

Organizado por:



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.  
Mediterranean Dialogue



**ALICANTE  
FUTURA**

Con la colaboración de:

CASAMEDITERRANEO



## **EUTHENIA 2022 – The Mediterranean Executive Women Conference**

**Wednesday, 14.12.2022**

12.00h- 13.00h	<b>Arrival of participants and transfer to the Hotel</b> – Eurostars Portico Alicante -C. Rafael Altamira, 19, 03002 Alicante
Throughout the day	<b>Networking lunch-reception at Torre Juana</b> Av. Pintor Pérez Gil, 16, 03540 Alicante  <b>Visiting program to the Torre Juana industrial compound</b> – in collaboration with Celia Sanchez
20.00h	<b>Welcome Dinner – Real Liceo Casino de Alicante</b> Passeig Esplanada d'Espanya, 16, 03001, Alicante  <b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• Mari Carmen de España, <i>Councillor for Employment and Development of the city of Alicante</i></li><li>• Eva Díaz, <i>Coordinator Euthenia</i></li><li>• Valeria Sinisi García, <i>Mediterranean Dialogue Project Manager FNF Madrid</i></li></ul>

**Thursday, 15.12.2022 (Public events)**

**Venue: MACA (Museo de Arte Contemporáneo de Alicante)**

Pl. Sta. María, 3, 03002 Alicante

11.00h	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• Luis Barcala, <i>Mayor of Alicante</i></li><li>• Odilia Abreu, <i>Senior Project Manager at FNF Madrid</i></li><li>• Mari Carmen de España <i>Councillor for Employment and Development of the city of Alicante</i></li><li>• Eva Díaz, <i>Coordinator Euthenia</i></li><li>• David Henneberger, <i>Head of FNF Madrid office</i></li></ul>
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<p>11.20h- 12.20h</p>	<p><b>Panel discussions</b></p> <p><u>Success Panel</u> Successful Women in a Multicultural Region: Overcoming Obstacles What are the challenges that women in the Mediterranean have had to overcome in the STEM sectors?</p> <ul style="list-style-type: none"> <li>• Sefora Marcelle Kodjo, <i>President of the Board of Directors SEPHIS Foundation</i></li> <li>• Lola Franco Valero, <i>Partner at Scale Up</i></li> <li>• Rokhaya Solange Mbengue Ndir, <i>Head of relations with the digital ecosystem at Sonatel</i></li> <li>• Esther Sanchez, <i>Innovation and Digital Factory Director at Vodafone</i></li> <li>• Moderator: Odilia Abreu, <i>Senior Project Manager FNF Madrid</i></li> </ul>
<p>12.25h- 13.25h</p>	<p><u>Corporate Panel</u> The Systemic Unconscious Biases: Masculine Work Environments. How can companies create a more inclusive environment for women?</p> <ul style="list-style-type: none"> <li>• María Arribas, <i>CMO at QALEON</i></li> <li>• Paula Alvarez-Couceiro, <i>Foresight Analyst, Strategy Division at Navantia</i></li> <li>• Maira Barcellos, <i>Country Leader for Spain &amp; Portugal at Nielsen</i></li> <li>• Ana Martin, <i>Director Biomedical Engineering</i></li> <li>• Moderator: Eva Díaz, <i>CEO Appogeo Digital and Founder of Shaping the New</i></li> </ul>
<p>13.30h - 15.00h</p>	<p><b>Lunch &amp; Networking - MACA</b></p>
<p>15.00h</p> <p>15.10h- 16.10h</p> <p>16.20h 17.20h</p>	<p><b>Opening Remarks for afternoon session:</b></p> <ul style="list-style-type: none"> <li>• Andrés Perelló Rodríguez, <i>Director of Casa Mediterráneo</i></li> <li>• Josefina Bueno, <i>Regional Minister for Innovation, Universities, Science and Digital Society of the Generalidad Valenciana</i></li> </ul> <p><u>Education Panel</u> The Gender Disparity in Technology: Education as a Means to Close the Gap. How can Governments increase the involvement of women in STEM studies?</p> <ul style="list-style-type: none"> <li>• Beatriz Arias, <i>Chief Operations Officer Europe Fixed Networks</i></li> <li>• Gracia Sanchez del Real, <i>CEO Infinity Group</i></li> <li>• Fatoumata Niang Niox, <i>Executive Director at JokkoLabs</i></li> <li>• Moderator: Jorge Llorente Fernández, <i>Economist</i></li> </ul> <p><u>Political Panel</u> Digitalisation at a Local Level as a pull for International Talent How can Cities Attract Talented Women for Technology Sector Jobs?</p>

<p>17.30h 18.30h</p>	<ul style="list-style-type: none"> <li>• Ines Soyah, <i>Coordinator at Westerwelle Startup Haus Foundation</i></li> <li>• Mari Carmen de España, <i>Councillor for Employment and Development of the city of Alicante</i></li> <li>• Marcela Fernandez, <i>President AEPA</i></li> <li>• Moderator: Paqui Santonja Mayor, <i>Advisor at Casa Mediterráneo</i></li> </ul> <p><b>3 Tales from top management: Pioneering Women in the Technology Sector: the Road to Success (20 minutes each)</b></p> <ul style="list-style-type: none"> <li>○ Celia Sanchez, <i>CEO 1MillionBot</i></li> <li>○ Beatriz Arias, <i>COO Europe Fixed Networks</i></li> <li>○ Eva Diaz, <i>CEO Appogeo Digital and Founder of Shaping the New</i></li> </ul>
<p>19.00h</p>	<p><b>Dinner and reception with conference participants – Venue: Ocean Race Club Volvo Alicante</b> Mlle. Levante, 10, 03001 Alicante</p>

**Friday, 16.12.2022**

	<p>Departure of participants</p>
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