

Invitation

We kindly invite to our Online-Business Meeting

Women in the German-Latin American Economy

– Economic independence and independent livelihood of women.
Worldwide success stories. –

Thursday, 10th December 2020 | 3 pm CET

This year we would like to continue the series of events organized by the Agency for Business & Economic Development (AWE), the Business Association for Latin America (LAV) and the Women's Network UNIDAS of the German Foreign Office. The year 2020, in particular, has shown how vulnerable the world is and how important jobs that are predominantly carried out by women can become. The now revived discussion about a fairer payment for these "systemically important" jobs clearly shows how far away we still are from equal opportunities for men and women. It is not only in Germany that women still work too often in precarious conditions, too rarely in management positions and are often paid less than men. However, inclusive, economically sustainable and global growth without the economic empowerment of women is doomed to failure.

There is an undeniable link between economic independence and the participation of women in economic development and especially in innovation. During this event, we want to talk with women in leadership positions about their personal journey. Dr. Annette Beller from B. Braun Melsungen and Svenja Ahlburg from WILO will present their activities in the energy and health sector in relation to Latin America.

Further insights will be provided in the discussion round by Ana Fontes, expert for women's empowerment and female entrepreneurship. She founded Rede Mulher Empreendedora, the first and largest network to support female entrepreneurs in Brazil. On the other hand, Arthur Darboven of Benecke Coffee will give insights into his experiences working with women's cooperatives in Latin America.

What influence can female role models have on economic cooperation? How can the commitment of female and male entrepreneurs be mutually strengthened? This is what we would like to discuss with our panel guests.

We are looking forward to your participation and an exciting discussion.

Warmest regards

Your

Business Association for Latin America (LAV), Agency for Business & Economic Development (AWE)
and UNIDAS

Agenda

Moderation: Ofelia Harms-Arruti, Deutsche Welle

Musical framing: Evgeny Beleninov, Guitar

3.00 pm

Welcoming Words

Almut Moeller
State Councilor and Plenipotentiary of the Free
and Hanseatic City of Hamburg to the Federal
Government, the EU and Foreign Affairs, Berlin

Dr. Corinna Franke-Woeller
Head of AWE,
Berlin

3.20 pm

Keynotes

Dr. Annette Beller
CFO, B. Braun Melsungen AG, Melsungen

Svenja Ahlburg
Group Director Latin America &
Managing Director WILO Mexico, Dortmund

3.40 pm

Discussion

Ana Fontes
Founder of
Rede Mulher Empreendedora,
São Paulo

Arthur Darboven
Benecke Coffee, Hamburg

4.20 pm

Closing Remarks

Orlando Baquero
General Manager LAV, Hamburg

4.30 pm

End

Please note that the participation in the online event is free of charge, but a registration is required. By registering, you agree to the publication of photographs of yourself at the event.

Please register [HERE](#)

If you have any questions regarding the event and registration, please get in touch with:
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