

Hosted by:



Co-Organizer:



# WIBCON '09

## SHAPING THE WORKPLACE TOGETHER

4<sup>th</sup> June 2009  
Marriott Hotel, Karachi

Women In Business & Leadership Conference

Supporting Sponsors:



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Dear Friends & Colleagues,

As we enter the global market place today we see a changed face of business. Where women were initially invisible within organizations, an increasing number of women are now working in various roles in different organizations and industries. Our society now greatly values and promotes gender diversity. Women today inspire other women in the society and have been successful in breaking down corporate barriers and also glass ceilings, proving their mettle in all spheres of business, government and social leadership positions.




In order to commemorate the achievement of Pakistani women The Pakistan Society for Training & Development (PSTD) in association with Terrabiz is organizing "The Women in Business and Leadership Conference", where leading professionals from all walks of life will share, inspire, motivate and educate participants on topics and issues confronting women today.

WIBCON will serve as a platform where professionals will be provided with an opportunity to share their knowledge and skills to succeed in today's diverse business scene. WIBCON will be a forum for positive exchanges amongst peers who share a strong determination to succeed and will be an avenue of mutual support.

Through an exciting group of panelists and keynote speakers, the WIBCON aims to:

- Provide shared insight and support to women
- Provide a networking platform
- Promote a spirit of camaraderie among our members and women in the business community
- Provide an international perspective on women issues through thoughts and ideas of leading international speakers both men and women.

WIBCON is poised to be an annual event and would hope to chart the course of the changing roles of females in business and leadership.



Salman Burney  
President - PSTD

### Key Issues Under Discussion

- Women Leaders as Agents of Change
- Workplace and professional stereotypes
- Women at the Heart of Development
- Women at Key Positions - Choices, Chances, Challenges
- Shaping the Workplace of the Future
- Emerging Trends in Women Leadership

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

### Syndicate Sessions:

In an exclusive session groups of conference participants would be given the opportunity to transform their learning into words and strategies under one to one moderation by leading experts and trainers.

### WIBCON Awards

WIBCON'09 would be initiating a series of annual awards designed to recognize the achievements of entrepreneurial and forward thinking women. The criteria for the awards and details would be launched at the event.

### Who Must Attend

Chairmen, CEOs, Presidents, Managing Directors, Senior and Middle Managers, and Executives from all spheres of the corporate world are encouraged to attend the session.

### WIBCON Core Team

Members PSTD Board of Governors: Haroon Basheer, Salim Azhar, Jehangir Bashir Nawaz, Iftikar Ahmed, Fariha Salahuddin.

Anjum Rehman (Business Development Executive)

Terrabiz: Hamza Wasi Hashmi (CEO), Arsalaan Haleem, Mohammad Phaysal

08:30 am to 09:30 am	Registration & Networking
09:30 am to 09:45 am	Welcome address & conference objectives Salman Burney - President PSTD
09:45 am to 10:10 am	Address by Chief Guest
10:10 am to 10:35 am	Women Leadership - Breaking the Myths Shimi Shah - Managing Director FORSA UAE
10:35 am to 11:00 am	Women Stereotyped in Health & Education Sectors - A SAARC Perspective H. E. Mrs. Yasmeen Murshed - Bangladeshi High Commissioner
11:00 am to 11:10 am	Q&A Session
11:10 am to 11:30 am	Tea Break
11:30 am to 12:30 pm	<p>Panel Discussion: Emerging Trends in Women Leadership</p> <p>Topics include:</p> <ul style="list-style-type: none"> <li>- Women changing the global corporate scene</li> <li>- Women Entrepreneurship – finance, education, and health sectors</li> <li>- Gender Diversity and Equal Opportunity</li> <li>- Women’s Portrayal in Media &amp; Civil Society</li> </ul> <p>Panelists:</p> <p>Asad Umer - President, Engro Chemical Pakistan Limited</p> <p>Talat Naseer - Senior Vice President, Abraaj Capital - UAE</p> <p>Sania Nishtar SI, FRCP, Ph.D - Founding President, Heartfile</p> <p>Rabia Garib - Editor-in-Chief, CIO Pakistan</p> <p>Nadia Munawar Siddiqui - Director Corporate Communications, JS Group and Chairperson Business &amp; Professional Women International</p> <p>Amer Khan, Area Manager, Etihad Airways, Pakistan</p> <p>Vaneeza Ahmad - Designer &amp; Model</p> <p>Moderator: Tariq Qureishy - CEO - SAB Media Holding</p>
12:30 pm to 01:00 pm	<p>Motivational Session by Sarmad Tariq</p> <p>Taking charge of one’s life</p> <p>Courtesy: </p>
01:00 pm to 02:00 pm	Lunch & Prayers Break
02:00 pm to 02:30 pm	<p>Interactive conversation with Atiqa Odho</p> <p>TV Celebrity / Chairperson - United Producers Association</p> <p>Interviewed by Farieha Idrees - DawnNews</p>

02:30 pm to 03:00 pm

Are Women Ready for Key Positions? Choices, Chances & Challenges  
Sherry Rehman - Former Federal Minister for Information

03:00 pm to 04:00 pm

Panel Discussion:  
Creating the Workplace of the Future

Topics include:

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

Panelists:

Sultana Siddiqui - President, HUM TV  
Saadia Naveed - Deputy Managing Director, EBM  
S. Qaisar Shareef - Country Manager, P&G\*  
Sohail P. Ahmed - CEO, Thal Engineering  
Amena Arif - Head of Commercial Banking Group, Citibank  
Kanwal Hashmat Malik - CEO, Body Shop Pakistan

Moderator:

Dr. Huma Baqai - Assistant Professor, IBA

04:00 pm

Tea & Stretching Break

04:00 pm to 05:00 pm

Syndicate Sessions:  
Discussion, Making PPT Presentation, and Presentation on Stage to audience and the chief guest  
Delegates to be divided in groups to deliberate on the most important issues facing professional and working women in Pakistan.

Facilitators:

Rukhsana Asghar - Fulcrum Private Limited  
Sadia Saeed - Prolink Consulting  
Shoaib Siddiqui - Four Corners Group  
Humaira Ahmad - Winning Edge  
Asma Mustafa - Navitus  
Kanwar Anwer Saeed - Engro Chemicals Pakistan Limited  
Shafaq Omar - Engro Foods Limited  
Ayesha Tahir Masood - Global Management Consultants



05:00 pm to 05:10 pm

WIBCON Awards  
Awards Criteria explained for next year  
Mian A .Ghani - Founder PSTD

05:10 pm

Vote of Thanks



### Shimi Shah

Managing Director  
FORSA LLC

Shimi a graduate from Queens College Cambridge, UK has actively been involved in fund management and venture capital for nearly 16 years. She began her career as a Director at Partnerships UK plc (PUK), where she worked for over three years. Working on the Company's equity business she invested in a number of spin outs from Government Departments and Universities in UK. Following this, Shimi then moved on to join Porton Capital, UK; a venture capital Company, as a Senior Director focusing on investments from Government Departments and Universities.

She is an active member of the Young Presidents Organization (YPO). Shimi currently work for Forsa, as the Managing Director. Founded in January 2007 in Dubai, FORSA provides investment opportunities primarily to the growing bank of high net worth women in the UAE and GCC region. This includes offering women the opportunity to invest in the region's booming economic development and empowering them to realize their business aspirations by providing access to professional expertise and support.

FORSA has carefully selected an all women management team whose combined strengths, talents and knowledge base across a range of industries and markets ensure that FORSA is able to deliver on its mission.



### H. E. Mrs. Yasmeen Murshed

Bangladesh's High Commissioner to Pakistan

Bangladesh's Ambassador to Pakistan, Mrs. Murshed completed her primary and secondary education at the Viqarunnisa Noon School in Dhaka. Subsequently, she completed her Bachelor of Arts degree in English and Masteris Degree in Economics at the University of Punjab.

Mrs. Murshed began her career in education as a teacher in various Pakistani institutions prior to her relocation to Bangladesh in 1971. Apart from being an eminent educationist Mrs. Murshed has an excellent track record of activities in national socio-political development efforts. In the early nineties she undertook a very significant role through the Centre for Analysis and Choice (CAC), a non-partisan think tank, to help consolidate the democratic process and improve the status of women in Bangladesh. Mrs. Murshed also assumed the posts of Minister of Women and Children Affairs and Minister of Social Welfare in Bangladesh.



### Sherry Rehman

Former Federal Minster  
Information & Broadcasting, Pakistan

Former Federal Minister for Information, Sherry Rehman is a liberal politician and journalist. She was appointed by the Pakistan People's Party as a Member of the National Assembly after the 2002 elections. Ms. Rehman completed her education at Smith College, graduating in 1985. She has been an active campaigner for human rights and gender justice and the founder of the Human Rights Commission of Pakistan.

A former editor of Herald, Sherry Rehman is a journalist by profession. In March 2002 she was awarded the Overseas Award for Excellence in Journalism by the British House of Lords.



**Sarmad Tariq**  
Motivational Speaker

Sarmad Tariq is a trainer, life coach & a motivational speaker, with an aim to highlight the potential of human beings. He helps others realize their true potential and positive significance of limitations at an organizational and personal level. Sarmad holds an MBA from the American International University, Islamabad. Sarmad is a quadriplegic (paralyzed shoulder down), on a wheelchair for the past 18 years.

On March 26, 2004 he drove a distance of 1,847 km non-stop from Khyber to Karachi in his hand controlled car in 33 hours and made a world record for a quadriplegic.

## Panel Discussion Moderators



**Tariq Qureishy**  
CEO - SAB Media Holding  
(Publishers of The Times - London)



Tariq Qureishy is the CEO of SAB Holding and SAB Media. As a Group CEO he manages all the companies in the Group which also includes Media, Telecom & Technology, Retail, Real Estate, Logistics and Investments. The Group is headquartered in the KSA with regional offices in London, Dubai, Cairo & Jeddah.

Tariq has a degree in Economics from the Harvard Business School, USA. In addition to the above, Tariq has also led several strategic consultancy projects in the TMT [Technology, Media, Telecoms] and other business sectors in USA, Europe, Middle East and Africa.

Tariq has served the community in several ways as well by setting up a charitable initiative called Mobile-Aid, using technology and know-how to raise funds focusing on worthy causes relating to children all over the world. He is also involved in several other humanitarian projects internationally.



**Dr. Huma Baqai**  
Professor - IBA, Karachi

Dr. Huma Baqai currently teaches at IBA, Karachi. Prior to that, she has been associated with Department of International Relations at the Karachi University for most of her academic career. She is a specialist in non-state peace diplomacy. Her primary focus during her PhD was on Non Military Sources of Conflict in South Asia.

Apart from this, she has been anchoring different Current Affairs programmes such as This Week, Midweek Review and News Morning on Pakistan Television Network, since 2001. Additionally she has also appeared as an analyst on foreign affairs and national issues on Pakistan Television Network and private TV channels since 2000 to date.

## A conversation with Atiqa Odho



**Atiqa Odho**  
TV Celebrity / Chairperson  
United Producers Association

Interviewed by:

Farieha Idrees - DawnNews



Panel Discussion - 1

## Emerging Trends in Women Leadership



**Asad Umer**

President  
Engro Chemicals



**Talat Naseer**

Senior Vice President  
Abraaj Capital - UAE



**Sania Nishtar** *SI, FRCP, Ph.D*

Founding President  
Heartfile



**Amer Khan**

Area Manager  
Etihad Airways, Pakistan



**Nadia Munawar**

Director Corporate  
Communications  
JS Group  
Chairperson  
Business & Professional  
Women International



**Vaneeza Ahmad**

Designer & Model



**Rabia Garib**

Editor-In-Chief  
CIO Pakistan



Moderated by:

**Tariq Qureshi**

CEO  
SAB Media Holding  
(Publishers of The Times - London)

Panel Discussion -2

## Creating the Workplace of the Future



**Sultana Siddiqui**

President  
HUM TV



**Sadia Naveed**

Deputy Managing Director  
EBM



**Amena Arif**

Head of Commercial Banking  
Group - Citibank



**Sohail P. Ahmed**

CEO  
Thal Engineering



**S. Qaisar Shareef\***

Country Manager  
P&G



**Kanwal Hashmat Malik**

CEO  
Body Shop Pakistan



Moderated by:

**Dr. Huma Baqai**

Professor  
IBA, Karachi

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## Shaping the Workplace Together



### 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](http://www.pstd.com.pk)



Training | Conferences | Exhibitions | PR

Terrabiz is a business information firm, having managed and organized over 20 events of various calibers during the last ten months of our operations. The events, from initiation to conclusion, are handled by a team of professionals, who have a combined experience of organizing over 250 national and international events.

Among most recent events is the 11th Convention of the Management Association of Pakistan which was held in December last year in Karachi. The MAP convention has become the benchmark against which all business conferences are measured.

In addition, Terrabiz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Terrabiz is also organizing an HR Conference, titled, HR's Integral Role in Tough Times at Karachi scheduled to take place on 18th April. Following this is the Media, Entertainment and Marketing Festival.

For further details on Terrabiz and their upcoming events please visit: [www.terrabizgroup.com](http://www.terrabizgroup.com)

## Conference Investment

**Rs. 5,000/- Per participant**

## Group Discount

Every 5<sup>th</sup> participant from the same organization can attend FREE of cost

### Send us your:

Name  
Designation  
Organization  
Mailing address  
Mobile number  
Phone Number  
Fax  
E-mail

## For Registration

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