

Women and Finance Conference

4 May 2017, Luxembourg

How is the world of women and finance evolving globally and in the Nordic countries? What are the implications for the financial industry and all industries?

VENUE:

European Convention Center
4, place de l'Europe
L-1499 Luxembourg

PARTICIPATION FEE :

250 € (excl. V.A.T)

REGISTRATION TO :

info@nobelux.se

ORGANISED BY



SveBelux & Nobelux

Swedish Chamber of Commerce
in Belgium and Luxembourg

AND ALSO
Nordic Chamber of Commerce
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Programme

8:30 Registration

9:00 Welcome and Introduction

Mathilde Hildenfeldt, Managing Director, Swedish-Nordic Chamber of Commerce, Luxembourg

H.E.Mrs Annika Hahn-Englund, Ambassador of Sweden to Belgium & Luxembourg

9:20 Keynote: **Rich Thinking: A Global Perspective on Smart Women and Money**

Barbara Stewart, CFA, Canada

9:50 Keynote: **The Nordic Perspective**

Hakan Nyberg, CEO of Nordnet, Sweden

10:15 **Panel 1 : Women & Investments**

- How smart women are investing their money in 2017.
- How financial institutions should respond to these archetypes.
- Millennials and women – the similarities in financial behaviors.
- The female asset mix: value investor or investor in value?
- Gender equality as an input in portfolio management.

Moderator: **Barbara Stewart**, CFA, Canada

Panelists:

John Norden, Co-founder & Chair, Mybanker.dk, Denmark

Hakan Nyberg, CEO of Nordnet, Sweden

Anna Jönsson, CFA, Institutional Sales Öhman, Sweden

Åse Bergstedt, Chief Expert in Nordea on Sustainability, Nordea, Sweden

David Schmidt, Head of Private Banking Investments, Banque de Luxembourg

Roxane Haas, Deputy Banking Leader, PwC, Luxembourg.

11:15 **Coffee Break**

11:30 **Panel 2: Reaching out to the #1 target customer: the financially confident woman**

- A deeper dive into the opportunities and strategies for reaching the #1 target market.
- The female communication style and why it matters.
- A female customer's perspective .
- How to tap into 'her' network?

Moderator: **Larissa Best**, CEO, Equilibre, Luxembourg

Panelists:

Helena Olsson, CEO Burson-Marsteller Sweden


Claes Eliasson, Head Group External Communications, Nordea, Sweden

Jennifer Hansen, VP and Head of Global Sales Strategy and Execution, Saxo Bank, Denmark

Isabelle Lebbe, Partner, Arendt & Medernach, Luxembourg

Viviane Clauss, Head of marketing & Digital Services, Banque de Luxembourg

12:15 **Lunch**



13:30 Panel 3: Smart women: financial behaviors and technology

- How the media and the technology has changed the world for women and finance?
- Women in developing economies - the last inclusion horizon.
- Inclusion of underserved groups, disproportionately women, thanks to financial technology e.g. Mpesa.
- Rebalancing of financial inclusion of women, and financial empowerment of women, thanks to new models of working e.g. remote working, gig economy.
- How technology lowers the threshold for women to participate in finance through open education systems, gamification, empowering apps and the commoditization of investing?

Moderator: **Laureline Senequier**, Senior Manager Information and Technology Risk, Deloitte Luxembourg

Panelists:

Sofie Blakstad, CEO, Hiveonline, Denmark

Esther van Luit, Senior Security Consultant at Deloitte, Netherlands

14:00 Panel 4: The Impact of Gender Diversity

- How to build confidence in girls and women?
- The empowering effect of access to finance for women and girls.
- The competitive advantage of gender diversity.
- Experiences from Nordic financial institution: how the Nordic institutions are dealing with this?
- Experiences from Luxembourg: How BNP Paribas is dealing with this?

Moderator: **Denise Voss**, Chairman, Alfi

Panelists:

Helena Arlander, Director, Portfolio and Risk Management, Finnfund, Finland

Helga Hlín Hákonardóttir, Partner, Strategía, Iceland

Tabitha Cooper, Strategic Business Developer, Nordea, Sweden

Anna Svahn, Project Manager, Feminvest, Sweden

Mathilde Jahan, General Secretary, BNP Paribas, Luxembourg

15:00 End of conference
