

WOMEN'S ADDED VALUE in the ECONOMY

the first women's added value in the economy forum

Geneva, 6 January 2009

The first Women's Added Value in the Economy (WAVE) forum will be held at the hotel Métropole, Tuesday 27 January 2009 from 3pm to 8pm. This is an initiative of the Career Women's Forum (CWF). *"In the context of the current crisis, it is interesting to concentrate on the diversity of the resources available, of which women are a natural component. The Forum will include renowned speakers who will discuss the economic value of woman as well as Round Table with the purpose of exchanging "best practices" indicates the President of CWF, Mrs. Caroline Miller.*

CWF was founded in 1982 as an association for independent and professional women. It consists of over 280 active members from more than 20 nations. The goal is to reunite professionally active women to facilitate networking while supporting and promoting gender diversity in all economic, political and social areas of society.

"We are honored to be able to count on the presence of prestigious speakers' such as Gloria Cordes Larson, President of Bentley University in the United States, Pierre Lember from Losinger in Lausanne and moreover François Longchamp, Member of the Council of State of the Canton of Geneva" rejoices Caroline Miller who will facilitate the forum together with Pascal Vuistiner, Assistant Chief Editor of Bilan. The moderation will be handled by the talented Avivah Wittenberg-Cox, founder and CEO of 20-First.

The Round Table will stage the leaders of certain Corporate Member companies of the CWF, that is institutions which sponsor up to 15 female executives within their companies and which recognize the high potential of their feminine executives in the economic community. The Corporate Members of CWF are: **Alcoa, Banque Cantonale de Genève, Deloitte, Firmenich, The Richemont Group, IBM, ICRC, Banque Julius Baer, Lloyds TSB, Mirabaud & Cie Banquiers Privés, Pictet & Cie, and PricewaterhouseCoopers.**

Over 120 places have already been reserved by CWF members and senior management of its corporate members.

BILAN which is celebrating its 20th anniversary in 2009, is associated with this event as press partner. *"The value of women is no longer to be proven, but to be made more visible. We dedicate a specific edition to women since 5 years. It was thus logical that we join to this Forum."*, declared Pascal Vuistiner assistant chief editor.

An invitation will be distributed to the press the 20th of January 2009.

Documentation to be distributed at the event:

Program with CVs of the speakers and panelists.

Languages:

French and/or English

For additional information, please consult the CWF website:

www.cwf.ch

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Enclosure:

WAVE Advertisement published in Bilan



career
women's
forum

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Speakers:

Gloria Cordes Larson Bentley University, USA
Hannes Ehrensperger CCHE Architecture, Lausanne
Pierre Lambert & Karim Abdelatif Losinger, Lausanne
François Longchamp Conseiller d'Etat, Canton de Genève
Candice Morgan Catalyst Europe AG, Zurich

Panelists:

ALCOA Rudi Huber, Président Europe **CICR Doris Pfister**, Directrice des Ressources et Support Opérationnel
DELOITTE Michèle Costafrolaz-Tissot, Associée Senior **IBM Patrick Hendler**, directeur Suisse Romande
IMD Marianne Petitpierre, Responsable du développement Corporate **LLOYDS TSB International Private Banking**
Piero Grandi, Directeur Général **MIRABAUD & Cie Banquiers Privés Antonio Palma**, Associé Commanditaire
PricewaterhouseCoopers Jean-Christophe Pernollet, Associé **WIN Kristin Engvig**, Founder and President

Moderators:

Caroline Miller, Lloyds TSB International Private Banking **Pascal Vuistiner**, Bilan
Avivah Wittenberg-Cox, 20-First

Press Partner:



27.01.2009 15h-20h Hôtel Métropole, Geneva

Registration open to CWF members only, CHF 90.- all inclusive admission price - www.cwf.ch

Corporate Members:

