



## Business specialists are meeting at the second edition of the Women in Business International Conference 2016

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This fall, local and international leaders in the business field will meet at the second edition of the [Women in Business International Conference](#) on **October 20, 2016**, at **Sheraton Hotel**, to debate the global trends in business, innovation, branding and digital.

The speed with which technology and implicitly the business environment, the audience and working tools evolve impacts all the fields and challenges the entrepreneurs and managers to be innovative and to adapt permanently.

The aim of the Women in Business International Conference is to reunite entrepreneurs, specialists and freelancers to facilitate access to a flow of specialized and topical information so as to search together for solutions for sustainable businesses.

*„Since the Women in Business organization has been active for 7 years and after hundreds of events organized, following a successful European project and an important number of strategic partnerships with women organizations in the entire world, I decided to highlight common topics for the local and international business market on which to debate: the need to be innovative on an apparently saturated market, the need for financial education, start-up development, the effort to distinguish yourself through a strong brand and accelerated digitalization. We set out to bring specialized speakers from various fields to share their experience and find together solutions for a competitive and balanced work environment”, stated Alice Botnarenco, entrepreneur and founder of Women in Business.*

The confirmed speakers are :

- **Mirella Visser** – Managing Director, Centre for Inclusive Leadership, the Netherlands
- **Mihaela Radulescu** – Brand Consultant, Innerout founder, Romania
- **Irina Alexandru** – Co-founder & Program Director, Vector Watch, Romania
- **Violeta Luca** – Marketing & Operations Director, Microsoft Romania
- **Florin Grozea** – artist, TV presenter, online entrepreneur, Hit Yourself Consulting founder, Romania
- **Sonia Bate** – founder and General Manager of EDIT Development company, Great Britain
- **Alice Botnarenco** –ALISIA ENCO owner, Women in Business founder, Romania
- **Mihai Chiratcu** – Trainer and Business Consultant, Romania
- **Claudia Chiru** –SAGA Kid & Asociatia SAGA Founder, primary education teacher, Romania
- **Yvonne Thompson** – author of „7 Traits of Highly Successful Women on Boards” and Manager of WBLN & ACBN, Great Britain
- **Liviu Taloi** – Senior Consultant in e-commerce & online marketing, co-founder ECOMpedia, Romania
- **Mark Walton** – Owner & CEO, Brici Entertainment, Rhapsody Films, Great Britain
- **Aliz Kosza** – business strategist and mentor
- **Rodica Lupu** – Loop Operations founder, Romania
- **Angela Gladei** – CEO Total Leasing and Finance and AFAM member, Moldavia
- **Roxana Magopet** – FAN Courier Marketing and PR Manager, Romania
- **Raluca Radu** – Country Manager Answear Romania, MTH Digital Owner and GPeC Co-Organizer, Romania



The topics will be split into 4 panels in which participants will find answers to the most important professional challenges:

1. What does it mean to be innovative and how does **innovation** influence the current business environment?
2. What are the most frequent obstacles **start-ups** have to deal with at present and how can I overcome them?
3. How has the concept of **branding** evolved and how can it be successfully applied in 2016?
4. The business environment transformation in the **digital era**: what is the aim of the online environment in business?

The topics are built around a key word: **YOU**. The presentation method is attractive, focusing on the examples and personal experiences of every speaker, ending with a Q&A session so as the participants can interact with speakers and find the answers that interest them.

You can register by accessing the website page [www.conferinte.femei-in-afaceri.ro/inscriere](http://www.conferinte.femei-in-afaceri.ro/inscriere) or at [conferinta@femei-in-afaceri.ro](mailto:conferinta@femei-in-afaceri.ro).

**The event is organized by [Women in Business](#) and supported by FAN Courier.**

Access to the [Women in Business International Conference](#) is done by reservation and confirmation of registration. The Women in Business members have priority and benefit from a 15% discount from the attendance fee.

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#### **ABOUT WOMEN IN BUSINESS**

Founded in 2009 by the entrepreneur Alice Botnarenco, the Women in Business organization aims to develop the woman-driven business environment in Romania through its online activity (by creating the first online membership platform and the Women in Business site, which works as a portal with the newest information from the business environment, news and interviews with successful women and women who have just started a business) and through its 200 business networking events, workshops and conferences it has been organizing for the past 6 years, by representing Romania at international events and by getting involved in European projects.

You can find out additional information on the site: [www.conferinte.femei-in-afaceri.ro](http://www.conferinte.femei-in-afaceri.ro)