



# Women entrepreneurs: from knowledge to action

## RE-FEM MULTIPLIER EVENT



10:30    **Arrival at the venue and networking**

11:00    **Welcome speech**

**Mr. Francisco Javier González Navarro.**  
General Director of Entrepreneurship Promotion and Continuous Training at the Junta de Andalucía. Spain.

11:10    **Project overview and presentation of the project’s key results**

**Dr. Katalin Oborni.**  
Senior project manager, HETFA Research Institute, leading partner of RE-FEM. Hungary.

11:30    **Audiovisual segment. Video summary of the results of the RE-FEM project.**

**Ms. Nieves García Pereira.**  
Project Manager of RE-FEM at Andalucía Emprende. Spain.  
  
Greetings from **Nadia Calviño Santamaría**, President of the European Investment Bank Group.

11:35    **Keynote speech**

**Ms. Anna Häggblom.**  
AI Advisor. TEDx Speaker. Findland.

11:45    **Round table discussion in English . “Resilient Futures: Supporting Women Entrepreneurs in Times of Crisis”**

The session will explore key lessons learned throughout the RE-FEM project about supporting women entrepreneurs in times of crisis.

**Presentation Final Policy Study**

**Ms. Daniela Kuzmanović.**  
Project manager, scientific associate at Institute Mihajlo Pupin. Serbia.

**Moderator:**    **Ms. Sanja Popovic-Pantic.**  
Head of Science and Technology Policy Research Centre in Institute Mihajlo Pupin, President of the Association of Business Women in Serbia, EEN TG Women Entrepreneurship Chair, G100 Global Chair for MSM Enterprises.

**Panellists:**    **Ms. Gabriela Kostovska Bogoeva.**  
Co-founder & executive director at Foundation for Management and Industrial Research, President of the BoD at Youth Entrepreneurial Service Foundation Vice-Chair of the EEN Thematic Group Women’s Entrepreneurship. North Macedonia.

**Ms. Zsuzsanna Lukács Lakatosné.**  
Deputy State Secretary for the Protection of Enterprises at the Ministry of National Economy, Hungary. Former Director of SEED Foundation. Hungary.

**Mr. Ludwig Stendahl TBC.**  
Business Developer at Connect Norr Västerbotten. Sweden.

12:30    **Round table discussion in Spanish . “Female entrepreneurship in Andalusia: real challenges and necessary answers”**

The round table discussion will bring together leading institutional representatives, businesswomen and communication experts to reflect on the main challenges of female entrepreneurship in Andalusia. Action-oriented proposals will be introduced, presenting a practical and territorial perspective.

**Moderator:**    **Ms. Pilar Ramos Martín.**  
Director of Entrepreneurial Culture, Innovation, Knowledge and Communication at Andalucía Emprende Andalusian Public Foundation. Spain.

**Panellists:**    **Ms. Lorena Garrido Serrano.**  
Deputy Minister of University, Research and Innovation of the Regional Government of Andalusia. Spain.

**Ms. Victoria García Cabrera de Paredes.**  
CEO & Founder Agencia Cps. Journalist, TV Producer and Speaker. Included in the Forbes list of Influential Women in Andalusia 2024. Spain.

**Ms. Mercedes León Lozano.**  
Managing Director of the Andalusian Council of Chambers of Commerce, Industry, Services and Navigation. Practising lawyer. Spain.

13:15    **Closing remarks**

13:30    **Networking and farewell drink**