



Shattering the Expatriate Glass Ceiling

11:30 am - 1:30 pm n January 27, 2017 n Dusit Thani Hotel



Maricelle Narciso holds the distinction of being the first Filipino and the first female GM of PepsiCo Philippines, garnering 3 Chairman's Awards for Business Performance and for Performance with Purpose in the past 3 years. The Beverage brands under her care are either #1 or #2 in the categories they play in, and she is busy broadening the business in emerging categories in Nutrition and Snacks.



As Managing Director at Citibank NA, **Bea Teh-Tan** heads Citi's Consumer Business. A homegrown talent, Tan has risen from the ranks, driving growth to retain Citi's top market position in credit cards. Awarded by Asian Banker as one of the most promising young talents in the financial industry, Bea was recently recognized as one of the Most Influential Filipina Women in the World by FWN.



Multi-awarded advertising and PR maverick **Yoly Villanueva-Ong** founded Campaigns Group of Companies, and currently serves on the board. She founded the Creative Guild of the Philippines; served as chairman of 4As; was recognized as an IABC CEO Excel Awardee; and is an expert in communications from strategy to execution to dissemination.

ASEAN WOMEN X TECH CONFERENCE 2017

DATE / VENUE	ACTIVITY	AGENDA
13 March AIM Conference Center- TBC	AWEN Meeting	<ul style="list-style-type: none">• Accomplishments of AWEN• Issues and challenges faced by women in business in ASEAN• Proposed initiatives to strengthen economic empowerment of women in the ASEAN community
14-15 March AIM Conference Center- TBC	Women x Tech Conference (in collaboration with USAID ACTI / powered by SLINGSHOT of DTI)	<ul style="list-style-type: none">• Technology to enhance and support women in their multiple roles , to support women professionals and entrepreneurs,;• Opportunities in tech businesses

ASEAN WOMEN'S BUSINESS CONFERENCE 2017

DATE / VENUE	ACTIVITY	AGENDA
28 August Philippine International Convention Center (PICC)/ SMX / Sofitel - TBC	AWEN Meeting 20 th Anniversary, WomenBiz Ph	<ul style="list-style-type: none">• Issues and concerns impacting women in trade, business and leadership• Recommendations for consideration of ASEAN Ministers and Leaders
29 - 30 August PICC/ SMX / Sofitel - TBC	Dialogue Partner (Australia)	<ul style="list-style-type: none">• Cross-sectoral issues and measures to support women's integration in the AEC• Priority measures to support women's access to finance, and priorities, for private sector leadership on gender diversity.

ASEAN WOMEN'S BUSINESS CONFERENCE 2017

DATE / VENUE	ACTIVITY	AGENDA
29 – 30 August PICC/ SMX / Sofitel - TBC	Women x Technology Dialogue Partner (USAID) ACTI:	<ul style="list-style-type: none">• Part 2 , Women x Technology Conference
31 August PICC/ SMX / Sofitel - TBC	Plenary Meeting: AWEN, AMS, ACW, ASEAN+ Dialogue partners	<ul style="list-style-type: none">• Policy dialogue to discuss recommendations for presentation to the ASEAN Ministers and Leaders

ASEAN WOMEN'S BUSINESS CONFERENCE 2017

DATE / VENUE	ACTIVITY	AGENDA
01 September PICC/ SMX / Sofitel - TBC	Socials, Tours, Business Matching	<ul style="list-style-type: none">• Networking and business matching activities
01 September PICC/ SMX / Sofitel - TBC	The ASEAN Women Entrepreneur of the Year Awards	<ul style="list-style-type: none">• Recognize the accomplishments of extraordinary women MSMEs from each ASEAN Member State, who through their commitment, vision, and leadership, have made remarkable impact in their field and in society.
28 August - 01 September	Trade Exchange Partner (Canada): Trade Exchange	<ul style="list-style-type: none">• Trade exchange to promote women's access to markets

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*To foster more family-friendly policies that
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the leading forum for women impacting
the global economy since 1990.***

**TOKYO, JAPAN
MAY 11-13, 2017**



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