

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

Reception on Tuesday, 19 November 2024, from 18:00 to 22:00 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

**Marina Rožić (tbc)**  
Chair of Eurochambres Women Network and  
Secretary General of the Croatian Chamber of  
Economy

**Veronique Willems (tbc)**  
Secretary General, SME United

**Henna Virkkunen (confirmed)**  
European Commissioner-designate for Tech  
Sovereignty, Security and Democracy

**Eva Maydell MEP (tbc)**  
Vice-President of SME Europe of the EPP

## 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)**

Ownershift Think Tank

*Local impact - Ukraine*

**Nina Levchuk and Olga Diakova (confirmed)**

Co-founders of Impact Force

**Nadia Calviño (tbc)**

President of the European Investment Bank

## Moderation

**Zuzana Pučíkova (confirmed)**

Special Advisor for Digital and Climate Transition,  
SME Connect