



Female leaders come together to discuss How Organisations can Support Women's Upward Mobility in the Workplace

Coinciding with International Women's Day, the Pearl Initiative, the leading Gulf business-led non-profit organisation promoting a corporate culture of accountability and transparency, in collaboration with NAMA Women Advancement Establishment, will host a webinar to discuss the role of women in the corporate world and examine how organisations can create female leaders of the future by supporting upward mobility through inclusivity.

The virtual event, to take place on 10th March from 3 pm to 4:15 pm (GST), will bring together leading businesswomen from the Gulf region to discuss how their careers have been accelerated in organisations that have adopted a more inclusive working environment. The panel discussion will feature a keynote speech by Her Excellency Reem BinKaram, Director of NAMA Women Advancement Establishment, followed by a conversation between Ms. Rana Zumai, Head of Corporate Communications for Nesma Holding, and Ms. Maryam Zaman, Partner and Head of Governance Services at KPMG Lower Gulf.

Moderated by the Pearl Initiative's Executive Director, Ranya Saadawi, the webinar will facilitate a conversation on how good corporate governance can help frame the advancement of women in the workplace, focusing on challenges and opportunities presented by implementing an organisational diversity strategy. The discussion will centre around top-level leadership roles, the importance of robust organisational values in underpinning policies and procedures and the use of positive company culture in enabling an environment to promote women's advancement in business.

Speaking in advance of the panel discussion, Executive Director of the Pearl Initiative, Ranya Saadawi said: "We look forward to welcoming these revolutionary Gulf women to lead the discussion around women in the workplace. We hope that by facilitating this key discussion, organisations will become more open to a cultural change, and advance the inclusion agenda by developing talent among employees of all levels."

The online webinar is open and accessible to all those interested in learning about women's workplace advancement. Register online at <https://www.pearlinitiative.org/events/event/summary/213>

Current programmes run by the Pearl Initiative include Anti-Corruption Best Practices, Diversity in Business Leadership, Governance in MSMEs, Governance in Family Firms, The Business Pledge, and Governance in Philanthropy.

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About the Pearl Initiative

Business leaders from across the Gulf Region formed the Pearl Initiative in 2010 to create a non-profit organisation for the Private Sector to collectively embrace the business case in adopting higher standards in corporate governance, accountability and transparency to enhance business innovation, opportunity and value creation.

With over 40 regional and international partners, the Pearl Initiative brings together business, policy and social sector decision-makers to share best practice and help maximise sustainable and inclusive growth across the region. The Pearl Initiative also supports Gulf-based university students to identify and embrace strong ethics and integrity as they embark on their future careers.

For more information, please visit www.pearlinitiative.org or contact us at enquiries@pearlinitiative.org.

Follow us @PearlInitiative on Facebook, YouTube, and Twitter and @ThePearlInitiative on LinkedIn.

Media Coverage

The press release was featured in numerous new outlets across the Gulf Region, Middle East & North Africa and Europe, including:

- **Mid east information:**



- **Zawya**



- **MENA FM**

