

IT WILL BE HELD FROM 4 TO 6 MARCH AT DFACTORY BARCELONA

The fifth edition of BWAW will feature nearly 70 speakers and 15 knowledge sessions

- Organised by the Consorci de la Zona Franca de Barcelona, this year it will address key issues such as equal entrepreneurship, culture as a tool for equity, innovation with a gender perspective and female leadership in the international arena, among others.
- The event will be attended by important institutions, entities and companies such as the Incyde Foundation, RTVE, Telefónica, Vueling, the Catalan Red Cross, the DAMM Foundation, AMB, Caixabank, ESCAC, PIMEC, Wallapop, EADA and the UOC, among others.

Barcelona, 24 February 2025.- The Consorci de la Zona Franca de Barcelona (CZFB) will organise the fifth edition of the **Barcelona Woman Acceleration Week (BWAW)**, bringing together a panel of nearly **70 speakers**, both national and international, men and women. The event aims to **promote gender equality** and propose solutions to advance parity, equal opportunities and the **promotion of female leadership in the business environment**.

For the fifth consecutive year, this event will address initiatives that help accelerate the visibility of women in key sectors for the economy. Between **4 and 6 March**, coinciding with International Women's Day (8M), the **DFactory Barcelona building** will once again become the **best showcase** for female talent and leadership.

This year, BWAW will have the participation of leading professionals from public entities such as María González Veracruz, **Secretary of State for Digitalization and Artificial Intelligence**; Cristina Ozores, Head State Attorney of the Autonomous Community of **the General State Attorney's Office in Barcelona**; Carles Ruiz Novella, president of **Ferrocarrils de la Generalitat de Catalunya**; Ester Pujol, director of Social and Economic Development **AMB**; Marta Farrés, **Mayor of Sabadell**; Anna Cler, deputy director of RTVE; Carmen Zapata, Commissioner of the Barcelona Night of the **Ajuntament de Barcelona**, and Helena Fontanet, regional secretary of the **Creu Roja Catalunya**.

BWAW will also have the vision of representatives of renowned companies and large corporations, such as Mireia Cammany, acting vice president and member of the

Executive Committee of **PIMEC**; Angels Fitó, Rector of the Open University of Catalonia (**UOC**); Jordi Díaz, dean and general manager of **EADA Business School**; Sergi Casamitjana, director of the Higher School of Cinema and Audiovisuals of Catalonia (**ESCAC**); Laura de Rivera, director of the Legal Department of **Caixabank**; Judith Colell, president, **Academy of Catalan Cinema**; Ramón Agenjo, trustee-director. **DAMM Foundation**; José Manuel Casas, General Manager of Telefónica's Eastern Territory, Anna Viñas, General Director of **Wallapop**; and Sandra Hors, Chief Corporate Affairs Brand and Sustainability Officer at **Vueling**.

15 debate sessions and lots of networking

The event will be divided into **15 sessions** where the different professionals will reflect on the current situation and improvements in gender equality in the business world. The first day, Tuesday, **March 4**, will begin with the **official opening of the 5th edition of BWAW at 10:00 a.m.** The presentations of this day will focus on topics such as **BPolicies**, where the transformative role of administrations in equality will be discussed; **BLegal**, which will address the presence of women in senior legal positions; **BEducation**, which will focus on building inclusive education; and **BYoung**, where the power of young women entrepreneurs will be explored.

The **second day**, Wednesday, **March 5**, will start with **BDigital**, with the participation of the Secretary of State for Digitalization and Artificial Intelligence, María González Veracruz; the **BEntrepreneurship** session will focus on egalitarian entrepreneurship and female leadership; **BCulture** will analyze how culture can be a great stage to promote equality; **BTalent** will recognize emerging talent in a step towards equality; **BTechnology** will examine innovation with a gender perspective, and **BInternational** will discuss the internationalisation of female talent in Arab countries

On the **third and final day**, Thursday, **March 6**, the sessions will include **BSocial**, which will deal with the strengthening of equality from the third sector; **BCorporate**, which will focus on the transformation of corporations through female empowerment; **BScience**, which will address the inspiration of generations in the scientific field, and **BUnion**, which will reflect on the strength of organizations in favor of labor rights. **BMedia** will conclude the day with the live broadcast of the program "Por fin" on Onda Cero, presented by Jaime Cantizano.

Blanca Sorigué, general director of the CZFB, advances that *"the fifth edition of BWAW will show how companies from different fields work to achieve gender equality in their teams, convinced that the incorporation of women in leadership positions has a direct and positive impact on their results. We will hear first-hand the testimony of men and women who will explain real success stories. All this, with the possibility of sharing networking spaces among the attendees"*.

Pere Navarro, special delegate of the State in the CZFB, points out that *"BWAW once again opens the doors to the debate on gender equality to companies and entities from different key sectors for the economy and for this it has the collaboration of*

about 20 entities that work every day precisely in this area and that have decided to join as partners of the event".

As in previous editions, the entire content program will be broadcast in streaming and can be followed live from anywhere in the world through www.barcelonawaw.com or on the [RTVE Play](#) channel. BWAW 2025 can also be followed in person at the **DFactory Barcelona auditorium**.

About the Consorci de la Zona Franca de Barcelona

The Consorci de la Zona Franca de Barcelona is a public company that acts as a catalyst for technological and industrial development by providing support to companies in their transition to the digital age. Drive innovation through the 3D Incubator and Logistics 4.0 Incubator; promotes the transformation of industry 4.0 from the DFactory Barcelona technology hub and connects the new economy and its key socio-economic sectors. It organises congresses of economic interest to Barcelona such as the largest logistics exhibition in Spain and Southern Europe, the SIL, as well as major benchmark events with an innovative format such as the Barcelona New Economy Week (BNEW) or the Barcelona Woman Acceleration Week (BWAW).

In its plenary session it has representatives of the Spanish government, the Generalitat of Catalonia, the Barcelona City Council, and the main economic entities of the city.

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