



PROGRAM

“Cross Cultural Understanding”

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

Mena House Hotel Oberoi, Cairo, Egypt, 22nd April 2013

Time	Event
9.00 am	REGISTRATION
9.30 am	WELCOME <i>Dr. Amany Asfour, President BPW Egypt</i> <i>Dr. Antoinette, Chair Task Force “Leadership & Lifelong Learning”</i> <i>Elisa Campos Chair Task Force Peace & Intercultural Understanding</i> <i>Sabine Schmelzer, Coordinator BPW Europe and Member BPW International Executive Board</i>
9.45 am	PRESENTATION of all speakers and participants <i>See also brochure of speakers</i>
10.00 am	INTRODUCTION „Basics of Cross-Cultural Understanding” <i>Dr. Antoinette Rüegg</i>
10.30 am	Project “Cross-Cultural Country Flowers”, Introduction and guidelines <i>Elisa Campos</i>
10.45 am	Cross-Cultural Understanding: 14 years of Cairo International Women’s Conference! <i>„Interview with Dr. Amany Asfour and Dr. Omnia Fahmy</i>
11.10 am	COFFEE BREAK
11.30 am	“An Experience Changing Mind, Making a Difference” <i>Beatriz Vidigal Xavier da Silveira Rosa</i>
11.50 am	Cross-Cultural Understanding and Business <i>Dahlia Salem</i>
12.10 am	Cross-Cultural Understanding <i>Dr. Deisi Noeli Weber Kusztra</i>
12.30 am	Cross-Cultural Understanding: “The Story of Lucy” <i>Johanna Marius</i>
1.00 pm	LUNCH
2.30 pm	“Traps and pitfalls of intercultural communication in everyday situations” <i>Prof. Dr. Catherine Bosshart - Pfluger</i>

2.50 pm	"IT-Hard- and Software Projects in International Companies" <i>Daniela Rigassi</i>
3.10 pm	"Cross-cultural Experiences: A dark night" <i>Prof. Antonette Hillbrandt</i>
3.30 pm	BPW, best Training Field for Cross-Cultural Understanding How can BPW promote this Key Competence, how can BPW promote the Resulting Integrative and Cooperative Leadership Competences?" <i>Introduction: Antoinette Rüegg, Sabine Schmelzer</i>
3.40 pm	BPW, best Training Field for Cross-Cultural Understanding How can BPW promote this Key Competence, how can BPW promote the Resulting Integrative and Cooperative Leadership Competences?" B R A I N S T O R M I N G
4.00 pm	Photo Session C O F F E E B R E A K
4.30 pm	B R E A K O U T S E S S I O N : Collection of good and realistic Ideas
5.00 pm	Reports of the different groups
5.35 pm	Summary of Pre Conference
5.40 pm	Evaluation
5. 45 pm	Certificates for Participants
6.00 pm	Closing
6.00 pm	APERITIF (Bar Hotel Lobby or outside with view on the pyramids)
8.00 pm	COMMON DINNER : Restaurant Conference Hotel (reserved table)