

# WOMEN IN ECONOMY CONFERENCE

Rethinking Entrepreneurship for Today's Women

24<sup>th</sup>-25<sup>th</sup> Sept 2018 • Ixora Hotel, Penang • 8:30am - 5:30pm

## APPLICATION FORM

Completed application form should be sent to:  
**Penang Women's Development Corporation**  
Tingkat 47, KOMTAR, 10503 Penang, Malaysia  
F: +604 261 2839 | E: wee@pwdc.org.my

Registration fee  
**MYR100**  
per person

### PERSONAL PARTICULARS

Title / Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_

Category: ☐ I am starting a new business  
Please ☐ I am a business owner and want to grow my business  
choose one ☐ I have products to sell and/or services to offer

Type of Product/Service: \_\_\_\_\_

Diet: ☐ No preference ☐ Vegetarian

### Registration and Payment

Submission of registration form is regarded as a firm booking. However, the booking will not be confirmed until full payment has been received. Payment in full must be received at time of registration and no later than 7<sup>th</sup> September 2018. In the event that full payment is not received by then, the delegate will be refused entry to the conference. We accept payment by cash and cheque.

Cheque payment can be made to "PWDC SDN BHD"

### Declaration

I declare that I am participating in the "Women in Economy Conference: Rethinking Entrepreneurship for Today's Women" organised by Penang Women's Development Corporation (PWDC) on 24<sup>th</sup>-25<sup>th</sup> September 2018 at my own risk.

By submitting this form, I agree to release PWDC, the organising committee and all persons concerned in organising this conference from any and all known and unknown damages, injuries or judgment and all claims that may be suffered by anyone or any property.

I consent to be photographed while taking part in this conference. I further authorise that the photographs may be published for any purpose and in any form. If I do not wish to be photographed, I will inform the organiser.

Let us come  
together  
to build a  
sustainable  
economy

Signature \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_

**Penang Women's Development Corporation**  
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## WOMEN IN ECONOMY CONFERENCE

Rethinking Entrepreneurship  
for Today's Women

24<sup>th</sup>-25<sup>th</sup> September 2018 • Ixora Hotel, Seberang Perai, Penang  
8:30am - 5:30pm

Organisers



Strategic Partners



Organisers



Strategic Partners



[wie.pwdc.org.my](http://wie.pwdc.org.my)

SAVE THE DATES  
MAKE A DIFFERENCE

# WOMEN IN ECONOMY CONFERENCE

Rethinking Entrepreneurship  
for Today's Women

24<sup>th</sup>-25<sup>th</sup>  
September 2018

**IXORA HOTEL**  
Seberang Perai, Penang  
8:30am - 5:30pm

### KEYNOTE SPEAKERS

**Y.A.B. Dato' Seri Dr Wan Azizah Wan Ismail**  
Deputy Prime Minister cum Minister of Women,  
Family and Community Development

**Ms Cynthia Hwang Siew Peng**  
Executive Director, Suiwah Corporation Berhad



## About the Women in Economy Conference

The Women in Economy Conference convenes to work towards building a sustainable economy for the women in Penang.

The theme for Women in Economy Conference is “Rethinking Entrepreneurship for Today’s Women”. The conference will be an essential meeting place to strategise policies and programmes that support women in the economy and addressing areas that require inputs on women’s empowerment in economy.

Women are half the world’s population. Yet, according to UN Women, the world Labour Force Participation Rate (LFPR) for women was 49.6% against the men which was 76.1% in year 2015. In Malaysia, data from the Department of Statistics Malaysia shows that the Female LFPR has gradually increased from slightly over 46% in year 2010 to 54.7% in the year 2017. However, Malaysia still has one of the lowest Female LFPR in ASEAN.

Many factors including globalisation, digital innovation, climate change, socio-economic and cultural issues continue to affect how we work. Many more women are likely to enter the global labour force in the near future. But is their economic potential fully realised? Imagine a world where women played an identical role to men in the labour markets. According to the Global Gender Gap Report 2017 by World Economic Forum, the world as a whole could increase global GDP by US\$5.3 trillion by 2025 by closing the gender gap in economic participation by 25% over the same period.

This conference is also guided by the UN Sustainable Development Goals (SDGs); Goal 5 to “achieve gender equality and empower all women and girls” and Goal 8 to “promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”. This is in accordance with SDGs Agenda 2030 to leave no one behind.

## Objectives

► **TO EXPLORE** what is economy to women and raise awareness on existing and pursue new initiatives and partnerships to provide women in the informal sector with the access to income generating opportunities.

► **TO IMPROVE** collective knowledge on women in the economy through sharing of best practices and lessons learned to deliver a transformative change.

► **TO IDENTIFY** the gaps and the challenges for women to contribute to the economy and formulate strategies to overcome the barriers in ensuring gender equity in the economy.

## Outcome

► A **PLATFORM TO SHARE** knowledge on best practices, lesson learned and existing or new business partnerships to empower women in the economy.

► **LINKING** the government, interested parties and women’s groups working toward the common goal of strengthening women in the economy and form a working group with ownership to drive related initiatives.

► A Conference **REPORT** which include participants’ recommendations on tools, indicators, success measurement and strategies to be put in place to empower women in the economy in a sustainable manner.

## Thematic Events

The conference will be divided into four types of thematic events:

### 1. Panel Discussion

Title: **“The Economic Pie – Every Woman Can Have a Share”**

The panel discussion will discuss and deliberate strategies to empower women to participate in the labour market, especially those in the informal sector.

### 2. Panel Presentations

Title: **“From Start to Finish”**

Three panel presentations will focus on topics that will provide the know-how to run a business, its supply chain and its marketing and sales.

### 3. Working Sessions

The conference will hold two (2) working sessions with three (3) concurrent groups each.

► Title: **“What Is It In For Me?”**

Working session on tools and best practices to empower women and to succeed in the economy.

► Title: **“Charting the Roadmap for Action”**

Working session to identify the barriers to success, formulate strategies to overcome the barriers and chart action plans to move forward.

### 4. Networking Session

Title: **“Business Mapping”**

This networking session focuses on strengthening and forming new strategic partnerships and collaborations. About 40 invited organizations will showcase business ideas, products and services.

## Language

The conference is conducted mainly in English, though there will also be some use of Malay and other local languages, particularly for the Working Sessions.

## Who Should Attend

The conference is for everyone, especially women who are (or would like to be) in the economic sector or anyone who would like to help build a sustainable economy for the nation. These include community leaders, government officials, financial stakeholders, industry leaders and educational institutes.

## Costs

The cost of the 2-day conference including 2 lunches and 6 tea breaks is MYR100.

## To Apply

If you are interested in attending, kindly complete the attached application form and send it to PWDC or register and make payment online at <http://wie.pwdc.org.my/>.

Closing date for registration is 7<sup>th</sup> September 2018. Places are limited so please register early.

