

Forbes Middle East



مجموعة روشن  
ROSHN GROUP

# WOMEN'S

SUMMIT

2<sup>ND</sup> EDITION

## • SUMMIT AGENDA •

Riyadh International Convention  
& Exhibition Center  
Riyadh, K.S.A.

• December 18<sup>th</sup> & 19<sup>th</sup>, 2024 •



Forbes Middle East



مجموعة روشن  
ROSHN GROUP

# WOMEN'S

SUMMIT

2<sup>ND</sup> EDITION

• THE EMPOWERMENT ARENA •

# Agenda



# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup> • THE EMPOWERMENT ARENA •

DAY 1 | The Empowerment Arena

Wednesday, December 18<sup>th</sup>

Agenda

10:00 – 11:20 AM	<b>Registration and Networking</b>
11:25 – 11:30 AM	<b>Welcome Address</b> by Forbes Middle East
11:35 – 11:40 AM	<b>Opening Address</b> by Khuloud Al Omian, CEO & Editor-in-Chief, Forbes Middle East
11:45 – 11:50 AM	<b>Opening Keynote Address</b> by H.H. Princess Doaa Bint Mohammed, CEO, Al Mohra Education Company & Former Supreme President, Arab Women's Authority <<Arabic>>
11:55 – 12:10 PM	<p><b>Panel: Decoding the Investor Mindset</b></p> <p>Gain insider insights from top investors and entrepreneurs on securing funding, building lasting connections, and thriving in the ever-evolving GCC investment landscape.</p> <ul style="list-style-type: none"> <li>• H.E. Dalia Khorshid, Group CEO &amp; Managing Director, Beltone Holding</li> <li>• Amal Dokhan, Managing Partner, 500 Global MENA</li> <li>• Huda Al-Lawati, Founder &amp; CEO, Aliph Capital</li> <li>• Moderator: Sally Mousa, Senior Presenter, Forbes Middle East</li> </ul>
12:15 – 12:30 PM	<p><b>Panel: KSA 2030 Vision – The Imperative Role of Women in Progressing the Future</b></p> <p>Explore how influential leaders are driving women's empowerment in Saudi Arabia and beyond, showcasing impactful initiatives under KSA Vision 2030 and global perspectives on gender equality.</p> <ul style="list-style-type: none"> <li>• H.R.H Princess Lamia Bint Majed Saud AlSaud, Secretary General, Member of the Board of Trustees, Alwaleed Philanthropies</li> <li>• H.E. Ambassador Christophe Farnaud, EU Ambassador to the Kingdom of Saudi Arabia, Kingdom of Bahrain and Sultanate of Oman.</li> <li>• Moderator: Ramia Farrage, Senior Presenter &amp; Producer, Forbes Middle East</li> </ul>
12:35 – 12:45 PM	<p><b>Fireside Chat: Aligning the &amp; Mind Body for the Change Within</b></p> <p>Explore how aligning the mind, body, and spirit can drive personal transformation, empowering individuals, especially women, to succeed in their careers and personal lives while fostering autonomy and mental well-being.</p> <ul style="list-style-type: none"> <li>• Hala Kazim, Award-winning Life Educational Coach, Mentor &amp; Founder, Journey Through Change Program</li> <li>• Moderator: Ruwaida Abela Northen, Founder and CEO, JRN Consultancy</li> </ul>

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup> • THE EMPOWERMENT ARENA •

DAY 1 | The Empowerment Arena

Wednesday, December 18<sup>th</sup>

Agenda

<p><b>12:50 – 01:05 PM</b></p>	<p><b>Panel: The Power of Perspective: Empowering Communities Through Leadership</b> Explore how leadership, innovation, and empowerment intersect to inspire positive change, as industry trailblazers share strategies for fostering inclusion, mentoring aspiring leaders, and driving economic opportunities for women across sectors.</p> <ul style="list-style-type: none"> <li>• Khaula Hamoud Al Harthy, CEO, Injaz Oman</li> <li>• İrem Cagri Yilandil, Head of International Expansion, Trendyol Group</li> <li>• Moderator: H.E. Laila Rahhal El Atfani, Goodwill Ambassador, Founder &amp; CEO, Woman Business Circle &amp; Business Gate – Dubai</li> </ul>
<p><b>01:10 – 01:20 PM</b></p>	<p><b>Fireside Chat: Turning Personal Purpose into Professional Success</b> Explore how turning personal passion into professional success can shape leadership, foster growth, and inspire the next generation of industry leaders in a dynamic and competitive market.</p> <ul style="list-style-type: none"> <li>• Tariq Chauhan, CEO, EFSIM Facilities Management Company (KSA)</li> <li>• Moderator: Ramia Farrage, Senior Presenter &amp; Producer, Forbes Middle East</li> </ul>
<p><b>01:25 – 01:40 PM</b></p>	<p><b>Panel: Beyond the Likes: Storytelling for Positive Change</b> Join a dynamic conversation with trailblazing entrepreneurs and content creators as they explore how authentic storytelling can inspire positive change, align with Saudi Arabia's Vision 2030, and amplify women's impact in shaping a better future.</p> <ul style="list-style-type: none"> <li>• Yara Alnamlah, Founder and CEO, When Minds Meet (WMM Holding)</li> <li>• Nada Baeshen, Entrepreneur &amp; TV Presenter</li> <li>• Hala Abdallah, Content Creator &amp; Entrepreneur</li> <li>• Moderator: Joana Jamil, Strategic Partner Manager, Global Partnerships, MENA, Meta</li> </ul>
<p><b>01:45 – 3:00 PM</b></p>	<p><b>Networking Lunch</b></p>
<p><b>03:05 – 03:10 PM</b></p>	<p><b>Entertainment</b></p>
<p><b>03:10 – 03:20 PM</b></p>	<p><b>Fireside Chat: Embracing Holistic Health Practices by Creating Supportive Communities &lt;&lt;Arabic&gt;&gt;</b> This session will examine the impact of inclusive and supportive wellness spaces on empowering women, fostering self-belief, and driving mental and physical health.</p> <ul style="list-style-type: none"> <li>• Amal Alkhamisi, Co-Founder and CEO, Jeem Gym and Najd CrossFit</li> <li>• Moderator: Khuloud Al Omian, CEO &amp; Editor-in-Chief, Forbes Middle East</li> </ul>

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup>

### • THE EMPOWERMENT ARENA •

DAY 1 | The Empowerment Arena

Wednesday, December 18<sup>th</sup>

Agenda

03:20 – 03:35 PM	<p><b>Panel: Championing Breakthroughs in Science, Technology, and Intelligent Innovation</b> Discover how AI and advanced technologies are revolutionizing healthcare, empowering women in STEM, and driving innovation across industries, featuring leaders at the forefront of these transformative shifts.</p> <ul style="list-style-type: none"> <li>• Dr. Asma Al Halaseh, CEO, Ambulatory Health Services- SEHA Abu Dhabi</li> <li>• Irina Zaporozhets, President &amp; General Manager–META, Eli Lilly and Company</li> <li>• Moderator: Mariam Farag, Founder, Humanizing Brands</li> </ul>
03:40 – 03:45 PM	<p><b>Open Mic: Building Strong Financial Foundations</b> by Talal Al Ajmi, Founder and CEO, Vi Markets &lt;&lt;Arabic&gt;&gt;</p>
03:50 – 04:00 PM	<p><b>Fireside Chat: Fireside Chat: The Courage to Finding Your True Path</b> Listen in to a candid conversation from a storyteller and a strategist to understand what it takes to define the future of the Kingdom's urban development and community-building initiatives.</p> <ul style="list-style-type: none"> <li>• Jehan AlHdawi, Head of PR, Roshn Group</li> <li>• Moderator: Sally Mousa, Senior Presenter, Forbes Middle East</li> </ul>
04:05 – 04:10 PM	<p><b>Open Mic: The Hard Decisions You Have to Make to Pursue Your Passion</b> by Mishaal Ashemimry, Aerospace Engineer &amp; Founder, MISHAAL Aerospace</p>
04:15 – 04:25 PM	<p><b>Fireside Chat: Creating Lasting Impact Through Music, Art, and Performance</b> &lt;&lt;Arabic&gt;&gt; Join us for an inspiring conversation with two trailblazing women in the arts who will share how they have transformed their passion for music, writing, and performance into impactful careers that inspire cultural change and empower future generations.</p> <ul style="list-style-type: none"> <li>• Dr. Hiba Al Kawas, Composer, Soprano, President of the Board and General Director of the Lebanese National Higher Conservatory of Music, KSA</li> <li>• Moderator: Aline Murr, Public Figure &amp; TV Host</li> </ul>
04:30 – 04:45 PM	<p><b>Panel: Shaping Narratives that Inspire Change</b> &lt;&lt;Arabic&gt;&gt; Discover how media can drive positive change, empower women, and adapt to the digital age while preserving journalistic integrity and purpose-driven storytelling.</p> <ul style="list-style-type: none"> <li>• Nayla Tueni, Chief Executive Officer &amp; Editor in Chief, An-Nahar and Annahar Arabi</li> <li>• Rahaf Sawalha, Radio Presenter, Rotana Radio Jordan &amp; TV Host and Producer, Amman TV</li> <li>• Moderator: Abrar Bahabri, TV Presenter</li> </ul>

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## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup>

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Wednesday, December 18<sup>th</sup>

Agenda

04:50 – 05:00 PM

#### **Fireside Chat: Nurturing the Right Values for Future Generations**

Join H.E. Rym Abdulla Al Falasy as she discusses how fostering integrity, empathy, and resilience in today's youth can empower them to lead with purpose and create a positive impact on the world.

- H.E. Rym Abdulla Al Falasy, Secretary General, The Supreme Council for Motherhood & Childhood
- Moderator: Nancy Bahmad, Presenter & Business Strategist, Forbes Middle East

05:05 – 05:20 PM

#### **Panel: Redefining Entrepreneurship: The Role of Women in Shaping the Future of Business**

Join visionary women entrepreneurs as they share insights on how they are reshaping the future of business, navigating cultural challenges, and fostering innovation across industries.

- Marriam Mossalli, Investor of Women and Female Advocacy & Founder, Niche Arabia and C-Suite Advisory
- Heidi Elabd, Entrepreneur and Angel Investor
- Soha El-Turky, Deputy CEO & Executive Board Member, National Bank of Egypt
- Moderator: Joana Jamil, Strategic Partner Manager, Global Partnerships, MENA, Meta

05:25 – 05:45 PM

#### **Panel: Elevating Women for Economic Success**

Join leading voices as they explore how empowering women fuels economic growth, fosters gender equality, and drives long-term societal progress.

- H.E. Laila Rahhal El Atfani, Goodwill Ambassador, Founder & CEO, Woman Business Circle & Business Gate – Dubai
- Lara Khairallah, Senior Director Development, Roshn Group
- Dr. Aseel Saad Alammar, Director, Sarah Al-Sudairy's Center for Women's Studies
- Abeer Al-Hokal, Businesswoman & Previous chairwoman, Businesswomen Committee, Riyadh Chambers
- Moderator: Jayda Shoukry, Content Producer, Forbes Middle East

05:50 – 05:55 PM

#### **Open Mic: Keep Climbing: The Art of Staying True to Your Vision** by Haya Sawan, Fitness & Wellbeing Motivational Speaker

## END OF DAY 1

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup> • THE EMPOWERMENT ARENA •

DAY 2 | The Empowerment Arena

Thursday, December 19<sup>th</sup>

Agenda

10:00 – 11:10 AM	<b>Registration and Networking</b>
11:15 – 11:20 AM	<b>Opening Keynote</b> by H.H. Princess Prof. Mashael Bint Mohammed Al Saud, Senior Earth Scientist, Chairwoman of the Celiac Association Board of Directors (KSA) <<Arabic>>
11:25 – 11:35 AM	<b>Fireside Chat: From Vision to Reality - Pioneering Change for an Equitable Future</b> This session will unravel the vital contributions of women in building pathways for future generations, focusing on empowerment, education, and lasting impact. • Rashad Embaby, General Manager, Porsche • Moderator: Ramia Farrage, Senior Presenter & Producer, Forbes Middle East
11:40 – 11:55 AM	<b>Panel: Inclusivity as a Catalyst for Progress</b> Explore how embracing diversity and fostering inclusivity drive innovation, growth, and positive change across industries. This panel brings together thought leaders to discuss actionable strategies for creating equitable opportunities and breaking down barriers. • Dr.Eng Suaad Al Shamsi, First Female UAE Aircraft Engineer and Vice President, Shehana • Captain Sahar Rasti, UAE'S First Female Ship Captain, Founder & CEO, SJR GROUP • Moderator: Mariam Farag, Founder, Humanizing Brands
12:00 – 12:30 PM	<b>Fireside Chat: Scientific Excellence for Social Impact</b> Gain insights into how innovative research and scientific breakthroughs can address pressing social challenges, improve lives, and create a more equitable and sustainable future. • H.H. Princess Prof. Mashael Bint Mohammed Al Saud, Senior Earth Scientist, Chairwoman of the Celiac Association Board of Directors (KSA) • Moderator: Dr. Nashwa Al Ruwaini, Founder and CEO, Pyramedia Group
12:35 – 12:50 PM	<b>Panel: Achieving Goals through Focus &amp; Perseverance &lt;&lt;Arabic&gt;&gt;</b> Delve into the power of determination and clarity in overcoming challenges and reaching success. This panel features inspiring leaders who share their strategies for staying focused, building resilience, and turning aspirations into achievements. • Eliane Khawand, TV Presenter & Host • Mariam Mohammad, Social Media Influencer & Entrepreneur • Moderator: Lubna Abdulaziz AlKhaldi, Presenter & Actress

**DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup>**  
**• THE EMPOWERMENT ARENA •**

**DAY 2 | The Empowerment Arena**

**Thursday, December 19<sup>th</sup>**

**Agenda**

<p><b>12:55 – 01:10 PM</b></p>	<p><b>Panel: Decoding the Winner Mindset - Doing What it Takes!</b>                  Discover the key traits and strategies that drive success as inspiring athletes share how resilience, adaptability, and a results-driven mindset empower them to overcome challenges and achieve their goals.</p> <ul style="list-style-type: none"> <li>• Yara Alhogbani, No 1. Saudi Female Tennis Player</li> <li>• Razan Al-Ajmi, First Saudi Female Skydiver &amp; Owner of Saudi Skydive Agency</li> <li>• Lina Boussaha, Football Player, Al-Nassr FC</li> <li>• Moderator: Sally Mousa, Senior Presenter, Forbes Middle East</li> </ul>
<p><b>01:15 – 01:25 PM</b></p>	<p><b>Fireside Chat: From Artist to Visionary: Embracing Change to Lead with Purpose</b>                  Discover how growth and creativity, aligned with purpose and collective empowerment are pivotal to achieving success and meaningful connections.</p> <ul style="list-style-type: none"> <li>• Noor Al Shaikh, Actress &amp; Online Digital Entrepreneur</li> <li>• Moderator: Viwe Kunene, Presenter, Forbes Middle East</li> </ul>
<p><b>01:30 – 01:45 PM</b></p>	<p><b>Panel: Accelerating Innovations for a Better Tomorrow</b>                  Gain insights into the transformative power of innovation as industry leaders discuss groundbreaking ideas, technologies, and strategies shaping a more sustainable, equitable, and prosperous future.</p> <ul style="list-style-type: none"> <li>• Dr. Duaa Hamed Alahmadi, Pediatrician and VP of Operations, Dr. Hamid Suliman Al Ahmadi Hospital</li> <li>• Amel Chadli, President of Gulf Cluster, Schneider Electric</li> <li>• Moderator: Jayda Shoukry, Content Producer, Forbes Middle East</li> </ul>
<p><b>01:50 – 02:05 PM</b></p>	<p><b>Panel: Beyond the Spotlight: Stories of Determination and Reinvention &lt;&lt;Arabic&gt;&gt;</b>                  Explore inspiring journeys of renowned individuals who have overcome challenges and transformed their paths, showcasing how resilience, adaptability, and reinvention lead to remarkable achievements and lasting impact.</p> <ul style="list-style-type: none"> <li>• Sacha Dahdouh, Actress</li> <li>• Mariam El Khosht, Actress</li> <li>• Moderator: Hikmat Wehbi, Lens Master, Visual Storyteller and Podcast Expert</li> </ul>
<p><b>02:10 – 03:10 PM</b></p>	<p><b>Networking Lunch</b></p>
<p><b>03:40 – 03:50 PM</b></p>	<p><b>Fireside Chat: Balancing Business and Wellbeing &lt;&lt;Arabic&gt;&gt;</b>                  Get to know essential strategies for achieving success in business while prioritizing personal health and well-being, with practical insights on managing stress, maintaining work-life balance, and fostering sustainable professional growth.</p> <ul style="list-style-type: none"> <li>• Sabrina Mouhieddine, CEO &amp; Founder, Lili Blanc</li> <li>• Moderator: Noof Khaled, TV Presenter</li> </ul>

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup> • THE EMPOWERMENT ARENA •

DAY 2 | The Empowerment Arena

Thursday, December 19<sup>th</sup>

Agenda

03:15 – 03:25 PM	<p><b>Fireside Chat: Balancing Business and Wellbeing &lt;&lt;Arabic&gt;&gt;</b> Get to know essential strategies for achieving success in business while prioritizing personal health and well-being, with practical insights on managing stress, maintaining work-life balance, and fostering sustainable professional growth.</p> <ul style="list-style-type: none"> <li>• Sabrina Mouhieddine, CEO &amp; Founder, Lili Blanc</li> <li>• Moderator: Noof Khaled, TV Presenter</li> </ul>
03:30 – 03:35 PM	<p><b>Open Mic</b> by Amal Taleb, Actress &amp; Comedian</p>
03:40 – 03:55 PM	<p><b>Panel: Redefining Fashion with the Intent to Inspire</b> Delve into how fashion can be a powerful tool for self-expression, empowerment, and social change, as industry leaders discuss shaping the future of fashion with a focus on inclusivity, sustainability, and inspiring positive transformations through style.</p> <ul style="list-style-type: none"> <li>• Amira Al Zuhair, Model</li> <li>• Elisa Bruno, CEO, Level Shoes</li> <li>• Moderator: Viwe Kunene, Presenter, Forbes Middle East</li> </ul>
04:00 – 04:10 PM	<p><b>Fireside Chat: Women as Agents of Change &lt;&lt;Arabic&gt;&gt;</b> Witness a candid conversation on how women have the natural ability to transform obstacles into opportunities through a personal narrative and the importance of support and encouragement for the better good of society.</p> <ul style="list-style-type: none"> <li>• Nour Ali, Actress</li> <li>• Moderator: Nancy Bahmad, Presenter &amp; Business Strategist, Forbes Middle East</li> </ul>
04:15 – 04:30 PM	<p><b>Panel: Cultivating Holistic Wellness for Peak Performance</b> Learn about strategies for integrating physical, mental, and emotional well-being to unlock high-level performance, focusing on balance, mindfulness, and self-care to enhance productivity, resilience, and success.</p> <ul style="list-style-type: none"> <li>• Maha Taibah, Founder &amp; CEO, Rumman Corporate Wellness</li> <li>• Lana Medawar, TV Presenter, Content Creator &amp; Founder, LM Storytelling Academy, Solist Mindfulness Hub</li> <li>• Naila Nazer, Skydiver &amp; Podcast Host</li> <li>• Moderator: Sally Mousa, Senior Presenter, Forbes Middle East</li> </ul>
04:35 – 04:45 PM	<p><b>Fireside Chat: Empowered from Within: The Journey of Spirituality, Confidence, and Wellness &lt;&lt;Arabic&gt;&gt;</b> Join a candid conversation with a leading expert on the personal journey of discovering inner strength through spirituality, building confidence, and embracing wellness practices to foster personal growth and empowerment.</p> <ul style="list-style-type: none"> <li>• Dr. Ibrahim Al Mashreky, Embryologist and Genetic Engineer</li> <li>• Moderator: Nancy Bahmad, Presenter &amp; Business Strategist, Forbes Middle East</li> </ul>
04:50 – 04:55 PM	<p><b>Open Mic</b> by Lubna Abdulaziz AlKhalidi, Presenter &amp; Actress &lt;&lt;Arabic&gt;&gt;</p>

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# WOMEN'S

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2<sup>ND</sup> EDITION

• SHE LEADS HUB •

# Agenda



# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup> • SHE LEADS HUB •

DAY 1 | She Leads Hub

Wednesday, December 18<sup>th</sup>

Agenda

10:00 – 11:00 AM	<b>Registration and Networking</b>
12:00 – 12:15 PM	<p><b>Fireside Chat: Achieving Professional Success and Inspiring Change &lt;&lt;Arabic&gt;&gt;</b> This session will delve into the essential steps for building a successful career and sharing insights into the key factors that define achievement. From navigating gender dilemmas to breaking societal norms, our speaker will explore how embracing authenticity, and resilience can lead to personal and professional transformation.</p> <ul style="list-style-type: none"> <li>• Shouq Alfawaz, General Manager of Governance, Risk, and Compliance, Ministry of Economy and Planning</li> <li>• Moderator: Yasameen Mohammed, Journalist and Presenter</li> </ul>
12:20 – 12:35 PM	<p><b>Panel: Navigating Well-being, Science, and Sustainability</b> In this session, experts will explore how health, innovation, and sustainability come together to drive women's success. They will discuss how medical advancements, including reconstructive surgery, can improve well-being, share strategies to optimize health for thriving careers, and highlight the role of biotechnology in empowering women to achieve their full potential.</p> <ul style="list-style-type: none"> <li>• Dr Marwah Al Driwesh, Associate Professor, Clinical Scientist and Principal Investigator, Ministry of National Guard Health Affair</li> <li>• Dr. Nathalie Mobargha, MD PhD, Board-Certified Reconstructive and Plastic Surgeon, Karolinska University Hospital</li> <li>• Moderator: Jayda Shoukry, Content Producer, Forbes Middle East</li> </ul>
12:40 – 12:55 PM	<p><b>Panel: Embracing Change: Transforming Careers by Overcoming Limitations</b> This session will explore how women can embrace career shifts and break free from unconscious beliefs holding them back. Speakers will share personal stories of transforming careers and offer practical insights into aligning passions with new opportunities to unlock full potential.</p> <ul style="list-style-type: none"> <li>• Maki Kitahara, Founder &amp; CEO, Global Synergy Education Consulting Group</li> <li>• Noha Bashir, Comedian-Speaker</li> <li>• Safia Taher, Businesswoman, Founder and CEO</li> <li>• Moderator: Laila Ezzat, Creative Producer, Forbes Middle East</li> </ul>

# WOMEN'S

## SUMMIT

2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup>

### • SHE LEADS HUB •

DAY 1 | She Leads Hub

Wednesday, December 18<sup>th</sup>

Agenda

01:00 – 01:20 PM

**Panel: Balancing Business, Family, and Confidence: Empowering Women to Lead**

This session will explore how women manage business, family, and personal growth. It will cover building a strong personal brand, using business etiquette for success, and applying leadership skills from motherhood and managing hormone balance to overall well-being and success.

- Jasmine Naamou, Operations Manager and Co-Founder, Richmond Hill Capital Management
- Ghada Hadad, Business Etiquette Consultant, Writer, PR and Digital Creator
- Dr. Rola Qatami, Birth & Parenting Educator
- Carole Zeineddine, Life Coach and Relationship Expert
- Moderator: Engy Moheb, Social Media Team Leader, Forbes Middle East

01:25 – 01:40 PM

**Panel: Women Shaping the Future of Investment and Financial Inclusion**

This panel will explore how women are shaping the future of finance by driving sustainable investments, promoting inclusive leadership, and improving financial access for SMEs. Experts will share insights on how women are transforming the industry and fostering growth through innovation and equality.

- Eetedal Alnajem, CEO, PBS Women Global Investment
- Bingbing Chang, Director - Downstream Finance, Saudi Aramco
- Malina Turcut, Entrepreneur, CFO & Co-Founder, Prime Dash, MLA MedTech
- Moderator: Samar Khouri, Reporter, Forbes Middle East

01:45 – 02:00 PM

**Panel: Reinventing Luxury and Entrepreneurship**

Join the experts as they highlight how women are breaking barriers and driving innovation in luxury and entrepreneurship. These inspiring leaders will share their experiences, the challenges they've faced, and the lasting impact they're making in their industries.

- Mary Kokaia, Head of Brand Sponsorship and Activation, Rise Group
- Moderator: Ruwaida Abela Northen, Founder and CEO, JRN Consultancy

02:00 – 03:00 PM

**Networking Lunch**

03:15 – 03:30 PM

**Panel: Tech for Empowerment: Bridging Gaps and Creating Success with Innovation**

In this session, experts will share how AI and tech education are empowering marginalized communities. They'll explore how AI is opening new opportunities for women and how tech education is transforming livelihoods and driving positive change in social enterprises.

- Clementine Brown, Co-Founder & Co-Director, CodeBrave
- Aida Kandil, CEO of MyTindy
- Suzanne Knight, Co-Founder & Chief Product Officer, Be Uninterrupted
- Moderator: Claudine Coletti, Managing Editor, Forbes Middle East

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup> • SHE LEADS HUB •

DAY 1 | She Leads Hub

Wednesday, December 18<sup>th</sup>

Agenda

03:35 – 03:50 PM

**Panel: Leveraging Tradition to Build Strong Networks**

This session will explore how women can challenge stereotypes and redefine feminism while using traditional values like respect and kindness to build strong networks and careers. Experts will share insights on embracing backgrounds, honoring journeys, and navigating the business world with confidence.

- Cade Tompkins, CEO and President, Cade Tompkins Projects
- Reem Rafaat, Former Miss Egypt
- Moderator: Engy Moheb, Social Media Team Leader, Forbes Middle East

**END OF DAY 1**

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup> • SHE LEADS HUB •

DAY 2 | She Leads Hub

Thursday, December 19<sup>th</sup>

Agenda

10:00 – 11:00 AM	<b>Registration and Networking</b>
12:00 – 12:15 PM	<p><b>Panel: Sustainable Success through Team Well-Being</b></p> <p>In this panel, speakers will share how they overcame challenges through resilience and leadership. The conversation will explore how they turned obstacles into opportunities for change, making a real impact through entrepreneurship, and using passion, determination, and empowerment to build a better future for all.</p> <ul style="list-style-type: none"> <li>• Samar Alshorafa, Founding CEO, SHE is Arab</li> <li>• Sarah Brook, CEO of The Sparkle Foundation</li> <li>• Moderator: Hikmat Wehbi, Lens Master, Visual Storyteller and Podcast Expert</li> </ul>
12:20 – 12:35 PM	<p><b>Panel: Practical Strategies for Growth: Overcoming Challenges in Funding and Leadership</b></p> <p>This session will dive into the challenges women face in securing funding and stepping into leadership roles. We'll explore practical strategies for overcoming obstacles in both areas and how empathy and design can help women lead with confidence.</p> <ul style="list-style-type: none"> <li>• Asmaa Alkuwari, Executive and Leadership Coach, Founder, You're Not Alone Community</li> <li>• Alisa Lynn, Managing Partner and Venture Studio CEO, SKL.VC</li> <li>• Lolwah Binsaedan, CEO &amp; Founder, Juthor</li> <li>• Moderator: Engy Moheb, Social Media Team Leader, Forbes Middle East</li> </ul>
12:40 – 12:55 PM	<p><b>Panel: Scaling Sustainably: Building Your Competitive Edge</b></p> <p>This panel will explore strategies for scaling your business sustainably while maintaining balance and avoiding burnout. Experts will share insights on how to build a competitive edge, empower your team, and grow with purpose for long-term success.</p> <ul style="list-style-type: none"> <li>• Dr. Hanan El Basha, Co-Founder &amp; Chief Strategy Officer, Maverika</li> <li>• Sallee Poinsette-Nash, Founder, Brandable &amp; Co.</li> <li>• Hanan AlSaif, Managing Director, ZRG Partners</li> <li>• Moderator: Samar Khouri, Reporter, Forbes Middle East</li> </ul>
01:00 – 01:15 PM	<p><b>Panel: The Power of Art: Redefining Creative Boundaries</b></p> <p>This panel will explore how art inspires self-expression, creativity, and innovation. The discussion will focus on how the world of art challenges conventional norms, sparks personal identity, and empowers individuals through imaginative and boundary-pushing creations.</p> <ul style="list-style-type: none"> <li>• Rachel K, Artist</li> <li>• Lulwah Al Homoud, Artist, Curator &amp; Founder, LAHAF Art Foundation (KSA)</li> <li>• Moderator: Reem Rafaat, Former Miss Egypt</li> </ul>

**DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup>**  
**• SHE LEADS HUB •**

**DAY 2 | She Leads Hub**

**Thursday, December 19<sup>th</sup>**

**Agenda**

<b>01:20 – 01:35 PM</b>	<p><b>Panel: Transforming Passion into Impact: Creativity and Well-being</b></p> <p>In this session, we'll explore how women can turn their passions into meaningful impact, from creating inclusive events to enhancing emotional well-being through art forms like tango. We'll discuss how aligning personal passion with purpose drives entrepreneurial success and fosters overall well-being.</p> <ul style="list-style-type: none"> <li>• Lena AlAmeel, Founder &amp; Creatrix, Barriya</li> <li>• Zenah Albahiti, Certified Fitness Trainer</li> <li>• Moderator: Samar Khouri, Reporter, Forbes Middle East</li> </ul>
<b>01:40 – 01:55 PM</b>	<p><b>Panel: Travel and Beyond: Women Shaping the Journey &lt;&lt;Arabic&gt;&gt;</b></p> <p>Highlighting women's leadership, challenges, and impact in the travel industry, while exploring initiatives that empower female travelers and entrepreneurs.</p> <ul style="list-style-type: none"> <li>• Roula Nassereddine, CEO, Rola Travel and Tourism</li> <li>• Moderator: Susan Sasse, Events Content Executive, Forbes Middle East</li> </ul>
<b>02:00 – 03:00 PM</b>	<p><b>Networking Lunch</b></p>
<b>03:00 – 03:15 PM</b>	<p><b>Open Mic: Dr. Ibrahim AlMashreky, Embryologist and Genetic Engineer</b></p>
<b>03:15 – 03:30 PM</b>	<p><b>Panel: Unlocking Growth: The Role of Law, Education, and Innovation</b></p> <p>This session will explore how laws and policies can help women actively participate in the economy and drive progress in society. It will also highlight the role of mentorship, education, and innovation in shaping the next generation, with a focus on encouraging girls in STEM and creating a more sustainable future.</p> <ul style="list-style-type: none"> <li>• Raya Abu Gulal, Founder, Women Lawyers Group Middle East</li> <li>• Maggie Nassif, Executive Director, Binational Fulbright Commission in Egypt</li> <li>• Moderator: Jayda Shoukry, Content Producer, Forbes Middle East</li> </ul>
<b>03:35 – 03:50 PM</b>	<p><b>Panel: Creating Ripples of Change: The Power of Collaboration and Community</b></p> <p>This session will explore how collaboration and community can spark meaningful change. experts will share insights on how small, purposeful actions can create a ripple effect, driving transformation and lasting impact in both personal and professional spaces.</p> <ul style="list-style-type: none"> <li>• Nezha Alaoui, CEO, Women Choice</li> <li>• Dr. Rana Sabra, Founder, Creative Minds WorldwideAbeer Alessa, Co-founder/CEO, The Bold Group</li> <li>• Moderator: Viwe Kunene, Presenter, Forbes Middle East</li> </ul>

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup> • SHE LEADS HUB •

DAY 2 | She Leads Hub

Thursday, December 19<sup>th</sup>

Agenda

03:55 – 04:10 PM

**Panel: Shaping the Future of Events, Experiences and Travel <<Arabic>>**

Join us for an inspiring session on how women are redefining industries with purpose-driven leadership. Speakers will share how they've turned their passions into powerful platforms that not only empower but also inspire.

- Zaina Moussa, Founder & CEO, Run the World Summit
- Najida Abdulla, Director, ITL
- Moderator: Samar Khouri, Reporter, Forbes Middle East

04:15 – 04:30 PM

**Panel: Women in Media: Beyond Luck, Toward Legacy <<Arabic>>**

Explore the journeys of women in media as Yasameen and Abrar will share their experiences, challenges, and the strategies that have shaped their success—proving that talent, perseverance, and purpose pave the way for lasting impact.

- Yasameen Mohammed, Journalist and presenter
- Abrar Bahabri, Tv Presenter
- Moderator: Noof Khaled, TV Presenter

**END OF DAY 2**

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# WOMEN'S

SUMMIT

2<sup>ND</sup> EDITION

• CRAFT & LEARN ZONE •

# Agenda



# WOMEN'S

## SUMMIT

2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup>

### • CRAFT & LEARN ZONE •

DAY 1 | Craft & Learn Zone

Wednesday, December 18<sup>th</sup>

Agenda

<b>01:00 – 01:45 PM</b>	<p><b>Moral of The Story</b> by Lena AlAmeel</p> <p>Inspired by Aesop's Fables, this lighthearted, all-day game encourages participants to engage, empathize, and gain new perspectives through a set of cards and rules.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>
<b>02:00 – 02:30 PM</b>	<p><b>Empower Her</b> by Ibrahim Al Mashreky</p> <p>Unlock the tools to achieve financial empowerment! This workshop is designed to help women gain confidence in managing their finances, understanding wealth-building strategies, and securing a future of independence and stability.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 30 mins</li> </ul>
<b>03:45 – 04:30 PM</b>	<p><b>Acting workshop</b> by Bob Moukarzel</p> <p>This workshop offers actors a supportive space to enhance self-awareness, confidence, and personal expression by connecting deeply with their physical presence, improving performance and overall expression.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>
<b>04:45 – 05:30 PM</b>	<p><b>The Etiquette of Leadership: Balancing Logical and Emotional Investments</b> by Sara Dashti</p> <p>This workshop offers a transformative approach to leadership, empowering women to lead with elegance, clarity, and measurable impact. By mastering the balance between emotional and logical investments, participants will enhance their leadership precision, authenticity, and effectiveness, leaving a lasting impact on their organizations and beyond</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>

**DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup>**  
**• CRAFT & LEARN ZONE •**

DAY 2   Craft & Learn Zone	Thursday, December 19 <sup>th</sup>	Agenda
12:30 – 01:15 PM	<p><b>Transformative Communication for Women in Leadership</b> by Nimi Mehta</p> <p>In this dynamic and empowering workshop, women will discover the key to unlocking their true potential as leaders through the art of transformative communication. Designed specifically for women in leadership, this session will provide practical tools to amplify your voice, command attention, and inspire action.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>	
01:30 – 02:15 PM	<p><b>Acting workshop</b> by Bob Moukarzel</p> <p>This workshop offers actors a supportive space to enhance self-awareness, confidence, and personal expression by connecting deeply with their physical presence, improving performance and overall expression.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>	
02:30 – 03:15 PM	<p><b>The Freedom of Asking: Reimagining our Relationship with Receiving Support</b> by Aida Murad</p> <p>This session emphasizes the importance of asking for and receiving support. Participants will engage in finger-painting to explore their current support, identify gaps, and envision a life where they confidently ask for what they need. A collaborative canvas will highlight the connection between individual and collective success. It's designed for those looking to redefine support as empowerment, offering clarity and connection for a more fulfilling life.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> <li>• Number of attendees: 22</li> </ul>	
03:30 – 04:15 PM	<p><b>Emotional Creatures</b> by Lena AlAmeel</p> <p>Creating emotional creatures out of raw natural elements to help shape and change our perspective and attitudes towards them. Using creativity to help navigate different emotions showing up in the creative process.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>	
04:30 – 05:15 PM	<p><b>Ecstasy of Sacred Relationship</b> by Aiisha</p> <p>This workshop creates a safe space to explore and overcome subconscious obstacles that hinder fulfilling romantic relationships. Through psychotherapy games, guided meditations, and interactive discussions, participants will deepen their understanding of self-love, align with their divine masculine and feminine energies, and cultivate balanced, harmonious relationships, starting with themselves.</p> <ul style="list-style-type: none"> <li>• Location: Craft &amp; Learn Zone</li> <li>• Duration: 45 mins</li> </ul>	

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# WOMEN'S

SUMMIT

2<sup>ND</sup> EDITION

• SOUL SPACE •

# Agenda



# WOMEN'S

## SUMMIT

2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup>

### • SOUL SPACE •

DAY 1 | Soul Space

Wednesday, December 18<sup>th</sup>

Agenda

12:45 – 01:30 PM

**Ecstasy of Sacred Relationship** by Aiisha

This workshop creates a safe space to explore and overcome subconscious obstacles that hinder fulfilling romantic relationships. Through psychotherapy games, guided meditations, and interactive discussions, participants will deepen their understanding of self-love, align with their divine masculine and feminine energies, and cultivate balanced, harmonious relationships, starting with themselves.

- Location: Soul Space
- Duration: 45 mins

01:30 – 02:15 PM

**From Breath to Bliss: Exploring Pranayama and Transformational Breathwork** by Dr. Rasha Aldabaan

This immersive session of transformative power of Pranayama reconnects you with your breath. Through guided breathing techniques, you'll learn to calm your mind, energize your body, and find inner balance. This practice not only supports physical well-being but also nurtures mental clarity and emotional resilience. Whether you're a beginner or looking to deepen your practice, this session offers a rejuvenating journey into the art of mindful breathing.

- Location: Soul Space
- Duration: 45 mins

02:30 – 03:15 PM

**Flow and Flexibility** by Lojain Sameer

This session will focus on enhancing mobility through gentle stretching and movement exercises that promote fluidity and body awareness. Participants will engage in exercises designed to increase flexibility and reduce tension, fostering a deeper connection with their physical selves.

- Location: Soul Space
- Duration: 45 mins

03:30 – 04:15 PM

**Mindful Boxing** by Hannah Kim

In this unique class, participants will learn boxing techniques while practicing mindfulness. The session will focus on being present in the moment, combining physical movement with mental clarity and stress relief. It will empower participants through self-defense skills and enhance their confidence.

- Location: Soul Space
- Duration: 45 mins

# WOMEN'S SUMMIT 2<sup>ND</sup> EDITION

## DAY 1 - WEDNESDAY, DECEMBER 18<sup>TH</sup> • SOUL SPACE •

DAY 1 | Soul Space

Wednesday, December 18<sup>th</sup>

Agenda

04:30 – 05:15 PM

**Empowerment CrossFit** by Francielle Azarias

This dynamic CrossFit session will emphasize teamwork through partner workouts (WOD) with a focus on reduced volume and intensity. Participants will engage in challenging yet accessible exercises that require collaboration and support, fostering a sense of community and empowerment while ensuring a manageable workout for all fitness levels.

- Location: Soul Space
- Duration: 45 mins

05:30 – 06:15 PM

**Discover Balance: Yoga & Breathing Session** by Ebaa Sabbagh

The session concludes with calming breathing exercises that center your energy, reduce stress, and enhance mental clarity. Whether you're a beginner or an experienced yogi, this journey promises to leave you feeling balanced, rejuvenated, and deeply connected to your inner peace.

- Location: Soul Space
- Duration: 45 mins

# WOMEN'S

## SUMMIT

2<sup>ND</sup> EDITION

## DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup>

### • SOUL SPACE •

DAY 2 | Soul Space

Thursday, December 19<sup>th</sup>

Agenda

<p><b>01:15 – 02:00 PM</b></p>	<p><b>Mindful Movement: Yoga Flow with Breathwork</b> by Hannah Kim</p> <p>This session will combine flowing yoga sequences with breathwork techniques to cultivate mindfulness and relaxation. Participants will be guided to connect with their bodies and minds, creating a serene space for self-reflection and inner peace.</p> <ul style="list-style-type: none"> <li>• Location: Soul Space</li> <li>• Duration: 45 mins</li> </ul>
<p><b>02:15 – 03:00 PM</b></p>	<p><b>Flow and Flexibility</b> by Lojain Sameer</p> <p>This session will focus on enhancing mobility through gentle stretching and movement exercises that promote fluidity and body awareness. Participants will engage in exercises designed to increase flexibility and reduce tension, fostering a deeper connection with their physical selves.</p> <ul style="list-style-type: none"> <li>• Location: Soul Space</li> <li>• Duration: 45 mins</li> </ul>
<p><b>03:15 – 04:00 PM</b></p>	<p><b>Empowerment CrossFit</b> by Francielle Azarias</p> <p>This dynamic CrossFit session will emphasize teamwork through partner workouts (WOD) with a focus on reduced volume and intensity. Participants will engage in challenging yet accessible exercises that require collaboration and support, fostering a sense of community and empowerment while ensuring a manageable workout for all fitness levels.</p> <ul style="list-style-type: none"> <li>• Location: Soul Space</li> <li>• Duration: 45 mins</li> </ul>
<p><b>04:15 – 05:00 PM</b></p>	<p><b>Rhythmic Tango</b> by Zenah Albahiti</p> <p>Rhythmic Tango emphasizes both the dance's rhythmic nature and the fitness aspect, capturing the essence of tango while conveying movement, energy, and exercise.</p> <ul style="list-style-type: none"> <li>• Location: Soul Space</li> <li>• Duration: 45 mins</li> </ul>

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2<sup>ND</sup> EDITION

- **RECOGNITION CEREMONY  
& GALA DINNER** •

# Agenda



# WOMEN'S

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## DAY 2 - THURSDAY, DECEMBER 19<sup>TH</sup>

### • RECOGNITION CEREMONY & GALA DINNER •

DAY 2 | Recognition Ceremony & Gala Dinner

Thursday, December 19<sup>th</sup>

Agenda

07:00 PM	Guests Arrival
07:15 PM	Opening by Khuloud AlOman - CEO and Editor in Chief, Forbes Middle East.
07:25 PM	VIP Opening speech
07:30 PM	Recognition Ceremony
08:00 PM	Gala Dinner

# WOMEN'S SUMMIT

2<sup>ND</sup> EDITION

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