



ARAB INTERNATIONAL
WOMEN'S FORUM
المنتدى العربي الدولي للمرأة

IOD
MUDARA

Institute of Directors



In cooperation with and hosted by



PROGRAMME

Directorship, Development and Diversity: Challenges for Women in Governance

Presented By

The Arab International Women's Forum and the Mudara Institute of Directors (IOD)
In partnership with Hawkamah, the Institute of Corporate Governance

The Four Seasons Nile Plaza Hotel, Nile Ballroom, Cairo Egypt
0900 - 1400 hours

- 0900 Registration
- 0930 Welcome by **Shahira Zeid**, Women's Strategy Group, EIEF
Presentation of Mrs Al Kaylani Chairman AIWF Seminar Welcome
- 0945 **Bill Foster**, Executive Director, Mudara Institute of Directors (IOD) -
The role of the board and corporate governance, "Diverse boards"
- 1015 **Ashraf Gamal**, Egyptian Institute of Directors (based in Egypt), *Governance in Egypt, "Current situation"*
- 1045 **Amira El Saeed**, Projects Officer, International Finance Corporation (IFC),
Corporate Governance Project, Middle East & North Africa - *Case study, challenges and outcomes*
- Randa Fouad**, President, Arab Media Forum for Development- Moderator
- 1115 Refreshments

- 1145 Panel "Challenges for Women in Corporate Governance in Egypt".
Anissa Hassouna, Director General, Egypt's International Economic Forum - Moderator
Speakers initial short presentations followed by interactive session with audience questions & comments
Loula Zaklama
President and Managing Director, Rada Research and Public Relations, Egypt
Marie Louis Bishara
Designer, Vice Chairman, Bishara for Fashion, Egypt
Sahar Mohamed Ali El Sallab
Vice Chairman & Managing Director, Commercial International Bank, Egypt
- 1300 Close of seminar and vote of thanks
Wafa Tarnowska, DLA Middle East , CSR Manager
- 1310 Luncheon

Supported by
Commercial International Bank, Egypt, DLA Piper
Egypt's International Economic Forum (Women's Strategy Group)

Speaker Biographies

Marie Louis Bishara

Marie Louis Bishara is a Fashion Designer, Partner and co-Owner of the Bishara Group. She studied Fine Arts and Graphics at the College of Helwan University in Cairo, specialising in fashion studies in France, where she obtained her certificate in Fashion Design and Textiles from France's Esmod Guerre LaVigne. During this time, she interned at several French couture houses such as Cacharel, Balmain, and Mugler. Ms Bisha is a Member of the French-Egyptian Presidential Council; a Member of the Egyptian Garment Export Council; and a Member of the Advisory Committee for Her Excellency Mrs. Suzanne Mubarak, President of the Egyptian Children and Motherhood National Council.

Amira El Saeed

Amira El Saeed is the corporate governance projects officer for the IFC's Corporate Governance Projects of Private Enterprise Partnership for the Middle East and North Africa (PEP-MENA). As such, she focuses on providing technical assistance and advisory services to banks and companies on good corporate governance practices, in particular through training events as well as corporate governance assessments and improvement plans. Amira has five years of progressive experience in the Education and Training field as an MBA Teacher, and Lecturer. She holds a Master Degree in Business Administration (MBA) in Finance with grade distinction, is a Level Two Candidate, Certified Financial Analyst, 2007, CFA Institute, and practiced as an Economic Specialist in the Chairman's Technical office - Capital Market Authority. Before joining the IFC, Amira worked as the Division Head at Cairo & Alex Stock Exchanges Technical Office for two years. She speaks Arabic, English and French.

Sahar Mohamed Ali El Sallab

Sahar El Sallab is Vice-Chairperson and Managing Director Commercial International Bank of Egypt. She is also member of the High Policies Committee responsible for making policy and strategy decisions for the Bank and holds the posts as a Chairperson of CI Capital Holding Co. as well as American Chamber of Commerce in Egypt, Banking, Finance & Insurance Committee. Ms. El Sallab is a member of the Arab International Women's Forum in London and is active in various women's associations in Egypt. In 2006, she won Global Women Leadership Award on the Global Summit of Women in Cairo. Ms. El Sallab is a graduate from the American University in Beirut and has been with the CIB for over 20 years.

Bill Foster

William (Bill) Foster is Executive Director of the Mudara Institute of Directors. Bill brings a wealth of senior capital market and governance experience to the position. He has been in the region, based in Abu Dhabi and now Dubai, for the last five years and has played an active role in the development and adoption of improved governance practices in the UAE in particular. Apart from his contributions to MENA Corporate Governance workshops and conferences on regional market issues, supported by international agencies such as the IFC, the GCCF and CIPE, he was COO of the Abu Dhabi Securities Market for 2 ½ years and actively involved in their programmes and initiatives towards best or leading international standards and practices. Prior to coming to the UAE, Bill was managing director of the New Zealand Stock Exchange (NZSE - now NZX) for 13 years and a securities market advisor and consultant since leaving NZSE. During his time at NZSE Bill served as the New Zealand representative on the World Federation of Exchanges (WFE) for many years and was a Board member and Chairman of the WFE Working Committee for 2001 and 2002. He is a member of the New Zealand Institution of Professional Engineers, the New Zealand Institute of Directors and has held a variety of positions in professional associations, educational and sporting organisations in New Zealand. Bill originally graduated from Canterbury University with Honours degrees in Engineering and Economics.

Randa Fouad

Ms. Randa Fouad is an extensively experienced writer, journalist, and development communications specialist, with over than 20 years national, regional, and global experience in Sustainable Development, Awareness Raising, and information dissemination strategies, organizing policy consultations, and mobilizing the mass media around development issues. She is currently directing a nationwide media initiative in Egypt called "Dialogue for Development: Media and the Culture of Democracy" in cooperation with USAID, Al Ahram Regional Centre for Training, Faculty of Mass Communication and Faculty of Economics and Political Science- Cairo University. Randa Fouad is a member of the Egyptian Press Syndicate, and a member of Policy Secretariat (Women Committee) in the Egyptian National Democratic Party. She is also a member of the political participation committee in the National Council for Women and a friend of the Suzanne Mubarak Women for Peace Movement. In addition, Ms. Fouad is a member of the Arab International Women Forum (AIWF) based in the UK, and of Egypt's International Economic Forum (EIEF) based in Cairo. She is also a member of the Board of Editors of the Urban Age Magazine, a World Bank Publication based in Washington, and of the International Federation of Environmental Journalists (IFEJ) based in France.

Ashraf Gamal

Dr. Ashraf Gamal is the Executive Director of the Egyptian Institute of Directors (EIoD), focusing on Corporate Governance in Egypt and the Arab Region. He is an Associate Professor of Management, Cairo University. He holds a PhD degree in Management from the University of Manchester, UK, and a Masters degree in Public Administration from Carleton University, Canada. He further holds a Bachelor degree in Business Administration from Cairo University with highest honor. Dr. Ashraf worked as head of Business Administration Department at Nile University for Graduate Studies, affiliated with the Ministry of Communication & Information Technology. Since 1997, he taught a large number of management and business courses in Egypt, the US, and the Gulf Area. He has extensive experience in designing and delivering training courses in management and organizational behavior to multinational and well as Egyptian public and private organizations. Dr. Ashraf works also as an advisor to the Minister of Investment, Egypt.

Anissa Hassouna

Anissa Hassouna, the Director General of Egypt's International Economic Forum, holds a bachelor's degree in Economics & Political Science from Cairo University. She started her career as a diplomat with the Egyptian Ministry of Foreign Affairs followed by the Council of Arab Economic Unity, the League of Arab States and then she joined Egypt Iran Development Bank where her last post was Assistant General Manager for Research. She is also heavily engaged in civil society activities where she is a Board Member & Treasurer of the Egyptian Council for Foreign Affairs, Board Member & Treasurer of the Egyptian Pugwash Society for Science and International Affairs, Vice-President of the Board of Trustees of the Egyptian Organization for Human Rights, a Friend of the Suzanne Mubarak Women's International Peace Movement, Member of the Arab Organization for Human Rights, Member of the Arab International Women's Forum in London. Hassouna is also a Member of the American Chamber of Commerce in Cairo, the Middle East Institute, Washington D.C. and the International Center for Future & Strategic Studies, Cairo. She is a lecturer at both the Diplomatic Institute and the Banking Institute in Cairo.

Wafa Tarnowska

Wafa Tarnowska has joined DLA Piper Middle East in November 2007. She is responsible for legal recruitment for the region and for DLA Piper's Corporate Social Responsibility projects in the Middle East. Wafa has worked as a head-hunter with British firm Odgers Ray and Berndtson in Dubai. She is also a writer and translator of children's books and a former journalist in print and radio. She has worked and lived in Australia, Lebanon, Poland, Cyprus, India, the UK, and currently lives in the UAE. Wafa has an MA in Sociology from the American University of Beirut and a BA in Political Sciences from Melbourne University. She is fluent in Arabic, English and French and speaks conversational Polish.

Shahira Zeid

Shahira Zeid is the Vice Chairman of MZ Investments, the holding company for several entities in the fields of petroleum and marine services, tourism and hotels, inland transport/freight forwarding. She is a member of the Executive Committee of the Arab Business Council (an initiative of the World Economic Forum), and Board Member and Chair of the Women's Strategy Group of Egypt's International Economic Forum. She is also a member of the Arab International Women's Forum in London; the American Chamber of Commerce in Egypt; the Egyptian Council of Foreign Affairs; the Canada Egypt Business Council; the Egyptian Lebanese Businessmen Association; the Suzanne Mubarak Women For Peace Movement, and the Children are the Future Foundation, Egypt.

Partner Profiles



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Arab International Women's Forum

The Arab International Women's Forum was founded in 2001 as an independent, non-profit organisation, serving as the voice of Arab women, showcasing their development, promoting cross cultural diversity and creating greater public awareness of women's success and prospects in the Arab world. AIWF truly believes that there is no economic, social or political development in any society without women playing their rightful role in the economy and in society at large. When women prosper, families and communities also prosper.

As a non-profit networking organisation, AIWF has members and contacts in more than 45 countries and links Arab business and professional women with each other and their counterparts in the international community to exchange knowledge, experience and develop their business potential. It is through 'Building Bridges, Building Business' that AIWF contributes to peace, progress and prosperity in the communities of its members. Through its work and its global initiatives, AIWF focuses on capacity-building, training and information exchange, stressing the need for synergies between governments, corporations and civil society as the only way to achieve educational, economic and political empowerment for women in the Arab world.



Hawkamah, the Institute for Corporate Governance

Hawkamah was launched in February 2006 with the aim of advancing corporate governance practices in the Middle East, North Africa and Central Asia. As an autonomous association, Hawkamah is bringing together corporate governance practitioners, regulators and institutions to define and develop a home-grown - yet globally integrated - system of governance that promotes institution building, corporate sector reform, good governance, market development and increased investment and growth across the region.

Hawkamah was created to bridge the governance gap by assisting the region's countries and businesses in developing and implementing sound, well integrated corporate governance frameworks. Our objective is to shape corporate governance throughout the region by promoting the core values of transparency, accountability, fairness, disclosure and responsibility. Working with national and regional task forces, we will assist with the development of regionally relevant corporate governance frameworks and help foster home grown communication and policy dialogue, ultimately becoming the natural bridge for institutions promoting corporate governance in the region.



Institute of Directors

Mudara Institute of Directors (IOD)

Mudara - The Institute of Directors (IOD) is a regional professional membership organisation serving board members, directors and governance professionals in the Middle East and North Africa (MENA) region. Members can acquire the knowledge, expertise and support necessary for enhancing corporate directorship, improving board performance and shareholder value. The institute works to enhance the role of company directors within the public sector, private and family run businesses by providing information, research, advisory services and learning programmes to assist members and boards in raising standards of corporate governance as well as business practices. Membership benefits include:

- Networking opportunities
- Professional Development Programmes
- Access to research studies, reports and surveys
- Business information and advisory services
- Seminars, conferences and workshops
- Board appointments service
- Access to services of affiliates
- Access to facilities for events and meetings
- Online services
- Preferential rates on exclusive services
- Access to Mudara IOD premises, lounge and facilities



Commercial International Bank

The Commercial International Bank was established in 1975 as a joint venture between the National Bank of Egypt (51%) and the Chase Manhattan Bank (49%) under its original name 'Chase National Bank of Egypt'. Following Chase's decision to divest its equity stake in 1987, National Bank of Egypt increased its shareholding to 99.9%, and the Bank changed its name to Commercial International Bank (Egypt) S.A.E. During 1993, as part of its privatization strategy, CIB successfully launched a public share issue resulting in a decrease of the major shareholder's stake to 43%, while CIB and NBE employees became the owners of 16% of the Bank's capital in a parallel employee ownership plan. The remaining 41% was sold to over 14,000 Egyptian, Arab and multinational investors, including the International Finance Corporation.



DLA Piper

DLA Piper is a global law firm with offices across Europe, the Middle East, Africa, Asia and the US. With over 3,700 lawyers across 64 offices and 25 countries it is currently the largest provider of legal services in the world, providing a wide range of services including real estate; corporate, finance, restructuring/bankruptcy and taxation; commercial; project finance; franchise and distribution; litigation; intellectual property; technology, media and communications; human resources/labour; and regulatory and legislative law. DLA Piper has a strong presence in the Middle East and sub-Saharan Africa, providing expert local advice through DLA Piper Group firms in South Africa), Tanzania, Zambia, Egypt, soon to be joined by Ghana. These sit alongside the Brussels-managed base in Kinshasa. DLA Piper also has close links to leading practitioners in the other important African jurisdictions.



Egypt's International Economic Forum

Egypt's International Economic Forum (EIEF) is a non-governmental, non-profit organization, founded in 1988 by a group of prominent Egyptian business people. The main focus of the Forum is to ensure that Egypt becomes a major regional economic power, capable of integrating into the global economy through multi-layered economic and political reforms. The EIEF's Women's Strategy Group was established to advocate women's active involvement in economic, social and political development; to build strategic alliances, coalitions and affiliations through networking; to adopt fresh approaches towards a culture of the role of women in business; and to establish partnerships with regional and international networks to strengthen the economic capacity of Women's Strategy Group members.