

## PANELISTS & SPEAKERS

### “Cross Cultural Understanding”

PRE CONFERENCE  
of the “Cairo International Women’s Conference”

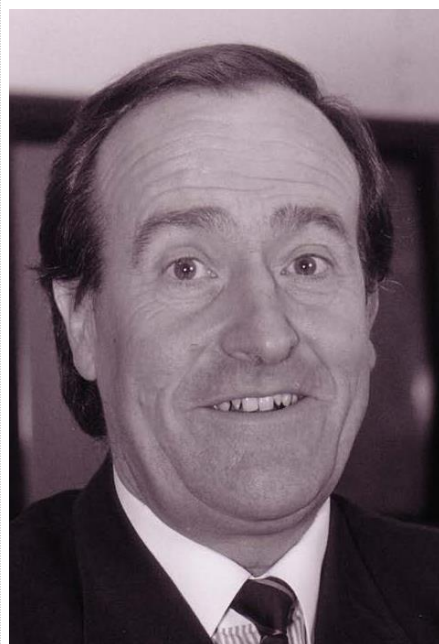
Mena House Hotel Oberoi, Cairo, Egypt, 24<sup>th</sup> April 2012



**Prof. Dr. Catherine Bosshart, Switzerland**

*catherine.bosshart@unifr.ch*

*Catherine holds a PhD in History and German Philology. Since 1991 she has been teaching contemporary history at the University of Fribourg in different functions, since 2010 as an honorary professor. Her main field of interests are gender history, American and colonial history, history of the family and methodology of history.*



**Prof. Dr. Louis Bosshart, Switzerland**

*louis.bosshart@unifr.ch*

*Since 1982 Louis has been a full professor of journalism and communication at the University of Fribourg (Switzerland). During the last 10 years he is a regular Visiting Professor in the Summer College program at Stanford University in California (USA). He's research interests focus on popular culture, theories of media entertainment, interpersonal communication and the overlapping areas between journalism and politics.*



### **Dr. Areti Demosthenous, Cyprus**

*dareti@cytanet.com.cy*

*Dr Areti Demosthenous is Director of the Institute of Historical Research for Peace, Nicosia (<http://www.ellines.de/inisme/>). She teaches Comparative Religious Law focus on Islamic Law and Sociology of Religion as well as Intercultural studies with regard to religious difference. She also organizes Seminars and Summer schools aiming at Intercultural Education. She has taught as Visiting Professor at the Universities of Bogazici, Turkey; Shandong, Center for Judaic and Inter-Religious Studies, China; Erfurt, Germany, and Cambridge, Faculty of Oriental Studies. She is member of the Special Needs Committee of the Ministry of Education and Culture of the Republic of Cyprus and trainer of teachers who work at the so-called colorful schools (having pupils from different countries or cultures).*



### **Carolyn Grady, USA**

*carolyn.grady@oshkoshofficesystems.com*

Carolyn Grady is a successful business professional, with over 30 years of business ownership/management experience in both the office equipment and insurance industries. In partnership with her husband Scott, she owns and manages Oshkosh Office Systems, Inc, an organization dedicated to providing quality office equipment, service and supplies to business and government clients throughout 11 counties surrounding the Fox River Valley located in north central Wisconsin.

Beyond her fervor for business, Carolyn's heart, passion and commitment has always included helping women and girls. Her 27+ years of active association and leadership within Business and Professional Women (BPW), on a local, statewide, national and international level, has afforded Grady a unique opportunity to promote a progressive agenda which advances economic equity for all working women. Grady is the past president of Business and Professional Women/USA (BPW/USA) where she was given an exceptional opportunity to represent a diverse membership spread throughout the United States, Puerto Rico, the Virgin Islands and American Samoa. She is responsible for spearheading several successful organization-wide initiatives particularly focused on membership development and leadership growth.

Grady is sought after as a personal coach, mentor and resource on topics relating to working women, leadership and entrepreneurship. She has travelled extensively throughout the United States and internationally as a featured speaker and facilitator at various conferences and continuing education seminars.

Grady is also very passionate about being a volunteer leader within her community and gives of her time and expertise whenever she has the opportunity. She is a proud

supporter of the Girl Scouts of the Northwestern Great Lakes, the Wisconsin Women's Network, the Oshkosh Area Community Foundation Women's Fund, the Oshkosh Area Chamber of Commerce, the Executive Women's Golf Association and the American Heart Association's Go Red for Women.

Grady holds a Bachelors degree in Business Administration from the University of Wisconsin at Eau Claire. She and her husband Scott have called Appleton, Wisconsin their home for the past 28 years.



**Elisa Guerra Campos, Brazil**

*elisaguerra.paz@gmail.com*

*Chair Peace and Intercultural Understanding TaskForce of BPW International since 2005,- author of the project "Let us build together and see what we can make, - Past president of BPW Club São Paulo, Brazil (1998 and 2005-2006), - Speaker in several Peace workshop for private companies, Founder of the Center for Peace, CEPAZ, São Paulo, Brazil since 1996, - Author of the book "The dance of the peace in the music of life", 1998, -Producer and Presenter of TV show "Peace Planet", São Paulo, 2003-2005, - Speaker at the BPW International workshop "A World of Peace" parallel event during the 49th Commission on Status of Women, New York, 2004, Author of BPW Brazil campaign that has collected 50.000 signatures in support of the UNESCO Manifesto 2000, Decade for the Culture of Peace, 2001-2010, - Presenter in Intercultural Understanding Workshops in Argentina, Chile, Brazil, Australia, Switzerland, Mexico, Finland.*



**Johanna Marius**

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Intercultural Trainer, Member of the Board of BPW Germany. Johanna started out on the road to becoming an intercultural trainer with a translator/interpreter diploma. Originally from Munich, she lived in the USA, Italy and Western Samoa before finding her way back to Munich. She now owns an intercultural training institute and specializes in preparing her clients for working internationally and living abroad. She serves on the board of BPW Germany where she is responsible for leadership and lifelong learning programs. In this capacity and based on her experience as a successful entrepreneur, she gives support to women who wish to develop their leadership skills.





### **Freda Miriklis**

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*Freda Miriklis was elected 22<sup>nd</sup> International President of BPW International at the International Congress in Helsinki, Finland, 2011. Freda has served on the Executive Board of BPW International since 2005. From 2005-2008 she was elected Executive Secretary, Chair of the Constitution Advisory Committee and elected Vice President United Nations and Chair, United Nations Committee for the Status of Women, serving from 2008-2011. She was responsible for the organisation's annual program of events in New York during the Commission on the Status of Women (CSW) and UN Representatives in New York, Geneva, Vienna, at UN Agencies of FAO in Rome, UNESCO in Paris, WHO, WTO, ILO in Geneva. She was appointed by the President to chair the WEPs Special Taskforce with oversight responsibilities for Equal Pay Day programs internationally. Her outstanding achievements were acknowledged by receiving the prestigious Young Australian Business and Professional Women's Award 1998-2000, including finalist status in the Telstra AusIndustry Private Sector Award, 1999 and Telstra Alcatel Young Women's Award 2000. Since 2009, Freda lead consultations with industry and business leaders across the Asia Pacific region exploring the potential for the Women's Empowerment Principles: Equality Means Business (WEPs) - a joint initiative of UN Women and the United Nations Global Compact. She is an internationally recognised speaker on the WEPs and was appointed by the United Nations to the Women's Empowerment Principles Leadership Group (WEPs LG) in 2011 - a diverse group of 30 people form around the world bringing expert perspectives and providing sound advice to guide the WEPs. She is also a board member of the Commonwealth Business Women Council. Freda has represented BPW International at numerous UN meetings including the Commission for the Status of Women in New York, the FAO in Rome, the WHO in Geneva and the UN Global Compact Leaders Summit in New York; she has represented Australia at APEC WLN meetings and the Commonwealth Business Forum during CHOGM. Freda has acquired considerable policy experience, developing BPW International's policy based initiatives which are the core focus of the organisation. She has spent the past decade studying corporate systems, workplace relations, attitudes and cultures and believes that the business case for greater gender balance is driving transformational policies necessary for business in meeting the challenges of the 21st century. BPW International has a renewed commitment to lead the women's empowerment agenda and under Freda's steadfast leadership, the organisation's theme is Empowered Women Leading Business. Freda is an investment adviser by profession having worked in the wealth management/investment advisory industry since 1992. She is a Fellow of the Financial Services Institute of Australasia (FinSia), an active participant of the Women in FinSia Committee, licensed Designated Trading Representative (DTR) with the*

*Australian Securities Exchange (ASX) and a Master Stockbroker with the Stockbrokers Association of Australia*



**Ilse Prawoto, Indonesia**

*ilse.prawoto@gmail.com*

*Her first experience in another culture was a six-month-stay in Portugal in 1948 after WW II. Suddenly she found herself alone, facing a strange environment, lifestyle, and language. However, she quickly adapted and was happy living with her peasant foster family*

**1954 – 1958** senior high school at a private commercial school (*Handelsakademie I der Wiener Kaufmannschaft*). **Summer 1958:** A two-month stay in Finland with a Finnish family. **1958 - 1961** working consecutively at two firms as foreign correspondent, according to her education. **1962:** Household helper & cook in Switzerland, afterwards Vacation language classes for French at the University of Lausanne. **1962 – 1964** employed by publisher of children's books. **Summer 1964** camp counsellor for epileptic children with special needs in USA. **1964 – 1965** teaching (catholic) religion in all classes of a public elementary school in Vienna. **1965 – 1969** secretary at the headquarters of the International Atomic Energy Agency in Vienna. **1970:** Moving to Indonesia, living with her husband's relatives for the first two years and for the following 25 years at the SOS Children's Village Lembang, Bandung, West Java. Part-time work for the SOS Children's Villages Indonesia: accounting, correspondence, reports. **1999:** Consultant to the Sponsorship Office and elder member of the Indonesian SOS Children's Villages foundation (advisory board) Ilse Prawoto was married to an Indonesian pedagogue, founder of the Indonesian SOS Children's Villages, for 42 years and is now widowed. She has two grown-up children and one grandchild.



**Daniela Rigassi, Switzerland**

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*Daniela Rigassi has a bachelor's degree in German, English and History and master's degree in economics. She worked for 2 years as a teacher at a grammar school, 10 years as an IT specialist (application development) for an insurance company and 17 years as a project and process manager - mainly for financial enterprises. Since 2010 she has been working as a project manager for an international printing and data management company. Since 2005 she is member of BPW Switzerland and acts as a delegate of the club on the national level. She is interested in the international activities of BPW.*



**Beatriz Vidigal Xavier da Silvera Rosa, Brazil**

*bia.rosa @taroba.eng.br*

*Degree in Production and Mechanical Engineering by Institute of Engineering Education Paulista - UNIP (1984), MBA in "Technology and Management of Distributed Generation and Cogeneration" by Polytechnic School of São Paulo - USP (2006) and specialization in "Defense Engineering" by IME-Institute of Military Engineering - RJ (2010).*

*Experience in industries in Brazil and abroad in infrastructure projects and capital goods industries. Management of contracts with public and private sectors, in energy, oil and gas, defense, logistics, transport, packaging and material handling.*

*Specialist in Mediation and Arbitration at: **Engineering Institute Mediation and Arbitration Chamber** (since 2008), **Mediation and Arbitration Chamber of IBDE – Brazilian Institute for Studies of Energy Law** (since 2009), **Mediation and Arbitration Chamber of São Paulo (CIESP – State of São Paulo Industrial Center)** (since 2010), **Brazilian Arbitration Committee CBAr** (since 2010), **Institute of Mediation and Arbitration of Brazil – IMAB** (since 2010)*



**Dr. Antoinette Rüegg, Switzerland**

*antoinette.ruegg@bpw.international.org*

*Antoinette Rüegg attained a degree in Biology. For twenty years, she taught biology at a Grammar School and held the post of Head of the Biology Department. She used her skills to focus on learning behaviour and headed for 10 years the Committee 'Learning Behaviours and Working techniques' of the Swiss Office for In-service Training of Upper Secondary Teachers. In 1991 she established her own consultancy business. She made second studies in applied Psychology and specialized in Career Development, Leadership and Emotional Intelligence. From 1995 to 1999 she was elected President of 'Business & Professional Women Switzerland' and from 2002 to 2005 of 'Business and Professional Women International'. From 2007 – 2010 she conducted lectures on gender issues at the University of Fribourg, Switzerland.*





**Sabine Schmelzer, Switzerland**

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*During her BPW membership Sabine Schmelzer has held several leadership positions. She was 2nd vice president in the Board of BPW Germany from 2004 - 2006. After her move to Switzerland she became President of BPW Switzerland for three years. In Switzerland she started the Equal Pay Day campaign in 2009, introduced BPW success teams, Senior BPW and BPW Presidents Alumnae.*

*In June 2011 she was elected at the international congress in Helsinki as Regional Coordinator Europe and is member of the Executive Board of BPW International.*

*Since 2006 she is a certified facilitator for the PEP Personal Empowerment Program of BPW and has trained more than 150 women in Germany and Switzerland.*

*In her professional life she is a consultant and trainer after having worked in the IT area for more than 20 years as project manager, senior consultant, key account manager and sales director in several software companies and international projects.*

*She just started her new consulting business: "Diversity means Business" to support companies to bring more women into leadership positions.*

*Sabine Schmelzer has two adult children and her hobbies are lifelong learning, hiking and dancing.*



**Margrit Wullschleger-Schmidlin**

*mwullschleger@schmidlin.ch*

*Eidg. dipl. Kauffrau*

*Courses at the Enamel Technical Centre of BAYER Leverkusen*

*Language studies: French - Lausanne*

*English - London*

*Italian- Florence*

*Member of the management Wilhelm Schmidlin AG, Bathtub manufacturer, Switzerland*

*1985 – 2011 owner Wilhelm Schmidlin AG*

*1985 – 2010 member of the board of directors Wilhelm Schmidlin AG*

*Since 2010 President of the board of directors Wilhelm Schmidlin AG*

*1993 – 2010 member of the board of directors Schmidlin Import AG (1993 – 2011 owner)*

*Since 2010 President of the board of directors Schmidlin Import AG*

*Since 1998 President of the board of directors Sanibad AG (1998 – 2011 owner)*

*Since 1998 President of the board of directors Sanibad Schmidlin AG (1998 – 2011 owner)*

*1998 – 2002 member of the board of directors,*

