



#### **4th Forum BPW AdrionNet:**

**"Encouragement and Promotion of Women Entrepreneurship in Adriatic Ionian Region "**

**Palermo, Italy, 24 September 2021, Villa Niscemi , in hybrid way**

**24-09-2021 Hybrid conference**

##### **h.9,30 Opening Ceremony and welcome addresses**

Moderator: Giuseppina Seidita-Vice President Membership BPWI.

BPW AdrionNet Chair and President BPW Pula Croatia -Dr.Sc. Alida Perkov  
International President – Dr. Catherine Bosshart-Pluger  
Europe Region BPW Coordinator - Dr.Anu Viks  
National President FIDAPA BPW Italy - Dr.Cettina Oliveri  
President BPW Athens – Dr.Empioglou Fouli  
President BPW Thessaloniki – Dr. Thalia Valkouma  
President Sicilian Region – On. Nello Musmeci  
Mayor of Palermo – On. Leoluca Orlando  
On. Girolamo Turano - Councillor for productive activities Sicilian Region

##### **h. 10,50 Session 1 Moderator: Gilda Sciortino-Journalist "New Opportunities for women entrepreneurs in UE"**

1. Dr. Davide Piacentino –Economy Department Palermo University  
"New opportunities in EU for SME Recovery Found"
2. Dr. Paz Martin – Standing Committee BPW "Business,Trade and Technology" Chair

“New Strategies to promote innovative entrepreneurship”

3. Dr.Amany Asfour-Past President BPWI  
“Women and financial inclusion”
4. Dr. Giuseppina Seidita-Vice President Membership BPWI  
“E-commerce: the solution of new entrepreneurship”
5. BPW Athens, BPW Thessaloniki
6. BPW Pula Mojca Tavcar -Bencic

#### **h.12.00 Light Lunch**

h.13,00 **Session 2** .Edita Dolfini, BPW Pula Croatia

#### **“The Equal Opportunities for women in the worldwork”**

7. Dr Dana Sas- Standing Committee BPW Public Relation Chair  
“Women entrepreneurs in UE”
8.  
Dr Eufemia Ippolito - BPW Executive Finance Officer 2021-2024  
“European laws on the financing of female entrepreneurs' projects”
9. Dr. Rossella Del Prete – University Sannio  
“Women in business.European perspective on female entrepreneurship.”
10. Dr. Cleo Li Calsi – Leadership’s Teacher LUMSA-Palermo  
"Best practices for supporting women entrepreneurs “
- 13 . Izabela Vitasović BPW Pula Croatia : “ How to increase the growth and development of women’s entrepreneurship”
14. Greece Speaker

H. 14,30 **Session 3**. Moderator : Anna Maria Pastoressa

#### **“Women entrepreneurs in Adriatic Ionian Region”**

- a. Presentation of BPW PULA “Catalogue of women entrepreneurs” (video)
- b. Presentation of BPW Athens and Thessaloniki entrepreneurs (video)
- c. Presentation of women entrepreneurs in South Italy “Sicily” (video) and face to face
- d. Presentation of women entrepreneurs in North Italy “San Bonifacio Verona”

**Closing of the Forum and announcement of Fifth Forum.**

The members of the AdrionNet promoting committee will take part in the event and give their contribution: BPW Bagheria President, BPW Bari President, Nellina Basile, Anna Maria Pastoressa, Giuseppina Seidita, Eufemia Ippolito, Pia Petrucci, Loredana Lisciarrea, Graziella Lanza.