

# Gender perspective in the financial industry

Conference, 14 June 2017, Luxembourg

## VENUE :

State Street Bank Luxembourg  
49, avenue J. F. Kennedy  
L-1855 Luxembourg

## PARTICIPATION FEE :

190 € (excl. V.A.T)

## REGISTRATION TO :

info@nobelux.se

**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?**

## Programme

**08:00** Registration

**08:30** Welcome & Introduction

**Mathilde Hildenfeldt,**

*Managing Director, Swedish & Nordic Chamber of Commerce, Luxembourg*

**Emmanuelle Miette,**

*Partner, Deloitte, Luxembourg*

**08:45** Keynote: **A Global Perspective on Women and Money**

**Bilyana Kuncheva,** CFA, Director, M&G Investments, UK

**09:15** Keynote: **The Nordic Perspective**

**Håkan Nyberg,** CEO, Nordnet, Sweden

**09:45** Panel 1 : Women & Investments

- How women are investing their money
- How the financial institutions responding and should respond to this 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:

**Julian Presber,**

*Programme Coordinator, Master's Courses*

*Luxembourg School of Finance – University of Luxembourg*

Panelists:

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

**Håkan Nyberg,** CEO, Nordnet, 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

**10:45** Coffee Break

**11:00** 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:

**Eva Riedel,** Partner, Disruptive Communications, Denmark

**Sara Alsén,** Managing Director, Burson-Marsteller, Sweden

**Isabelle Lebbe,** Partner, Arendt & Medernach, Luxembourg

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

## ORGANIZED BY :



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**11:45 Panel 3: 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 State Street is dealing with this?

Moderator:

**Denise Voss**, *Chairman, Alfi*

Panelists:

**Cristina Ferreira**, *Chief Administrative Officer, State Street Bank Luxembourg*

**Helga Hlín Hákonardóttir**, *Partner, Strategía, Iceland*

**Tabitha Cooper**, *Strategic Business Developer, Nordea, Sweden*

**Annemarie Arens**, *General Manager, LuxFLAG, Luxembourg*

**12:30 Wrap up & Networking Lunch**