

EVENTS | PROGRAMMES | CEO BLOG

Dear TWF friends

We were excited to read last week's announcement from Mattel that Barbie is embracing diversity with the launch of a new line of tall, petite and curvy dolls soon to hit the stores. If an influential brand like Mattel is moving to celebrate a wider range of body shapes that are more reflective of society, we can only hope that other brands are also reviewing their own strategies on this front. While Mattel have been fairly tight-lipped on what prompted the move, we imagine a major driver was a sense of responsibility for the role their dolls play in influencing young consumers. With girls as young as five worried about their body image, more variety in the shapes and sizes of their toys will give girls more confidence about their own bodies. Mattel have also been steering girls to focus more on Barbie's career ambitions than her body image with the launch of campaigns like [Imagine the Possibilities](#) which feature girls picturing themselves as teachers, coaches and other professionals. At TWF, we hope that where Barbie is going, others will follow suit!

On behalf of all of us at TWF - Happy Chinese New Year!

Connect will take a break next week and we will be back in the Year of the Monkey.

Warm regards

Su-Mei Thompson
CEO, The Women's Foundation

UPCOMING EVENTS



Celebrate International Women's Day with The Women's Foundation

Join The Women's Foundation for delectable food and wine, enticing draw prizes and an inspirational keynote address by Jackson Katz – American educator, author, filmmaker and cultural theorist, internationally renowned for his pioneering scholarship and activism on issues of gender and violence.

DATE: Friday, March 4

TIME: 12.00 – 2.00 p.m.

VENUE: The Conrad, Pacific Place

[Click here to learn more](#)

TWF PROGRAMME UPDATES



An Intimate Breakfast with Shanthi Flynn

Last Friday, we were delighted to have Shanthi Flynn as our guest speaker over a breakfast kindly hosted by Latham and Watkins. Drawing on her success as a female executive in many male dominated sectors, Shanthi, who is about to relocate to Switzerland to take up the role of Chief HR Officer, Adecco Group, spoke on making choices and taking risks.

IN THE COMMUNITY



British Parliamentarians Visit

Last Thursday, TWF Board member Rachel Cartland, arranged for one of TWF's university interns, Jasmine To, to meet the delegation of British MPs visiting Hong Kong. Jasmine and other university students shared their views on the local education system and their aspirations for themselves and for Hong Kong.



Snippets from our CEO Blog

JAN 18: Humanitarian Leadership in 2025 Roundtable

JAN 19: TWF's views on this year's Policy Address

JAN 25: TWF CEO Su-Mei Thompson in the new 12 faces to watch list within this year's Tatler 500!

JAN 26: Citi's Asia Inspiring Women Leaders Program

[Read More on the Blog](#)

EXTERNAL EVENTS

TWF is delighted to be supporting the following events:

FEBRUARY 24: Bloomberg [Women's Returner Circle](#)

MARCH 7: Launch of [Financial Times Non-Executive Director Diploma ASIA](#) Cohort 6. Mention TWF to enjoy preferential pricing!

APRIL 12: International Finance Law Review's [Asia Women in Business Law Forum](#)

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Obama Outlines Rules For Closing Gender Pay Gap And Giving Women 'Fair Shot'](#) (The Guardian)
- [Mom Combats Gender Stereotypes With #StillABoy Campaign](#) (Huffington Post)
- [Tech Would Be Better If More Women Designed It](#) (Forbes)
- [Mattel Gives Barbie New Body Shapes](#) (Fortune)
- ['Women Make Terrible Scientists' - Sexual Stereotypes Genetically Encoded In Our Brains, Chinese Study Shows](#) (SCMP)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan
E: info@twfhk.org | W: twfhk.org | T: +852-2592-8265 | F: +852-2592-8264

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