



Founding Sponsors



3rd Women In Business & Leadership Conference

wibcon

Lahore '10

WOMEN IN BUSINESS, ARCHITECTS OF CHANGE

25th November | Pearl Continental Hotel



Rahat Kaunain Hasan
Chairperson
Competition Commission of
Pakistan

'Can Women Turn Adversity
into Opportunity?'



Eithne Treanor
Special Correspondent
CNBC

'Women as Architects of Change -
Choices, Chances, and Challenges
in Business & Leadership'



Chaudhry Aitzaz Ahsan*
Barrister-at-Law and
Senior Advocate at
the Supreme Court of Pakistan

'Gender - Just Society and Capacity
Building for Female Professionals'



Shahzad Nawaz
Change Artist,
Brand Strategist &
Film Maker

'The Power of NO'



Sarmad Tariq
Motivational Speaker

'Beyond Start & Finish Line'



Dr. Fazeela Abbasi
Consultant / Dermatologist

'Skin Matters'



Badar Khushnood
Country Consultant Pakistan
Google

'Women Technopreneurs'



Zeb and Haniya Band
Interview & Performance

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Dear Friends & Colleagues,

After producing two landmark Women in Business and Leadership Conferences (WIBCONs) in Karachi, PSTD takes pleasure in arranging the 3rd WIBCON in the city of Lahore.

According to the World Bank the global earning power of women is forecast to reach \$18 trillion by 2014. That's almost twice that of India and China combined. Women today are the single largest growing economic force in the world. We are beginning to see more women emerging to the force in Business as successful entrepreneurs and also in management as CEO's and

Managers. What is the "success formula" of these women? What are the challenges that women face in business and management? How can women deal successfully with these issues? What are the lessons that can be shared?

The Women in Business & Leadership Conference 2010 in Lahore on 25th November by PSTD, will highlight and celebrate the achievements of business women and corporate leaders in Pakistan. This forum will also serve as a platform to share and learn from initiatives, efforts and insights by women in various industries, particularly how women have been successful in breaking down barriers both real and perceived and becoming forces to be reckoned in the business world.

We hope you will join the forum with a difference as we bring together corporate leaders, representatives from the public sector and NGOs and media professionals to critically discuss key issues and debate solutions going forward.

Don't miss this opportunity to benefit from the expert knowledge of our speakers. Join executives and business leaders from all over Pakistan to discuss the practical skills and leadership areas of most concern to you!

The Pakistan Society for Training & Development (PSTD) will continue to strive towards the advancement of women's positions and the strengthening of their population in the workforce.

I look forward to welcoming you to this inspirational WIBCON 2010 event in Lahore on 25th November.

Yours faithfully,

Salman Burney
President - PSTD

Who should attend

The conference is meant for Young and Senior Women & Men Managers/Professionals/CEOs and HR/Diversity Leaders from both public and private sectors. Entrepreneurs from different fields and academicians and students with a keen interest in understanding and supporting women in corporate roles.

WIBCON core team

PSTD : Kanwer A. Saeed, Ali A. Aga, Hassan N. Ansari, Jehangir B. Nawaz, Mohammad Iftikar, Ozair Hanafi and ShaharBano Sufi

Terrabiz: Hamza Wasi Hashmi, Mohammed Phaysal and Najiullah Tabish

Key Issues Under Discussion

- Women as Architects of Change – Choices, Chances, and Challenges in Business & Leadership
- Can Women Turn Adversity into Opportunity?
- Managing Your Career: Advice from Senior Leaders
- Creating the Workplace Together
- Gender – Just Society and Capacity Building for Female Professionals
- 'Promoting Women Entrepreneurship – Challenges and Opportunities'
- 'Handling Issues at Workplace'

And many other relevant issues in engaging and thought provoking key notes, presentations and panel discussions

08:15 - 09:15

Registration & Networking

09:15 - 09:25

Welcome Note

Salman Burney – President, Pakistan Society of Training & Development - PSTD

09:25 - 09:55

International Keynote

'Women as Architects of Change – Choices, Chances, and Challenges in Business & Leadership'

Eithne Treanor – Special Correspondent, CNBC

09:55 - 10:25

Address by Chief Guest

'Can Women Turn Adversity into Opportunity?'

Rahat Kaunain Hassan – Chairperson, Competition Commission of Pakistan

10:25 - 10:35

Inspirational (Real) Story

10:35 - 10:55

Tea Break

10:55 - 11:25

'Beyond Start and Finish Line'

- Perceived & real fears and their Impact
- Knowing them and learning how to overcome them to achieve your dreams
- Life story

Sarmad Tariq – Motivational Speaker

11:25 - 12:25

Panel Discussion

'Managing Your Career: Advice from Senior Leaders'

- Career turning points
- Surviving set-backs and failures
- Building a network
- General advice for managing one's career
- Working Constructively through Conflict

The session will be inspiring as panelists will tell personal stories

Panelists:

Saadia Naveed – Dy. Managing Director, English Biscuits (Pvt.) Limited

Kalim A. Siddiqui – President Petroleum, Byco Petroleum Pakistan Limited

Syed Talat Hussain – Senior Journalist

Naz Khan – Chief Financial Officer, Engro Fertilizers

Umer Lodhi – Director Customer Management Division, METRO Cash & Carry Pakistan

Moderator: Eithne Treanor – Special Correspondent, CNBC

12:25 - 12:45

'Skin Matters'

Dr. Fazeela Abbasi – Advisor/Consultant in the Federal Ministry of Health

12:45 - 13:00

'Technopreneur'

Badar Khushnood – Country Consultant Pakistan, Google

13:00 - 14:00

Lunch



14:00 - 14:30

'Gender – Just Society and Capacity Building for Female Professionals'

- What are the concerns and role of the woman in politics, business and her integration in social life?
- Can "Equal Opportunity" be ensured in South Asia? Is it ensured in the West?
- Role of media in building the political, economic and social image of women
- Is there a "Woman way" to govern?

Chaudhry Aitzaz Ahsan – Barrister-at-Law and senior advocate at the Supreme Court of Pakistan

14:30 - 15:20

Panel Discussion

'Promoting Women Entrepreneurship – Challenges and Opportunities'

Panelists:

Seema Aziz – Founder & Chief Executive Officer, Bareeze and CARE

Michel Jullerat – Head of Human Resources, Nestle Pakistan

Syeda Henna Babar Ali – Advisor Consumer Division, Packages Limited

Prof. Dr. S. M. Naqi – Author & HR Consultant, Chairman, SPEL Group of Companies

Fiza Farhan – Chief Operating Officer, Buksh Foundation

Hoor Yousafzai – Chief Executive Officer, Saif Health Care Ltd

Moderator: Andleeb Abbass – Chief Executive Officer, FranklinCovey Pakistan

15:20 - 15:35

'Cervical Cancer – what every woman should know'

Dr. Noreen Zafar – Certified Specialist in Obstetrics and Gynaecology (UK).
Founder and President, Girls & Women Health Initiative

15:35 - 15:50

Tea Break

15:50 - 16:15

'The Power of No'

Shahzad Nawaz – Change Artist, Brand Strategist and Film Maker

16:15 - 17:05

Panel Discussion:

'Handling Issues at Workplace'

- Work Life Balance - Balancing Home, Motherhood, Career and Community aspirations
- Bringing employment regulations up to date
- Workplace harassment

Panelists:

Mehreen Raashid – Director, Raising Executive Development Centre, LUMS

Sabene Saigol – Chief Executive Officer, Red Communication Arts

Jahanzeb Qayum Khan – General Manager, Pakistan/Afghanistan Beverages, PepsiCo

Anjum Rahman – Director Corporate Communication & Responsibility, Telenor Pakistan

Kanwal Hashmat Malik – MD, KHM Group & LEAD Communications and Founder, KHM Designer Couture.

Moderator: Ayesha Tammy Haq

17:05 - 17:30

Off the Beaten Track

Talk & Performance by **Zeb & Haniya Band**

17:30 - 17:35

Vote of Thanks & Closing

Panel Discussion - 1

'Managing Your Career: Advice from Senior Leaders'



Saadia Naveed
 Dy. Managing Director
 English Biscuit
 Manufacturers (Pvt.) Ltd.



Kalim A. Siddiqui*
 President Petroleum
 Byco Petroleum Pakistan Ltd.



Syed Talat Hussain
 Senior Journalist



Naz Khan
 Chief Financial Officer
 Engro Fertilizer



Umer Lodhi
 Director
 Customer Management Division
 METRO Cash & Carry Pakistan



Moderator:
Eithne Treanor
 Special Correspondent
 CNBC

Panel Discussion - 2

'Promoting Women Entrepreneurship – Challenges and Opportunities'



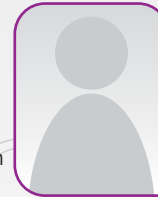
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 Chief Operating Officer
 Buksh Foundation



Moderator:
Andleeb Abbass
 Chief Executive Officer
 FranklinCovey Pakistan

Panel Discussion - 3

'Handling Issues at Workplace'



Mehreen Raashid
 Director
 Rausing Executive
 Development Centre
 LUMS



Sabene Saigol
 Chief Executive Officer
 Red Communication Arts



Jahanzeb Q. Khan
 General Manager, Pakistan/
 Afghanistan Beverages
 PepsiCo



Anjum Rahman
 Director
 Corporate Communication
 and Responsibility
 Telenor Pakistan



Kanwal Hashmat Malik
 Past Chief Executive,
 The Body Shop Pakistan.
 Managing Director, KHM Group
 & LEAD Communications.
 Founder, KHM Designer Couture.



Moderator:
Ayesha Tammy Haq

Conference Speakers



Rahat Kaunain Hasan
Chairperson
Competition Commission of
Pakistan

Ms. Rahat Kaunain Hassan was appointed Chairperson of the Competition Commission of Pakistan (the 'Commission' or 'CCP') on July 26th 2010, and has served as Member (Legal and Office of Fair Trading) of the Commission since its founding in November, 2007. She received a Master's degree in law (L.L.M.), from King's College, London, having concentrated her academic work on the law of international finance and international business transactions. She has been associated with and has been a partner at some of Pakistan's finest civil and commercial law firms.

In 2001, Ms. Hassan was appointed General Counsel/Executive Director at the Securities and Exchange Commission of Pakistan. Soon after the conclusion of her tenure at SECP, Ms. Hassan established her own law firm which engaged in civil, commercial and regulatory law practice. However, her interest in and commitment to public service resulted in her accepting the nomination as Member of CCP in November, 2007. As Member, she was instrumental in the establishment of the Office of Fair Trading within CCP and has authored numerous position papers, guidelines, policy notes regarding important issues of competition law and policy. Moreover, she has co-authored most of the seminal Orders passed by CCP including those that resulted in breaking the most pernicious cartels.

A working mother of four children, Ms. Hassan has been a high achiever in her field, and in recognition of her commitment to public service received the Women of Achievement Award, 2010. She has also been nominated for the Sitara-e-Imtiaz.

cc.gov.pk



Eithne Treanor
International Broadcast Journalist
CNBC

Eithne Treanor is an independent professional conference moderator and facilitator, media trainer and founder and managing director of ETreanor Media based in Dubai and London. Eithne has interviewed politicians, dignitaries, and high - ranking business people and has written and reported for television, radio and print publications. Her TV experience spans major international networks including ABC News, Sky News, BBC World, Bloomberg and CNBC Europe.

Eithne is currently CNBC's Special Correspondent in the Middle East and she is also OPEC's official on-air conference and web-cast moderator and works closely with their in-house media team. She has moderated high level conferences in the Middle East and in Europe. She is a regular contributor to many trade publications including, Investor Relations Magazine, CorpComms, Forbes Media, Energy Risk and www.oilbarrel.com

With her expertise in energy, economics and finance, Eithne is a sought-after conference speaker, moderator and Master of Ceremonies

etreanor.com



Chaudhry Aitzaz Ahsan*
Barrister-at-Law and
Senior Advocate at
the Supreme Court of Pakistan

Chaudhry Aitzaz Ahsan (born on September 27, 1945, Murree, Islamabad Pakistan) is a Barrister-at-Law by profession and a senior advocate at the Supreme Court of Pakistan. He is also a writer, human rights activist, politician, former Federal Minister for Law and Justice, Interior, Narcotics Control (1988-1990) and Education. Elected to the Senate of Pakistan in 1994, he eventually succeeded as the leader of the House and the leader of the Opposition between the years 1996 and 1999. Currently he is president of the Supreme Court Bar Association. Aitzaz Ahsan comes from a family background steeped in politics. He received his early education from Aitchison College and the Government College, Lahore. Later he studied law at Cambridge University, UK and was called to the bar at Grays' Inn in 1967.

A senior advocate in the Supreme Court of Pakistan, Ahsan is a well respected Pakistani lawyer, consistently given the highest rank by Chambers and Partners ranking of legal professionals. He also made legal history of sorts by having defended two Prime Ministers in the court of law. Having previously fought cases in defence of Ms Bhutto in 2001 he took up a case in defence of former prime minister Nawaz Sharif. During his most recent tenure as a member of the National Assembly of Pakistan he was a member of the Standing Committee on Interior and the Standing Committee on Public Accounts.

He has also co-authored the book "Divided by Democracy" with Lord Meghnad Desai of the London School of Economics.

aitzazahsan.com



Shahzad Nawaz
Change Artist,
Brand Strategist &
Film Maker

Meet Shahzad Nawaz - a celebrated name in Pakistani media & communication arts industry. An avid dreamer and a blind believer, Shahzad Nawaz continually live on between three parallels; Professional, Private and Personal. Toggling between the three lives is where he comes alive as a friend, husband, father, son, brother, peer, adversary, teacher, role model, mentor, boss, leader, visionary, writer, film maker, speaker, trainer, music producer, lyricist, voice over artist, an event manager, a creatipreneur or a designer and God knows what not!

Living in multi-faceted roles over three parallels in multi-dimensions is never easy. People love him, they envy him, respect him, like him, trust him and support him- and yet ask him, 'how can he do all so many things?' But then, life is such for all... simply because, Shahzad Nawaz, today, is nothing less or more than what he was yesterday. He remains a composite of his beliefs, his convictions, his ethics and a disciple of his dreams.

A role-model to many young and aspiring Pakistani youth, Shahzad is in the forefront of Ideas business where he continues to stir energy with his work and perspective.

sndesign.info & coupfilms.com

Conference Speakers



Sarmad Tariq
Motivational Speaker

Sarmad Tariq is a life coach, motivational speaker and a writer with the aim to highlight the importance of human potential. He helps others realize the positive significance of limitations at organizational and personal level.

As a speaker/trainer he has worked with organizations such as Novartis, Merck, Procter & Gamble, Telenor, Standard Chartered Bank, Unilever, Pakistan Tobacco Company, Lakson Tobacco, Glaxo Smith Kline Pakistan Ltd., Pepsi & Nokia Siemens Network Pakistan.

On March 26, 2004 he drove a distance of 1,847 km nonstop from Khyber to Karachi in his hand controlled car. He covered the distance in 33 hours and made a world record by being the first ever quadriplegic to cover the distance in such short time. The objective of his drive was to raise awareness about the latent potential of physically challenged. He is also the first ever Pakistani wheelchair bound athlete to complete a full marathon distance of 42.192 kilometers in Standard Chartered Lahore Marathon on January 30, 2005. And was the only wheelchair athlete to represent Pakistan and complete the New York City Marathon in November 2005. As an athlete his adventures continue.

Sarmad is a quadriplegic (paralyzed shoulder down), on a wheelchair for the past 18 years. He is married, and lives in Islamabad.

sarmadtariq.com



Dr. Fazeela Abbasi
Consultant / Dermatologist

Dr. Fazeela Abbasi is a consultant dermatologist in Pakistan. She did her post graduation qualification in clinical dermatology from Saint Johns Institute of dermatology, Kings College London, the world's renowned dermatology institution. She completed her residency from Saint Thomas and Guys Hospital London. She is now pursuing her medical career in doctorate in medicine. She has been in dermatological practice since 2003. She has advanced training in dermatopathology, laser and cutaneous cosmetic surgery. She has presented and published numerous papers in National and International journals. She has written thesis on Cutaneous Leishmaniasis which has been recognized by University of London(UK). She is a regular invited guest speaker at National and International forums. Her clinical paper on use of erbium yag laser in treating acne scars in Asian skin type 4& 5 won accolades in the European Academy of Dermatology (EADV) held in Gothenberg, Oct 2010.

She is a member of the British Cosmetic Dermatology Group, Pakistan Association of Dermatology and ESCAD (European Society of Cosmetic & Aesthetic Dermatology). She is appointed by the President as an Advisor / Consultant in the Federal Ministry of Health.



Zeb & Haniya Band

Internationally acclaimed singer/songwriters Zeb and Haniya are Pakistan's 'first girl-band', pushing the boundaries of the Pakistani pop music industry.

Chup, their debut album, was an award-winning chart buster. They were described by Newsweek International in a full page feature as "...one of Pakistan's hottest pop duos. Zeb & Haniya's brand of folksy music draws on their Pashtun heritage and can easily fit into the province's longstanding Sufic tradition. Their songs can be playful and sensual, addressing themes of love and longing."

Time Magazine chose Chup as their Pick of the Week: "...when it comes to rock 'n' roll, it's the Pakistanis who have found their rebel yell. In their debut album, Zeb and Haniya produce a complex sound that has hints of Dylan yet still calls itchy feet to the dance floor."

Zeb and Haniya break every stereotype of what it means to be Pashtun Muslim women at a time when Pashtun culture is seen the world over to be in a conservative freefall. "Zeb and Haniya are a living and vivid example of how much more there is to the Pashtun sensibility than the images of gun-toting renegades," BBC News World Service.

Musically, Haniya is inspired by diverse musical traditions and particularly by acoustic traditions such as the delta blues. As a songwriter, she is moved by the experiences of everyday life and finds inspiration therein for composing music that resonates with universal human emotions. Zeb has trained as a South Asian classical vocalist and is interested in exploring regional music from around the world, especially Central Asia.

zebandhaniya.com

Moderators



Ayesha Tammy Haq

A corporate lawyer by profession, Ayesha Tammy Haq is a well-known face on television. She anchors the hottest debates on her nightly talk show on Business Plus, and is an RJ on FM 89. She is also an avid scuba diver and skydiver, and apparently gets her adrenaline pumping not just from adventure sports but also from taking on varied projects at any given time.

Recently, she has stepped into a new and stylish robe as CEO of Fashion Pakistan, a council of designers.



Andleeb Abbass
Chief Executive Officer
FranklinCovey Pakistan

Andleeb Abbas has been involved in the field of training and consultancy for the last 12 years. She specializes in the areas of Strategic Management and marketing strategy and has trained nearly all top local and multinational organizations. She is the CEO of the world's largest training and consulting brand by the name of FranklinCovey Pakistan. She is a training and marketing consultant to the World Bank, Asian Development Bank, and DFID. She is also a visiting faculty member at LUMS, LSE and Imperial College. She has published 30 papers and over 500 articles and currently writes for DAWN and NEWS Sunday magazine. In 2002 she was the only Pakistani to be declared as one of the top 30 Strategic Thinkers in the world by the World Bank Washington DC social development department, and consequently was invited to assist the World Bank in preparing their next 10 year strategic plan.

franklincoveypakistan.com



Pakistan Society for Training & Development

Pakistan Society for Training & Development is a not for profit institution focusing on sharing sound management practices, identifying and enhancing leadership potentials, enabling transfer of knowledge to new applications and providing a forum for initiating discussions to create synergy to further the cause of this key imperative via Corporate and Management Training programs, Seminars & Conferences.

The Society was founded on May 21st, 1966 under the name of Pakistan Society for the Advancement of Training but was later changed to Pakistan Society for Training and Development in May 1992. It is managed by a Board of Governors comprising of senior executives and human resource professionals from leading organizations in Pakistan who work in an honorary capacity and are elected by the General Council after every two years.

Over the years PSTD has organized numerous training sessions, speaker sessions and training forums, encouraging multinationals and national organizations to share their professional expertise with developing organizations.

For further details on PSTD and their upcoming events please visit: www.pstd.com.pk

Conference Investment:
Rs. 5,000/- Per participant

Group Discount:
Every 5th participant from the same organization is **FREE**

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| iii. Organization name | vii. Fax number and |
| iv. email address | viii. Postal address |

Book your place now!

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