



PRESS RELEASE

for immediate publication

6th – 8th October 2010, Paris Marriott Rive Gauche Hotel & Conference Centre, France

W.I.N. 13 years of inspiring and empowering women

More than 700 women leaders set to gather for Europe's premier global leadership conference for women

Lausanne, Switzerland, 10th September 2010. This powerful three-day forum for successful female business leaders and entrepreneurs will assemble top speakers and over 700 women leaders. It is designed to develop, empower and connect women leaders, nurture them as individuals, and boost their motivation and courage for change. On choosing the theme for this year's conference, 'Realizing Visions', Kristin Engvig, W.I.N. founder and CEO, says: *In more places, across more fields, women are forging new trails and leading the way. These female leaders will play a key role in moving towards a sustainable future. Now, more than ever, taking part in this global conversation about how women want the future to look, is essential. And the W.I.N Global Conference puts you right in the middle of it.*

W.I.N. Global 2010 will cover global trends, the future of work and careers and growing as individuals. Expert forums on topical issues including Women on Corporate Boards, Women in Media and Entrepreneurship, will showcase panels of leading thinkers.

Once again world-class companies sponsor the W.I.N. Global Conference, this year led by HSBC - The world's local bank. HSBC has for many years been a strong supporter of diversity within business and their sponsorship of the W.I.N. conference provides further opportunity for them to champion and encourage businesswomen across Europe.

Among the 70 insightful and engaging speakers and workshop leaders are:

Marlene Malahoo Forte, Minister of Foreign Affairs and Trade, Jamaica

Irene Dorner, CEO and President of HSBC USA

Amanda Sourry, EVP Chairman of Unilever UK Ireland Business

Avivah Wittenberg-Cox, CEO 20-first

Catherine Destivelle, Mountain Climber, France

Saadia Zahidi, Head of Constituents, World Economic Forum, Switzerland

Rajendra Sisodia, Professor of Marketing, Conscious Capitalism, Bentley, USA

Graeme Codrington, Future Trends Analyst, TomorrowToday, UK

Sally Khallash Bengtsen, Futurist, Copenhagen Institute for Futures Studies, Denmark

Lorella Zanardo, CEO and Founder, Women's Bodies – Il Corpo delle donne, Italy

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