



Under the auspices of His Excellency President Abdel Fattah El-Sisi

26th Annual Women Economic Forum March 2020 , Cairo- Egypt

With the support of the National Council of Women, online registration now live

**Cairo, Egypt,
14th October 2019**

The 26th Annual Women Economic Forum will take place on March 4th and 5th in Cairo, under the auspices of His Excellency President Abdel Fattah El Sisi.

This annual event is the brainchild of Dr. Harbeen Aurora, who was awarded at the World Youth Forum in Sharm El Sheikh in 2018 by the Egyptian President, for her globally renowned achievements as a global business leader and philanthropist.

Commenting on the event announcement, Dr Aurora said: “When I met His Excellency last year, I made a promise to host the Women Economic Forum in Egypt, and today, I am honored to not only announce to the world that it’s happening, but that it will be under his auspices, and with the great support of Dr. Maya Morsy, President of the National Council for Women- Egypt. This incredible endorsement is a testament to Egypt’s commitment to enabling its women leaders and bringing together women from all over the world, to expand business opportunities and enhance personal influence.”

Dr. Morsy, President of the National Council for Women, pointed out that this forum is a unique opportunity to gather women leaders in various fields from all over the world in one place, to exchange experience and discuss the challenges and difficulties that stand in their way and how to improve the status of women and to empower more of them.

And She added “We are looking forward to achieve the best results from this forum which will be held for the first time in Egypt.”

“We’re extremely proud to be bringing WEF to Egypt,” said Neamat Khalil, founder of The Worx for Events– the organizing company. “It is happening in the right place, at the right time. This is an era when Egyptian women are shining in leadership roles across a broad spectrum of sectors. The WEF 2020 in Cairo will showcase Egyptian, African & regional success stories, create new networks & business matchmaking opportunities and will also have a very strong tourism component.”



Last year, Forbes Middle East featured 20 Egyptian women in its Top 100 most influential women in the region. The government also launched a program that aims to women into over 40% of leading roles in the country under the umbrella of Egypt's 2030 Development Strategy. And most recently, His Excellency President Abdel Fattah El-Sisi specifically Egypt's highlighted the role of Egyptian women in the development of society and women empowerment during his keynote address at the G-20 summit in Japan.

For the past 25 years, this annual event has brought together over 100,000 members and inspiring women across 150 countries. Taking place for the first time in the Middle East, WEF 2020 in Cairo will bring together over 1000 women leaders from Egypt and around the world, to tackle conversations on employment, international trader, women in technology and finance, and a lot more.

Registration is now open for the 26th Annual Women Economic Forum 2020 in Cairo (<http://wefevent.theworx-emc.com/>) The event is organized by The Worx for Events under the support of the National Council of Women and in partnership with the Women Economic Forum (WEF) and Publicist Inc Stardust PR. For more information please visit:

<https://www.wef.org.in/annual-wef-2020/>

<http://wefevent.theworx-emc.com/>

For more media inquiries:

WEF2020press@publicistinc.com

--

About The Worx for Events

The Worx for Events is a full-fledged Events Management Consultancy. Their Mission is to constantly innovate, imagine and inspire to exceed expectations. The Worx's approach to every project comes with meticulous attention to details and precision. Regardless of size and scope, each event is treated like a business model with clear strategic goals, defined milestones, and a comprehensive plan to ensure that the event is delivered on time and on budget.

The Worx team believes in the value of a properly planned and executed events, and how they can be leveraged to support an organization's strategic vision, incorporated into a company's marketing plan, or used to build networks and client loyalty.



The Worx scope of work covers complete event planning, management services, programming & production, entertainment & special event coordination, high-quality activities, and event promotion. We identify and manage all areas of management in a strategic, holistic approach.

About Women Economic Forum

The Women Economic Forum (WEF) is an international platform enabling women and leaders from all walks of life worldwide to expand business opportunities and enhance personal influence through networking across borders while being inspired by some of the world's most successful entrepreneurs, authors, thought leaders and celebrities. The WEF is part of the global network ALL Ladies League (ALL).