



Women's Hemispheric Network Conference: São Paulo
Innovation as a Catalyst for Women's Empowerment

AS/COA's Women's Hemispheric Network Conference will convene leaders from the public and private sectors for a discussion on innovation, entrepreneurship, and financial inclusion, among other topics. This conference will be recorded and available to watch on demand online afterwards. The Table Leaders Session will be off-the-record.

August 26: WHN Conference: São Paulo | Innovation as a Catalyst for Women's Empowerment

Date: Friday, August 26, 2022

Time: 9 a.m. to 12:30 p.m. BRT

Address: Av. Brg. Faria Lima, 4100 6th Floor

Agenda:

8:30 to 9:00 a.m. Registration & Continental Breakfast

9:00 to 9:05 a.m. Welcoming Remarks

9:05 to 9:20 a.m. Opening Keynote

9:20 to 10:05 a.m. Panel I | Financial Inclusion and Entrepreneurship: Closing the Gap

Among startups focused on innovation, only [4.7 percent](#) are founded exclusively by women. Even as the number of female entrepreneurs continues to grow, gender parity in the industry remains largely unrealized. What are factors that contribute to this reality? What challenges do women face in accessing credit? How does the venture capital industry, still largely male-dominated, perpetuate this inequality? How can women use their unique perspective and voice to build their business, in spite of these challenges? Entrepreneurs and innovators will discuss these and other topics including financial planning, innovation, and the role of government in the entrepreneurial ecosystem.

10:05 to 10:35 a.m. Networking & Coffee Break

10:35 to 11:20 a.m. Panel | Innovative Decisions: When is the Risk Worth It?

Research shows that [women tend to be more conservative in their financial decision-making](#) compared to men. Can being more cautious or risk-averse have an impact on your career? How do you deal with the persistent "imposter syndrome" that can prevent people from making bolder and more assertive decisions? How can you reinvent yourself within your company? When is the best time to change careers and how can you best plan for it? How do you deal with failure and use it as a learning for success? How can we solve complex problems in creative and innovative ways? A group of leaders will share their experiences of thinking outside the box and taking risks to advance their careers.

LACC Pan-Regional Sponsors



WHN Lead Sponsors



Corporate Sponsors



With the Support of



Table Leader Supporter: American Tower Corporation



11:20 a.m. to 12:30 p.m. Table Leader Session & Takeaways

The **Table Leader Session** is an opportunity for networking, mentoring, and exchanging experiences among conference participants. Conversations last about 45 minutes at tables of approximately 8 participants. The Session also provide an opportunity to discuss issues raised by speakers during the panels, seek career advice from industry leaders, and share one's own professional experience. After the discussions, some of the table leaders will be invited to share conclusions and impressions of their respective conversations with the audience.

LACC Pan-Regional Sponsors



WHN Lead Sponsors



Corporate Sponsors



With the Support of



Table Leader Supporter: American Tower Corporation