

AGENDA FRIDAY, MAY 28

Forum developed 100% online, a full day of conferences with international speakers and high-level panels.

- **THEMES / PANELISTS:**

HOUR	THEME	NAME	POSITION	PROFILE	COUNTRY
09:00	Inauguration	Claribel Aparicio Ferreira	President of WEF BOLIVIA	More than 20 years of experience in the Executive Directorate of Business Chambers, she is currently General Manager of the National Chamber of Industries, former Vice Minister of Foreign Trade and Integration, General Manager of the American Chamber of Commerce AMCHAM BOLIVIA, Director of Development of Business for Latin America of the Latin American Chamber of the United States, she was General Manager of CADEXCO. Her training in Corporate Economics and Master in Business Administration MBA at INCAE Costa Rica, graduated with honors, and consolidated in the United States with postgraduate studies at Universities such as Harvard Law School, Michigan State University, University of Oregon, as well other studies in Italy, Holland and Costa Rica. With experience and career in International Negotiations.	Bolivia
09:15	Welcome and Inauguration	Arora Harbeen	Founder WEF and ALL	World President, ALL Ladies League (ALL) and Women Economic Forum (WEF), Founding President of Women's Indian Chamber of Commerce and Industry (WICCI), Rector of Rai University, India, Founder of BIOAYURVEDA, Founder of SHEconomy	India

09:20	Women's Leadership, Women's Associations and Public Policies	Celina Lezcano	Minister of Women, President of APEP for many years (Paraguayan Association of Businesswomen, Executives and Professionals)	She is a businesswoman and union member, with a degree in Hospitality and Tourism. President of the Paraguayan Association of Entrepreneurs, Executives and Professionals (APEP) and Director of WeAmericas 2019-2021.	Paraguay
09:40	Creating International Women's Networks	Mar Mercedes Introini	Global Chair, ALL Ladies League	Political Analyst. Former Public Prosecutor. Extensive experience in cities with diverse cultures (Montevideo, London, Brussels, Geneva, Malaga, Madrid) with a spirit around multiculturalism and a versatile professional profile.	Spain
10:00	The role of women in the international arena	Charisse Phillips	Charge d'Affaires, Embassy of the United States in Bolivia	BA in Philosophy and Government from the College of William and Mary in Virginia and an MA in Foreign Relations from the University of Virginia. She was Minister Counselor for Consular Affairs in India. Minister Counselor in Guatemala and Vice Principal Director in Frankfurt	USA
10:20	Challenges for a Woman in senior executive positions in the international arena	Marlene Fernández	Corporate VP, McDonald's Latin America	Bolivian. Senior executive of the Arcos Dorados Corporation, McDonald's; She was Bolivian Ambassador to the US, Representative to the OAS, Ambassador to Italy, Chief of the Bureau of the CNN network in Washington DC, correspondent to the White House, the Pentagon and the State Department.	United States / Bolivia
10:40	Internal challenges of today's woman	Mónica Alexandra Ribero	FREED-OM Coach	Only Bolivian woman that appears in the TOP 10 POWERFUL WOMEN OF 2021. She is a life coach and leadership in vital energy. He earned a US College Scholarship (NCAA) and a Master of Business Administration (MBA).	United States / Bolivia

11:00	Challenges and Resilience in Female Leadership	Viola Edward	Amazon Best Seller Writer	Author of Amazon Best Seller "Who Makes the Bed?" and "breathing the rhythm of success". She is the co-author of 11 more books. Renowned international speaker. She is a cross-cultural psychotherapist, mentor and coach, social entrepreneur, advisor to leaders and organizations. Pioneer in the development of mental health and wellness combining breathing therapy, business management and Leadership.	Cyprus
11:20	Female Leadership, Women with Ambition	Patricia Furlong	President VISA Global Processing LATAM	President of Global Processing SA, company in processing payments methods, VISA. +15 years of experience in General Management in international companies. His training is in comprehensive business management and commercial leadership. She is part of the GP Women's Network and Vital Voices Regional Ambassador. Member of Women Corporate Directors.	Argentina
11:40	The Role of Women in ECommerce, Virtual Platforms and Tourism	Carrie Wilder	Director South America EXPEDIA GROUP	South America Director of EXPEDIA Group. Expert in e-commerce, tourism, hospitality, sales and marketing. Trainer in business development, management skills and leadership.	Spain
12:00	Empowerment of Women in Latin America	María Lucía Ramírez	Vice President and Chancellor of the Republic of Colombia.	Promoter of the empowerment of women in Latin America, she has more than 35 years of experience in business development, trade, international negotiations, foreign investment and regional development. She has promoted and implemented public policies for the social and economic empowerment of women in Latin America.	Colombia
12:20	Evolution of Female Leadership in International Relations	Loreto Correa Vera	Highly recognized internationalist historian	Master in Latin American History and PhD in International Relations, professor at various universities in Bolivia and Chile, in regional history, foreign policy, and international studies with a Latin American gender perspective.	Chile

12:40	The Role of Female Leadership in Country Development	Monica Zalaquett	Minister of Women and Gender Equity	Monica Zalaquett. Entrepreneur, communicator and politician. She was Undersecretary of Tourism, currently she is Minister of Women and Gender Equity of Chile.	Chile
13:00	Empowerment of Women in Latin America	Maria Lucia Ramirez	Vice President and Chancellor of the Republic of Colombia.	Promoter of the empowerment of women in Latin America, she has more than 35 years of experience in the fields of business development, trade, international negotiations, foreign investment and regional development. She has promoted and implemented public policies for the social and economic empowerment of women in Latin America.	Colombia
13:20	LUNCH – CHOLITAS FASHION SHOW – GUEST ARTISTS				
14:50	Leader Woman and Social Innovation	Elena Dolinski	Director, Venezuelan American Chamber Of Commerce Of The United States	Director of the Venezuelan American Chamber in the USA, Philanthropreneur. Expert in leadership, entrepreneurship and social innovation. Founder of initiatives such as: UKANDOIT GLOBAL, Emprendiendo Juntos, in Latin America and Spain	Venezuela
15:10	Women and Business 360	Virginia Rivera	Founder, BUSINESS MENTOR, President of Mujer Emprende	She is Founder and CEO of SOLApreneurs, a 360 business program for female entrepreneurs. Host of Radio and Digital TV programs, SOLApreneurs, dedicated to promoting entrepreneurial, business and professional women. He has more than 25 years as a Corporate and Business leader.	Puerto Rico
15:30	Female Leadership in Corporate Social Responsibility	Karen Brugés	President of Mujeres Violeta and Director of the Chamber of Commerce of Bogotá	CEO of Mujeres Violeta and Consultant of the Bogotá Chamber of Commerce, 16 years of professional experience, 11 years in the corporate world, 8 of them in the area of Social Responsibility. Mentor for Entrepreneurs.	Colombia

15:50	Women's leadership in human relations and conflict management	Lilian Schiavo	President, Brazilian Organization of Business Women - OBME	Postgraduate degree in Safety Engineering and Occupational Medicine. Great experience in the health area, director of the Hospitals Union, class judge in Labor Justice and volunteer in NGOs, current president of OBME- Brazilian Organization of Women Entrepreneurs.	Brazil
16:10	"Women leading change" "Investment with a gender perspective"	Carmen Correa	Vice President and Director of Operations - PRO MUJER	Vice President and Director of Operations of Pro Mujer. She worked for the National Research and Innovation Agency (ANII), was responsible for Fundación AVINA Uruguay and on a continental level, she was also the Executive Director of Endeavor Uruguay.	Uruguay
16:30	Tourism innovation, (The new normal.)	Carmen Arróspide Poblete	Tourism Director at the Cusco Chamber of Commerce	Director of Tourism in the Chamber of Commerce of Cusco. Founder and President of REDMEEC, Cultural Manager of the Inca Bridge of Qeswachaka. Financial Manager at Tierras de los Andes. General Manager at Illapa Culturas Andinas. Recognized with the Fibra AWARD Award in 2019	Peru
16:50	Post-COVID-19: A development opportunity for women through digitization	Diana Rodríguez	President of Pro Bono Peru	Global President of the Peruvian Women's Chamber of Commerce. Founder of Pro Bono Peru. CEO Founder at Expo Warmi - Women Entrepreneurs. Founder at Cumbre de Abogadas & Lideres. CEO at Iberoamerican Women Lawyers. CEO in Top 200 Women of the Peru Bicentennial 2021. Founder of Mujer Emprende in Peru.	Peru
17:10	The Role of International Organizations in High Impact Actions on Gender	Indu John-Abraham	Country Representative World Bank	Country Representative of the World Bank in Bolivia. He has extensive experience in Latin America, particularly in the Andean region: Bolivia, Peru and Colombia. She worked in the gender area in Brazil, also in Armenia, the Dominican Republic and the United States.	EE.UU

17:30	The Role of International Organizations in High Impact Actions on Gender	Susana sotolli	United Nations Country Representative	Resident Coordinator of the United Nations in Bolivia. She was appointed by the Secretary General of the United Nations to lead 17 Agencies, Funds and Programs in Sustainable Development, peacebuilding and human rights. She has more than 20 years of experience in Development Cooperation and in the United Nations Children's Fund (UNICEF).	International organizations
17:50	Closing Remarks	Claribel Aparicio Ferreira	President of WEF BOLIVIA		

AGENDA SATURDAY, MAY 29th

High value issues, to pursue and build initiatives for the economic progress of women, in a fair and equitable environment.

- TOPICS / NATIONAL PANELISTS:**

HOUR	THEME	NAME	POSITION / COMPANY OR INSTITUTION	PROFILE
09:00	Start Words	Claribel Aparicio Ferreira	President of WEF BOLIVIA	More than 20 years of work experience in the Executive Directorate of Business Chambers, She is currently General Manager of the National Chamber of Industries - CNI, She was Vice Minister of Foreign Trade and Integration of the Ministry of Foreign Affairs of Bolivia, General Manager of the Chamber Americana de Comercio AMCHAM BOLIVIA, Director of Business Development for Latin America of the Latin American Chamber of the United States, was General Manager of the Chamber of Exporters of Cochabamba. Her initial academic training was in Bolivia for a Bachelor's Degree in Corporate Economics and a Master's Degree in Business Administration at INCAE Costa Rica, graduated with honors, and consolidated in the United States with postgraduate studies at Universities such as Harvard Law School, Michigan State University, University of Oregon, as well as other studies in Italy, Holland and Costa Rica. With experience and trajectory, she is in International Negotiations, as well as her focus on creating development spaces for women and entrepreneurs.

09:05	Welcome - Inauguration	Harbeen Arora	WEF - ALL	World President, ALL Ladies League (ALL) and Women Economic Forum (WEF), Founding President of Women's Indian Chamber of Commerce and Industry (WICCI), Rector of Rai University, India, Founder of BIOAYURVEDA, Founder of SHEconomy
09:10	Impacts of COVID on productivity and the insertion of women in the labor market / informality	Luciana Mermet	UNDP - United Nations	Resident Representative of the United Nations Development Program (UNDP) in Bolivia, leads the country program, integrating actions and platforms of services and knowledge for sustainable development, specialist in development policies with more than 15 years of experience in developing countries and international organizations.
09:30	Women as Promoter of Business Ethics	Silvia Fabiola Quevedo Silvetti	President, Chamber of Business Women of Bolivia - CAMEBOL	Manager AG Logisitcs SRL, President of the Chamber of the Bolivian Businesswomen CAMEBOL, Representative of SALMA Strategic Business Network between Latin America and Africa, Member of the International Chamber of Entrepreneurs CIE.
09:50	Female leadership begins by changing the meaning of leadership	Cecilia Campero	Country Representative - Pro Mujer Foundation	Country Representative in Fundación Pro Mujer Bolivia, Partner of VALORARSE Consultancy in Social Responsibility and Sustainability, Executive Director of COBORSE, Sector Development Coordinator of PROFIN, Deputy Director of DEVELOPMENT ALTERNATIVES INC.
10:10	Impact of Women in companies, their contribution and value.	Nadia eid	Corporate Communications and CSR Manager, Grupo Nacional Vida	He has more than 20 years of experience in commercial and institutional management for national and international companies in different areas. Develops and consolidates humanized brands, with the support of sustainable Corporate Social Responsibility.

10:30	Female Role in the transmission of Empowerment through Business Management	Maria Rene Centellas	Bago Laboratories Manager	General Manager Technical Director, LABORATORIOS BAGÓ DE BOLIVIA SA member of the Global Compact, signature of commitment through the signing of the principles of UN women, MEMBER OF GRI (Global Reporting Initiative) COMMUNITY, was also Head of Quality Control Laboratorios Bagó de Bolivia SA
10:50	Female Leadership in Union Institutions	Magaly castro	President CAMEBOL Cochabamba	Founder of the Chamber of Business Women "CAMEBOL Cochabamba", President of the Chamber of Business Women of Bolivia "CAMEBOL Cochabamba", Founding Director of the "ICAM" Chamber of Industry, Commerce and Services of Cochabamba ", Principal Director of the Chamber of Industry of Cochabamba.
11:10	Business opportunities in times of pandemic	Star Canteli	President, Organization of Business Women - OMEB	Architect received at UNR in Rosario Argentina, Specialized in commercial architecture at FMI Chicago, with more than 100,000 m2 of construction, General Manager of Estudio A Construcciones President of OMEB
11:30	Female Leadership in Tourism with a Focus on Indigenous Textile Art	Liz rojas	President of CAINCO Chuquisaca	She has been the first female president of CAINCO Chuquisaca, in 125 years. She was president of Abavyt Sucre and is currently a member of the Executive Committee of ABAVYT Bolivia. Manager of Synergia, the first Co-work space in Sucre, founded in September 2020.
11:50	New profile of female leadership in contexts of change	Andrea Niño de Guzman	President CAMEBOL La Paz	Transformation Catalyst. It works comprehensively with businessmen and entrepreneurs, focusing on promoting the transformation of leaders, teams, and business models. She is certified as a Professional Life Coach, Neuro-Coach by the NeuroLeadership Institute, and Systemic Team Coach by the Global Team Coaching Institute.

12:10	Women supporting women producers	Patricia Rodriguez Terrazas	Managing Director at WALISUMA	Managing Director of Walisuma Bolivia, a brand under which more than three thousand Bolivian artisans and producers market their products in Bolivia and are promoted in the rest of the world through the company's e-commerce platform.
12:30	Professional Diversity promotes female empowerment	Diana Canedo Patiño	Atelier Canedo Patiño	With more than 18 years of international business experience in global business development for Fortune 500 companies such as MasterCard Worldwide, Walmart Inc and Young & Rubicam Inc., She has expanded the international presence of the 'Beatriz Canedo Patiño' Brand.
12:50	Women as a pillar of Productive Development	Antonia Rodriguez	President of Alpaca fabrics, Former Minister of Productive Development and Plural Economy	Antonia Rodríguez Medrano, Director of the Señor de Mayo Artisan Association, exposes: Experiences of the application of the Economic, Social, Community and Productive Model. Former Minister of Productive Development and Plural Economy
13:10	Empowerment of Women: It is never too late to study	Rosario Aguilar / Charito Aguilar	Cholita Fashion	La Chola Paceña is the inspiration for which Rosario Aguilar created PROMOCIONES ROSARIO, in order to revalue the dress of the woman in a skirt, rescuing the Paceña identity and supporting the work of Bolivian artisans.
13:30	Women's Leadership in Communication	Casimira Lema	Acting Head of Television Content - CHANNEL 13 TVU	Journalist, Presenter and Television and Radio Producer. With more than 30 years of experience. She is currently the Acting Head of Television Content at TVU, a newscaster, as well as an announcer on Radio Compañera.

13:50	The Role of Women in Foreign Trade	Moira Peña Jimenez	Founder and President of Amecomex Bolivia	Degree in International Trade, Master in Exports, with studies in Organizational Ontological Coaching, Female Leadership and Science and Technology Policies. Logistics and Customs Specialist with 14 years of experience in the sector of different multinational companies.
14:10	Female Leadership in Technology Innovation	Lesly zerna	Mentor at Google Launchpad Latinamerica and Startup Weekends	Google Developer Expert in Machine Learning technologies. Mentor at Google Launchpad Latin America and Startup Weekends. Ed Tech educator. DevRel at Code Inspector and Co-founder of MentorHer.
14:30	Self-confidence and confidence building in a team led by a woman	Susana Harriette Duran Soliz	General Manager of Pago Express	Financial Engineer and Bachelor of Economics, Master in Public and Private Projects at UAGRM Business School, Master in Business Intelligence and Big Data at EOI of Spain, INCAE Alumni, del PAG, Management with Leadership, WELP I, Business Intelligence.
14:50	Business challenges of women with different abilities	Roxana Gloria Casas Pomacusi	PAYA Accessories Bolivia	It began activities in October 2018 that offers artisan products and handmade crafts that inspire its distinguished clientele with tenderness in each product, thus achieving one of the many benefits of making crafts, which is to increase happiness. PAY IT, PAY EVERYONE.

15:10	Develop your Branding and promote your gender leadership	Isabel Aranibar Lorini	Journalist and expert in strategic and political communication	She worked at the Rodríguez & Baudoin Communication company for six years, attending accounts of banking, telephone, textile, electronic and CSR companies, where She also acquired key experience in crisis communication. It was “acquired” by Nuevatel - VIVA, where She held senior executive positions for six years before becoming independent to form Morris & Co., where She is Head of Communications, with an emphasis on strategic planning, comprehensive management of 360° campaigns; corporate image strategies, crisis management and logistics design of events in BTL areas.
15:30	Female Leadership in Institutional Management Spaces: Industrial Sector	Cynthia Aramayo Aguilar	General Manager at Empresa Ferroviaria Andina SA	Cynthia Aramayo Aguilar, is Vice President of the Bolivian - Paraguayan Chamber and General Manager of Ferroviaria Andina, Lawyer with a specialty in Corporate Law from the University of Belgrano. She has more than 30 years of professional experience.
15:50	Female leadership in digital and cultural transformation processes. Hits and misses. Future vision	Maria Cecilia Zelaya Pflucker	General Manager, Yanbal Bolivia	20 years in the commercial area and 14 years as General Manager. She currently leads the development of more than 700 women throughout Bolivia who start their own business with Yanbal, as well as the development of leaders in different areas within the company.
16:10	Female Leadership, breaking paradigms	Olguita Rivero	Vice President of Ingenio Guabirá	Businesswoman for more than 13 years, she held positions as Director of Sports of the Government and president of the Santa Cruz Tennis Association, supporting her husband at the Guabirá Sugar Mill, where she later became vice president.

16:30	Feminine creativity linked to your business leadership	Regina Rozenman Attie	Founder HCP, Advertising Communication Holding	More than 30 years of experience in the area of Media and Advertising Agencies, he formed his own Advertising Agency, with a vision of comprehensive service "Advertising Consortium", today the largest Agency in the Country, with one of the most important client portfolios at the National level, such as: Coca Cola Company, Kimberly Clarc, Belcorp, Camsa, Itacamba, Pil Andina, 3M Bolivia, Abinveb Bolivia and others
16:50	Empowerment through Talent and Self-esteem for a fair Labor Insertion	Liliana Castellanos	Designer	"Liliana Castellanos' ability to create is a challenge to tradition, it is to find in the deepest Bolivian values the joy for life, the passion for her people, the rebellion of design through the most sublime materials"
17:10	Closing Remarks	Claribel Aparicio Ferreira	President of WEF BOLIVIA	