



Women Making a Difference in The Arab World

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A nation's true strength is its people, empowering the nation's youth to join the national work force and contribute to the nation's economy is a key factor to enhance and strengthen the economy. With talent shortages projected to become more severe in both developed and the developing world It is important for businesses to have access to local female talent. The governments in many countries are now focusing on nationalization and hence the opportunities for Arab women are rapidly increasing. It is imperative for businesses to integrate women into the workforce and empower them for leadership roles. Engaging women to take leadership roles and to support and empower women entrepreneurs is one of the keys to help maintain and accelerate the economic growth rate in the region. Companies and governments have strongly considered and continue to implement policies to promote opportunities for women.

On the 22nd – 23rd of September 2014 “The Arab Women in Leadership and Business Summit” will be held in Dubai, UAE and Entrepreneurship, Leadership and Legal and Financial empowerment of women in the region would be key discussions. “In the region we have a significant number of women who pose a great resource of talent, encouraging these women to join the work force and assisting them to set a career path will not only help boosting the regional economy but also will be beneficial to communities, companies and organizations.” says Mr Danish Shaikh, Executive Vice President at MICE Quotient.

“Recent research indicates that women in the UAE education system are outperforming their male counterparts in subjects related to science, technology and engineering - yet the rate at which these women are entering the respective workforce is remarkably low. As UAE continues on its progressive path of economic diversification, the significance of the technology sector is inevitably heightened. However, we cannot expect the full implementation of a true knowledge based economy without tackling this issue head on. Thus, the leadership of Arab women is critical to accelerating female entry into these fields and in turn, ensuring the nation has the necessary human capital to advance at its disposal.” Noor M Shamma, Acting Director, Corporate Communications Department, UAE Telecommunications Regulatory Authority

The Summit Strategic Partner's ARPA International, President & Chief Counsel Leila Hanafi: “Women constitute a source of knowledge and innovation and in today's global marketplace, women are a vital economic force that ought to be harnessed to advance economic development. Our Summit presents an opportune platform to discern strategies on women's leadership from entrepreneurship to legal empowerment.”

The Arab Women in Leadership and Business Summit aims at inspiring women to seek their highest level of professional development by providing them with information, strategies, insights and perspectives on Leadership and entrepreneurship.

About MICE Quotient:

We are a team of young energetic and passionate individuals, with a rich history of meeting and exceeding industry expectations through focused business networking events and market intelligence services. We believe that our meticulous research and observation over the years in the corporate arena, across industries, give us the edge to deliver the best. Be it Meetings, Trainings, Conferences or Exhibitions, together as a team we deliver successful business events and knowledge sharing platforms aligned to our clients' business objectives. Our endeavor is to strive to transcend our own achievements and supplement deliver much more on a global platform. In today's competitive business climate, a successful organization must continually maximize its business potential which is only possible when market dynamics are well understood and organizations are willing to go a step forward to transform their business aspirations into reality. We empower our client organizations to do just this because knowledge is our business. At M.I.C.E Quotient we firmly believe in the adage we all make choices, but in the end our choices make us and this is why we are committed to aid our business partners in making the right choices by arming them with the right tools and acumen to succeed.

PR Summary:

Engaging, Empowering and Supporting the Arab Women who wish to make a difference

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