
APEC Women and the Economy 2015 Fora
Public Private Dialogue on Women and the Economy

Philippine International Convention Center Reception Hall

Manila, Philippines

17 September 2015

CONFERENCE REPORT

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Executive Summary

The Public Private Dialogue on Women and the Economy (PPDWE) was held in Manila on 17 September 2015 with over 800 delegates from 19 member economies of the Asia Pacific Economic Cooperation (APEC) in attendance. It served as a platform for a highly informative, inspiring, and insightful exchange of information and insights on women empowerment and integration in global trade and business.

H.E. President Benigno S. Aquino III graced the forum as keynote speaker. In his speech, President Aquino assured the PPWDE participants of the Philippines' commitment in expanding opportunities for women, adding that the "issue of gender equality calls for continuous reflection and corresponding action". He shared that the Philippines was cited in the World Economic Forum (WEF) Gender Gap Report 2014 as the top-ranking Asian country in terms of closing gender gaps. The Philippines ranked 9th out of 142 economies and was the only Asian country in the top 10 ranked economies.

The WEF Gender Gap Report 2014 reveals that gender gaps remain although there has been progress in closing these across the world. At the Forum, the speakers discussed global developments seen to impact on efforts to empower women and engage them in economic activities. These include the following:

- Rise of technology and digital economy
- Increasing number of the millennial workforce
- Changing work landscape allowing more virtual/off-site/work-from-home arrangements
- Improved awareness and discussions on inclusive business as an emerging field
- Greater opportunities for young women compared to previous years

Recommendations for women empowerment and gender equality that were gathered at the PPDWE were as follows:

1. Increase gender diversity in boards starting with government owned and controlled corporations (GOCCs), government financial institutions, and publicly listed companies. Establish a quota for women seats on Corporate Boards and incorporate gender diversity language into corporate governance codes of each country.
2. Adopt the gender lens in establishing financial support and training for businesses. Funnel investments in private sector companies with innovative gender policies that extend across their supply chains. Provide direct capital to companies and social enterprises that offer products and services benefiting women and girls.
3. Establish ICT infrastructure that will connect women in businesses into customers and markets, value chain support, mentoring and networking initiatives, as well as e-commerce programs.
4. Invest on the youth, particularly on science, technology, engineering, and mathematics (STEM) education. Develop women STEM professionals and increase the number of women in the fields of information technology, research, and innovation.
5. Invest in talent management and development. Conduct mentoring programs for women, grant scholarships, and conduct skills training and capability building for women, including leadership training for Micro, Small and Medium Enterprises (MSMEs) and women-owned enterprises.
6. Initiate programs for those who are at the bottom of the pyramid (BoP). Increase engagement and participation of low-income women in order to create and develop policies, laws, and programs that are more responsive to their needs and in alignment with on-ground realities. Support more inclusive businesses particularly those with explicit women empowerment in their business strategy.
7. Start gender equality advocacies and technology discussions at home. Increase awareness and appreciation on gender advocacies and women empowerment among children, spouses, relatives, and friends. Find ways to allow more young girls to learn technology so that they may harness it in future efforts for inclusive growth and women empowerment.

8. Continue collaboration among the government, business sector, and civil society in designing and implementing programs for women.
9. Develop policies that will call on government offices to dedicate a percentage of their procurement for MSMEs and women-owned enterprises.
10. Identify role models who can serve as inspiration for young women in pursuing their goals and objectives whether it is in the field of entrepreneurship, technology, education, or social development.

About the APEC Women and Economy 2015 Fora and the Public Private Dialogue on Women and the Economy

On 15-18 September 2015, the Philippines hosted the Asia Pacific Economic Cooperation Women and the Economy (APEC WE) 2015 Fora, guided by the theme “Women as Prime Movers of Inclusive Growth”. The Fora aimed to develop a set of actionable, measurable and concrete policy recommendations for presentation to the APEC Leaders during their meeting in November 2015.

One of the components of APEC WE 2015 is the Public Private Dialogue on Women and the Economy (PPDWE), which was held on 17 September 2015 at the Philippine International Convention Center in Manila. The PPDWE was organized by the Department of Trade and Industry (DTI), which serves as Chair of the APEC WE. Together with the DTI is the Women’s Business Council of the Philippines (WomenBizPh) and the Philippine Commission on Women (PCW).

WomenBiz is the premier advocate and resource of APEC on issues faced by business women in the Philippine private sector, while PCW is the country’s primary policy-making and coordinating body on women and gender equality concerns.

Over 800 attendees from the government, business, academe, and civil society organizations across 19 APEC economies joined the event. H. E. President Benigno S. Aquino III graced the PPDWE as Keynote Speaker.

Plenary Presentations and Panel Discussions

The PPDWE featured six plenary sessions and five panel discussions. See Annex A for the APEC Women and Economy 2015 Fora: PPDWE Agenda.

PLENARY SESSIONS

- Welcome Remarks, Undersecretary Nora K. Terrado
- Opening Speech, Ms. Doris Magsaysay Ho
- Harnessing the Power of the Crowd, Maria Ressa
- World's Economic Forum Gender Gap Report 2014 , Saadia Zahidi
- Keynote Speech, H.E. President Benigno S. Aquino III
- Closing Remarks
 - o Kathy Xiaosi Gong (China)
 - o Ana Maria Choquehuanca (Peru)
 - o Ma. Aurora “Boots” Geotina-Garcia (Philippines)

PANEL SESSIONS

- 5 Pillars of Women's Economic Empowerment
- Young Women Leaders as Powerful Drivers of Change
- Women in the International Markets and Global Value Chains
- Women and Inclusive Business
- Women and Sustainable Development

The succeeding pages provide the highlights of these sessions.

1 WELCOME REMARKS

NORA K. TERRADO

Chair, APEC WE 2015 Fora
Undersecretary, Department of Trade and Industry

Undersecretary Nora K. Terrado officially welcomed the delegates and guests to the APEC Women and the Economy 2015 Fora Public-Private Dialogue on Women and the Economy. She started her remarks with a video which highlighted the three (3) pillars of APEC in advancing free trade for Asia Pacific prosperity: (1) Trade and investment, (2) Business Facilitation, and (3) Economic and technical cooperation.

Usec. Terrado discussed the historical background of APEC WE 2015 Fora citing it as a platform that supports integration of women across APEC work streams through collaboration and gender equality. She expressed optimism that through the efforts of the working group of the APEC WE 2015 Fora and the results of the PPDWE discussions during the day, a set of concrete and actionable policy recommendations would be adopted at the High Level Policy Dialogue on Women and the Economy.

The Undersecretary cited some trends for the PPDWE's consideration as APEC moves forward in its agenda.

1. Increase of global economy participants from 500 million in 1995 to 7 billion today
2. Growth in business to consumer ecommerce to 1.5 trillion sales
3. Women influencing the greater majority of purchasing decisions
4. Women in western economies using technology more than their male counterparts
5. Cloud, social media, big data, and mobility creating major disruptions and impacting women
6. Virtualization of work, allowing more women to work from home
7. Rise of the millennials, many of whom are women

Usec Terrado explained gender gaps still exist and more work is required. She is optimistic however that the line-up of speakers in the PPDWE will provide delegates with insights and key learnings on women issues and realities. She encouraged everyone to be engaged in the discussions and to put forward their views and opinions on how women empowerment and integration in business could be pursued.

“the overall theme of APEC Women and the Economy 2015 Fora “Women as Prime Movers of Inclusive Growth” reflects our growing recognition of the role and power of women to spur business and economic growth”



2 OPENING SPEECH

DORIS MAGSAYSAY-HO

Ms. Magsaysay-Ho emphasized PPDWE's role in continuing the dialogue on women participation in trade and the economy. She cited the Forum as an opportunity for women to share their own experiences and insights with regard to pushing gender equality and women empowerment.

Ms. Magsaysay-Ho shared two lessons she learned in her life and cited her own experiences in managing their family's maritime business. The first lesson refers to being true to one's self. She learned that women should harness their unique character as women, and should not try to be like men, if they wish to succeed.

The second lesson is her realization that women's success in business must also allow success at home. Knowing women's stress in balancing challenges at work and at home, Ms. Magsaysay-Ho said there should be increased opportunities for women to do their jobs without sacrificing their personal responsibilities to their families.

Today's landscape helps bridge the gaps and barriers to include women's participation in the economy. Ms. Magsaysay-Ho cited some opportunities for women to better balance work and family amid this landscape: technology driving virtual work, rise of e-commerce and online selling, increasing number of companies offering part-time jobs or work-at-home arrangements, among others.

3 HARNESSING THE POWER OF THE CROWD


MARIA RESSA

Chief Executive Officer, Rappler

“Every business today is an internet business,” Maria Ressa said as she opened her presentation. Ressa showed how technology has changed the business landscape.

According to her, technology has given rise to new business models and has resulted into exponential growth of many organizations. She talked about the rise of technology-driven businesses, social media as businesses’ direct connection to consumers, big data for collaborative business, and online crowdsourcing – all of which spell opportunities for organizations, including women.

Ressa shared their experience in Rappler, an online-based media platform, as a case study of how organizations can leverage on technology. The pace of information flow has become exponentially faster today that it has dictated changes in the way a media organization like Rappler does business. Because of technology, Rappler is able to deliver news at a faster pace without need for infrastructure typically used by traditional broadcast stations. One of its initiatives, “Project Agos,” harnesses technology to maximize the flow of critical data before, during, and after disasters. Through data shared by the public, Project Agos proved “help can come from the crowd”.



*Technology + Women
= Magic
Combination*

4 WORLD ECONOMIC FORUM'S GLOBAL GENDER GAP REPORT

SAADIA ZAHIDI

Senior Director, Gender Parity, Human Capital and Constituents
World Economic Forum



The Gender Gap Report 2014 seeks to understand gaps between men and women in the areas of health, education, economic participation, and political empowerment. It aims to know if women and men in both developed and less developed economies have the same rights and opportunities.

The study reveals gender gaps remain although there is progress in closing these across the world. Of the 142 economies covered by the study, those in Northern Europe such as Iceland, Finland, Norway, Sweden, and Denmark made it to the list's top five (5), closing over 80% of the gender gaps. Chad (140), Pakistan (141) and Yemen (142) were ranked at the bottom. The Philippines (rank 9) is the only Asian economy included in the top 10. Kuwait (113) ranked the best among Middle East economies, followed by the United Arab Emirates (115). Data shows that 105 of the 111 countries originally tracked since 2006 are making progress in closing these gaps. Saudi Arabia, for example, has made most progress (relative to itself) in terms of closing gaps in women's economic participation.

The Gender Gap Report highlights people and talents are key resources driving economies. It underscores gender equality as vital part of humanity's progress.

Supplemental Information: Rankings
<http://reports.weforum.org/global-gender-gap-report-2014/rankings/>

Top 10

Rank	Economy	Score
1	Iceland	0.8594
2	Finland	0.8453
3	Norway	0.8374
4	Sweden	0.8165
5	Denmark	0.8025
6	Nicaragua	0.7894
7	Rwanda	0.7854
8	Ireland	0.7850
9	Philippines	0.7814
10	Belgium	0.7809

Note: highest possible score is 1 (equality) and lowest possible score is 0 (inequality).

Bottom 10

Rank	Economy	Score
133	Morocco	0.5988
134	Jordan	0.5968
135	Lebanon	0.5923
136	Cote d'Ivoire	0.5874
137	Iran, Islamic Republic	0.5811
138	Mali	0.5779
139	Syria	0.5775
140	Chad	0.5764
141	Pakistan	0.5522
142	Yemen	0.5145

5 KEYNOTE SPEECH

H.E. BENIGNO SIMEON AQUINO III

President of the Republic of the Philippines

President Aquino assured PPWDE delegates and guests of the Philippines' commitment to expanding opportunities for women, adding that the "issue of gender equality calls for continuous reflection and corresponding action".

He recognized the roles of Filipino women in history from the Spanish era to the modern times, citing among others, women heroes like Gabriela Silang and Tandang Sora, as well as former President Corazon Aquino. He described women as strong-willed and superior in many areas. He is confident of women's roles and contribution in achieving inclusive growth.

The President spoke of the number of women appointees in various positions in the Philippine government. Over the years, according to him, women government leaders have become pillars of the government's reform agenda. He assured future public servants that "they would not be defined by their gender" but by their integrity and work ethic.

Women have also proven their roles in driving the country's economic growth. President Aquino cited data on women economic participation: 54% of registered trade names are owned by women while 63% of business owners and managers are women.

He talked about some of government's initiatives to empower women. These include TESDA-STAR (Technical Education and Skills Development Authority – Sari Sari Store Training and Access to Resources), which helps women sari sari storeowners become more professional in doing business. The program has produced over 30,000 graduates since it started in 2011. In the area of legislation, the Congress has repealed provisions of the Labor Law prohibiting women from working on evening shifts.

Supplemental Information: Copy of the President's speech can be accessed here: [PNoy Speech](#)

*“the issue of gender equality
calls for continuous reflection
and corresponding action”*

- H.E. President Benigno S. Aquino III





President Benigno S. Aquino III and Trade Secretary Gregory L. Domingo together with the Heads of Delegation to the APEC PPDWE held on 17 September 2015 at the Philippine International Convention Center (PICC) Reception Hall, Manila.

APEC WOMEN AND THE ECONOMY 2015 FORA

Heads of Delegation

<p>H.E. Bill Tweddell Ambassador Extraordinary and Plenipotentiary Embassy of Australia AUSTRALIA</p>	<p>Hon. Anna Solomon Secretary Department of Religion, Youth and Community Development PAPUA NEW GUINEA</p>
<p>Datin Paduka Hajah Adina Binti Othman Deputy Minister Ministry of Culture, Youth and Sports BRUNEI DARUSSALAM</p>	<p>Hon. Marcela Huaita Minister Ministry of Women and Vulnerable Peoples PERU</p>
<p>H.E. Neil Reeder Ambassador Extraordinary and Plenipotentiary Embassy of Canada CANADA</p>	<p>Hon. Lilia B. De Lima Director General Philippine Economic Zone Authority PHILIPPINES</p>
<p>Mrs. Alicia Frohmann Minister Counsellor National Women's Service CHILE</p>	<p>Ms. Natalia Strigunova Deputy Director Asia, Africa and Latin America Department Ministry of Economic Development RUSSIAN FEDERATION</p>
<p>Mme. Meng Xiaosi Vice President and Member of the Secretariat All-China Women's Federation PEOPLE'S REPUBLIC OF CHINA</p>	<p>Mrs. Tan Hwee Seh Senior Director Office for Women's Development Ministry of Social and Family Development SINGAPORE</p>
<p>Hon. Yohana Susana Yembise Minister Ministry of Women's Empowerment and Child Protection INDONESIA</p>	<p>Dr. Joyce Yen Feng Minister without Portfolio CHINESE TAIPEI</p>
<p>Mr. Kazuhiko Ishihara Vice-Minister for Special Missions Cabinet Office JAPAN</p>	<p>Pol. Gen. Suwat Chanitthikul Vice Minister Ministry of Social Development and Human Security THAILAND</p>
<p>Hon. Heejung Kim Minister Ministry of Gender Equality and Family REPUBLIC OF KOREA</p>	<p>H.E. Catherine Russell Ambassador-at-Large for Global Women's Issues U.S. Department of State UNITED STATES OF AMERICA</p>
<p>Senator Datin Paduka Chew Mei Fun Deputy Minister Ministry of Women, Family and Community Development MALAYSIA</p>	<p>Mr. Nguyen Trong Dam Deputy Minister Ministry of Labor, Invalids and Social Affairs VIET NAM</p>
<p>Dame Wendy Pye Managing Director Wendy Pye Publishing Limited NEW ZEALAND</p>	

The panelists discussed the importance of creating avenues for women to effectively access capital and assets, the international markets, as well as technology. They agreed on the need to improve women's skills, capacity, health, and leadership. They called for efforts that will allow women to have a bigger share of the voice in countries and organizations.

Heather Cox stressed the need to maximize opportunities arising from developments in the technology space. Cox advocated for increased number of women joining digital / technology workforce, citing that in the United States alone, there are one million gaps in technology jobs.

She believes women should be equipped to work in the new world. She pointed out the need to ensure that society overcomes misperceptions regarding women's participation in technology. She noted that by the 12th grade, boys are four (4) times likely to be placed in advance computer science programs than girls.

For Cox, diversity helps organizations come up with the best solutions to issues and problems. Closing the gender gap impacts on every aspect of the economy. Cox cited a Citibank study showing that achieving gender equality for millions of people can generate US\$12 trillion worth of growth.

Hafimi bte Abdul Haadi pointed out that any economy, regardless of size, could create positive impact on women provided stakeholders work together. She talked about three initiatives that proved women could access markets better given relevant support.

1. *Cross E-Commerce Training (CBET)*. An initiative of the APEC Business Advisory Council, CBET provides women training and e-commerce tools to help them reach the global marketplace.
2. *Cherie Blair Foundation*. By combining technology and mentoring, the Foundation provides women with cross-border support in increasing their market access.
3. *The Collective*. A group of young women in Brunei joined forces to do business with social aspect. Relying heavily on social media, they create pop-up events with great impact and buzz.
4. *Yasmin*. An Indie film about a girl who wants to become a *silat* (Brunei's combat sport) champion. The film is produced through public-private cooperation and will be marketed internationally.

Belen Garijo recommended investing in health and education, with focus on women, in order to realize economic growth and competitiveness. She encouraged women to continue to take action, adding that effective public-private collaboration and strong leadership are imperative to achieve gender equality goals.

PANELISTS

HEATHER CARROL COX
*Chief Client Experience
Digital and Marketing Head, Citi*

HAFIMI BTE ABDUL HAADII
*Director/ Shareholder,
LVK Group of Companies*

BELEN GARIJO
*CEO and President,
Merck Healthcare*

IRENE NATIVIDAD
*President,
Global Summit of Women and Chair,
Corporate Women Directors
International*

CHAO-CHIA HUANG
*Managing Director, LoFTechnology,
Inc.*

MODERATOR

MARIA RESSA
CEO, Rappler

Cancer is more prevalent among women and women suffer 60% more deaths from certain communicable diseases. Dr. Garijo explained there is need to obtain data on prevalence factors and indicators on women's health in order for medical practitioners to improve clinical outcomes.

In education, Dr. Garijo noted women's under-representation in science, technology, engineering, and mathematics (STEM) – this despite the fact that females outperform males on science scores and that they are at par in mathematics performance. She called on delegates to move faster in creating the right incentives in the area of capacity building for women in order for women to integrate themselves better into STEM. By 2012, there will be an opening of 1.2 million jobs in STEM fields.

Chao-Chia Huang talked about technology and innovation inspired by his experience in his own start-up company. Huang's start up had sprung from a government program aiming to introduce technology to the countryside. He has a female partner whom he said gives a different point of view and attitude, motivates people, and provides warmth in the company. For Huang, start-ups must be willing to create "disruptions" by embracing risks, going beyond status quo, and making their own rules.

He encouraged innovation and use of technology. In his presentation deck, he wrote that data is the foundation of the information age. He quoted David Buckingham who said, "data is the new oil." He encouraged teaching programming to schoolchildren and suggested to integrate basic language curriculum in education system. This curriculum includes logic (language of machines) together with Arts (language of the soul), English (language of people), and Math (language of physics).

Huang believes gender equality / diversity must start from the home. For him, parents should help children prepare to act and live in the digital and tech world of the future.

Irene Natividad challenged women to be the key to finding gender equality solutions. She advocated for increased representation of women in corporate boards globally. She stressed that while women CEOs exist, women continue to be under-represented in top corporations in many industries in the United States. In fact, she said, only 27 of the CEOs of the top 500 companies are women. Women remain as outsiders in the economy.

Natividad stressed that the women sector is not a market niche but THE market of the 21st century. Currently, women occupy 40%-50% of the workforce and have a 30%-40% consumer clout. There is a business case for why women should be in each part of the value chain strategy, including the corporate board setting.

According to Natividad, putting women on corporate boards is a top-down strategy to integrate more women into the managerial world. She pushed for setting quotas on women board participation and incorporating gender diversity into corporate governance codes. She shared that Malaysia's women board seats improved from 6% to 12% when it applied the quota strategy while Australia saw an increase of 11% in women board seats (9% to 20%) after making gender diversity language in corporate governance codes a listing requirement. She called on members of APEC, particularly US, China and Japan, to adopt a national strategy to improve corporate leadership roles.

During the **Open Forum**, panelists stressed the importance of the following in closing gender gaps:

- Having fast and affordable internet access
- Re-wiring the education system to give priority to coding and STEM
- Increasing public-private partnerships
- Continuing forum and dialogue on women
- Innovation – doing something different

Results of Mobile-Based Poll with PPDWE Participants

QUESTION	TOTAL VOTES	YES	NO
Are women able to access capital in APEC economies even without spousal consent?	58	48%	52%
Is there a lending window for women in your economy?	103	74%	26%
Is there a mechanism for women to go up the value chain despite being an SME?	132	77%	23%
Is there a government procurement law mandating procurement from women-owned enterprises?	165	7%	93%
Are there health programs for maternal care in your economy?	148	93%	7%
Are there government programs on diseases prevalent in women like cervical cancer and other women-centric diseases?	155	65%	35%
Is equality the same as diversity?	10	40%	60%
Is there access to innovation for MSMEs or micro-entrepreneurs?	4	75%	25%
Are women leaders successful at home and family life?	12	50%	50%

7 PANEL SESSION: YOUNG WOMEN LEADERS AS POWERFUL DRIVERS OF CHANGE

Young speakers shared their experiences in starting and pursuing their respective enterprises. They were one in saying that having role models and mentors are important to help young women succeed in their chosen fields. One of them encouraged the audience to “invest in the millennial”.

Kathy Xiaosi Gong shared her views and insights as founder and CEO of a business consulting firm and a logical and data driven company.

She highlighted the importance of creating products that would make business dealings across borders easier amid today’s landscape characterized by frequent movements and changes. It is critical for young women to understand how businesses can compete in a world where there are multiple and similar products. Gong said business ideas and functions of companies should reflect the values of the entrepreneurs and the people behind it. She is confident that values and commitment can change the world.

Anna Nesterova founded and led her investment company, Center Capital, to growth. The company survived the financial crisis in 2008 to 2009 and the Russian securities market recession in 2014.

Nesterova talked about some key projects of Center Capital, including an SME Internet Portal and a funding program for children. Fully aware of the opportunities that free trade among developing economies brings, Nesterova and her company created a special BRICS, Latin America, and Southeast Asia SME Internet Portal. Launched only this year, the portal helps businessmen from different economies look for best partners in selling goods and services abroad.

Another major project is “Children’s Future” which provides opportunity for parents to save and preserve investments for their children. It guarantees parents income equal to the inflation score plus interest.

Marita Cheng shared her story in starting and growing 2Mar Robotics, a company based in Australia that builds robots to help people in their everyday lives. 2Mar is developing Jeva, a mobile phone-controlled robotic arm that seeks to help people with limited upper mobility in their daily tasks. This robotic arm is functional and could help people with disabilities feed themselves, take medicines, brush their teeth, pick-up hard to reach objects, open doors, etc.

In a country where only 10% of engineers are women, Marita’s passion in robotics stood out. She did have her share of disappointments in building 2Mar, but she remained steadfast in achieving her goals. Two years after it was founded, 2Mar has now gained the support of different groups in Australia, including the government. It has also reaped national and international awards.

PANELISTS

KATHY XIAOSI GONG
*Founder & CEO, Pinpoint
Founder & Chair, KG Inc. and
Seeway Group*

ANA NESTEROVA
*Chief Executive Officer,
Investment Company Center Capital*

MARITA CHENG
*Founder and CEO,
2Mar Robotics*

VICTORIA LENNOX
*Co-Founder and CEO,
Start up Canada*

MARIA MAY-I FABROS
*Board Member for the Youth,
Philippine Commission on Women*

MODERATOR

BOY ABUNDA
*TV Host, Celebrity Management and
Marketing Consultant*

Marita’s story inspired young women leaders to believe in their dreams. It encouraged entrepreneurs to embrace and adapt to changes. It also stressed the importance of having role models.

Victoria Lennox is a young social entrepreneur who hopes to influence policy making for entrepreneurs. Her company runs initiatives to help create an environment and culture for entrepreneurial growth and success.

Lennox underscored the value of having strong female role models in helping young women succeed, as she cited her own case. Despite being sickly as a child and having been diagnosed with cancer, Lennox succeeded as an entrepreneur. She advised women to invest in entrepreneurship on a policy level. She suggested consultation with entrepreneurs would help policy makers craft measures on gender equality in business.

Canada was named one of the top places in the world for women entrepreneurs. Lennox shared that in 2011, majority female owned SMEs were slightly more engaged in innovation activities than majority male owned SMEs. These enterprises were engaged in product innovation.

Maria May-I Fabros advocated for increased investments in the millennial/ youth. She spoke about the character of today’s young people and how it impacts on what they do. According to Fabros, people often perceive young people as irreverent, or lacking respect for things that are generally taken seriously. This perceived “irreverence”, however, could be seen in a positive note. Fabros said this irreverence is what drives the youth to innovate and move out of their comfort zones. It is the youth’s innovative essence that spurs change. To translate this youthful character into positive results, young people only need to have role models and be guided by capable women mentors.

Fabros also discussed concerns confronting young women, such as sex, women’s health, and teenage pregnancies. She cited how legislative measures like the Sin Tax Law has helped generate increased resources to address some of these issues.

During the **Open Forum**, the panelists agreed that while financial success is important, they also described success as having the ability to create positive impact on people and creating opportunities to assist them. Many attributed their success to their parents, especially their mothers who did not enjoy as much opportunities as today’s women.

Results of Mobile-Based Poll with PPDWE Participants

QUESTION	TOTAL VOTES	39 & below	40-49	50-59	60-69	70 & beautiful
How old are you?	135	32%	31%	27%	10%	0%

QUESTION	TOTAL VOTES	Millennial	Centennial (anybody who is not a millennial)
Are you a millennial?	150	33%	67%

QUESTION	TOTAL VOTES	Single	Married	In a relationship	In limbo
Are you?	165	23%	52%	12%	13%

QUESTION	TOTAL VOTES	Leader	Follower
Are you?	155	92%	8%

QUESTION	TOTAL VOTES	Emotionally challenged	Financially challenged
Are you?	141	40%	60%

8 PANEL SESSION: WOMEN IN THE INTERNATIONAL MARKETS AND GLOBAL VALUE CHAINS

The panelists discussed how the changing face of international markets and global value chains result to opportunities and challenges for women-led enterprises and for women, in general. Presentations zoomed in on the digital economy, including e-commerce, as a key driver for gender equality. The strong business case for women was also highlighted in this panel session.

Adaire Fox-Martin's presentation key points focused on the role of technology/ digital in enabling women businesses to access markets beyond their borders. She stressed the importance of education and training in helping women-owned businesses maximize technology and move up the value chain.

Martin remarked that the digital economy resulted into better communication platforms that made today's business networks smarter, faster, and more global. For Martin, a hyper-connected world means greater opportunities for women. Through digital marketplaces, women entrepreneurs who used to have limited chances to influence business networks are now able to do so. Start-ups are not as costly as it used to; risk-averse women entrepreneurs are able to tap cloud based tools, web-based services, and e-commerce. Working arrangements/ set-ups are evolving as more women get the opportunity to work from off-site/ anywhere so long as they have Internet connections.

Umrans Beba talked about the strong business case for women integration in workplaces. At Pepsi, women's agenda is not only a talent sustainability priority, it is a business imperative, given women's market size worldwide.

Beba explained that women workforce reflects the profile of a large percentage of their consumers – shoppers, mothers, etc. Diversity in workplace enables PepsiCo to push innovation as women bring in “outside in” perspective. Women leadership also provides different approaches and styles that have been proven to work. Thus, Beba shared, PepsiCo takes effort to create the right work environment to allow their women employees to be their true selves and to succeed.

Beba also shared some of PepsiCo's social initiatives that seek to create positive impact on women and the communities where they operate. These include “Liter of Light “, which repurposes PET bottles as light bulbs and “WaterHope”, a social enterprise that promotes resource conservation and provides clean water access to thousands of people.

PANELISTS

ADAIRE FOX-MARTIN
President,
SAP Asia Pacific Japan

UMRAN BEBA
Senior Vice President and Chief HR
Officer,
PepsiCo Asia/ Middle East/ Africa

JANETTE TORAL
Site Owner,
DigitalFilipino.com

MODERATOR

MITZI BORROMEO
News Correspondent,
CNN Philippines

Jannette Toral described e-commerce as the gender equalizer of the global economy. Data shared by Toral showed that by 2020, the global Internet market would be worth US\$9.9 trillion, or 12% of total GDP. Asia Pacific countries are expected to have more e-commerce purchases compared to North America by 2015. This year alone, e-commerce purchases in the region reached US\$525.2 billion compared with North America's US\$482.6 billion.

Zooming in on the Philippines, Toral expressed optimism on e-commerce's growth given the support of the government and other stakeholders. Part of the efforts is to incorporate e-commerce into the national strategy and to develop an e-commerce roadmap. A challenge in improving ecommerce in the Philippines is ensuring gender balance, which, Toral said, should also cover the rights of the LGBT community. Other key deliverables are bandwidth improvement, anti-cybercrime improvement, customs modernization, tariff/ tax system simplification, e-commerce education, etc.

During the **Open Forum**, the discussions continued on the challenges women face. The panelists talked about women as role models and leaders. They discussed the need to increase women presence on corporate boards and talked about its positive impact on companies. They also discussed setting quotas on women participation in the public and private sector. Policy-wise, there are challenges in creating e-commerce legislations. Other challenges are cultural prejudices in global work setting and integration of personal and professional lives (due to connectivity).

Results of Mobile-Based Poll with PPDWE Participants

QUESTION	TOTAL VOTES	Yes	No
Are there barriers for smaller enterprises to becoming part of the global supply chain?	4	75%	25%

QUESTION	TOTAL VOTES	Yes	No
Are you a MSME?	10	50%	50%

QUESTION	TOTAL VOTES	Yes	No
Are you doing business in global and regional trade?	3	0%	100%

QUESTION	TOTAL VOTES	Legislation/ Policy	Education	Better support system at home	Cultural/ social perception
How can women be empowered to achieve more in the economic playing field?	4	25%	25%	25%	25%

The session explored options in trickling business and economic growth to communities and the lower income population. Increasing inclusive business, having women as key company workforce, supporting women capability building through CSR, and encouraging STEM education are some of the recommendations cited by the panelists.

Sonomi Tanaka encouraged support for more inclusive businesses (IB) particularly those with explicit women empowerment in their business strategy. She described companies involved in inclusive business as commercially viable enterprises, which, through their core business operations, create positive social impact on the base of the pyramid population (BoP) or the poor/ low-income people. Tanaka explained, IB is not similar to the concepts of social enterprise, corporate social responsibility (CSR), micro-enterprises, or even labor.

Tanaka shared the preliminary findings of an ADB study on IB. The report shows the need to gather more case studies to help generate better understanding on IB given that it is an emerging field prone to misunderstanding. It confirms the great potential of IB to help the BoP population. IB has two types of women empowering impact: (1) creation of job opportunities for women BoPs in agribusiness; and (2) meeting BoP's direct needs/ wants as a sales & marketing opportunity. The second type applies to finance, water, education, energy and health.

Tanaka suggested the adoption of an APEC accreditation and recognition system for gender-responsive IBs. She also proposed the conduct of information campaign to increase businesses' IB awareness.

Nilesh Patel shared Avon's commitment to women empowerment. For Avon, an independent woman is a beautiful woman. Beauty is about having strength and self-confidence. Patel showed videos that highlighted Avon's positioning as a company **FOR WOMEN** – from hiring millions of Avon ladies (direct marketing agents), producing beauty products for women, aiming to make women financially independent, and establishing a foundation for women causes.

Adel Tamano discussed Coca Cola's 3Ws in creating shared value that impact communities and contribute to inclusive growth: (1) Well-Being, (2) Women, and (3) Water. He pointed out that women empowerment is an indispensable requirement for the company to reach its business goals.

Tamano discussed the company's point of view on women empowerment and closing gender gaps. Women do 66% of the world's work but they earn only 10% of the world's income. And yet, women reinvest 90% of their income into their family and community. To help empower women, Coca Cola launched the "5by20 Program" in the Philippines. Today, the Program has helped women sari sari storeowners become better entrepreneurs through training in bookkeeping, business management, etc. A beneficiary testified that by applying what she learned from the training, her monthly revenues more than doubled from PHP6,000 to

PANELISTS

SONOMI TANAKA
*Technical Advisor,
Social Development, Governance,
and Gender Division, Asian
Development Bank*

NILESH PATEL
*Senior Vice President and President,
Asia Pacific Avon Products, Inc.*

ADEL TAMANO
*Vice President for Public Affairs and
Communications,
Coca Cola Philippines*

MALATHI DAS
*President,
Singapore Council of Women's
Organizations*

MODERATOR

KAREN DAVILA
*Broadcast Journalist, ABS-CBN
Young Global Leader, Women
Economic Forum*

PhP15,000. Tamano attributed the success of the program to the collaboration among the government, the business sector, and civil society, which he called as the Golden Triangle approach.

Malathi Das highlighted the role of science, technology, engineering, and mathematics (STEM) education for women and girls in pushing gender equality. She suggested to have a strong policy and to increase investments in order to develop women STEM professionals. She also encouraged increase in number of STEM role models and mentors. Advocates believe that role models and mentors reinforce the idea that a future in STEM is achievable.

She talked about two programs that seek to encourage student education on STEM. Girls2Pioneers program organizes and offers technology day camps for 10-15 year old girls. The experience allows the girls to cultivate their technological skills in design and construction, research, planning, improvisation, and engineering. It is followed by field trips and mentoring sessions with the project’s corporate partners. Another project is Fuel Your School, a program designed to enhance STEM capabilities of lower secondary school students in Singapore. It also encourages students to major in STEM-related fields in the future.

During the **Open Forum**, the discussions included women’s challenges in moving themselves out of poverty. Most Overseas Foreign Workers (OFWs) are women, forced to live away from families to earn better income. More often, the loss of female income has greater impact on the welfare of the family. And yet, most employers are said to more likely lay off a woman than a man. Most women also continue to face barriers in entering the business sector. The panelists agreed on the need for various sectors of societies – public, private, non-profit, academe – to invest more on women. In return, women are called to take advantage of the opportunities given to them. They are advised not to fear leadership.

Results of Mobile-Based Poll with PPDWE Participants

QUESTION	TOTAL VOTES	The same	Not the same
An inclusive business approach is the same as social enterprise and CSR?	19	47%	53%

	How can the private sector support government’s efforts in implementing inclusive growth initiatives that will address social issues and help marginalized and vulnerable communities?
Pay correct taxes	12%
Provide funding for government infrastructure projects	18%
Incorporate inclusive practices in their business plans	24%
Provide corporate experts in standardizing government agencies	6%
All of the above	35%
None of the above	6%
TOTAL VOTES	17 VOTES

The panel session looked at possible roles of women in sustainable development initiatives in relation to disaster risk planning and management, climate change, environment, supply chain management, and access to energy. Each panelist agrees that women’s involvement in these areas result to positive outcomes and should therefore be continued and increased.

Maria Leni Robredo pointed out the need to economically empower women and suggested to give women the power of the purse by educating them on savings, investment, and livelihood opportunities.

The Congresswoman opened her presentation by sharing her on-ground learning on disaster response and management from impoverished communities and her constituents in Camarines Sur. She described women in these areas as vulnerable and suffering mostly in silence because they have no more strength to fight. Women’s role in disaster planning is limited, Robredo said. Most of them only take action when disaster strikes.

Robredo proposed involving women on the ground in disaster preparedness and vulnerability assessment. She also suggested developing home-based livelihood programs so women need not leave their homes and miss on their household responsibilities in order to earn. She emphasized the need to create markets to help women sell their goods.

For Robredo, the “best solutions to poverty are not found in the Board Rooms”. She encouraged sustainable development advocates and stakeholders to find the time to consult, understand, and fuel the fire of poor communities and individuals. “Poor people are broke but are not broken,” she said.

Jeremy Prepsius discussed the positive impact of healthy and financially literate women workers on companies. He cited as a case study HERproject, a program that engages and empowers women in supply chains (particularly those in factories) through health and financial education.

HERproject has two components: HERhealth and HERfinance. Both are grounded on peer-to-peer education, which means that 3% to 5% of workforces are selected as peer educators. The health component runs for 12 to 16 months while HERfinance runs for 9 to 12 months. Overtime, companies running the program observed workers’ improved attitudes towards health, increased willingness to seek formal health services, increased knowledge on ATM usage, among others.

Business-wise, the companies noted several positive outcomes such as reduced health-related absenteeism, reduced error rates, increased worker responsibility for overall safety in the company, etc. There is also a noted improved relationship between the workers and middle management.

PANELISTS

MARIA LEONOR ROBREDO
*3RD District Representative,
Camarines Sur, Philippines*

JEREMY PREPSCIUS
*Vice President, Asia Pacific,
Business for Social Responsibility*

**ANDREA IRARRAZAVAL
OLAVARRIA**
*Founder and CEO,
Clean Energy*

LESIELI TAVIRI
*General Manager,
Origin Energy*

MODERATOR

CHECHE LAZARO
*President, Probe Productions Inc.
Editor-at-Large, Rappler*

Andrea Irarrazabal shared the story of Clean Energy, a company that develops “integrated biological systems” for capturing and/or reducing industrial gases. Its system also sustainably produces bio-composts with high commercial value such as food, biomass, biodiesel, and fertilizers. The company also generates alternative electrical energy at controlled costs.

Clean Energy promises various potentials for industrial development, including reduction of carbon dioxide emissions per year, strengthening environmental practices, etc. Starting with only 2 people, the company now has 18 employees in Chile and another 18 in Mexico. Ninety percent (90%) of them are single and single mothers. The Chilean Government has granted Clean Energy US\$1 million in financial support.

Clean Energy is a case study for sustainable development, innovation, and public-private collaboration.

Lesieli Taviri talked about the linkage between women and sustainable energy through the Smart Energy Pilot Project, which aims to expand Origin Energy’s LPG distribution network by providing energy solutions to off-grid communities.

Taviri explained that the electricity grid in Papua New Guinea has only 12% reach. Firewood and kerosene continue to be the energy source due to accessibility. Her company, Origin Energy, saw the opportunity to deliver energy sources to communities across their distribution supply chain. They targeted mothers in off-grid communities who are starting to look for alternative energy sources as they increasingly realized the health impact of using traditional firewood.

Taviri shared that after 3 months, the project has resulted into Origin Energy’s widened distribution network (many dealers are women) and increased LPG sales. In terms of community impact, Origin Energy saw increased opportunities for women to generate informal income (e.g., income from mobile phone charging, selling cooked food) because they now have access to energy.

Today, Origin Energy looks forward to maximizing opportunities to further widen their reach and make energy more accessible to women. They are looking at possible partnerships with micro banks. They are also planning to organize environmental awareness campaigns on the negative impact of using firewood.

During the **Open Forum**, the panelists shared their views on the difficulties in pushing women empowerment. Congresswoman Leni Robredo stressed the need for local government officials to have a change in mindset / perspective on implementing gender-responsive laws. She explained that while there are several laws on gender equality, some are not in alignment with the realities faced by women on the ground, making these ineffective. She suggested engaging women in communities in legislative development and program planning stage.

For Taviri, the most difficult challenge is the lack of skilled women in Papua New Guinea. Women in the country would certainly benefit from skills training program and capability building. Irarrazabal meanwhile said that access to capital is one of the key concerns for women empowerment in Chile.

Results of Mobile-Based Poll with PPDWE Participants

QUESTION	TOTAL VOTES	The same	Not the same
For LGUs and NGOs – do you have programs in place that address specific needs of women in your disaster preparedness plans?	65	34%	66%

	If yes, please specify areas. You may check more than one.
Safety (protection from any form of violence)	69%
Logistical support in evacuation centers (privacy, feminine care)	31%
Business continuity for women-owned businesses	34%
Health: maternal and child care	56%
Gender consultants	13%
TOTAL VOTES	32 VOTES

QUESTION	TOTAL VOTES	The same	Not the same
Do you have any program on environmental sustainability in business?	61	49%	51%

	If yes, please specify areas. You may check more than one.
Use of green best practices including internal training	60%
Waste management	70%
Recycling	70%
Green sourcing in value chain	36%
CSR programs	56%
TOTAL VOTES	50 VOTES

	What are the biggest hurdles to sustainable development among women-owned enterprises?
Lack of financial support	56%
Lack of networks	8%
Lack of child care support	3%
Lack of family support (includes husband)	8%
Culturally defined expectations (women at home, etc.)	24%
TOTAL VOTES	62 VOTES

11 CLOSING REMARKS

Kathy Xiaosi Gong expressed her gratefulness for the opportunity to represent China in the APEC Women and Economy Fora. She shared her belief that women economic empowerment lies in the heart of every woman. She advised women to choose to live life; for women to seize the moment, to create, to impact, and to love.

She described women as better dreamers than men and natural in creating generous things. For her, women's emotional characteristic is at the core of women's innovative side. Women-led businesses are not cold, only calculated. Entrepreneurs, in fact, are romantic.

She shared her own story as an entrepreneur and as a woman. Her own experience showed her that women entrepreneurs need to create new things: products, strategies, customers, in order for them to turn their ideas into realities. She also discovered that what matters is not the acceptance of others but loving ones' self.

Ana Maria Choquehuanca's talked about integrating women into the global economy and removing the obstacles that hinder women from empowering themselves. She reported that the multi-stakeholder round table in Peru has led to public-private partnerships across Peruvian Departments and that work with private sector women entrepreneurs in Peru has started.

Choquehuanca said Peru looks forward to advancing the women's agenda in the APEC Region as it prepares to host next year's APEC Meetings. She closed her presentation with a video on Peru which described the country as land of hidden treasures.

Ma. Aurora Boots Geotina-Garcia called on PPDWE participants to commit to pursuing APEC's women and inclusive growth agenda. She encouraged everyone to keep the momentum gained in creating new economic opportunities for women going forward.

As Chair of the Women Business Council of the Philippines, Geotina-Garcia outlined the women private sector's recommendations to strengthen women empowerment and integration efforts. These recommendations included the following:

1. Funneling investments to private sector companies with innovative gender policies that extend across their supply chains, and providing direct capital to companies and social enterprises that offer products and services benefiting women and girls.
2. Establishing ICT infrastructure that will connect women in businesses into value chain support, mentoring, and e-commerce programs.
3. Developing policies that will call on government offices to dedicate a percentage of their procurement for MSMEs and women-owned enterprises.
4. Creating an APEC-wide exchange platform for women-owned enterprises and women suppliers in the region.

SPEAKERS

CHINA

KATHY XIAOSI GONG

*Founder & CEO, PinPoint
Founder and Chair, KG Inc. &
Seeway Group*

PERU

ANA MARIA CHOQUEHUANCA

*President,
Peruvian Association Industrial
Women – PERU MISUR*

PHILIPPINES

MA. AURORA "BOOTS"

GEOTINA-GARCIA

*Chair,
Women's Business Council of the
Philippines*

5. Increasing gender diversity in boards starting with government owned and controlled corporations (GOCCs), government financial institutions, and publicly listed companies.

Geotina- Garcia officially closed the PPDWE as she thanked everyone who was involved in organizing the event. She also thanked the delegates, resource persons, and guests for their interest and active participation.

ANNEX A: APEC Women and Economy 2015 Fora – PPDWE Agenda

APEC WOMEN AND THE ECONOMY 2015 OPENING CEREMONY	
08:30H – 08:35H	Preliminaries / Short Safety Briefing (5 min.)
08:35H – 09:05H	Welcome Remarks and APEC Overview Video Presentation (20 min.) <ul style="list-style-type: none"> ▪ Ms. Nora K. TERRADO CHAIR, APEC WE 2015 Fora Undersecretary, Department of Trade and Industry
	Opening Speech (10 min.) <ul style="list-style-type: none"> ▪ Ms. Doris Magsaysay-Ho Chair, APEC Business Advisory Council President and CEO, Magsaysay Maritime Corporation
09:05H – 09:15H	Harnessing the Power of the Crowd (10 min.) <ul style="list-style-type: none"> ▪ Ms. Maria Ressa Chief Executive Officer Rappler
09:15H – 09:30H	Facilitated Audience Participation (with Q&A and Polling) (15min.) <ul style="list-style-type: none"> ▪ Ms. Maria Ressa Chief Executive Officer Rappler
09:30H – 09:45H	World Economic Forum’s Global Gender Gap Report (15 min.) <ul style="list-style-type: none"> ▪ Ms. Saadia Zahidi Senior Director Gender Parity, Human Capital and Constituents World Economic Forum
09:45H – 10:00H	Break to prepare for the President’s arrival (everyone should be seated)
PUBLIC PRIVATE DIALOGUE ON WOMEN AND THE ECONOMY (PPDWE)	
10:00H – 10:15H	Protocols, Preliminaries and Introduction of VIP Keynote Speaker (10-15 min.) <ul style="list-style-type: none"> ▪ Hon. Gregory L. Domingo Chair, Ministers Responsible for Trade Secretary, Department of Trade and Industry
10:15H – 10:30H	Keynote Speaker (15 min.) <ul style="list-style-type: none"> ▪ H.E. Benigno Simeon Aquino III President of the Republic of the Philippines
10:30H – 10:45H	Photo Opportunity with the President
10:45H – 11:00H	Coffee / Tea break
11:00H – 12:00H	Panel Session on the 5 Pillars of Women’s Economic Empowerment

	<p><i>On access to capital and assets</i></p> <ul style="list-style-type: none"> ▪ Ms. Heather Carroll Cox Chief Client Experience Digital and Marketing Head, Citi <p><i>On access to markets</i></p> <ul style="list-style-type: none"> ▪ Ms. Hafimi bte Abdul Haadii Director/Shareholder LVK Group of Companies <p><i>On skills, capacity building, and health</i></p> <ul style="list-style-type: none"> ▪ Dr. Belén Garijo CEO and President Merck Healthcare <p><i>On leadership, voice, and agency</i></p> <ul style="list-style-type: none"> ▪ Ms. Irene Natividad President, Global Summit of Women Chair, Corporate Women Directors International <p><i>On innovation and technology</i></p> <ul style="list-style-type: none"> ▪ Mr. Chao-Chia Huang Managing Director LoFTechnology, Inc. <p>Facilitated Audience Participation (with Q&A and Polling)</p> <ul style="list-style-type: none"> ▪ <u>Moderator:</u> Ms. Maria Ressa Chief Executive Officer Rappler
12:00H – 12:50H	Lunch break
12:50H – 13:50H	PPDWE Session on Young Women Leaders as Powerful Drivers of Change
	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> ▪ Mr. Boy Abunda TV Host, Celebrity Management and Marketing Consultant <p><u>Speakers:</u></p> <ul style="list-style-type: none"> ▪ Ms. Kathy Xiaosi Gong Founder & CEO, PinPoint Founder & Chairwoman, KG Inc & Seeway Group ▪ Ms. Anna Nesterova Chief Executive Officer Investment Company Center Capital ▪ Ms. Marita Cheng Founder and CEO 2Mar Robotics ▪ Ms. Victoria Lennox Co-Founder and CEO Start Up Canada ▪ Ms. Maria May-I Fabros Board Member for the Youth Philippine Commission on Women
14:00H – 15:00H	WOMEN IN THE INTERNATIONAL MARKETS AND GLOBAL VALUE CHAINS

Innovation Women in the International Markets and Global Value Chains	<ul style="list-style-type: none"> ▪ Ms. Adaire Fox-Martin President SAP Asia Pacific Japan ▪ Ms. Ümran Beba Senior Vice President and Chief HR Officer PepsiCo Asia/Middle East /Africa ▪ Ms. Janette Toral Site Owner DigitalFilipino.com 	Moderator: Ms. Mitzi Borromeo News Correspondent CNN Philippines
15:10H – 16:10H	WOMEN AND INCLUSIVE BUSINESS	
Empowerment Women and Inclusive Business	<ul style="list-style-type: none"> ▪ Ms. Sonomi Tanaka Technical Advisor (Gender Equity) Social Development, Governance, and Gender Division Asian Development Bank ▪ Mr. Nilesh Patel Senior Vice President & President, Asia Pacific Avon Products Inc. ▪ Atty. Adel Tamano Vice President for Public Affairs and Communications Coca-Cola Philippines ▪ Ms. Malathi Das President Singapore Council of Women’s Organisations 	Moderator: Ms. Karen Davila Broadcast Journalist, ABS-CBN Young Global Leader, World Economic Forum
16:10H – 16:20H	Coffee / Tea break	
16:20H – 17:20H	WOMEN AND SUSTAINABLE DEVELOPMENT	
Resiliency Women and Sustainable Development	<ul style="list-style-type: none"> ▪ Ms. Maria Leonor “Leni” Robredo 3rd District Representative, Camarines Sur, Philippines ▪ Mr. Jeremy Prepscius Vice President, Asia Pacific Business for Social Responsibility (BSR) ▪ Ms. Andrea Irarrázaval Olavarría Founder and Chief Executive Officer Clean Energy ▪ Ms. Lesieli Taviri General Manager Origin Energy 	Moderator: Ms. Cheche Lazaro President, Probe Productions Inc. Editor-at-Large, Rappler
17:20H – 17:30H	Integration and Synthesis (10 min.) <ul style="list-style-type: none"> ▪ Ms. Cheche Lazaro President, Probe Productions Inc. Editor-at-Large, Rappler 	
17:30H – 17:45H	Summary of the PPDWE Recommendations (15 min.)	

17:45H – 18:00H	<p>Closing Remarks (5 min. each) Past, Future, and Present Host Economy Private sector Lead representative</p> <ul style="list-style-type: none"> ▪ CHINA Ms. Kathy Xiaosi Gong Founder & CEO, PinPoint Founder & Chairwoman, KG Inc & Seeway Group ▪ PERU Ms. Ana María Choquehuanca President Peruvian Association Industrial Women – PERU MISUR ▪ PHILIPPINES Ms. Ma. Aurora “Boots” Geotina-Garcia Chair, Women’s Business Council Philippines
19:00H – 21:00H	Welcome dinner with cultural show

ANNEX B: Profiles of Speakers and Moderators

Arranged by Order of Speaking Appearance



Nora K. Terrado is the Undersecretary for Management Services and Chief of Staff of the Department of Trade and Industry. Before entering the civil service, Usec. Terrado was the Country Manager of Headstrong Philippines and Vice President for IT Services and Capital Markets of Genpact Philippines. She is this year’s Chair for the APEC Women and the Economy 2015 Fora. The Undersecretary is an alumnus of the University of Asia and the Pacific for her graduate studies in business economics and the University of Saint La Salle for her degree in Commerce. She is a Certified Public Accountant.



Doris Magsaysay Ho is the Chief Executive Officer of the Magsaysay Group of Companies which is involved in shipping, logistics, human resources, marine travel and tourism. She is also the President and CEO of Magsaysay Transport & Logistics Group. Ms. Ho was recognized as the Global Filipino Executive of the Year at the Asia CEO Awards in 2012. In 2011, she received the Lloyd’s List Asia 2011 Lifetime Achievement Award for her outstanding contribution in the shipping industry. In 2010, she ranked 94th in the Lloyd’s List of 100 Most Influential People in the Shipping Industry. Ms. Ho is the Chair of the APEC Business Advisory Council.



Maria Ressa is the CEO and Executive Editor of Rappler, a social news network which uses a hearts and minds approach to news through a unique mood navigator. Prior to establishing Rappler, she headed ABS-CBN News and Current affairs, for six years, since 2005, determining strategic direction and managing more than 1,000 journalists for the largest multi-platform news operation in the Philippines. She has been a journalist in Asia for more than 25 years, most of them as CNN's bureau chief in Manila (1987-1995) then Jakarta (1995-2005).



Saadia Zahidi is the Senior Director for Gender Parity, Human Capital and Constituents at the World Economic Forum. Her former post at WEF is as Economist, Global Competitiveness Programme. Ms. Zahidi finished International Economics at the Graduate Institute of International Studies and her Master's in Public Administration from the Harvard Kennedy School.



Heather Carroll Cox has been the Chief Client Experience, Digital and Marketing Officer for Global Consumer Banking at Citigroup since April 2014, She is responsible for developing and implementing the vision, strategy and execution of common client experience, driving global customer satisfaction efforts and leading Digital, Marketing and Decision Management across Global Consumer Banking. Prior to joining Citi, Ms. Cox served as the Head of Card Operation at Capital One Financial Corporation. She also served as the Head of North America Operations at E*TRADE.



Hafimi bte Abdul Haadri is the Director/ Shareholder of LVK Group of Companies. She is a third generation entrepreneur who took over the company started by her paternal grandfather over 30 years ago. She sits as a director/shareholder on the boards of the following companies: LO International Sdn Bhd, Syarikat Perusahaan Gunung Intan Sdn Bhd, Mas Sugara Travel Services Sdn Bhd, The Jag Shop and Syarikat Bintang Berjaya. Ms. Hafimi finished her tertiary education at Deakin University where she attained a Bachelor of Arts in Architecture and a Bachelor of Architecture with First Class Honours.



Belen Garijo is a Member of the Executive Board of Merck since January 2015. She is responsible for the Healthcare segment, comprising the businesses of Merck Serono, Consumer Health, Allergopharma and Biosimilars. Before joining Merck, Dr. Garijo was employed by Sanofi-Aventis as Senior Vice President Global Operations Europe. Pre-2006, Dr. Garijo worked for Aventis Spain, Rhône-Poulenc Rorer, and in Abbott Laboratories / R&D. Dr. Garijo is a medical doctor. She worked as a practicing physician for six years, before moving to the pharmaceutical industry.



Irene Natividad is President of the Global Summit of Women, a 25-year old annual gathering of women leaders who aim to accelerate women's economic progress globally. She also serves as Chair of Corporate Women Directors International (CWDI) which conducts research on women on boards globally and brings together women corporate directors from around the world on issues of corporate governance. Her commitment to promoting women, nationally and internationally, stems from her decade-long involvement with the National Women's Political Caucus, a bipartisan organization dedicated to electing and appointing women to public office.



Paul Chao Chia Huang is the Managing Director of LoFTechnology, Inc.



Boy Abunda is a TV host and a celebrity management and marketing consultant at ABS-CBN. While he has often been called the Philippines's King of Talk, Boy credits his mastery of the Art of Listening as one of the key attributes that has allowed him to become one of Asia's best hosts and interviewers. Outside of his work in television, Boy dreams of writing his first book, "13 Things I Know That You May Want To Know About Public Figures/Celebrities In The Philippines." Mr. Abunda has a Masters Degree in Communication Arts from the Philippine Women's University, and is currently in the process of completing his final dissertation for his PHD in Social Development also at the PWU. He studied Business Management at the Ateneo de Manila University.



Kathy Xiaosi Gong is the Founder & CEO of PinPoint and Founder & Chairwoman, KG Inc & Seeway Group. As a serial entrepreneur, in 2015, she decided to develop PinPoint, an internet company allowing users to conduct smart business negotiation (B2B2C). In 2012, she founded KG a business event management company. The year before that, she founded Seeway Group which offers innovative portfolios to both investors and partners worldwide. She was awarded as one of the Top Ten Entrepreneur Representatives of China's Economic Innovation in 2011 and 2013. Ms. Xiaosi Gong was the youngest national chess champion at the age of 10 in 1996 and again at 12 in 1998. She holds a B.A. Degrees in Economics, and in East Asian Languages and Cultures from Columbia University.



Anna Nesterova is the Chief Executive Officer of Investment Company Center Capital. She's a finance and banking professional, with over 15 years experience, specializing in financial markets, macroeconomics, and investments. Ms. Nesterova is a recognized participant of the financial market. She is also active in public activities. She regularly publishes articles on professional issues in the media.



Marita Cheng is and Founder and CEO of 2Mar Robotics. In 2012, she was names as the Young Australian of the Year and was included in the 100 Women of Influence List by the Australian Financial Review and Westpac. Ms. Cheng has demonstrated vision and leadership well beyond her years and is dedicated to encouraging young women to pursue careers in engineering. A former panelist on ABC TV's New Inventors, Marita serves as a Board Member for the Foundation for Young Australians.



Victoria Lennox is a 30-year-old Canadian social entrepreneur, commentator, program architect and policy advisor who has a track record of creating meaningful political and policy inroads to advance entrepreneurship. She is the Co-Founder and CEO of grassroots non-profit organization, Start-Up Canada, and the founder and President Emeritus of UK-based Charity NACUE. Ms. Lennox is the first Canadian and one of the youngest recipients of the Queen's Award for Enterprise Promotion on the recommendation of the British Prime Minister. She completed her MSc. Global Governance & Diplomacy at Oxford University in 2008 and completed her undergraduate degree in Political Science and Governance & Public Policy at the University of Ottawa in 2006.



Maria May-I Fabros is a Board Member for the Youth Philippine Commission on Women. Ms. May-I Fabros likes to take risks, build and break things. She has embarked on multiple business ventures, beginning at the age of eight (8) when she made stationaries to sell to her classmates and family. Currently, May-i is in the service industry – capacitating and empowering people, particularly young women, to actively participate in ensuring accountable and transparent governance.



Mitzi Borrromeo is a News Correspondent at CNN Philippines.



Adaire Fox-Martin is the President of the SAP Asia Pacific Japan (APJ). She is responsible for all activities spanning APJ sales and operations, as well as SAP's expansion and growth in APJ. Ms. Fox Martin's career spans over 23 years' experience in the IT sector, including leadership positions in sales, business development, consulting and education, across APJ and Europe. She is a respected thought leader and a frequent speaker at seminars and conferences including the World Economic Forum. She is regularly featured and quoted in numerous publications throughout the region. Fox-Martin's media appearances include CNBC, BBC, Bloomberg TV, Channel NewsAsia, Nikkei Asian Review, and many others.



Janette Toral is the site owner of DigitalFilipino.com and a staunch advocate of e-commerce in the Philippines since 1997. She serves her community in the DigitalFilipino Club and the public at large through training and consulting in the area of e-commerce, digital marketing, blog campaign, and the likes. She is a Certified Scrum Master and Certified Scrum Product Owner. Ms. Toral, as technical consultant / executive director of the Congressional Oversight Committee for the E-Commerce Law, was instrumental in the creation of policies in the area of consumer protection, data privacy for the private sector, and acceptance of electronic payment in government. As founding president of the Philippine Internet Commerce Society, she was instrumental in the passage of the Y2K Law and E-Commerce Law.



Umran Beba is the Senior Vice President and Chief Human Resources Officer of PepsiCo AMEA (Asia, Middle East and Africa) which covers 90 markets and 30,000 direct employees. Ms. Beba has held a wide range of roles since joining the company in 1994. She served as President of PepsiCo's Asia-Pacific region, President of PepsiCo's South East Europe Region, Business Unit General Manager for East Mediterranean. She started her PepsiCo career at Frito-Lay in Turkey, where she held positions including Marketing Director, HR Director and ultimately General Manager. Ms. Beba finished her MBA and BSc in Industrial Engineering from Bogaziçi University in Turkey.



Karen Davila is a multi-awarded broadcast journalist in ABS-CBN having won the much coveted The Outstanding Young Men or TOYM Award for Broadcast in 2008 and The Outstanding Women in the Nation's Service of TOWNS Award in 2014. She is a Young Global Leader of the World Economic Forum, having moderated international televised sessions on ASEAN for the East Asia Summit in Manila and Jakarta. She anchors three live daily programs - a daily talk show, Headstart shown on ANC or the ABS-CBN News Channel, a daily political commentary radio program on DZMM 630 and Bandila, ABS-CBN's late night newscast.



Sonomi Tanaka is the Technical Advisor (Gender Equity) for Social Development, Governance, Gender Division at the Asian Development Bank. She is responsible for overseeing and providing advice on ADB-wide operations in support of gender equality and women's empowerment. Ms. Sonomi has worked on gender and development, poverty reduction, social analysis, social protection, and community participation issues in Asia and the Pacific for nearly 20 years. Prior to working with ADB, she worked in World Bank's South Asia Department and in development institutions in Japan. She holds a Master of Arts on Gender and Development from Sussex University. She has a bachelor's degree on International Relations from the University of Tokyo.



Nilesh Patel is the Senior Vice President & President, Asia Pacific at Avon Products, Inc. Mr. Patel joined Avon following a 26-year career with the Heinz Company, where he acquired deep experience across multiple functions and built a solid record of success in emerging Asian markets. Prior to joining Heinz, Mr. Patel was a Process Development Engineer for Grand Metropolitan in the food retailer's Research and Development department. He spent his early professional career at a pharmaceutical company. Mr. Patel holds a Bachelor's degree in Chemical Engineering from the University of Glamorgan in South Wales (now the University of South Wales).



Adel Tamano is the Vice President for Public Affairs and Communications of Coca-Cola Philippines. He was previously University President of the Pamantasan ng Lungsod ng Maynila and the Association of Local Colleges and Universities. He was a Trustee of the Harvard Law Alumni Association and served as Dean of the College of Law of Liceo de Cagayan University in Cagayan de Oro. Atty. Tamano is a known media practitioner, a columnist, legal analyst, and TV personality in Philippine media. He obtained his Master of Laws, with Honors, from the Harvard Law School. He obtained his Master of Public Administration from the University of the Philippines.



Malathi Das is the President of the Singapore Council of Women's Organisations. She is a commercial litigation lawyer, who has a special interest in family, gender and child issues. She graduated with LLB Honours from the National University of Singapore and currently heads the litigation and dispute resolution department of Messrs Joyce A Tan & Partners. From 2011 to 2013, Malathi served as President of regional law organisation, LAWASIA. At present, she is a Board Member on the Law Society's Pro Bono and Access to Justice Committee and serves on the Board of Governors of the Institute of Technical Education (ITE). She is a Teaching Fellow for the postgraduate Family Practice course at the Singapore Institute of Legal Education (SILE).



Cheche Lazaro is the President of Probe Productions, Inc. and the Editor-at-Large of Rappler.



Maria Leonor Gerona Robredo is the Representative of the Third District of Camarines Sur, Philippines. Prior to being elected in the Congress, she was a public attorney and lawyer committed to non-governmental organization (NGO) work where her legal services to the poor were pro bono. At present, part of her responsibilities as Congresswomen is serving as Senior Vice Chair of the Committee on Revision of Laws and Vice Chair of the Committee on Good Government and Public Accountability. Congresswoman Robredo graduated from the University of the Philippines School of Economics.



Jeremy Prepscius is the Vice President for Asia Pacific Business for Social Responsibility (BSR). Mr. Prepscius has extensive experience in supply chain management, business integration, external communications, government relations, and compliance operations. Prior to joining BSR in 2006, he spent more than 10 years on equipment sourcing, footwear production and corporate responsibility for Nike, Inc. He also worked in China for five years as the North Asia Regional Compliance Director. He holds an M.S. in Economic Development from the Patterson School of Diplomacy, and an M.S. in International Commerce from the University of Kentucky.



Andrea Irarrazabal Olavarria is a social entrepreneur and the Founder & Chief Executive Officer of Clean Energy in Chile. Clean Energy is a project-based company dedicated to reduction of CO2 and greenhouse emissions. Prior to founding Clean Energy, Ms. Irarrazabal served as advisor to several banking institutions such as Banco Santander and Banco de Chile. She has over 20 years of experienced in advocating and promoting women entrepreneurship in Chile. She has a Bachelor Degree in Social Sciences from the Santo Tomas University in Chile, a graduate degree in Social Work also from the Santo Tomas University, and a Master Degree in Human Resources from the University of Buenos Aires, Argentina.



Lesieli Tavir is the General Manager of Origin LPG in Papua New Guinea, one of the largest providers of LPG in the Pacific Region. Ms. Taviri is one of the most prominent business leaders in PNG. She has recently won the 2014 Outstanding Woman of the Year Award. As chairman for the PNG Business Coalition for Women, she is committed to removing the barriers that have prevented women advancing their careers in the region. Ms. Taviri completed her Bachelors Degree in Computer Science at the PNG University of Technology and worked in IT for 8 years before moving in to the energy sector.



Ana Maria Choquehuanca is the President of the Peruvian Association Industrial Women - PERU MISUR. She represents the incoming Host Economy Private Sector Delegation.



Ma. Aurora "Boots" Geotina-Garcia is Chair of the Women's Business Council of the Philippines. She represents the 2015 Host Economy Private Sector Delegation. As President of Mageo Consulting, Ms. Geotina-Garcia has mentored businesses on corporate finance, sharing advice and philosophies she learned as Global Corporate Finance Division head of SyCip, Gorres, Velayo & Co. / Ernst & Young's. She expands her advocacy as a Member of the Board of Directors for various corporations in real estate, banking, and retail. She is a Board member of Business & Professional Women - Makati, Phil. Women Corporate Directors, and *Samahan ng Pilipina para sa Reporma at Kaunlaran* (Spark).
