

ECA Dialogue Series

FEMALE ENTREPRENEURSHIP IN NORTH AFRICA: THE ROLE OF FINANCE AND DIGITAL SKILLS

Tuesday 7 March, from 14:00 to 15:30 pm Rabat time (GMT+1)

https://zoom.us/webinar/register/WN_2CMXAy4uRiebbypVVzCqTg

PROVISIONAL PROGRAMME OF WORK

- 14:00 – 14:15** **Opening remarks**
Zuzana B. Schwidrowski, Director of the ECA Office for North Africa
- 14:15 – 14:30** **Opening remarks**
Leila Doukkali, Chairwoman of the Association of Women Entrepreneurs of Morocco (AFEM)
- 14:30 – 15:00** **Panel discussion**
- Moderator:** Soumaya Iraqui Houssaini, Chief of Section, Employment and Skills for Balanced Development at the ECA Office for North Africa
- Speakers:**
- Elena Bardasi, World Bank
 - Souad Tarmidi, AFEM
 - Ihssane Iraqui, EBRD
 - Callee Davis, Oxford Economics Africa
- 15:00-15:20** **Q&A with the audience**
- 15:20 – 15:30** **Concluding remarks**
Zuzana B. Schwidrowski (ECA) and Leila Doukkali (AFEM)

Languages: Discussions will be simultaneously translated into English, French and Arabic

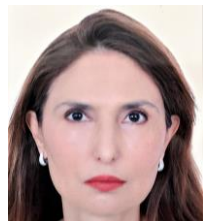
Speakers



Zuzana B. Schwidrowski is the Director of the UN ECA office for North Africa, which supports seven countries (Algeria, Egypt, Libya, Mauritania, Morocco, Sudan and Tunisia) with a special focus on regional integration, trade and employment, especially through SMEs, and the economic inclusion of women and youths.



Leila Doukkali is the Chairwoman of the Association of Women Entrepreneurs of Morocco (AFEM). The founder of *Variations* and head of the family baking business « La Viennoise », she is also the Vice-chairwoman of *Fédération Marocaine du Commerce en Réseau* (FMCR) and an administrator at the Morocco national business association CGEM.



Soumaya Iraqui Houssaini is the Chief of the Employment and Skills for Balanced Development Section at the ECA Office for North Africa where she works on topics related to women's employment, youth, skills development, SME ecosystems development and entrepreneurship, innovation and technological development.



Elena Bardasi is a Senior Economist at the World Bank with a background in labor economics, poverty, and gender. She has provided key contributions to the reports on the Impacts of Community Driven Development Interventions on Women's Empowerment, and on Social Safety Nets and Gender.



Souad Tarmidi is the first vice-president of the Association of Women Entrepreneurs of Morocco (AFEM) in charge of digital transformation. In 1999, she created Match Eurosoft Maghreb, which has become one of the best Sage competency centers for SMEs in Morocco. She later partnered with the French group SRA informatique to create SRA Afrique.



Ihssane Iraqui, is a women in business programme manager at EBRD. She manages partnerships on behalf of the CGEM and the EBRD and works with NGOs for the socio-economic integration of young people. Her goal is to help SMEs implement best practices and develop connections with stakeholders for a lasting impact on entrepreneurship.



Callee Davis is an Economist at Oxford Economics Africa. She is the company's lead analyst on the North African region, and aside from compiling macroeconomic forecasts, she frequently presents findings to clients and at conferences and contributes to research assignments for both local and international clients, governments and multilateral institutions.