



**DAY ONE - THURSDAY, SEPTEMBER 26<sup>TH</sup> 2013**

**WOMEN'S ECONOMIC EMPOWERMENT: INVESTING IN GLOBAL GROWTH**

**12:00 - 13:00 Registration and welcome refreshments**

**13:00 - 13:15 Introductory remarks by the Chairperson**



**Esther H. Lim**

Partner

**Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Shanghai Representative Office**

**13:15 - 13:30 Opening address**



**Jiao Yang**

President

**Shanghai Women's Federation**

**13:30 - 14:45 Public-Private Partnerships: Fostering womenomics from a unified vision**

As more women enter into the economy, positive macroeconomic benefits include improved productivity for business and increased economic growth. However, women still face many challenges in achieving economic opportunities and independence. Ensuring businesswomen and female entrepreneurs have access to the right tools from government, as well as private sector and public-private partnerships is key to advancement of women.

This session is bringing together leaders committed to the economic empowerment of women. It also explores the influential role women play in the global business value chain and organisations catalysing women's participation in the international markets.

**Viewpoint one:** Championing women's economic and social empowerment

**Viewpoint two:** Obtaining access to mentoring, education, capital, and markets

**Viewpoint three:** Cultivating an ecosystem for international business development



**Ursula Wynhoven**

General Counsel

**United Nations Global Compact (USA)**

**14:45 - 16:00 Investors' analysis: Investing in women-led, owned and diverse organisations**

Ethical, professional and diverse boards are a strong indicator of a well-run company. Most importantly, they help attract and retain investors. Studies show that diverse and inclusive companies are 69 per cent more profitable, realise a 35 per cent higher return on equity and 34 per cent higher total shareholder returns. Dow Jones research in 2012 reports that companies have a greater chance of either going public, operating profitably, or being sold for more money than they've raised when they have females acting as founders, board members, C-level officers, vice presidents, and/or directors.

However, women-led businesses still receive less funding than male-led firms. Speakers discuss how investors should value the presence of women as criteria for investment and why and how this is a sound investment decision.

**Viewpoint one:** Encouraging investors to invest in women-led companies

**Viewpoint two:** Social capital to penetrate to VC networks and angel investors

**Viewpoint three:** Financial or sustainable results - what are female investors seeking?



**Yang Liu**  
Chairman and Chief Investment Officer  
**Atlantis Capital Holdings (Hong Kong)**



**Ruby Lu**  
General Partner  
**DCM**



**David Chen**  
Co-Founder  
**AngelVest**



**Shannon Atkeson**  
Manager - East Asia Portfolio, Manufacturing, Agribusiness & Services  
**International Finance Corporation**

**16:00 - 16:30 Networking coffee break**

**16:30 - 16:50 Keynote address**



**Bessie Lee**  
Chief Executive Officer  
**WPP China**

**16:50 - 18:00 Case studies: Supporting diversity through global supply chain**

Evolving to high-growth entrepreneurship requires an exceptional set of skills and determination. The unique evolution of female entrepreneurs does not necessarily reflect that of the male experience. Yet, there are companies founded by women who have successfully navigated the high-growth path. A key component for that is supply chain diversity. Multinationals are now recognising the importance of diversity for their customers and suppliers, and are committed to providing opportunities for women- owned and diverse suppliers.

This session shares the success stories of women-led businesses in their quest for international expansion through supply chain diversity and presents companies that implement diversity and inclusion in their supply chain to strengthen marketplaces, promote competitive advantage and enable business sustainability.



**Su Cheng Harris Simpson**  
Executive Director For Greater China  
**WEConnect International**



**Michelle Morss**  
Managing Director  
**MovePlan Group (Hong Kong)**

**18:00 - 19:00 WIL Forum China Networking Cocktail Reception**



**DAY TWO - FRIDAY, SEPTEMBER 27<sup>TH</sup> 2013**

**CORPORATE DEVELOPMENT – HOW WOMEN'S LEADERSHIP BOOSTS PROFIT**

**08:00 - 09:15** Registration and welcome refreshments

**09:15 - 09:30** Introductory remarks from the Chairperson

**09:30 - 10:00** Keynote address: 10 Lessons that you won't hear in business school



**Jennifer Li**  
Chief Financial Officer  
**Baidu**

**10:00 - 11:00** China's women game changers: Changing how we think, learn and work

The global economy is expected to grow by 40 per cent and the population to be 7.7 billion by 2020, with Asia and China largely responsible for this growth. It will see new winners and new losers, new business models and new ways to enable people to do more. To advance to greater heights we must focus on women as business game changers. The next generation of businesses are shaking-up markets and adapting to a 'new world.' By 2015 there will be 500 million people under age 30 in China. The incomes of twenty-somethings in China grew 34 per cent in the past three years, the largest growth of any age group.

This session brings together some of the most respected businesswomen and millennial leaders in China to share their 'game changing moments'.

**Viewpoint one:** Achieving unprecedented growth

**Viewpoint two:** Adapting to new generation of consumer spending

**Viewpoint three:** Cultivating innovation in the workplace



**Liu Yan**  
Founder, **Ask Lab**  
Co-Founder and Chief Executive Officer, **Xindanwei**



**Fangfang Wu**  
Chief Executive Officer and Chief Designer  
**Shanghai GreenBox Internet Technology Co. Ltd**



**Xing Liu**  
Founder and Chief Executive Officer  
**yidianer.com**

**11:00 - 11:30** Networking coffee break

**11:30 - 12:30** D&I showcase: Investing in diversity & inclusion as a business performance strategy

As the economy becomes increasingly global, our workforce becomes increasingly diverse. D&I is no longer a topic for HR, nor is it more political correctness than business concern. Companies with a higher proportion of women on boards and in leadership positions exhibit a higher degree of organisation, above-average operating margins and higher valuations. However, attracting and retaining more women who meet the challenges of labour markets' change, engaging men in diversity implementation and calculating economic growth are considered major challenges preventing D&I from succeeding.

This panel discusses how employers can equip women with the desired skills to address specific inclusion challenges through cross-cultural competence. It also covers how employers are supporting women and how this affects overall company performance.



**Viewpoint one:** Measurable financial impact of D&I  
**Viewpoint two:** Engaging middle managers in diversity initiatives  
**Viewpoint three:** Retaining and growing 'Gen Y' women



**Susanne Moore**  
Founder and Chief Executive Officer  
**Gender Economics.com; The Female Investor Network (Australia)**



**Eric Zheng**  
General Manager  
**AIG Insurance Company China**

TBC  
**Thomson Reuters**

**12:30 - 13:00 Keynote address**

**13:00 - 14:30 Networking business lunch**

**14:30 - 15:30 Panel discussion: Women in business – biggest challenges and solutions**

According to a Grant Thornton report, China has the world's highest proportion of women in senior management positions and Chinese businesses are in favour of measures to improve gender ratios. However, women still lack equal opportunities with men in many sectors, and businesses need to push women's career development more systematically, rather than expecting the government to impose a quota.

What's lacking is not women leaders, but leaders who lead like women. In business we are taught male-style leadership and to be like men. Increasing business and leadership education for women could drive economic growth and broaden our international vision.

**Viewpoint one:** Breaking into 'guanxi' -- personal and professional connections  
**Viewpoint two:** Leaning in to business training and experience  
**Viewpoint three:** Improving cross cultural negotiation skills



**Rebecca Branham**  
Co-Founder & Managing Director  
**B & L Group**



**Vvivi Hu**  
Founder and Chief Executive Officer  
**ZWZ Inc.**



**15:30 - 16:30 Panel discussion: Changing face of 'intrapreneurship'**

Entrepreneurship is a key driver of economic growth, however as companies grow, it's easy for them to lose the entrepreneurial spirit that originally made them great. This is where 'intrapreneurialism' -- which enables individuals or groups in a company to unleash their creative potential -- comes into its own. 'Intrapreneurs' -- 'inside entrepreneurs' -- can help to recreate that special something.

This business model has become popular since the turn of the millennium and is now the byword for innovation in enterprises. This panel considers:

**Viewpoint one:** Entrepreneurialism in the corporate world and Delta Airlines' way

**Viewpoint two:** Creating the right environment for 'intrapreneurial' success

**Viewpoint three:** Human capital innovation -- training on creating and selling innovation



**Mandy Zhou**  
General Manager China  
**Delta Airlines**



**Susan Foley**  
Managing Partner  
**Corporate Entrepreneurs LLC (USA)**



**Keke Quei**  
Founder and Chief Executive Officer  
**Kinnogene Inc (Taiwan)**

**16:30 - 17:00 Networking coffee break**

**17:00 - 18:00 WIL China Achievement Awards Ceremony**

The awards recognise and reward influential female leaders for their outstanding achievements in their respective fields; a male champion of change for his quest to support women's leadership; and honour organisations for their initiatives in promoting gender diversity in business.

Awards categories include:

- Leading Businesswoman of the Year
- Leading Woman Entrepreneur of the Year
- Male Champion of Change
- Most Woman-Friendly Domestic Employer
- Most Woman-Friendly International Employer

**18:00 Chairperson's closing remarks and the end of forum**