



Leading ladies on the cross-over of digital and creative industries: success stories and exchange of experience

Working Dinner on Tuesday, 5 March 2024, 19h00 to 20h30 CET
European Parliament, Brussels

Our working dinner has the objective to allow of an exchange of experiences on the roles, challenges and opportunities between female professionals in digital industries and the International Women's Democracy Union delegation of policymakers. The event will feature three fireside chat-style discussions with representatives from three different industry sectors.

Programme

Welcome

Lilia Heitz (1 min)

Head of Office, SME Europe of the EPP

Ivan Legrady (1 min)

Head of Office, MEP Ivan Stefanec

Opening

Louisa Atta-Agyemang (3 min)

Co-Chair Democrat Union of Africa,

IDU Vice Chairwoman, NPP Ghana

Introduction & Moderation

Sevara Irgacheva (5 min)

Director, Technology, Media and Telecom

Strategic Communications at FTI Consulting

Part I. Fireside Chat - Women in tech leadership (15 -20 min):

The discussion will delve into the professional journey and experiences of female leaders in the tech industry, highlighting challenges they encounter along their career path, and recommendations they can share with policymakers and future professionals in the field. Additionally, the idea is also to discuss possible career paths in the tech industry that do not directly require pure technical skills but that become more and more crucial considering the development of policy and regulatory framework in this field.

Keynote

Anna Lauridsen

EMEA Privacy Lead at Cisco

Reactions of the IWDU delegation and guests

Part II. Fireside Chat - Empowering women in creative industries (20 min):

Despite a higher number of females studying creative arts subjects, a smaller proportion of women transition into creative professions post-graduation. In Europe, merely one in five films is produced by a woman, and director roles are predominantly held by males. Moreover, within the creative industries, a significant portion of employment is through self-employment and freelance work. Eurostat data indicates that twice as many men are self-employed as compared to women. This discrepancy may stem from women's reluctance to pursue solopreneurship, often due to a lack of recognition, support, and social welfare backing. What should be implemented by policymakers and what can be the role of the industry to secure women's active participation and representation in the industry?

Keynote

Julie Jeanne Regnault

Secretary General of EFAD –

European Film Agency Directors association

Reactions of the IWDU delegation and guests

Part III. Fireside Chat - Female leadership in financial services (15 -20 min):

This session will discuss the realities of women in financial services, female investors and startup's access to capital, and specificities of fintech industries as well as the role that female professionals can play to ensure that women adopt and benefit from these new technologies and drive forward the future of finance.

Keynote

Hedwige Nuyens

CEO of International Banking Federation and Chair of European Women on Board

Reactions of the IWDU delegation and guests

Concluding Remarks (3 min)

Joelle Bou Abboud

International Department, Political Bureau

Kataeb Party Lebanon