

Press Release
For immediate release



W.I.N. inspires change by connecting to developing countries

Lausanne, Switzerland, August 14, 2006. W.I.N. aims to help women entrepreneurs and intellectuals from the post-war or developing countries connect with and learn from women in Western Europe and the U.S. An established Scholarship Program makes this connection possible. Women from all over the world are invited to attend the Global Leadership Forum for Women, get inspired by success stories and establish valuable connections.

“The scholarship and traineeship fund allows us to reach out to, and help women with ambition in countries outside of Europe and the US” says Kristin Engvig, Founder and CEO, W.I.N. *“No interested and deserving women leader should miss on the opportunity to participate for economic or financial reasons”* she continues.

Each year W.I.N. has dedicated a portion of its income to the “W.I.N. Scholarship fund”: it has made the hopes of hundreds of women come true. Many participants are designated and sponsored by corporations to attend the W.I.N. Global Leadership Forum. The generated fund is used to pay for the participation fees, airfare or accommodation. W.I.N. is currently looking at opportunities to grow the fund and increase the number of scholarship grants in the future. The goal is to draw in outstanding people who otherwise cannot afford it, such as Ozy Orji, a previous W.I.N. scholarship winner from Nigeria who said: *“W.I.N. touched my life in a way that I can never forget. I believe that my action will make impact in Nigeria”*.

This year’s W.I.N. Global Leadership Forum will take place at the Cavalieri Hilton Hotel in Rome, Italy from 21st to 23rd of September. It will be an outstanding meeting place for more than 500 women from at least 60 countries, and an exceptional opportunity to exchange knowledge, skills, ideas, energy and inspiration. Through numerous workshops, discussions, panels, coaching labs and personalized sessions, this unique forum experience will one more time reflect the spirit of true diversity.

By bringing together leaders, professionals and executives across companies, cultures, societies and economies, W.I.N. will facilitate a global setting where new perspectives, markets and business opportunities can open up. Even more importantly, W.I.N. will offer women from different backgrounds an opportunity to learn from each other. Kristin Engvig says: *“Typically in the developed world we have established rational routines and business practises that we can share. We have advanced ways of using technology as well as simply creating great processes and marketing strategies. At the same time, we can learn from women from the developing world, taking more time to create good human relationships and being courageous.”*

A significant part of the “creating sustainable change” agenda is promoting social responsibility and raising global consciousness. Supporting women entrepreneurs in developing countries, educational initiatives, environmentalism and growing as individuals are among some of the themes that W.I.N. does not only debate but practise too. One of the conference’s unique features is an “Open space forum” where anyone can set their own agenda, create workshops or ad hoc discussions. Through exchanging ideas and experiences, and learning from each other, a lot of these workshops have turned into successful business ventures.

So far, more than 350 participants have secured their place in the forum. Companies and organizations such as HP, Red Cross, IBM, Volvo, World Economic Forum, UNHCR, Shell, Cisco

Systems... have all signed up to take part. Staying true to itself, W.I.N. promises to connect, develop and empower.

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References

The conference program http://www.winconference.net/Agenda_2006.asp
Previous press releases <http://www.winconference.net/pressrelease.asp>