

Women's Forum Mexico 2017 - Opening -

Dear friends of the Women's Forum, Bonjour, Welcome,

I am **very happy** to be with you here in Mexico and I look forward to two **inspiring days**. May you all be warmly welcomed to celebrate the Women's Forum values: **Dialogue, Solidarity, Sharing, Empowerment and Generosity**.

I am especially happy to salute Ola Sanchez Cordero and Melane Verveer as well as many others outstanding women who will enrich our conversations.

The Women's Forum is grateful for the support and insights of the Women's Forum Mexico Advisory Board.

I am a Member of the Directoire of Publicis Groupe, the third largest advertising and communication holding company in the world. We have 80,000 employees in the world, including some here in Mexico and we have acquired the Women's Forum for the Economy & Society back in 2009.

Today, we are increasing our support to this institution and its General Manager, Chiara CORAZZA, as we believe

- The Women's Forum is close to our values
- **It has an indispensable role to play in promoting diversity and inclusion and making the voice of Women heard on key topics related to the transformation we're in:** Everybody everywhere is talking about transformation, the huge changes that our world is facing, the 4th industrial revolution, the need to reinvent our business models, the tremendous impact of these changes on our personal and professional lives and on our countries and our companies.
- How can we expect to change the world, to bring disruption, to reimagine the way we operate and live, if we ask only an army of clones? **Many diverse people are smarter than few identical ones. Today, diversity is a business imperative.**

Since we acquired the Women's Forum, many progresses have been made. The Women's Forum –with some of its key partners- did a lot to reveal the issues, to point out fact and figures, to show the way. Many dedicated associations have been created all over the world to promote and empower women. We are very proud of that and the Women's Forum is now one of the most powerful platform in the world.

But it is not **enough**. We have to do **more**:

- There is still an average 20% gap in gender pay
- Women are underrepresented in management positions, overall 17% only in boards and 12% in executive committees. Being the only woman in a global leading company's Directoire I know what it means and how one feels. I believe that Mayra Gonzalez and Paola Santilli will share with us their inspiring experiences on this matter.
- There is a global lack of women in decision-making politics
- There are less than 20% of women active in scientific fields

- Without forgetting the motherhood penalty. We are very proud to have for the first time in the Women's Forum history a nursery allowing you, mothers, to be with us today.
- Last but not least violence against women is more than ever a challenge. Thank you Norma Bastidas for being with us today to share your experience and resilience.

It is time to **accelerate changes**. It is time to **act**. Last month we gathered more than 2 000 women and men in Paris for the Women's Forum Global Meeting. Many of you were there to dare to lead in a disrupted world, **thank you!** Today we are in Mexico to unleash our leadership.

Why here in Mexico? Because the Women's Forum's mission is to **build bridges** between generations and countries.

- Recently the Mexican economy has benefited from open borders, foreign direct investment inflows, integration in global value chain.
- More importantly Mexico is advancing towards greater diversity and gender equality with increased investment in girls' education, women's participation in the labor market and representation of female politicians.
- Many of you gathered here are the stakeholders of these changes.
- There are more and more business ventures lead by inspiring women and they are just as exciting, innovative and successful as those of men. Maria Theresa Arnal, Mari Loli Sanchez Cano, Claudia Contreras are among them.

Following the success of the first edition, this year Women's Forum Mexico focuses on how to turn challenges into opportunities, especially in view of the most important elections held at the same moment in Mexico in 2018.

Because **Mexico and Canada** are key players and are willing to revitalize their cooperation **I am pleased to salute the Canadian delegation** who will contribute to make of Women's Forum Mexico 2017 a global American Meeting. I thank Melanie Joly, Minister of Canadian Heritage, for being with us as well as all the members of this outstanding delegation. We do think this Forum will contribute to strengthened this cooperation with more mobility and trade.

Canada will be hosting the upcoming G7 Meeting in 2018 where gender equality is at the top of the agenda. Therefore, I invite you all to attend the special G7 Women's Forum that will be taking place in Toronto mid-May.

Allow me to conclude this introduction by referring back to the 5 values of the Women's Forum, Dialogue, Solidarity, Sharing, Empowerment, generosity.

- **Dialogue?** What a better start than this outstanding performance of Mariel Reyes Gil remarkable talent and symbol of the multiple facets of the Mexican culture. Let me also be proud of the French Rising Talent Marie-Agathe Charpagne. And no need to understand Spanish to be transported by the emotion listening to the performance of the Children's Choir. A special thanks to SIVAM's co-founder Pepita Serano and everyone at SIVAM including Priscilla Garcia for this wonderful musical opening.
- **Solidarity:** we dedicate this Forum in Mexico to **solidarity**. Today, more than ever, solidarity towards you, the Mexican people, unsung heroes of the Mexican earthquakes. We admire you, your courage, your civic engagement, your inspiring resilience. Please give the Mexican people a round of applause.

- **Sharing:** we are also here in Mexico **to share the best practices** as we just did during the CEO Champions breakfast. There too it is time to accelerate. **Halving female participation in labor forces by 2040 in Mexico could add up to 1.100\$ in GDP/capita according to the OECD.** This resonates with the work of our historical strategic partner McKinsey. **We could add 12 trillion \$ to annual GDP growth if all countries advance toward gender parity in workforce according to the latest Women matters report.** Again, it is time to act and to engage and we will launch in 2018 the first ever Women's Forum index to monitor the top 100 companies worldwide regarding gender equality. This index will stimulate a better inclusion and representation.
- **Women empowerment** is another challenge. More than ever, we have to promote and recognize the potential of talented young female leaders. In 10 years, more than 200 Rising Talents have been chosen; I want to warmly congratulate the 10 wonderful young women who have been selected this year. You are the ambassadors of the Women's Forum, the links of a chain between young and senior women within our strong network.
- **Generosity** will be a key topic all along this Forum: during the special lunch hosted by Samsung today, during the exchanges tomorrow with Dayle Haddon on the relationship between beauty and generosity. And we are all experiencing how meaningful generosity is here in Mexico where you are all making us feel so welcomed.

Talking about generosity please join me in warmly thanking **the partners** who made it possible to have these wonderful conversations. Starting with Nissan Mexicana, the Alliance has been since the very beginning of the Women's Forum a faithful and committed support; El Palacio de Hierro one of our main host, and where we will conclude Women's Forum Mexico 2017; and Jafra who will give you, among others, the opportunity to meet Amazing Women ; and many **others including clients of Publicis Groupe** that I am very happy to see partnering with us in our fight towards increased diversity and better inclusion.

Let's appreciate and be thankful to the press and media. You are strongly participating in the success of this Women's Forum spreading all this **positive energy** and **essential messages**. You are promoting the voice, the vision and the added value of women to change this world. Merci.

Now, I leave the floor to the 2017 edition of the Women's Forum in Mexico and to the great speakers that are here today. Enjoy, and let's now all together engage for impact and unleash our leadership!