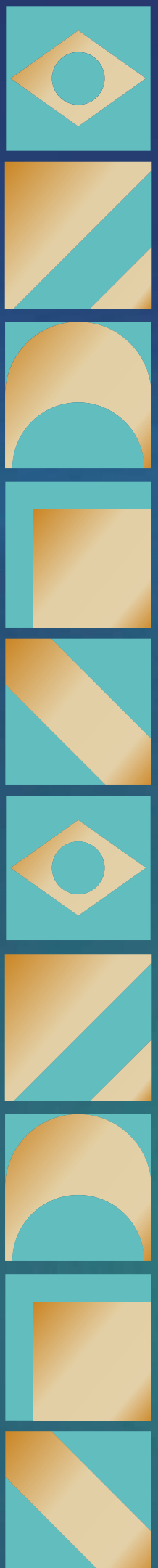


**WE**  
FORUM

Women  
Entrepreneur  
Forum



Connecting women, generating opportunities





# SAVE THE DATE!



4th edition

**WE**  
**FORUM** | Women  
Entrepreneur  
Forum




March 26 and 27, 2025



Belo Horizonte - MG







**Interactions that  
inspire, connections  
that transform, and  
collaborations that  
empower.**

WeForum is a space where women  
connect, innovate and advance  
together, promoting protagonism  
and boosting women's economic  
growth.





# Location:

March 27, 2025

**Audience 400 people**



**SESIMINAS Theater**

R. Padre Marinho, 60 - Santa Efigênia, Belo Horizonte





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## FAQ:

- **Audience:** 400 businesswomen in the face-to-face modality + open online audience
- **Date:** March 26 and 27, 2025
- **Topics:** \*Program subject to change
  - Public Policy in Focus
  - Technological Revolution and the Future of Work: Challenges and Opportunities for the Global Economy
  - Internationalization Research
  - Business Roundtable between Entrepreneurs (WE Forum Business Networking)
- Panel 1 - Creative Industry
- Panel 2 - Infrastructure and Mobility
- Panel 3 - Innovation and Science for Women's Health
- Panel 4 - Energy
- Panel 5 – Advances in Logistics and Supply Chain
- Panel 6 – Consumption
- **Countries:** Brazil ; Russia; India; China; South Africa; Egypt; United Arab Emirates; Ethiopia; Iran; Indonesia, Belgium, Chile, Colombia, Ivory Coast, United States, India, Mexico, Senegal, Sweden, Portugal; Belarus; Nigeria; Bolivia; Kazakhstan; Cuba; Malaysia; Thailand; Uganda and Uzbekistan.



# WEFORUM BUSINESS NETWORKING

Exclusive space for business meetings and networking between businesswomen from different sectors and countries with the aim of promoting business, partnerships and investments.

The business meetings will be attended by foreign buyers from different sectors and countries, being a strategic opportunity for Brazilian businesswomen to present their products, establish partnerships and expand their contact networks.

Target audience: Brazilian and foreign businesswomen in the food and beverage, cosmetics and fashion sectors, among other sectors.  
Participation fee: Free.





# Previous Editions:



2022 – São Paulo



2023 – Rio de Janeiro



2024 - Brasília





## ORGANIZERS



Conselho  
da Mulher  
Empreendedora  
e da Cultura



ASSOCIAÇÃO  
COMERCIAL  
São Paulo

**FEDERAMINAS**  
FEDERAÇÃO DAS ASSOCIAÇÕES COMERCIAIS E  
EMPRESARIAIS DO ESTADO DE MINAS GERAIS



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EMPRESARIAIS DO ESTADO DE MINAS GERAIS







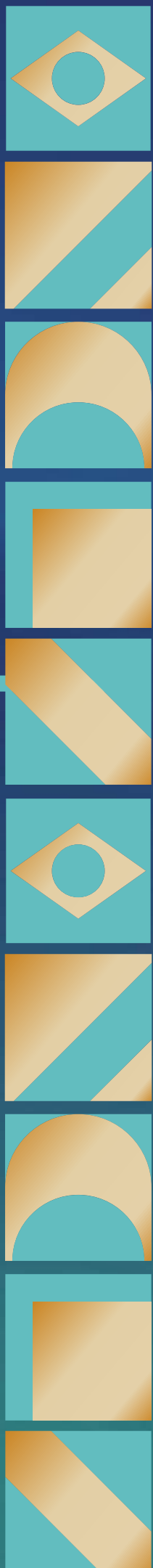
Master of Ceremonies:

Debora Aguillar

Journalist, Publicist, Writer,  
Businesswoman and Speaker







Opening  
March 27







**Ana Claudia Badra Cotait**

**President of the Council of  
Women Entrepreneurs and  
Culture**



**Monica Monteiro**

**President of the Brazilian  
chapter in the Women's  
Business Alliance of the BRICS  
WBA and Executive Advisor to  
the Presidency at CNBC Brazil**

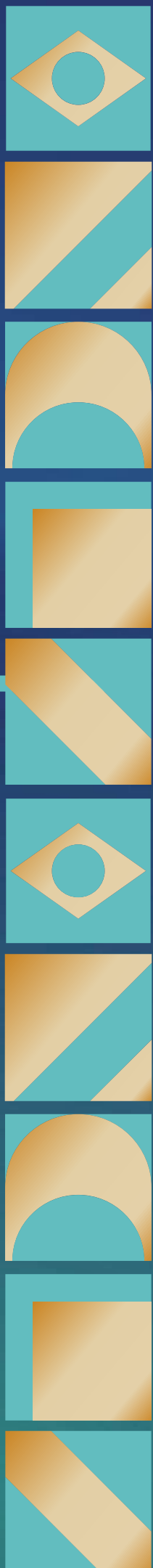


**Nome: Mauricio Prazak**

**President of the Brazilian Institute  
for the Development of  
International Business Relations  
(IBREI)**







Panel:

## INTERNATIONALIZATION RESEARCH

27 de Março







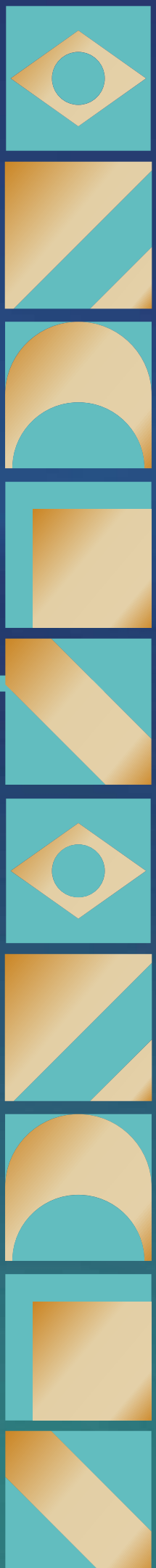
**Moderator: Rosangeela Lara**  
**Executive Director BandNews TV**



**Cristiane Amaral**  
**Partner at Ernst Young and Leader of the Consumer and Retail Sector for South America**







# Panel 1:

## CREATIVE INDUSTRY

Discussion on the potential of the creative industry as an engine of economic and cultural development.

27 de Março







**Moderator: Débora Ivanov**

**Member of the Superior  
Council of Cinema, Ministry  
of Culture.**



**Rose Rainha**

**Superintendent of Sebrae  
of the Federal District**



**Jomana R. Alrashid**

**Chairwoman of the  
Red Sea Film  
Foundation**



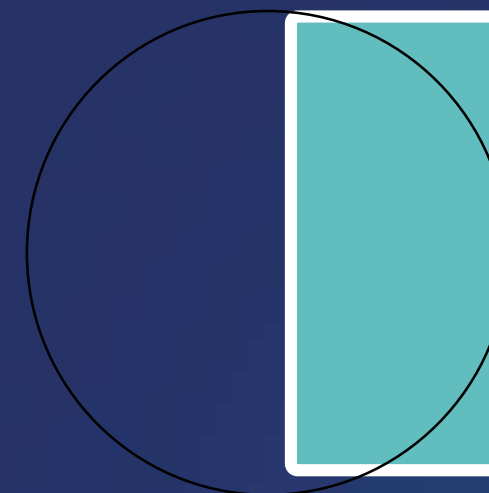
**Jyoti Deshpande**

**President, media and  
content business RIL**



**Alex Braga**

**President of the  
National Film Agency  
(ANCINE)**



**Amazon**







## Panel 2:

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### **INFRASTRUCTURE AND MOBILITY**

**Exploring large-scale infrastructure projects, how innovation is driving new opportunities / Discussion on tourism development, with a focus on sustainability, inclusion and innovation**

27 de Março







**Moderadora: Viviane Saraiva**

**Chief Financial Officer -  
CFO / BRICS WB**



**Fernanda Moraes Tauffenbach**

**Infraestrutura & Capital  
Projects Partner at Deloitte  
Brazil | Líder do Pilar Origens |  
Infra Women Brazil**



**François Dossa**

**Head of Sustainability TCS  
Latam & Senior Advisor for  
New Businesses TCS Brazil**



**Ana Cabral**

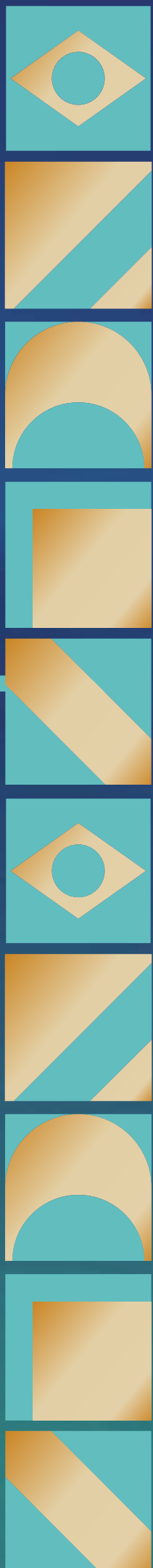
**CEO and Co-Chairman of  
the Board of Sigma  
Lithium**



**María Eugenia Rey Renjifo**

**ANDI (National Association of  
Industrialists) President of the  
Sectional Board of Directors of  
Bogotá, Cundinamarca, Boyacá.  
He is a member of the National  
Council**





## Panel 3:

### **INNOVATION AND SCIENCE FOR WOMEN'S HEALTH**

**Artificial Intelligence and Personalized  
Medicine in Combating Chronic  
Diseases and Wellness Challenges**

27 de Março







**Moderator: Elisa Goulart  
Machado Kovalski**

**Guest Professor | Dom  
Cabral Foundation**



**Spider Steele**

**Special Advisor to the  
Special Advisor to the  
President of the Republic**



**Adriana Costa**

**President of Siemens  
Healthineers Brazil**



**Liudmila Scherbakova**

**President of Velpharm Group**



**Sandra Soares Costa**

**Co-founder and President of  
the Board of Directors of  
Grupo Sabin**



**Walker Lahmann**

**Ceo Eurofarma**





## Panel 4:

### **ENERGY**

Will approach the energy market, its opportunities and consumer empowerment, the energy transition, the digitalization of the energy sector as an effective element for the decarbonization of the economy and the challenges of the sector that still exist, such as access to energy in regions that are not yet connected and the potential for women's economic inclusion through energy

27 de Março







**Moderator: Rose Santos**  
**Director Amber Energia**



**Zhao Haiying**  
**Executive Vice President and Chief Strategy Officer of CIC, Chair BRICS China**



**Fernanda Delgado**  
**CEO ABIHV - Brazilian Association of the Green Hydrogen Industry**



**Elbia Ganoum**  
**President of the Brazilian Association of Wind Energy and New Technologies (Abeeólica)**



**Renata Isfer**  
**Executive President of the Brazilian Biogas Association**



**Wilson Ferreira**  
**Chairman of the Board of Matrix Energia**



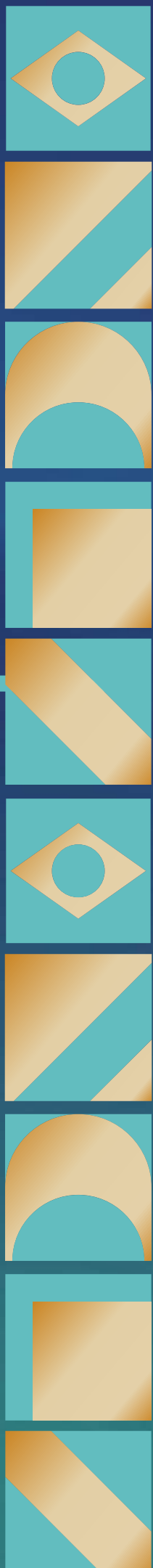


**Elisa Sohman**

**Presidente em Brazilian  
Chamber of Commerce in  
Sweden**







## Panel 5:

### **ADVANCES IN SUPPLY LOGISTICS FOR A SUSTAINABLE WORLD**

**Discussions on improvements in  
logistics and how it can facilitate  
international trade**

27 de Março





**Moderadora: Tania Reis**

**Cargo: Ceo Grupo Serpa**



**Nome: Aglaia Danilova**

**Cargo: Sustainable (ESG)  
finance New Development  
Bank (NDB)**



**Nome: Nadir Moreno**

**Cargo: Latin America HRBP  
Managing Director at UPS |  
President of LIDE Mulher -  
Women Business Leaders**



**Nome: Roberto Lopes**

**Cargo: Chief Executive  
Officer na ICTSI Rio Brasil I**



**Nome: Flavia Morais Takafashi**

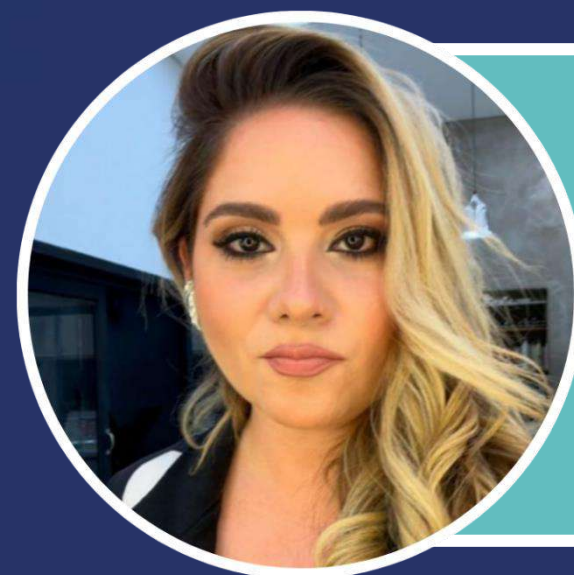
**Cargo: Diretora ANTAQ -  
Agência Nacional de  
Transportes Aquaviários**

**Nome: Fiona Meng**

**Cargo: Ceo WD Group**







**Nome: Geovana Quadros,  
Mulheres Inspiradoras**

**Cargo:**





## Painel 6:

### CONSUMO

Especialistas e referências no setor irão abordar o consumo consciente e cases de exportação que são grandes sucesso. Além de, criar novas redes de ampliação do ecossistema de empreendedorismo feminino que gere novas oportunidades de trabalho e o estímulo à independência financeira feminina.

27 de Março







**Cristiane Amaral**

**Partner at Ernst Young  
and Leader of the  
Consumer and Retail  
Sector for South America**



**Catherine Petit**

**Managing Director of  
Chandon Brasil**



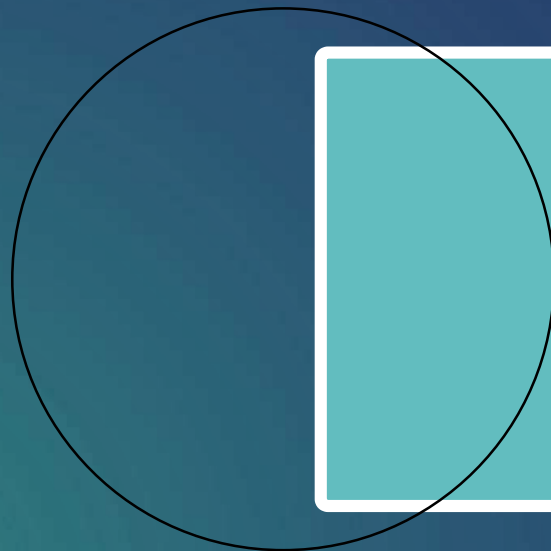
**Gustavo Bruno**

**General Manager da Mars  
Pet Nutrition**



**Claudia Maldonado**

**President of the Brasilia  
Convention & Visitors  
Bureau**



**Ankita Sachdev**

**Managing Director of the  
BRICS Chamber of  
Commerce & Industry**



**Eduardo Chedid**

**Ceo of PicPay**







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