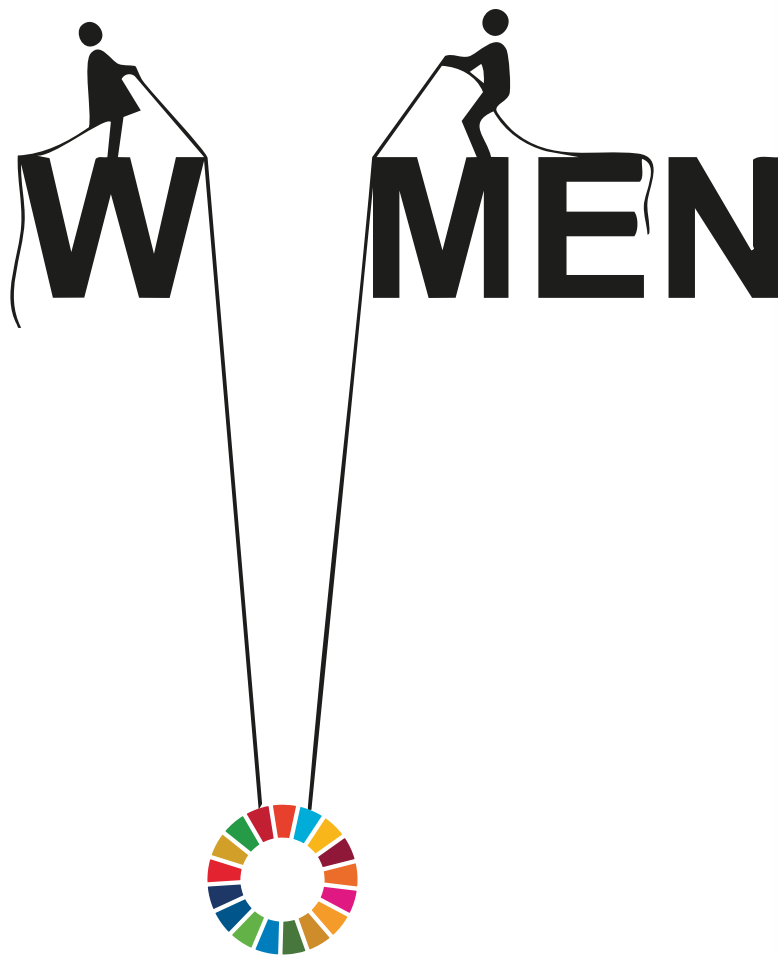


BWAW

BARCELONA WOMAN ACCELERATION WEEK



5TH EDITION

4-6

MARCH

2025

BOOSTING
GENDER EQUALITY
IN BUSINESS

ORGANIZED BY

ZF | CONSORCI
barcelona
ZONA FRANCA

IN COLLABORATION WITH

Cámaras
Fundación INCYDE

BWAW

BARCELONA WOMAN ACCELERATION WEEK

BWAW was created in 2021 with a clear goal: to boost and to accelerate gender equality in order to help to achieve women's full participation and equal opportunities in the economic sector locally and globally, coinciding with the International Women's Day (8M).

BWAW is a peer debate broadcasted on a digital platform, and a reference in the projection of value-added activities to advance towards gender equality.

The fifth edition of BWAW, organized by the Consorci de la Zona Franca de Barcelona and the Incyde Foundation, will be held on-site from 4th to 6th of March at DFactory Barcelona, and will be also streamed through its website.

WWW.BWAW.COM

ZF CONSORCI
barcelona
ZONA FRANCA



5TH EDITION
4 - 6 MARCH
2025

BWAW VALUES



Sustainability



Parity



Commitment



Globality



Collaboration



Reflection



Innovation



Proactivity



Creativity

BWAW 2021

IN FIGURES



+ **2.200** attendees



50 speakers



10 sessions



TOPICS DISCUSSED

...

- IRRUPTION OF WOMEN IN THE TECHNOLOGY SECTOR
- FEMALE LEADERSHIP IN ORGANIZATIONS
- WOMEN IN THE STARTUP UNIVERSE
- GOVERNANCE AND CHANGES
- BOOSTING THE ECONOMY OF THE FUTURE

CONCLUSIONS

- Women make 70% of decisions in consumption, which is why it is said that when women do well, when the economy does well.
- The educational conception and the environment are the main obstacles that cause girls to lose interest in science, which is already detected at the age of 6.

- In Latin America, COVID-19 increased women's poverty by 22% and up to 33% of women believed they would not get their jobs back.
- The return on startups founded by women is 78% for every dollar invested, but only 18% are founded by women.
- In Spain, 95% of companies are SMEs and only 15% of internationalized companies are run by women.

BWAW 2023

IN FIGURES



+ **2.600** attendees



50 speakers



10 sessions



TOPICS DISCUSSED

...

- EQUALITY IN THE PRIVATE SECTOR
- HEALTH AND SCIENCE
- GENDER DIVERSITY IN THE FINANCIAL WORLD
- ENTREPRENEURSHIP

- WOMEN ENTREPRENEURS IN VULNERABLE COUNTRIES
- GENDER PERSPECTIVES IN THE DIGITAL WORLD
- WOMEN WHO PROMOTE THE DEVELOPMENT OF TECHNOLOGY 4.0
- PARITY IN PUBLIC INSTITUTIONS
- THE ROLE OF WOMEN IN THE PROFESSIONS OF THE FUTURE
- IMPACTFUL CREATIVITY LED BY WOMEN

CONCLUSIONS

- Women occupy only 22% of technological positions in the world. In Spain, the figure drops to 16% of positions in science and technology.
- The loss of female talent is proving to be very expensive, in terms of business, as it represented 19% of GDP in 2020.

- Education is essential to break stereotypes among adolescents and young people. The administration has a key role to play in promoting STEM training.
- Economic independence is the most important thing to achieve women's financial independence.
- The main problem in attracting female talent in the STEM sector is the lack of women role models in these fields.



TOPICS DISCUSSED

...

- GENDER GAP IN STEM PROFESSIONS
- CONCILIATION
- SENIOR MANAGEMENT IN THE ENERGY SECTOR
- ROLE OF WOMEN IN ADVERTISING AND IN THE INDUSTRIAL REVOLUTION
- FEMALE ENTREPRENEURSHIP
- DIVERSITY IN MASS CONSUMPTION
- AGEISM
- EDUCATION
- INTERNATIONALIZATION

CONCLUSIONS

- Worldwide, in master's degrees, MBAs or executive training there are only between 32% and 35% of women, while in university education it exceeds 50%.
- 57% of advertising students are women. However, in Spain, only 6% of management positions in the sector are occupied by women.
- 40% of women give up being mothers because of their employment situation and 6 out of 10 give up their professional career when they have children.
- There are 22 years left to achieve parity in the workplace and 112 years to achieve the disappearance of the wage gap.
- Among the 15 countries with the most women entrepreneurs are 5 countries in Sub-Saharan Africa.

BWAW 2022

IN FIGURES



+ **2.500** attendees



59 speakers



12 sessions



TOPICS DISCUSSED

...

- AUDIOVISUAL
- EDUCATION
- JURIDICAL
- LEADERSHIP
- EQUALITY ACTIONS
- PUBLIC SECTOR
- RESKILLING
- INTERNATIONALIZATION OF TALENT
- INDUSTRY 4.0
- CORPORATIONS
- HEALTH
- MULTILATERAL RELATIONS
- CONNECTIVITY THROUGH EQUALITY

CONCLUSIONS

- Spain ranks fourth in the 2023 Gender Equality Index, although only 24% of Spanish companies have an Equality Plan.
- Women make up 40% of the global workforce, although they still earn 17% less than men for the same job.

■ Only 37% of all positions in the audiovisual sector are occupied by women and 75% of these are related to make-up and hairdressing

■ In Spain there are 5,300 judges and magistrates, 3,000 of them women, but in the Supreme Court there are only 14 female magistrates.

■ In Industry 4.0, female employment is less than 25%, for every 2 million men there are 700,000 professional women. Only 22% are dedicated to AI.

BWAW 2024

IN FIGURES



+ **2.617** attendees



67 speakers



14 sessions

HAVE BEEN PART OF BWAW

- Jara Abella Mairal - INSTITUTO RTVE
- Oriol Alcoba - DEPARTAMENT D'EMPRESA I TREBALL. GENERALITAT DE CATALUNYA
- Maitane Alonso Monasterio - INNOVATING ALIMENTARY MACHINES
- María Alsina- CAIXABANK
- Silvia Alsina, CEO - ROMAN ASOCIADOS
- Sara Alvarellos - NTT DATA
- Elena Alvarez - MUJERES EN FARMA
- Joana Amat - FUNDACIÓN FIDEM
- Carme Artigas - GOBIERNO DE ESPAÑA
- Teresa Aznar Peña - TELEFONICA DE ESPAÑA
- Laura Baena - CLUB MALASMADRES
- Lucila Ballarino - WOMENALIA
- Joana Barbany - PAGE GROUP
- Igone Bartumeu Juvanteny - COCA-COLA EUROPACIFIC PARTNERS
- Marta Batalla - BONÁREA
- Meritxell Bautista Quiñones - MANIX CAPITAL
- Natalia Bayona - UN WORLD TOURISM ORGANIZATION (UNWTO)
- Meritxell Benedí Altés, Presidenta - INSTITUTO CATALÁN DE LAS MUJERES
- Sara Berbel Sánchez - EMPOWERMENT HUB
- Arantxa Bernadí Ros - BERNADÍ
- Eugenia Bieto Caubet - ESADE WOMAN INITIATIVE
- Anna Bigas Salvans - CIBERONC // PARC DE SALUT MAR // INSTITUT JOSEP CARRERAS
- Lourdes Bilbao Danouza- DISMON ELECTRÓNICA
- Teresa Blanco - ENAGÁS
- José Luis Bonet - FUNDACIÓN INCYDE DE LAS CÁMARAS DE COMERCIO DE ESPAÑA
- Mireia Bonilla Angles - SEAT
- Jorge Brown - ADVANCED LEADERSHIP FOUNDATION
- Nasara Cabrera Abu - GOBIERNO DE CANARIAS
- Berta Canals I Renau - FUNDACIÓ PRIVADA SORLI
- María Luisa Candela Socuéllamos - Eurofins NSC
- Rosa Cañadas FUNDACIÓN TANJA - TALEA CAPITAL
- Elena Carretero - ENGIE

- Juan Castilla - TALENT FACTORY
- Sara Castro - DANONE IBERIA
- Isabel Celaá - MINISTERIO DE EDUCACIÓN Y FORMACIÓN PROFESIONAL
- Amaia Celaya Alvarez - ONU y CE
- Gabriela Chasifan - THOUGHTWORKS
- Anna Cler - RTVE CATALUNYA
- Joan Clos - AJUNTAMENT DE BARCELONA
- Sira Coba - SHAZURA
- Javier Collado - FUNDACIÓ INCYDE
- Jaume Collboní - AYUNTAMIENTO DE BARCELONA
- Mercè Conesa Pagès - BARCELONA GLOBAL
- Beatriz Corredor - GRUPO RED ELÉCTRICA
- Sonia Corrochano Gómez - AENA SME
- Juan Costa- GOBIERNO DE ESPAÑA
- Esteve Crespo - RTVE CATALUÑA
- Teresa Cunillera I Mestres - GOBIERNO DE ESPAÑA
- María Helena De Felipe- AFAEMME
- NuriaDe Pedraza Barbero - AECOC
- Elena Del Barrio Truchado - MATIA INSTITUTO
- Míreia Del Pozo - CENTRO DE ESTUDIOS DE LAS MUJERES DE EUROPA
- Ana Delgado Fernandez - THE VALLEY DIGITAL BUSINESS SCHOOL
- Sara Díaz - BARCELONA ACTIVA
- MaríaDueñas Álvarez - HOSPITAL SANT JOAN DE DEU
- José Luis Durán Moyano - INSTITUT ESCOLA DEL TREBALL DE BCN y FPEmpresa
- María Eizaguirre- RTVE
- Esther Elías - FUNTECH ROCKET
- Cristina Fabregat Miralles - CAIXABANK
- M. Carmen Fernández - GRUP MEDIAPRO
- Laura Fernández Brites - FILMAX
- Susana Ferrer Delgadillo - ICAB
- Verónica Fisas - NATURA BISSE INTERNATIONAL
- Georgina Flamme Piera - ABERTIS
- Tomás Flier - GOOGLE
- Eulalia Flo Juanpere - EQUINIX SPAIN
- Elena Fontan - ROCHE
- Susana Forero Sánchez - PICVISA
- Anna Fornt - GRUP EFEBÉ
- Antonio Freije Obregón- Asea Brown Boverí
- Marisol Galdón - TWITTER: @GALDONMARISOL
- María Galindo García-Delgado - EUROPEAN COMMISSION
- Cristina Gallach - MINISTERIO DE ASUNTOS EXTERIORES
- Dolores García - INSERTA-FUNDACION ONCE
- Palmira García Antón - PASCUAL
- Sandra García Tamayo - OGILVY SPAIN
- Alejandra Garrido Atienza - YOUNG IT GIRLS
- Isabel Gavilanes Gómez - ALCAMPO
- M^a Eugènia Gay - GOBIERNO DE ESPAÑA
- Carmen Geha - SOLTARA CONSULTING
- Anna Gener - SAVILLS
- Miriam González - INSPIRING GIRLS INTERNATIONAL
- Sara González Pagès - ASSOCIACIÓ YOUNG IT GIRLS
- Laura González-Molero - APD
- Catalina Grimalt - PORT DE BARCELONA

- Rebeca Grynspan - SECRETARÍA GENERAL IBEROAMERICANA
- Gerard Guiu Ribé - ANDEMA
- Sònia Gutiérrez - CGPJ
- Gema Hassen-Bey - DIVERSCITY
- Jesús Hernández - FUNDACIÓN ONCE
- Marja Huiskamp - BARCELONA HEALTH HUB
- Esther Izquierdo Martínez - ARC BCN
- Mónica Jiménez - TM2
- Paulina Juárez - KION INDUSTRIAL TRUCKS & SERVICES IBERIA
- Samanta Judez Fuentes - DDB
- Begoña Lasagabaster - ONU MUJERES
- Eugenia Llopart de Mercader - LAPSO STUDIO
- Anna Lloveras Armengol - OCEAN ECOSTRUCTURES
- Miguel Lorente - UNIVERSIDAD DE GRANADA
- Nerea Luís Minguenza - SNGULAR
- Marta Macho Stadler - UNIVERSIDAD DEL PAÍS VASCO
- Susana Malcorra - IE
- Cristina Manresa - Mossos D'Esquadra
- Núria Marín Martínez - AJUNTAMENT DE L'HOSPITALET DE LLOBREGAT
- Belén Marrón Reigosa - BELEN MARRON
- Isabel Martínez Cosentino - COSENTINO
- Josep María Martorell Rodon - BSC - CSN
- Xavier Mas De Xaxàs - LA VANGUARDIA
- Aline Masuda -EADA BUSINESS SCHOOL
- Mar Masulli - BITMETRICS
- Anna Mercado - REDLOLLYGAMES
- Laura Mesa- RTVE
- Natalia Molina - Fundación Generation Spain
- Irene Montero -MINISTERIO DE IGUALDAD
- Nuria Montserrat Pulido - INSTITUTO DE BIOINGENIERÍA DE CATALUÑA
- Lluïsa Moret Sabidó - AJUNTAMENT DE SANT BOI DE LLOBREGAT
- Anna Navarro Descals - NETAPP.
- Maria Neira - OMS WORLD HEALTH ORGANIZATION
- Isabel Oliver Sagreras - ORGANIZACIÓN MUNDIAL DEL TURISMO
- Verònica Ollé - RTVE
- Marián Orduña Herrero - CARREFOUR ESPAÑA
- Gabriela Orille - MYINVESTOR
- Rosa M. Orriols - WOMEN IN GLOBAL HEALTH
- Iñaki Ortega Cachón - UNIVERSIDAD INTERNACIONAL DE LA RIOJA
- Cristina Pampín García - RTVE
- Pilar Paneque Sosa - GOBIERNO DE ESPAÑA
- Verónica Pascual Boe - ABB
- Carolina Pecharromán - TVE
- Teresa Pedros - GOBIERNO DE ESPAÑA
- Montserrat Peidro Insa - PAX8
- Margarita Pena Machin - ZONA FRANCA DE SANTA CRUZ DE TENERIFE
- María Peña Mateos - ICEX
- Laura Pérez Castaño - AJUNTAMENT DE BARCELONA
- José Manuel Pérez Tornero - RTVE
- Claudia Pierre - MEETING LAWYERS
- Álvaro Pintado - HELLO.APP
- Carlota Planas Riera - UNIK SPORTS MANAGEMENT
- Sisón Pujol - NOMON DESIGN
- Francesc Ribera Grau - CLÚSTER DE L'ENERGIA EFICIENT DE CATALUNYA
- Inmaculada Riera - CÁMARA DE COMERCIO DE ESPAÑA
- José Luis Risco - EY
- Joan Roca - ROCAJUNYENT

IN THE 4 PREVIOUS EDITIONS WE'VE ACHIEVED

- David Roch Dupré - UNIVERSIDAD PONTIFICIA COMILLAS
- Carlos Rodríguez - LEAGUE OF LEGEND SPORTS
- Isabel Roig - BARCELONA CENTRE DE DISSENY
- Laura Ros - VOLKSWAGEN ESPAÑA
- Laura Rosillo Cascante
- Humbert Ruíz Pérez - FUNDACION TELEFONICA 42 BARCELONA
- Ruth Ruso Such - NEWE
- Laura Sagnier Delgado - ACTIVISTA PRO-IGUALDAD
- Ana Sainz - FUNDACIÓN SERES (LIBRO BLANCO DE TALENTO SENIOR)
- Dania Saliba - ASCAME
- Tali Salomon - eToro
- Susana Sampedro - POLICIA NACIONAL
- Alejandro Sánchez - SINCROTRÓN ALBA
- Anna Sánchez Simó - VOLKSWAGEN ESPAÑA
- Guayente Sanmartín - HP INC.
- Myriam Santos-Morán Torrens - IBERCAJA BANCO
- Jordi Sardina - IVECO ZFAS
- Susan Segal - AMERICAS SOCIETY/ COUNCIL OF THE AMERICAS
- Myriam Serrano - REVISTA WOMAN
- Marta Elía Serrano Balbuena - GOBIERNO DE ESPAÑA
- Peña Solano Ubierno - EJE&CON
- Gemma Sorigué - Infojobs
- Tanya Suárez Ghaffar - IOT TRIBE ■ Marta Sugrañes - RTVE
- Enríque Tomás - ENRIQUE TOMÁS
- Martina Tomé Iglesias - SCHNEIDER ELECTRIC
- Carme Torras - CSIC-UPC
- Max Trejo - ORGANISMO INTERNACIONAL DE JUVENTUD PARA IBEROAMÉRICA
- Pablo Valderrama Sánchez - INCUBADORA LOGÍSTICA 4.0
- Eva Valenzuela - AENA SME
- Magdalena Valerio - CONGRESO DE LOS DIPUTADOS
- M^a Àngels Vallvé Ribera - GRUPO GVC GAESCO
- Mónica Vázquez - ABANCA EEUU
- Natalia Vázquez Poza - FUNDACIÓN INCYDE
- Gemma Verdés - CONSORCI EDUCACIÓ BARCELONA
- Lurdes Vidal Bertran - IEMED
- Pablo Vilanova Montagut - MERCABARNA
- Juliana Vilert Barnet - FGC
- Sara Werner - COCUNAT
- Roser Xalabarder Sagalés - ODEE - DE LA CAMBRA DE COMERÇ DE BARCELONA
- Anwar Zibaoui - ASCAME




+ 9.900 attendees


226 speakers


86 sessions



NOW IT'S YOUR TURN, WILL YOU JOIN US IN BOOSTING EQUALITY IN BUSINESS??



WE'RE COUNTING ON YOU AT BWAW 2025

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