



CANADA EGYPT BUSINESS COUNCIL  
CONSEIL D'AFFAIRES CANADA EGYPT  
مجلس الأعمال الكندي المصري



EGYPTIAN BUSINESS COUNCIL  
FOR INTERNATIONAL COOPERATION  
مجلس الأعمال المصري للتعاون الدولي

## *CEBC & ECIC International Cooperation Committee Cordially invites you to attend a committee meeting addressing*

### **“Gender Equality means Business”**

In their efforts to promote corporate gender diversity, UN Women and UN Global Compact established the Women’s Empowerment Principles (WEPs), which are endorsed by more than 5700 companies in 141 countries to date. The WEPs provide a holistic framework for companies to promote gender equality and women’s empowerment in the workplace, marketplace, and community, and drive positive outcomes for society and business.

Our session with UN Women representatives will focus on how CEBC corporate members can benefit from UN Women WEP initiative of Gender Diversity in the workplace, from both the business profitability and performance benefits to their companies.

**By joining the WEP program, CEBC corporate members will receive the following services free of charge by UN Women - Egypt & Global Affairs - Canada:**

**\*Technical assistance**

**\*Gap Analysis**

**\*Capacity building**

**\*Be part of the UN global compact website**

In this context, Canada Egypt Business Council and the Egyptian Business Council for International Cooperation will hold its next forum

With:

**Ms. Gielan El Messiri**

Deputy Country Representative of UN Women Egypt

**Ms. Eman Omran**

SME Program Team Leader - Global Affairs Canada

**Mr. Mohamed Waked**

UN Women Consultant and Gender Diversity Expert

Moderated By:

**Dr. Hanaa El Helaly**

Executive Director “Al Kheir Microfinance”

Chair – CEBC SMEs & International Cooperation Committee

Session will be held virtually on February 9<sup>th</sup> @ 5 pm, through the following link:

<https://unwomen.zoom.us/j/93971523347?pwd=aGtCZjR2dzhNZER2WkkvckRhQk5Td09>

Meeting ID: 939 7152 3347

Passcode: +w1LpuP

**CEBC Corporate Partners**

