

EVENTS | PROGRAMMES | CEO BLOG

Dear Lisa

Chinese swimmer, Fu Yuanhui, made the headlines last week when she [alluded to her period as a possible factor](#) behind her team's narrow loss in the 4X100 metre medley relay.

Acknowledging that women get periods was a groundbreaking moment in Olympic history despite the fact that according to [new research from 2015](#), half of all female athletes feel their periods affect their performance. This was also a groundbreaking moment for China where taboos around menstruation have been slow to change. Many Chinese sports fans said they didn't realise it was possible for a woman to swim during her period and according to a [2015 survey](#), only 2 per cent of Chinese women use tampons because of the belief that tampons can rob a woman of her virginity. China's first domestically produced tampon will finally go on sale later this year – 80 years after they first went on the market in the US.

Taboos around menstruation also persist elsewhere, not just in China. Whisper's brilliant "[Touch The Pickle](#)" TV commercial last year took aim at traditions that discourage Indian women who have their periods from pursuing normal daily activities including washing their hair and touching the pickle jar found in most Indian homes because the pickles will supposedly rot. The campaign won last year's Glass Lions Grand Prix Award at Cannes for helping women to overcome the sense of shame surrounding periods in India in a very open and disruptive but humorous and engaging way.

At TWF, we believe busting menstruation myths and other irrational taboos that restrict women from living normal and fulfilling lives is important. Changing mindsets and behaviours will take time and more heroines like Fu and brands like Whisper to speak up. Kudos to them and we hope others will feel encouraged to follow in their footsteps!

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

UPCOMING EVENTS**MENTORING PROGRAMME**

2016-2017
 INFO SESSIONS

**Register Now: Mentoring Programme 2016-2017 Info Sessions**

TWF is launching the 8th cycle of our Mentoring Programme for Women Leaders! All prospective applicants **MUST** attend ONE of our upcoming Info Sessions to hear from current mentors and protégés on why you should apply and what is expected of participants. **We will be running 6 sessions this year - please select one session only!** REGISTER [here](#) to join.

BOARDROOM LUNCH

FOURTH LUNCH OF
 THE SERIES

**30% Club Annual Boardroom Lunch**

TWF and the 30% Club HK are delighted to announce the fourth annual 30% Club Boardroom Lunch which brings aspiring and accomplished women directors face to face with the chairmen, CEOs and directors of Hong Kong's leading companies for simulated boardroom discussions on key issues facing boards today.

DATE: Friday, October 14, 2016**TIME:** 12.30 p.m. - 2.00 p.m.**VENUE:** The Asia Society Hong Kong Center, 9 Justice Drive, Admiralty**REGISTER [here](#) to join.****Save the Date! TWF Gala Dinner 2016**

Mark your calendars for TWF's signature Gala Dinner featuring inspirational speakers, luxury prizes and live entertainment - stay tuned for more details!

DATE: Tuesday, November 15, 2016**TIME:** From 7.00 p.m.**VENUE:** JW Marriott Hotel, One Pacific Place, 88 Queensway

TWF PROGRAMME UPDATES



Britcham Inspirational Women Series: A Fireside Chat with Baroness Neville-Rolfe

TWF's CEO Su-Mei Thompson interviewed Baroness Neville-Rolfe DBE CMG, Minister of State at the Department for Business, Energy and Industrial Strategy in the UK at yesterday's packed BritCham event hosted by Barclays. The Minister shared the highs and lows from her extraordinary career spanning the Civil Service, high-flying corporate roles including working at Tesco and serving on the boards of ITV and PwC, life in the House of Lords and her current mandate to promote global cooperation over IP protection and enforcement.



T.E.E.N. Update

Last week, our TEENs participated in a number of diversity exploration initiatives - a community city-hunt that covered several shopping malls and public spaces, and group activities with ethnic minorities. The activities were designed to help the TEENs uncover the challenges faced by ethnic minorities and understand the construction of gender roles and stereotypes in Hong Kong.



Tai O Exploration Trip for TWF's T.E.E.N. Alumni

Last Friday, TWF's TEEN alumni participated in an exploration tour in Tai O and orienteering games designed to help them learn more about the village's history and the traditions of old Hong Kong. The tour was designed and run by the T.E.E.N. Alumni committee, allowing them to develop their leadership skills.



Mentoring Programme: Open Mic 2

Last Monday, TWF ran our second Open Mic session for this year's cohort, which provided participants with the opportunity to reflect on their year-long Mentoring Programme journey and to practise the presentation skills they learned along the way. Protégés and mentors alike spoke about Programme and how it has transformed their lives for the better. Many thanks to PwC for hosting the event at their Experience Centre.



Mentoring Programme Executive Communication Skills Workshops

Last week, TWF held our last Executive Communication Skills Workshop for Mentoring Programme participants. The workshop was run by Divya Ahluwalia of Templar Advisors, who is herself a mentor in the 2015-2016 Programme. Participants learned how to enhance their personal impact and communicate with gravitas. Many thanks to Divya and to Baker and McKenzie for hosting the session.

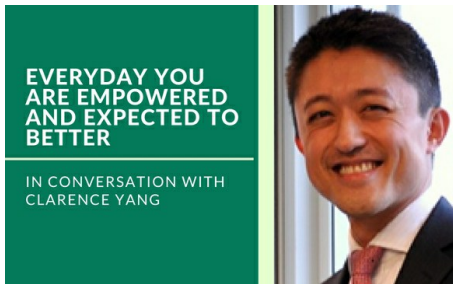
IN THE COMMUNITY



National Australia Bank & HKBN Introduce Enhanced Parental Leave Policies



Kudos to [NAB for enhancing its parental leave policy in Asia](#). From June 2016, all eligible employees, regardless of gender and marital status, are entitled to take unpaid leave for a period of up to 12 months including up to 12 weeks of paid leave. Meanwhile, [Hong Kong Broadband Network \(HKBN\)](#) is introducing 16 weeks of full-pay maternity leave and 14 days of full-pay paternity leave, along with a suite of other benefits designed to enhance employees' work-life balance. Kudos also to HKBN!



CBRE Evening Cocktails and Conversations with Clarence Yang

TWF is delighted to support CBRE Women's Network's evening of cocktails and conversations featuring guest speaker Clarence Yang - TWF Board Member and Director - Executive Office, BlackRock on: 'Every Day You Are Empowered And Expected To Be Better'.

DATE: Wednesday, August 24, 2016

TIME: 6.00 p.m. - 8.00 p.m.

VENUE: 4/F, Three Exchange Square, 8 Connaught Place, Central

REGISTER [here](#). Enquiries to

WomensNetwork@cbre.com.hk



HKU Dialogues on Gender Equity with UN Women's HeForShe

HKU will host Elizabeth Nyamayaro - Head of the UN's HeForShe Initiative, for a student-led Idea-thon and a workshop/town hall meeting to engage men to work with women to achieve gender equality. Led by HKU President Peter Mathieson, the town hall meeting will bring together students, faculty and administrators from HKU and CUHK with corporate, NGO and government leaders for cross-generational/cross-sector conversation and collaboration to strengthen the impact of HeForShe in our homes and institutions. The programme will also include a dual careers panel and micro-mentoring break-out groups.

HKU Student-led Ideathon:

DATE: Friday, August 26, 2016

TIME: 2.00 p.m. - 5.30 p.m.

VENUE: CPD 3.28 Jockey Club Tower, Centennial Campus, HKU ([map](#))

REGISTER via HKU [here](#)

Town Hall Meeting: "So, now what next"

DATE: Monday, August 29, 2016

TIME: 9.00 a.m. - 2.30 p.m.

VENUE: CPD 3.28 Jockey Club Tower, Centennial Campus, HKU ([map](#))

REGISTER via HKU [here](#)



Gender Equity – Retaining & Returning Female Talent in Hong Kong

TWF is pleased to support FLEXImums and Back to Work's HK Gender Equity Conference: Retaining & Returning Female Talent in Hong Kong. The day long conference will include panel discussions, debates and talks focusing on practical ideas businesses can implement to create a more gender inclusive workplace.

DATE: Thursday, September 29, 2016

TIME: 8.30 a.m. - 5.00 p.m.

VENUE: Butterfield's, 2/F, Dorset House, Tai Koo Place, Quarry Bay

REGISTER [here](#) to join the conference and enjoy 25% off corporate ticket prices using the promo code "TWF".



Community Business Conference 2016

TWF is pleased to support Community Business' leading Community Business Conference 2016: Harnessing the Power of



15 - 16 November
Regal Airport Hong Kong

Business to Drive Social Change. The Conference will explore why responsible business is critical to long-term business success and examine how companies can take the lead in tackling inequality and creating inclusive workplaces in Asia.

DATE: November 15 & 16, 2016

TIME: 9.00 a.m. - 9.00 p.m.

VENUE: Regal Airport Hotel Hong Kong

REGISTER [here](#) to join the conference and enjoy 10% off tickets prices using the promo code "CONF16distenpr".

TWF FUNDRAISING INITIATIVES - We Would Love Your Support!



GOLD FLAGS

CALL FOR SUPPORT

Support TWF by selling Gold Flags at your office!

We are looking for opportunities to sell TWF Gold flags in offices to support TWF's Life Skills Programme for under privileged adolescent girls and boys in Hong Kong. We can provide a speaker, student ambassadors and cakes! If you can help, please contact Sarah Ladner at sarah.AbbottLadner@twfhk.org.



TWF Mischa Pins

To raise funds for our programmes, TWF is selling pins, specially designed for TWF by Michelle Lai - MISCHA founder. The beautiful black and gold enamelled pins featuring MISCHA's signature design can be purchased at TWF and partner events for HK\$50. We are looking for volunteers to help us with selling pins within their organisations and networks. Please contact Stephanie Ko at stephanie.ko@twfhk.org to find out more.

WHAT WE'RE READING

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

- [Fewer Women In The Workforce Will Cost The Global Economy US\\$28 Trillion Over Next 10 Years](#) (SCMP)
- [A Simple Exercise Can Help Women Overcome Self-Doubt To Succeed](#) (Harvard Business Review)
- [What Do Women Leaders Have In Common?](#) (The Atlantic)
- [Men Who Act As Breadwinners Face Negative Health Effects, Study Finds](#) (The Guardian)
- [Beyond Binaries: The Impact Of Changing Gender Identity For Brands](#) (Huffington Post)

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