

Reception on Tuesday, 19 November 2024, from 18:00 to 21:00 CET
European Parliament, Brussels

The current economic downturn in Europe is challenging to all entrepreneurs, but women are deemed to be more vulnerable to the effects of recessions and shocks.

Women's economic empowerment has raised a great deal of awareness in Europe, producing female leadership and entrepreneurial role models in all kinds and sizes of businesses and organisations. This movement has also spurred the creation of support ecosystems designed to nurture and expand female-led entrepreneurial initiatives.

On Women's Entrepreneurship Day, we want to bring the female perspective to the forefront of the discussion on Europe's global competitiveness and explore ways to reinvigorate our economic dynamism. We'll examine which policies are currently lacking to support women entrepreneurs and identify which incentives have proven most effective. Understanding these gaps and successes is key to shaping future strategies that empower women to drive innovation and growth across Europe.

Programme

Welcome

Jürgen Warborn MEP (confirmed)
President, SME Europe of the EPP;
President, SME Global of the IDU

Opening

Roberta Metsola MEP (confirmed)
President of the European Parliament

Fireside chat I

Rebooting Europe: The Role of Women Entrepreneurs Amid Economic Uncertainty

Giulia Rocchi (confirmed)
Coordinator of the Eurochambres Women's
Network

Else Groen (tbc)
Secretary General, Independent Retail Europe

Eleonora Meleti MEP (confirmed)
Coordinator of the Women's Rights and Gender
Equality Committee for EPP Group

Leena Whittaker (tbc)
Director, Competitiveness, EuroCommerce

Natasha Jamal (confirmed)
Vice-President, Social Impact, Mastercard Strive

Fireside chat II

Micro to Macro: Crafting Local Ecosystems that Meet Women Entrepreneurs' Needs

Local impact - Austria

Christina Teusl and Denise Vorraber (confirmed)

Co-founders of FEMINDS

Local impact - Sweden

Jennie Sinclair (confirmed)

Founder of the Ownershift Think Tank

Local impact - Ukraine

Olga Diakova (confirmed)

Co-founders of Impact Force

Local impact - Belgium

Georgia Brooks (confirmed)

Founder and CEO, The Nine

Florence Raes (confirmed)

Director, UN Women Brussels

Moderation

Zuzana Pučíkova (confirmed)

Entrepreneur, Strategy Director and Head of Tech
at Acumen; EU Climate Pact and Diversity

Ambassador