



Jasmine's 2014 annual summit for Jewish and Arab women owned businesses

Jasmine's annual summit for Jewish and Arab women owned businesses was held on December 15, 2014. The summit was initiated by Jasmine in collaboration with Konrad Adenauer Stiftung. This year the summit focused on **Women-owned Businesses as an Economic Growth Engine** and about **diversifying the Supply Chain with women owned businesses**.

The summit was attended by **Israel's President Mr. Reuven (Ruvi) Rivlin** and by **Naftali Bennet, the minister of economy**. The summit was supported by Strauss Group, Bank Hapoalim and Pratt Foundation and was attended by over than 450 guests.

As an important part of the summit, we introduce the **WEConnect international** program in Israel in collaboration with Jasmine that aim at making business connections between women owned businesses and global companies.

The WEConnect International's booth was displayed in a prominent spot in the foyer and attracted many WBo's and big companies. In the booth, we had a roll-up and a TV with a presentation that was showed in a loop and explained about the benefits of the program to our two main target groups. Moreover, there were brochures and signing forms. All marketing materials were branding with Jasmine and WEConnect logos.

Lilach Alon, the program manager on behalf of Jasmine met the women business-owners, explained them about the program and signed them. After working with the database, we saw the variety of the businesses' types who wanted to join the program. Examples for businesses are: business counseling, family counseling, finances, architecture, women who run programs in a variety of areas, crafts gifts,



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crafts jewelry, makeup and styling, designing dresses, designing paper products, graphic design and more.

The summit itself was opened with speeches:

Ms. Kiram Baloum, Jasmine's Founder & CEO, opened the summit and talked about the importance of women owned businesses for Israel's economy. She asked the Israeli government to set the empowerment of women owned businesses as a top priority. **Ms. Ofra Strauss**, Jasmine's' President and Chairperson of Strauss Group, Israel's leading food company, talked about the deep connection between Jasmine organization that aim at promoting women owned businesses from all sectors and the Israeli democracy . She emphasized the importance of small businesses growth for the growth of large companies and stated that economy cannot grow without wide support given to small businesses.

Israel's President Mr. Reuven (Ruvy) Rivlin talked about women empowerment through education for high-school girls. The president emphasized the importance of giving girls the tools to believe that they can be successful entrepreneurs and reach senior positions.

Mr. Naftali Bennet, the minister of economy, stated the importance of fighting against women discrimination. The minister shared his experience regarding the benefits of working with women and about the importance of co-existence between Jews and Arabs, Secular and Religious.

Dr. Michael Borchard, the Director of **Konrad-Adenauer-Stiftung** in Israel, quoted the words of Hillary Clinton that stated that when women participate in the economy- everyone benefits.

One of the summit's guest of honor was Ms. **Catherine A. Rodgers**, Vice President of Global Opportunities in IBM. Ms. Rodgers lectured about the core issue of the summit- "Diversifying the Supply Chain in a Global Organization". She described how



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IBM put the supply chain diversity in their top priorities and how they made it a routine work procedure.

Two panel discussions were held- first panel was about the importance of diversity in the governmental supply chain, and in the second panel we heard success stories from four successful women entrepreneurs.

After lunch break and some important Network opportunities, three workshops were held in the following topics:

- How to Become Part of the Supply Chain of Big Businesses in Israel? This workshop focused on a five steps program that aim at helping a women owned businesses to become a supplier for a large company. The workshop was delivered by Moshe Riany, VP Supply Chain, Strauss Group Israel.
- The Digital Business Woman
- How Can I Obtain and Adapt Credit to Expand My Business

As stated, Jasmine's annual summit was a great success. Many women business owners who attended the summit expressed their willing to be a part of the WEConnect International program in Israel. Moreover, representatives of global and local companies and governmental representatives expressed their willing to adapt the agenda of "supply chain diversify".

Kiram Baloum- Jasmine's CEO

Lilach Alon- Jasmine's Resource Development Manager