

**15° IWEc CONFERENCE,  
MADRID, NOVEMBER 13-15, 2022  
CONNECTING WOMEN'S BUSINESSES GLOBALLY:  
THE TRANSFORMATIONAL POWER OF WOMEN'S LEADERSHIP**

**SUNDAY, NOVEMBER 13, 2022**

***CaixaBank All-in-One. Plaza de Colón, 1. 28001 Madrid***

18:00 - 20:00 **Welcome address**

- Mr. Gonzalo Gortázar, CEO CaixaBank, IWEc Funding partner
- Ambassador Ms. Ruth Davis, Chair and IWEc Co-Founder
- Ms. Inmaculada Riera, Managing Director, Spanish Chamber of Commerce
- Prof. José Luis Suárez, Managing Director, IESE in Madrid
- Prof. Pedro Nuevo, IESE Business School, Academic Director of the 15<sup>th</sup> IWEc Conference

**IWEc turns 15: Inspiring past, vibrant present and promising future for women entrepreneurs**

Chair: Ms. Ibukun Awosika, President, IWEc

- Ms. Sunita Bajaj, VP Treasurer of IWEc and representative of the Manhattan Chamber of Commerce
- Ms. Mukta Nandini Jain, IWEc Co-Founder from FICCI-FLO (the women wing of the Fed. of Indian Chamber of Commerce)
- Ms. Adela Subirana, IWEc Vice-President and Co-Founder from Barcelona Chamber of Commerce

WELCOME COCKTAIL

**MONDAY, NOVEMBER 14, 2022**

***IESE Campus, Madrid. Camino del Cerro del Águila, 3***

- 8:30 - 9:00 WELCOME COFFEE
- 9:00 - 9:30 **Opening**
- Prof. José Luis Suárez, Managing Director, IESE in Madrid.
  - Ambassador Ms. Ruth Davis, Chair and IWECE Co-Founder
  - Mr. Josep Lluís Bonet, President Spanish Chamber of Commerce, Host of IWECE Conference 2022
- Introduction by IWECE Conference's EMCEE**  
Wendy Lieber, CEO, ContentBacon, United States
- 9:30 - 10:30 **Challenges of globalization after the pandemic**  
Chair: Prof. Pedro Nuevo
- Ms. Ibukun Awosika, President, IWECE
  - Ms. Carmen Castillo, Vice Chair, IWECE
  - Ms. Yang Lan, Chairwoman, Sun Media (TBC)
  - Ms. Regina Llopis, President, AIA Group
- 10:30 - 11:00 COFFEE BREAK
- 11:00 - 11:30 **Awardees presentation**  
Ms. Nancy Ploeger, Exec. Vice President & Secretary, IWECE
- 11:30 - 12:15 **The ESG agenda enlightened by women**  
Chair: Prof. Nuria Chinchilla
- Ms. Helena Herrero, Managing Director HP Southern Europe
  - Mr. Fernando Hernández, Global Leader Supplier Diversity, The Coca-Cola Company
- 12:15 - 12:45 **Awardees presentation**  
Ms. Nancy Ploeger, Exec. Vice President & Secretary, IWECE
- 12:45 - 14.00 NETWORKING LUNCH BY INDUSTRY

- 14:00 - 14:45 **Family business changing their world**  
Chair: Prof. Marta Elvira
- Ms. Harjinder Kaur, MD & CEO, Comvision, India
  - Ms. Anni Wilhelmi, Founder, The Crossing, South Africa
- 14:50 - 15:30 **Awardees presentation and group photo**  
Ms. Nancy Ploeger, Exec. Vice President & Secretary, IWECE
- 15:30 - 16:30 **Ubuntu Showcase**  
**Introduction: María Puig, Executive Director for IWECE 15 Conference**
- We are here to share, learn and grow, and return home with a new network of relationships, ideas, and opportunities to continue expanding operations while leaving solid and gentle footprints in our societies.
- Ubuntu* is a Nguni Bantu term meaning “humanity”. It has become a universal expression often translated as *I am because we are*. At IWECE we adopted it as our claim at the 3<sup>rd</sup> IWECE Conference in Cape Town. And we propose the name Ubuntu to enhance these special slots in the agenda. They are conceived to share info on awardee’s companies and their respective industries around dedicated team rooms booked in advance by country delegates.
- 16:30 - 17:00 **Bus departure to hotels and free evening**

**TUESDAY, NOVEMBER 15, 2022**

**IESE Campus, Madrid. Camino del Cerro del Águila, 3**

- 9:00 - 10:00 **Global Economy Outlook: Can a recession be avoided?**  
Mr. Enric Fernández, Chief Economist, Head of Strategic Planning and Research, CaixaBank  
Prof. Núria Mas, IESE Business School
- 10:05 - 10:50 **Leading from adversity**  
Interview by Prof. Santiago Álvarez de Mon
- Ms. Teresa Perales, Paralympic Champion, Princess of Asturias Award 2021

10:50 - 11:30 SPANISH BRUNCH

11:30 - 12:30 **Ubuntu Showcase**

12:30 - 13:15 **Fashion and sustainability**

Chair: Ms. Iria Pérez. Director, MODA.ES

- Ms. Núria Basi. President, Basi Group
- Mr. Andrés Fernández, General Manager of Sustainability, Mango

13:30 - 14:30 **Growing up: interesting business cases**

Chair: Prof. Julia Prats

- Ms. Rocío Hervella, CEO & Founder, PROSOL
- Ms. Merrilee Kick, CEO and Founder BuzzBallz
- Ms. Yewandee Zaccheaus, Chair and Founder, Eventful Ltd., Nigeria

14:40 - 15:00 **Closing remarks**

Dr. Franz Heukamp, Dean of IESE

Departure to hotel – Free afternoon

19:00 - 22:00 **GALA DINNER at PALACIO DE SANTOÑA. Calle Huertas, 13.**

**Final Words**

- Ms. Maria Puig, IESE Business School and Executive Director for IWEC 15 Conference.
- Ms. Inmaculada Riera, Managing Director, Spanish Chamber of Commerce
- Ms. Mar Santana, Corporate Commercial Director in Madrid, CaixaBank
- Ms. Roser Xalabarder, 3<sup>rd</sup> Vice president, Barcelona Chamber of Commerce

**Announcements and Closing**

- Ms. Ibukun Awosika, President of IWEC