

ERRO 20
23

WOMEN'S ENTREPRENEURSHIP EXPO 2023 – ALBANIA SATELLITE EVENT

October 27, 2023, 10:30 – 19:00

Rogner Hotel, Tirana

SLOT I: PLENARY

Antigonea Meeting Room

10:00-10:30

Registration of participants, welcoming coffee
Registration to the thematic parallel sessions

10:30 – 10:45

OPENING OF THE EVENT & WELCOME REMARKS

Master of ceremony: Mr. Michele Ribotta, Country Office Representative, UN Women Albania

Ms. Elisa Fernandez, Deputy Regional Director, UN Women Europe & Central Asia

Ms. Ekaterina Sololova, Head of the European Bank for Reconstruction and Development in Albania

10:45 – 11:45

PANEL DISCUSSION: WOMEN IN BUSINESS IN ALBANIA - OPPORTUNITIES AND POTENTIAL

Moderator: Ms. Estela Bulku, Head of Programmes, UN Women Albania

Keynote Speaker: Ms. Etleva Laro, CEO of Efa Solution & Prodyn Shoes

Panelists:

Ms. Delina Ibrahimaj, Minister of State for Entrepreneurship and Business Climate

Mr. Niklas Ström, Ambassador, Embassy of Sweden in Albania

Ms. Ekaterina Solovova, Head of the European Bank for Reconstruction and Development in Albania

Ms. Antonela Hako, President of the Women's Economic Chamber

11:45 – 12:00

Joining the parallel workshops

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SLOT II: Parallel Thematic Sessions

12:00 – 13:00

Meeting Room: Antigonea 3

Thematic Session 1: Women in the Food System

Moderator:

Mr. Erald Lamja,

Senior expert on Women's
Economic Empowerment and
Local Economic Development

Women play a vital role in increasing food security, reducing poverty, and meeting climate and environment goals for sustainable development, but their working conditions and economic opportunities are influenced by gender inequalities. This session will inform more about the role of women and their challenges in agri-food systems.

Contributing women entrepreneurs:

Ms. Ejona Zaimaj, Ferma Amalthia, Entrepreneur, Expo Ambassador 2022

Ms. Silvana Subashi, Subashi Oil and Shops, Entrepreneur

Ms. Iva Mera, Bujtina Mera Traditional restaurants & Elixir fruit juice, Entrepreneur

Ms. Lirije Rexha, Women group of Maqellare - Production of traditional food, Entrepreneur

Meeting Room: Vienna

Thematic Session 2: Access to finance

Moderator:

Ms. Egla Ballta,

Principal Banker, Regional
RSF Coordinator, SME F&D
at EBRD

In this session, the participants will have the opportunity to access information and ask questions on different modalities and opportunities related to access to finance, with a special focus on women-led businesses.

Contributing speakers:

Ms. Desarta Rapushaj, Director of SME and Projects' Department, AIDA

Ms. Misela Manolaj, Corporate Governance Manager of FED Invest.

Ms. Jonida Kellezi, Marketing Director, Easypay

Ms. Belma Lushi, Head of Retail Division, ProCredit Bank Albania

Ms. Juliana Xhabafti, General Manager and Shareholder - SoCart Shpk

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SLOT II: Parallel Thematic Sessions

12:00 – 13:00

↳ Meeting Room: Prague

Moderator:

Mr. Dritan Mezini,
Head of ICT Association,
Digital Transformation
Expert, Founder of
duapune.com

Thematic Session 3: Digital Transformation and E-Commerce

This session will be an opportunity to participate in a dialogue with experts, on digital transformation as an empowerment tool for SME-s that leads to more sustainable businesses; use of educational and capacity-building opportunities; e-commerce as a sales digital channel that helps businesses to increase the sales and improve the digital image; focus on the potential of digital transformation; the power of digital marketing and digital influencer as a new profession.

Contributing speakers:

Mr. Valer Pinderi, President of the Albanian E-commerce Association
Mr. Arjan Ymeri, President of Western Balkans StartUp Alliance, CEO of 'Oficina'
Ms. Dalina Buzi, Entrepreneur, Anabel sh.p.k.
Ms. Shqipe Berisha, CEO of TUMO center

↳ Restaurant area
13:00-14:30

Let's have LUNCH and know each other better!

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SLOT III: OPPORTUNITIES FOR COLLABORATION

Antigonea Meeting Room

↘ 14:30-16:30

B2B meetings

Attendees: Companies - WEPs signatories, Companies - members of Women's Economic Chamber, Women entrepreneurs participating in EXPO 2023

B2B is short for business to business. It refers to the selling of products and services by a business to other businesses. It is the exchange of products, services, or even information between businesses instead of businesses and consumers. B2B transactions and sales often take the form of one business selling products and services to another.

Coordinators: Mr. Erald Lamja & Ms. Jetona Myteveli

Exhibition fair of products from EXPO entrepreneurs

Info booth for potential Women Empowerment Principles (WEPs) Signatories

Info booth for membership to the Women Chamber of Commerce

Networking & coffee break

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SLOT IV: StarUP moments

Antigonea Meeting Room

↘ 16:30-17:45

StarUp session

An interactive session on embracing failure as a part of the entrepreneurial journey, with 4 speakers sharing their personal stories of encountering challenges and setbacks in their professional pursuits.

Moderator: Ms. Jetona Myrteveli, UN Women Expert on Women Economic Empowerment

↘ 17:45-18:00

Closing remarks

Mr. Michele Ribotta, Country Office Representative, UN Women Albania

↘ 18:00

Time to celebrate women's entrepreneurship

Buffet dinner and music in the garden

Expo photo-booth – so we can save the memories from this day

Goodbyes