



THE WOMEN'S
FOUNDATION

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THE WOMEN'S FOUNDATION LAUNCHES LEADING WOMEN SPEAKER SERIES IN PARTNERSHIP WITH BLOOMBERG

Inaugural Event on November 27 will Celebrate Women in Technology

Hong Kong, November 26, 2012 – The Women's Foundation, one of Hong Kong's leading NGOs dedicated to the advancement of women, today announced the launch of The Women's Foundation's Leading Women Speaker Series in partnership with Bloomberg. The Series will celebrate women leaders, and examine the opportunities and challenges women face, across different industry and professional sectors. The inaugural event will be a panel and networking event for Women in Technology on November 27.

The Women in Technology panel will focus on:

- The advantages and challenges of being a woman in technology
- How can we encourage and support more girls to pursue science, technology, engineering and mathematics subjects at school and university
- The technology career path: where are the job opportunities in technology?
How to address the leaky pipeline and get more women into the C-suite
- The opportunities for women-led technology start-ups and female entrepreneurs

Speakers include;

- Yelu Chen - Technology Analyst, Goldman Sachs
- Marissa Dean – Researcher and Lecturer, HKU
- Pascale Fung – Associate Professor, Dept. of Electronic & Computer Engineering, HKUST
- Alice Lin – VP of Finance, Oracle Asia Pacific
- Cat Rust - EVP & Founder, Exicon
- Catherine Zhu - Principal, Egon Zehnder
- David Ingles - Markets Reporter & Presenter, Bloomberg Television
(Moderator)

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Charity Number: 91/6962

Supporting organisations include Bloomberg, Egon Zehnder, HKUST, Oracle, Rockwell Automation, Smartpen Group and Women in Technology International

According to Su-Mei Thompson, CEO of The Women's Foundation, "In Hong Kong, girls continue to be under-represented when it comes to the STEM subjects at school and university. With the growing importance of the IT sector and the fact that technology is now embedded in every industry and profession, The Women's Foundation is focused on ensuring that girls and young women have equal access to education and career experiences that will allow them to contribute in a meaningful way to technological advancements and their impact on business, the economy and society."

Charles Mok, LEGCO representative for the IT sector, said, "Hong Kong is well placed to become a leading information, communications and technology hub in the region given our first-world infrastructure, our liberal and transparent foreign investment regime, and our strategic position straddling the Mainland and world markets. What is critical however to achieving this vision is a technologically skilled workforce, drawing on a diverse talent pool comprising both men and women. The Hong Kong Government is also focused on ensuring new technology-based ventures are supported through schemes like the Innovation and Technology Fund. We strongly encourage women-led ventures to apply to these schemes and welcome more women to join the industry in general."

The Women's Foundation and Bloomberg will be launching a scholarship scheme in partnership with the Hong Kong University of Science & Technology to encourage more girls to pursue technology and engineering subjects. The Women's Foundation will also produce a white paper containing recommendations for business, the Government, educators, parents and other stakeholders to ensure more women enter the IT industry and have equal access to opportunities for career advancement and to achieve their full potential. The Foundation will be consulting with leading industry and other stakeholders who will be invited to contribute their views. Stakeholders will also be encouraged to launch and support new educational, training and other collaborative initiatives following the consultation process.

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According to Amanda Fankhauser, Head of Recruiting APAC at Bloomberg, “We are incredibly proud to be partnering and working with The Women's Foundation over the next two years on the Leading Women Speaker Series. Bloomberg itself has a very diverse culture and women are a key and integral part of our business. We are passionate and excited about working with The Women's Foundation on examining the challenges and furthering opportunities for women in the workplace throughout this inspiring series of panel discussions.”

About The Leading Women Speaker Series

The Women's Foundation's Leading Women Speaker Series in partnership with Bloomberg will consist of eight networking and panel events on the opportunities and challenges for women in traditionally male dominated industries. In addition to Technology, other industries being considered are Trading, Engineering, Fast Moving Consumer Goods, Asset Management, Luxury Retail, Professional Services and Hospitality. Under the mantra of Aspire, Grow and Lead, the panels will feature female leaders in each industry sector, examine the root causes for institutional and cultural barriers preventing women from advancing, and showcase corporate best practices for the retention and promotion of female talent.

About The Women's Foundation

The Women's Foundation is a Hong Kong registered not-for-profit organisation dedicated to improving the lives of women and girls in Hong Kong. TWF is focused on challenging gender stereotypes, increasing the number of women in decision-making and leadership roles, and providing empowering women in poverty through ground-breaking research, innovative and impactful community programmes, and education and advocacy. For more information on The Women's Foundation, please visit <http://www.thewomensfoundationhk.org>.

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