

Press Release
For immediate release



W.I.N. Global Forum for the first time in Rome
21 – 23 September 2006, Hotel Cavalieri Hilton

Lausanne, Switzerland, June 30, 2006. W.I.N. will be holding its 9th Annual Leadership Forum in Rome, Italy, from September 21 - 23, 2006. Over the last eight years this global platform has become the best place for inspiration, energy and exchange between experienced leaders, outstanding personalities and emerging young and creative talents. *Driving change, Articulating and implementing visions, Developing strategies and skills for action, Doing it all and doing it right, Growing the company and growing as individuals* are the main topics that will be discussed and interacted in eight panel sessions and close to fifty workshops.

This year's more than three forum days will run under the theme "Courage to be the change...» In the past decade, women have brought a lot of change to companies, corporations, international associations and organizations. Now the time is right to declare that women do not only initiate change, **they are the change**: the change to the authentic, the change to caring and sharing, the change to a new leadership and a feminine way of doing business.

The event is designed by women for women and men who want to be part of shaping business and life in the 21st century. It provides them with the visions, environment, strategies, skills and network that are crucial to reach this goal. With the end of the baby boom years, companies will have to reach out to women for key leadership assignments: women are ready to take this challenge. Kristin Engvig, the inspirational and visionary founder and director of W.I.N. says it with conviction: "Women own the power to influence, decide and lead. Women know what they need to do; they just need the courage to do it."

After Milan, Lausanne and Geneva, W.I.N. has chosen Rome for the event, a powerful city that has inspired so many creative people, poets, painters and composers.

In 2005 the W.I.N. Forum was held in Geneva, Switzerland, and attracted more than 500 women from 58 countries, with 40% participation from the corporate world, 25% from government and university sectors, 10% from NGO; the remaining 25 % covered small companies, entrepreneurs, artists and independent professionals.

W.I.N. is an independent European organization with a global impact. It is run by a team of professionals and supported by a large group of volunteers all inspired by the well-being and progress of our global society.

Fact Sheet is enclosed for more information.

Contact:

Gisela Raeber and Andrijana Mandic
W.I.N. Public Relations
Tel + 41 21 612 03 54 Fax +41 21 612 0351
pr@winconference.net

References

The program http://www.winconference.net/Agenda_2006.asp
Long version press release <http://www.winconference.net/pressrelease.asp>
Previous press clippings <http://www.winconference.net/articles.asp>
Conference venue in Rome: <http://www.cavalieri-hilton.it>