

2013 Annual Jasmine Conference

The Power of Women-Owned Businesses as Suppliers

Tuesday, February 19, 2013, Kfar Maccabiah, Rayman Hall, 7 Perets Bernstein St., Ramat Gan

The annual Jasmine Conference for the advancement of small businesses owned by Jewish and Arab women, will be held in cooperation with The Center for Jewish-Arab Economic Development and Konrad Adenauer Foundation, for the 12th consecutive year. This annual highlight event brings together business, public and social sector representatives, foundations and microfinance institutions, as well as Jasmine members - Jewish and Arab women who own small businesses.

Moderator: Dana Weiss

Conference program:	8:30-9:00	Registration and gathering
	9:00-9:15	Opening remarks: Kiram Baloum Director, Jasmine Michael Mertes Director, Konrad Adenauer Foundation, Israel Helmi Kittani Executive Director, Center for Jewish-Arab Economic Development
	9:15-9:45	Small Women-Owned Businesses: Israel 2013 Ofra Strauss Strauss Group Chairperson and President of Jasmine
	9:45-10:15	The Power of Women-Owned Businesses as Suppliers Elizabeth A. Vazquez CEO and Co-Founder, WEConnect International
	10:15-10:45	In Conversation With: Elizabeth A. Vazquez
	10:45-11:10	Coffee Break and Networking
	11:10-11:30	Small Businesses in Israel: A Snapshot Lilach Asher-Topilsky Member of the Board of Management, Head of Retail Banking, Bank Hapoalim B.M
	11:30-13:00	Panel: Challenges and Key Success Factors in Growing Your Business and Connecting to Supply Chains Alon Kinast Economist, Ministry of Finance, Government Procurement Administration Moshe Riany VP Supply Chain, Strauss Israel Julia Zaher Owner, Al Arz Tehina Tzvia Dahan Owner, VIA-Global Travel Management
	13:00-14:30	Lunch
	14:30-16:00	Breakout Sessions: Workshops sponsored by ZAP Group
Workshop 1:		Tips for Promoting Your Business Online Aviram Ilani Head of SEO and Analytics Department, ZAP Group
Workshop 2:		Mobile as a Business Promotion Tool Barak Leshem CEO, ThinkMobile
Workshop 3:		Customer Loyalty Programs as a Marketing Tool to Help Your Business Succeed David Isaac Manager, Department of Customer Loyalty Programs, ZAP Group
	16:00	Closing remarks