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**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

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*Funded by*

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

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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 strategies and (4) business strategies to help women build and run successful businesses.

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|  | **Opening Remarks** |
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| 07:30am (DC)12:30pm (Maghreb)2:30pm (Gulf) | Ambassador Greta C. Holtz, U.S. Embassy in Doha, Qatar |
| Camille Richardson, Deputy Assistant Secretary for the Office of Middle East and Africa, ITA (TBD)Chedly Abdelly, Director General, ANPRSteve Gardner, Chief Counsel, CLDP |
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| **Monday, March 22 – Intellectual property as a business asset** |
|  | **Title** | **Speaker** |
| **Session 1** | Intellectual Property (IP) Primer | Minna Moezie, USPTO |
| 8:00-9:00 |  |  |
| **Session 2** | Trademark and brand management strategies | Leigh Lowry, USPTO |
| 9:10-10:00 |  |  |
| **Session 3**10:00-10:30 | Arab women empowerment for technology and entrepreneurship | Kareem Hassan, UN-ESCWA |
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| **Tuesday, March 23 – Legal resources for women-owned small businesses** |
|  | **Title**  | **Speaker** |
| *8:00-8:10 Success Stories: Fatima Zahra, Biodome (Morocco) and Eiman Al-Hamad, Arabic Conversation Fraud Detection (Qatar)* |
| **Session 1**8:10-9:00 | Non-disclosure agreements and confidentiality | Foutoun Hajjar, Al Tamimi & Co  |
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| **Session 2**9:10-10:00 | Non-compete agreements | Foutoun Hajjar, Al Tamimi & Co |
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| **Wednesday, March 24 – Commercial tools for women entrepreneurs** |
|  | **Title**  | **Speaker** |
| *8:00-8:10 Success Stories: Abir Ghidhaoui, Pharmatec (Tunisia) and Sameera Al Kooheji Naseem International School (Bahrain)* |
| **Session 1**8:10-9:00 | Invention to market: commercialization strategies | Marc Tejtel, CLDP |
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| **Session 2**9:00-9:30 | Technology transfer tools for women entrepreneurs: lessons learned | Souad Boussaid, ANPR |
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| **Session 3**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** |
|  | **Title** | **Speaker** |
| *8:00-8:10 Success Stories: Ouafa Benterki, MYT Intelligent Software (Algeria) and Jenan Alshehab, Electrodis Est. (Kuwait)* |
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| **Session 1**08:10-8:5008:50-9:20 | Access to financing | Nora Chennaoui, SEAFHedi Bchir, CAWTAR |
| **Session 2**9:30-10:15 | Market access  | Leah Schulz, ITA |
| 10:15-10:30 | **Conclusion** |  |
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