

Under the Patronage of  
HRH Princess Sumaya bint El-Hassan



*Vision for a Digital Economy*

November 28<sup>th</sup>  
08:00 AM – 03:00 PM  
Sheraton Amman Al Nabil Hotel

[www.she-techs.com](http://www.she-techs.com)

Organized by:

**int@j**

Information and Communications  
Technology Association - Jordan



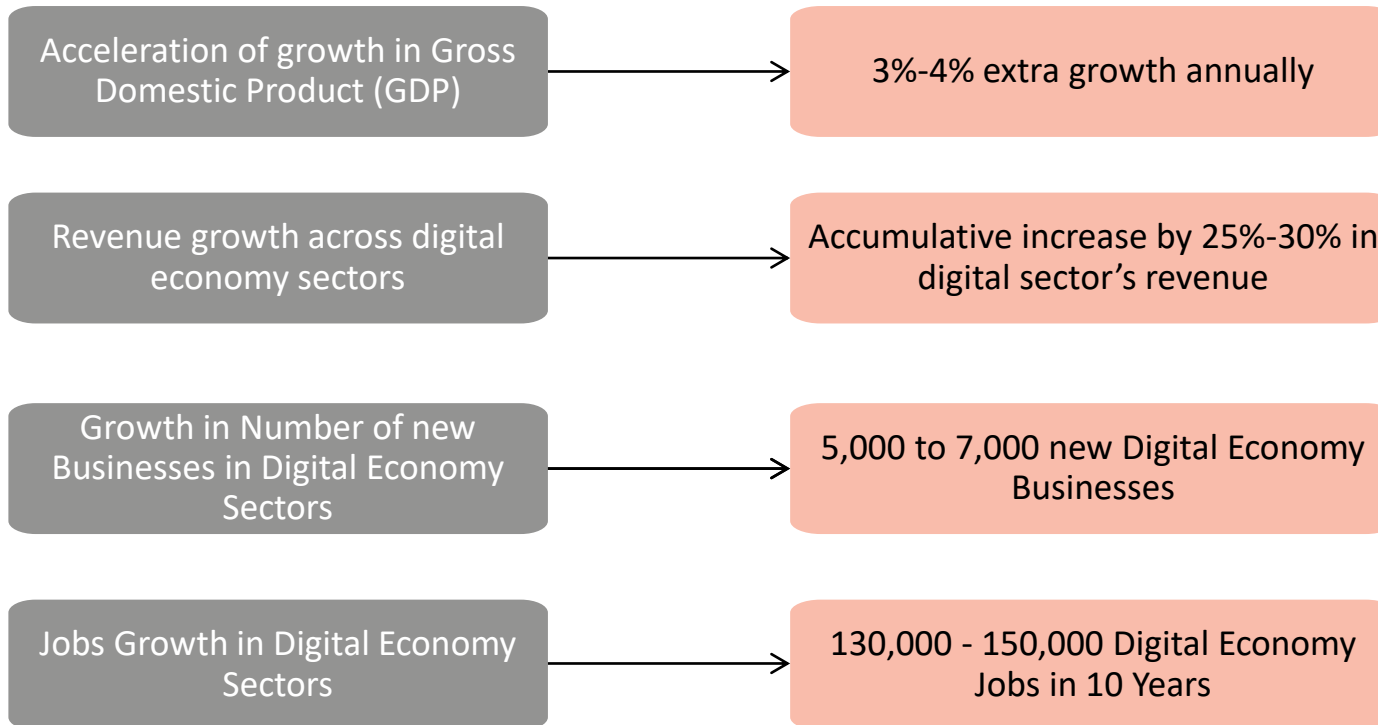
# SHE TECHS Introduction

- The participation of females in the Jordanian ICT sector is 29%, while around 50% of graduates from ICT related universities and colleges are women; therefore, int@j believes that more efforts should be done in order to engage the industry in implementing the vision of the Royal Initiative REACH 2025:
  - *“A digital economy that empowers people, sectors and businesses to raise productivity and ensure growth and prosperity, creating a highly attractive business destination for investments and international collaboration”.*
- Studies have shown that effective and equal participation of women in any economy creates a more positive and productive environment, and therefore **“SHETECHS”** will be a forum and a platform that aims to inspire and empower women in tech from various levels of the ICT sector through gathering influential female tech leaders with other females in the tech industry, as well as prospective females in the digital economy.
- During the Forum, success stories as well as challenges and proposed solutions will be presented and discussed by many speakers and the audience.
- A **“SHETECHS Taskforce”** will be announced by the end of the Forum to work with all stakeholders towards more effective female representation and impact to the ecosystem of the digital economy and contribute to the achieving REACH 2025 targets.



# SHE TECHS Why?

- Drive a women movement that will work with all stakeholders towards more effective female representation and impact to the ecosystem of the digital economy and contribute to the attainment of REACH 2025 targets.





# SHE TECHS Target Audience

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- Female tech leaders from private, public, academic and civil society sectors.
- Female entrepreneurs and startups leaders.
- Female faculty members in higher education related to ICT.
- Female fresh graduates and students of ICT related courses in colleges and universities.
- Male tech leaders and decision makers from private, public, academic and civil society sectors.



# SHE TECHS Focus Areas

## Entrepreneurship

- Increase chances of success
- Encourage more engagement to initiate startups
- Remove obstacles and deal with related challenges

## Workforce

- Engage and utilize more women
- Pave the way towards more leadership positions
- Remove obstacles and deal with related challenges

## Education

- Bridge the gap between market needs and academia output
- Internship programs
- Career advisory and guidance



# SHE TECHS Draft Agenda and Speakers

Time	Activity	Speakers
08:00 – 09:00	Registration	
09:00 – 09:05	SheTechs: Vision for an Inclusive Digital Economy <i>Welcoming Remarks</i>	Zeena Majali - Vicechair of int@j
09:05 – 09:35	Forging ahead together: How can we achieve this vision? <i>An Interactive Session with HRH</i>	HRH Princess Sumaya bint El-Hassan Zeena Majali
09:40 – 09:50	Defying Age and Convention <i>An Inspirational Story</i>	Rand Al Muhtaseb
09:55 – 10:55	What is holding women back from more actively participating in and contributing to the digital economy? <i>Panel Discussion</i>	Moderator: • Salim Karadsheh Panelists: • Doha Abdulkhaleq • Romouz Sadeq • Walid Tahbsem • Iman Mutlaq
11:00 – 11:30	Networking Coffee Break	



# SHE TECHS Draft Agenda and Speakers

Time	Activity			Speakers
11:30 – 12:15	<i>Breakout Session 1:</i> Women in the Entrepreneurship Space	<i>Breakout Session 2:</i> Effective Female Participation in the Workforce	<i>Breakout Session 3:</i> Women with the Right Education and Skills	Facilitators: <ul style="list-style-type: none"><li>• Bushra Atassi</li><li>• Ruba Darwish</li><li>• Rana Abu Zaid</li></ul>
12:20 – 12:30	Overcoming Obstacles Through Technology <i>An Inspirational Story</i>			Dalia Jarrar
12:30 – 13:45	How can leaders and authorities in the public, private and academic realms truly contribute to the empowerment and participation of women in technology? <i>Panel Discussion</i>			Moderator: <ul style="list-style-type: none"><li>• Rasha Manna</li></ul> Panelists: <ul style="list-style-type: none"><li>• HE Samir Murad</li><li>• HE Dr. Mashhoor Al-Refai</li><li>• Valentina Qussisiya</li><li>• Dana Shoqum</li><li>• Muna Sukhtian</li></ul>
13:50 – 14:00	Launch of the SheTechs Taskforce <i>Concluding Remarks and Next Steps</i>			Zeena Majali
14:00 – 15:00	Networking Lunch			



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