



GENERA WOMEN'S FORUM MEXICO 2017 IMPACTO Y PASIÓN POR EL LIDERAZGO

Women's Forum Mexico 2017 ¡Revela Tu Liderazgo! impulsó el empoderamiento de la mujer en la sociedad y la economía gracias a la participación de más de 900 líderes que asistieron al encuentro en la Ciudad de México los días 8 y 9 de noviembre.

El evento estuvo dedicado a los héroes anónimos de los recientes terremotos en México que mostraron su compromiso cívico al actuar como líderes de la comunidad en las operaciones de rescate.

Canadá fue el país invitado en Women's Forum México 2017. Previo al programa se realizó una discusión trilateral entre mujeres líderes de negocios de Norteamérica, la cual fue organizada por la Secretaría de Relaciones Exteriores.

Durante la bienvenida, **Anne Gabrielle Heilbronner**, Miembro del Directorio de Publicis Group, declaró: *"Existe una brecha salarial del 20% entre hombres y mujeres. Solo el 17% de las posiciones en consejos directivos y 12% en comités ejecutivos son ocupadas por mujeres"*.

"Women's Forum México es mucho más que una conferencia", aseguró **JC Agid**, Director de Women's Forum México. *"Es una experiencia y una celebración de una visión distinta de nuestro mundo, mirar hacia el futuro y generar nuevas comunidades de líderes e ideas"*.

Entre los participantes de la segunda edición de Women's Forum México se encuentran **Mari Loli Sánchez Cano**, Presidenta de Jafrá México; Alberto Chaia, Socio Ejecutivo en McKinsey & Company; **Claudia Contreras**, Directora de Marketing de Samsung Electronics México; la compositora **Erika Ender**; **Mayra González**, Directora General de Nissan Mexicana; **Dayle Haddon**, modelo y fundadora de Women1one; **Cinépolis COO Miguel Mier**; la golfista **Lorena Ochoa**; Carlos Salcido, CMO de El Palacio de Hierro; **Fern Starke**, ejecutiva de Finanzas en ExxonMobil; **Embajadora Melanne Verveer**, Directora del Instituto de Georgetown para la Mujer; **Esther Wojcicki**, Vicepresidenta y Consultora en Tecnología de la Educación de Creative Commons; **José María Zas**, **Presidente American Express México**; y las actrices **Martha Higareda**, **Altair Jarabo** y **Olga Segura**.

Las sesiones **Amazing Women** reconocieron la labor de **Guadalupe García Álvarez**, quien utiliza el fútbol para empoderar a niñas de comunidades mexicanas, la triatleta **Norma Bastidas** y **Pepita Serrano**, Presidenta de la Sociedad Internacional de Valores de Arte Mexicano (SIVAM).

Durante la iniciativa **CEO Champions**, los directivos participantes se comprometieron a ser mentores y promotores de mujeres talentosas en sus empresas para impulsar sus carreras profesionales.

Además, se celebró el 10º aniversario de la iniciativa **Rising Talents con diez mujeres de Australia, Brasil, Canadá, Francia y México**.

Chiara Corazza, Directora General de Women's Forum for the Economy & Society anunció que Women's Forum 2018 se llevará a cabo en la ciudad de Toronto: *"Elegimos Canadá porque el G7 se realizará en ese país, y es importante que nosotras también aportemos nuestras ideas y propuestas para las decisiones que se tomen en esa reunión"*.

[Haz clic aquí para descargar imágenes de Women's Forum México 2017](#)

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**WOMEN'S FORUM MEXICO 2017 PRODUCES AN IMPACT
AND GENERATES A PASSION FOR LEADERSHIP**

Women's Forum Mexico 2017 promoted the empowerment of women in society and the economy with the participation of more than 900 leaders who attended the Meeting in Mexico City 8-9 November 2017 in Mexico City.

The event was dedicated to the unsung heroes of the recent earthquakes that shook Mexico, who showed their civic engagement by acting as community leaders during the rescue operations.

Canada was the guest country at Women's Forum Mexico 2017. The program was preceded by a trilateral discussion held by women business leaders from North America, which was organized by the Mexican Ministry of Foreign Affairs.

During the welcome ceremony, **Anne Gabrielle Heilbronner**, member of the Directoire, Publicis Groupe said *"There is a 20% wage gap between men and women. Only 17% of all board positions and 12% of executive committee positions are held by women."* Source: McKinsey "Women Matter" study.

"Women's Forum México is much more than a conference," said Women's Forum México Director **Jean-Christian Agid**. *"It is an experience and a celebration of a different vision of our world, looking to the future and generating new communities of leaders and ideas."*

Some of the delegates at the second edition of Women's Forum México included **Mari Loli Sánchez Cano**, President of Jafra México; Alberto Chaia, Executive Partner at McKinsey & Company; **Claudia Contreras**, Marketing Director for Samsung Electronics México; composer **Erika Ender**; **Mayra González**, CEO of Nissan Mexicana; **Dayle Haddon**, model and founder of Women1one; **Cinépolis COO Miguel Mier**; golfer **Lorena Ochoa**; El Palacio de Hierro CMO Carlos Salcido; **Fern Starke**, Finance Executive at ExxonMobil; **Ambassador Melanne Vermeer**, Executive Director of the Georgetown Institute for Women; **Esther Wojcicki**, Vice President and Technology Educational Consultant at Creative Commons; **José María Zas**, President American Express México; and actresses **Martha Higareda**, **Altair Jarabo**, and **Olga Segura**.

The **Amazing Women** sessions recognized the work done by **Guadalupe García Álvarez**, who uses soccer to empower girls in Mexican communities; triathlete **Norma Bastidas**, and **Pepita Serrano**, President of SIVAM, the International Society of Mexican Art Values.

During the **CEO Champions** initiative, more than 30 CEOs committed to serve as mentors and promote talented women in their companies to boost their professional careers.

The Meeting also celebrated the 10th anniversary of the **Rising Talents** initiative with ten women from **Australia**, **Brazil**, **Canada**, **France**, and **Mexico**.

Chiara Corazza, Managing Director of the Women's Forum for the Economy & Society, announced that Women's Forum 2018 will be held in the city of Toronto: *"We selected Canada because it will host the G7, and it is important that we also bring our ideas and proposals to influence the decisions made during that meeting."*

[Click here to download images of Women's Forum Mexico 2017](#)

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WOMEN'S FORUM

FOR THE ECONOMY & SOCIETY

Building the future with women's vision

WOMEN'S FORUM MEXICO . 17

8-9 November 2017

About the Women's Forum for the Economy & Society

Established in 2005, the Women's Forum for the Economy and Society is the world's leading international platform that highlights women's vision and voice on the major economic and societal issues of our time. By deploying the experience and expertise of women from all generations and continents, the Women's Forum allows for practical discussions to project themselves into possible futures, provide answers, create new horizons and opportunities; it also offers open, rich and forward-thinking debates on important issues. In addition to the Women's Forum Global Meeting, the Women's Forum organized events in Brazil, Burma, Italy, Brussels, Dubai, Mexico City and Mauritius. Throughout the year, the Women's Forum for the Economy & Society expresses its commitment to the advancement of women through a wide range of initiatives organized in partnership with businesses, media groups and non-governmental organizations. The Women's Forum also promotes the advancement of women through business and collaborative networks. The Women's Forum for the Economy & Society, based in Paris, France, is a Publicis Group company.



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