



2nd INTERNATIONAL FORUM women entrepreneurs BULGARIA



SOFIA 19-20 November 2010 - *Sheraton Sofia Hotel Balkan, 5 Sveta Nedelya Square*

The second edition of the Forum has the purpose to develop and strengthen the economic cooperation between Bulgarian women entrepreneurs and their colleagues from other European and non European countries and in particular to:

- offer Bulgarian women entrepreneurs and those from other countries of the Balkan region a unique opportunity to meet and interact.
- stimulate local, national and international forms of networking with the ultimate goal of increasing women's participation in business.
- develop and consolidate strategic operational partnerships between women.
- establish relationships between women involved in politics and those involved in business to promote the socioeconomic prosperity and development of each country.
- raise awareness of stakeholders to strengthen the entrepreneurial culture among women and to activate local, national and European networks and develop enterprise competitiveness.
- propose measures and instruments to local authorities in favor of women entrepreneurs.

Friday 19.11.2010

8.30 - 9.30	Registration of participants
9.30 - 9.50	Official opening
9.50 - 10.15	Greetings from local authorities
10.15 - 11.15	"How women entrepreneurs react to the economic crisis: European strategies under review and potential actions for the recovery"
11.15 - 11.30	Coffee Break
11.30 - 13.00	Discussions
13.00 - 14.30	Lunch
14.30 - 17.00	"Project Europe 2020 for the economic and social changes: education and training; social integration; sustainable growth and development of renewable energies"
14.30 - 17.00	Meetings BtoB
17.30	Closing of conference
19.00 - 20.00	Italian high fashion show: Ermanno Scervino
20.30	Gala Dinner

Saturday 20.11.2010

8.30 - 9.00	Registration of participants
9.00 - 11.15	"Agriculture and tourism, best practices in key countries where tourism is highly developed, the contribution of women to the development of the territory"
11.15 - 11.30	Coffee Break
11.30 - 13.00	"Territorial Marketing in Bulgaria and mineral baths as a resource for developing the country: development of some Bulgarian realities and benchmarking using the best European models"
13.00 - 14.30	Lunch
14.30 - 16.00	"Welfare system and Women universe: social structures and services supporting working women. Comparison and exchange of European good practices"
16.00 - 17.30	"Finance, Credit, European and local financial aids in favour of women entrepreneurs: supporting operational tools and expectations for the future"
15.00 - 17.30	Workshops to develop partnerships between the participating institutions
17.30 - 18.00	Presentation of the Final Agreement
20.30	Typical Bulgarian dinner with traditional music