**Beat: Business**

# WOMENS FORUM CELEBRATES 10 YEARS IN DEAUVILLE

**Women World leaders meet October 15-17th**

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**USPA NEWS -** This initiative is part of the idea of the very deserving French entrepreneur, Aude Thuin, which now goes international, after 10 years of its creation. A trained psychologist, Aude Thuin is a strong example of successful entrepreneur.

Aud De Thuin, a mother of six kids, published the book if you dare Femmes "as she launched the" Women's Forum for the Economy and the Society". Since the takeover of the organization by Publicis and under the leadership of Véronique Morali (since 2011), it has become a development strategy. "Our goal is five or six forums per year within two years," says Jacqueline Franjou, Executive Vice-President of the Women's Forum.
Jacqueline Franjou is a media personality, French and American-born, chaired the Women's Forum for the Economy and Society (Publicis Group). She co-founded the Festival Ramatuelle with Jean-Claude Brialy. She received the Grand Prix of French influence.
The "Women's Forum for the Economy & Society" is an annual event that brings together women leaders who rely on the global economy as the economic, political, financial, scientific, cultural and even artistic.
Last year Christine Ockrent, iconic political journalist Belgian in France who led the TV channel France 24, presented Burma, under the colours of the flag by the brave Aung San Suu Kyi (Figure of non violent opposition to the military dictatorship his country, winner of the Nobel Peace Prize in 1991). That moment marked the Womens forum by a rich exchange and borrowed strength of humility around learning democracy.
These women of character and charm will meet for 3 days (from 15th to 17th October 2014) at Deauville to discuss and advance the projects, ideas and concepts whose some women have made their evidence.

Véronique Morali opens the ball in this forum who chairs this meeting. Véronique Morali, President of the Women´s Forum for the Economy & Society (Since 2011), had also founded www.terrafemina.com (A French Think Tank) and the B-to-B services company, TF-Co, both now part of Webedia (Pure People, Pure Trend, and Pure Shopping). Ms Morali became CEO of Webedia in 2013 and is also the founder of the NGO, Force Femmes and co-founder of the Paris chapter of Women Corporate Directors.
Ertarin Cousin "World Food Company," will moderate the session “Standing together against world hunger“ together with Ann Walker Marchant.
Meanwhile, Elisabeth Weymouth « The Washington Post Company », Connie Hedegaard, from Commission European Commission and Christine Lagarde IMF´s boss will be part of the prestigious panel of speakers during the sessions. Selma Hayek actress, famously wife of Francois Henri Pinault, will moderate the session « Chime for Change » a justice for all women alongside Mariane Pearl.

A PRESTIGIOUS PANEL OF PARTNERS SPONSORING AND AWARDING TALENTS

The partners include Cartier, Gold Partners, Orange Renault Nissan, Abb, JC Decaux, Deloitte and Sanofi will present participants with awards and prestigious evenings. For instance Cartier is at the initiative of « Cartier Women's Initiative Awards » a Cartier international business plan competition for women entrepreneurs.
Cartier, in partnership with the Women's Forum, INSEAD business school and McKinsey & Company announced on June 25 the finalists of the 2014 Cartier Women´s Initiative Awards. The list of 2014 winners has been announced the group of audacious women entrepreneurs whose excellent skills and potential have led them to become the finalists. With 15 different countries represented from all continents, this year´s event promises to shed light on impressive new businesses that have created ethical, sustainable and scalable solutions to pressing social challenges. The six Laureates, each representing a geographical region, will be announced at the Awards Ceremony on the morning of October 16, 2014, at the Annual Global Meeting of the Women´s Forum in Deauville, France.

The Accor group takes a strong stand on behalf of improving women´s travel experiences by attending to their specific requirements for fitness and wellbeing, food and general service. Come and share your travel experiences and tips on the Accor Corner. Prizes will be awarded for the best stories !

This year the meeting marks the 10th anniversary that wants to focus the cutting edge more than ever with a bright lens that of "The digital". The digital shall be as much as possible this year again! Projects Promoting Women through a multinational team from all over the world in very avant-gardist projects.

A COMPILATION OF WOMEN´S SUCCESS STORIES

Of success stories will also expressing how to succeed through presentations of their expert advice supported by the speakers under the flag of powerful personalities at high functions and internationally renowned course.
Thus Nguyen Thi Phuong is an excellent example of Vietnamese leader who tells her course who studied and worked in Australia. She is representative of a new generation of active and urban women in Vietnam who have the chance to go abroad for studying, even if it's a very small part of the urban population. Nguyen Thi Phuong is a remarkable candidate of the « She´s a Leader » section. The Women's Forum for the Economy and Society wants to participate to showcase women around the world through the “She´s a Leader“ project, and put the light on potential role models, in order to inspire younger generations.
In another area, women artists will be presented in their best light through the forum « Women´s Forum Street Art Project ». Women street artists around the world are participating in a full week of happenings on « The Street Art Project » showing how much we´re missing if we believe street art to be the exclusive province of men.
Digital and Real Life are finally brought together thanks to Art. A reunion promises to be full of surprises for this 10th anniversary session at “Womens Forum of Economic & Society“, in Deauville. These forums can cost between 600,000 and 700,000 €, the variant is related to hospitality and travel.
In Dubai, in 2015, the idea is to develop the event as a franchise. To be continued...

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