



## Empowering women entrepreneurs through business and legal strategies in the technology era

*Renforcer l'autonomisation des femmes entrepreneures à travers des stratégies commerciales et juridiques dans l'ère de la technologie*

March 22-25, 2021

United States Department of Commerce Commercial Law Development Program



*In partnership with*



*Funded by*

The Middle East Partnership Initiative (MEPI) of the U.S. Department of State



The Commercial Law Development Program (CLDP) at the U.S. Department of Commerce, with support from the Middle East Partnership Initiative at the U.S. State Department, is organizing a series of webinars on empowering women entrepreneurs from the Middle East and North Africa (MENA) region and Azerbaijan. The regional conference will bring together women entrepreneurs and innovators, government officials, and local institutions from Tunisia, Algeria, Bahrain, Kuwait, Morocco, Qatar, and Azerbaijan to discuss commercial and business tools available to support women-owned businesses. The conference will be divided into four modules focused on (1) intellectual property, (2) legal resources, (3) commercial tools, and (4) business strategies to help women build and run successful businesses. The conference is being organized in partnership with Tunisia's National Agency for the Promotion of Scientific Research (ANPR).

**Monday, March 22 – Opening Remarks****Zoom link:** <https://us02web.zoom.us/j/88964818442?pwd=cHdqTnBtVFRsM2dwMTBXOG5vZ2grUT09>**Meeting ID:** 889 6481 8442**Code:** 488069

07:30am (DC)	Diane Farrell, Deputy Under Secretary for International Trade
12:30pm (Maghreb)	Ambassador Greta C. Holtz, U.S. Embassy in Doha, Qatar
14:30pm (Gulf)	Chedly Abdelly, Director General, ANPR
	Steve Gardner, Chief Counsel, CLDP

**Monday, March 22 – Intellectual property as a business asset**

	Title	Speaker
<b>Session 1</b>	Intellectual Property (IP) Overview	Minna Moezie, USPTO
8:00-10:00am DC	<ul style="list-style-type: none"> <li><i>Patents, Trade Secrets, Trademarks, Copyright, IPR Enforcement</i></li> </ul>	Jennifer Blank, USPTO
15:00-17:00 pm Gulf	<ul style="list-style-type: none"> <li><i>Q&amp;A</i></li> </ul>	Susan Anthony, USPTO
		Hélène Liwinski, USPTO
		Susan Allen, USPTO
<b>Session 2</b>	Arab women empowerment for technology and entrepreneurship	Kareem Hassan, UN-ESCWA
10:00-10:30		

**Tuesday, March 23 – Legal resources for women-owned small businesses****Zoom link:**<https://us02web.zoom.us/j/83952056554?pwd=RnlTMlZtaXVlWUhHcWVZMEZaQXNvdz09>**Meeting ID:** 839 5205 6554**Code:** 736346

	Title	Speaker
8:00-8:10am DC	<i>Success Stories: Fatima Zahra, Biodome (Morocco), Eiman Al-Hamad, Arabic Conversation Fraud Detection (Qatar)</i>	
15:00-15:10pm Gulf		
<b>Session 1</b>	Non-disclosure agreements and confidentiality	Foutoun Hajjar, Al Tamimi & Co and Bahrain Businesswomen's Society Member
8:15-9:10		
<b>Session 2</b>	Non-compete agreements	Foutoun Hajjar, Al Tamimi & Co and Bahrain Businesswomen's Society Member
9:15-10:00		

**Wednesday, March 24 – Commercial tools for women entrepreneurs****Zoom link:**<https://us02web.zoom.us/j/89500050538?pwd=ZkZUUEVoc3UrQ3g5TmEzdHplOFRSQT09>**Meeting ID:** 895 0005 0538**Code:** 942316

	Title	Speaker
8:00-8:15am DC	<i>Success Stories: Abir Ghidhaoui, Pharmatec (Tunisia), Sameera Al Kooheji, Naseem International School and Bahrain Businesswomen's Society Board Member (Bahrain), and Dr. Amina Al Hawaj, Bapco Innovation Centre (Bahrain)</i>	
15:00-15:10pm Gulf		
<b>Session 1</b>	Invention to market: Licensing as a commercialization strategy	Marc Tejtzel, CLDP
8:15-9:05		

<b>Session 2</b> 9:05-9:35	Technology transfer tools for women entrepreneurs: lessons learned	Souad Boussaid, ANPR
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<b>Session 3</b> 9:40-10:30	Negotiating agreements and term sheets	Cecilia Ziniti, Lambda
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**Thursday, March 25 – Business strategies to help women succeed**

**Zoom link:**

<https://us02web.zoom.us/j/89090316767?pwd=dXZuY21LRHVhWSt6MCtLNjc3WGQ4Zz09>

**Meeting ID: 890 9031 6767**

**Code: 695144**

	<b>Title</b>	<b>Speaker</b>
8:00-8:10am DC	<i>Success Stories: Ouafa Benterki, MTY Intelligent Software (Algeria), Jenan Alshehab, Electrodis Est. (Kuwait), and Tatyana Mikayilova, RED Communications (Azerbaijan)</i>	
15:00-15:10pm Gulf		
<b>Session 1</b> 08:10-8:50 08:50-9:20	Access to financing	Nora Chennaoui, SEAF Hedi Bchir, CAWTAR
<b>Session 2</b> 9:30-10:15	Market access	Leah Schulz, ITA
10:15-10:30	<b>Conclusion</b>	