

PROGRAMME OF THE INVESTMENT LOUNGE AT THE EURASIAN WOMEN'S FORUM

18–20 SEPTEMBER 2024

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11:00–11:40 **Public Talk/Open Interview ‘From a Hobby to Your Own Business: Successful Women Entrepreneurs Who Turned a Hobby into a Big Business’**

Speakers:

- **Delgir Sarangova**, Founder, Oirat – Farm Products Brand (Republic of Kalmykia)
- **Yevgenia Lazareva**, Founder, Clothing Manufacturing Project for the Mamanonstop Brand (Moscow)
- **Natalya Larchenko**, Jewellery Brand Founder; Founder and CEO, Matryoshka Rus (St. Petersburg)

12:00–16:00 **PLENARY SESSION**

16:30–18:00 **International Investment Session ‘International Cooperation to Improve the Financial and Investment Culture of Women’**

Moderator:

- **Vera Podguzova**, Senior Vice President and Director of External Relations, PSB

Speakers:

- **Sofia Kassimu**, Chairperson, Association of Women's Business and Entrepreneurship (Mozambique)
- **Ndeye Seynabou Pouye**, Chairperson, African Women for Economic Development Movement (Senegal)
- **Nimnuan Piewthogngam**, Chairperson, Committee on Small and Medium Business (Thailand)
- **Rajini Sulochana Segera**, Editor-in-Chief, *Women Top 50* Magazine; Chairperson, Sri Lankan organization Women Leaders; Founder, Women Top 50 Economic Forum

19 SEPTEMBER 2024

09:30–10:20 **Session ‘Franchising as a Socioeconomic Innovation. A Woman’s View: From the Development of Social Entrepreneurship to the Development of the Social Environment’**

Moderator:

- **Vera Podguzova**, Senior Vice President and Director of External Relations, PSB

Speakers:

- **Agnessa Osipova**, Chairperson of the Board of Directors, Russian Franchising Association; General Director, BRandICE
- **Yelena Ivanova**, Founder, Polyglotiki Network of Children’s Language Centres and Educational Platform (St. Petersburg)
- **Yulia Bogushevskaya**, General Director, Franchising-Intellect (Perm Territory)
- **Dr. Hatem Mostafa Zaki Taha**, Chairman, Egyptian Franchise Development Association; General Director, Micro, Small, and Medium Enterprises Development Agency

10:30–11:00 **On-Stage Discussion ‘Long-Term Financial Planning: A Factor in the Economic Well-Being of the Family and the State’**

Discussion topics:

- Development of financial literacy
- Setting long-term investment goals
- Investment as an integral part of life
- Long-term investment tools for beginners

Speakers:

- **Anastasia Veselko**, Author of Books about Women (Moscow)
- **Mikhail Sergeychik**, Director, Financial Literacy Department, Research Financial Institute, Russian Ministry of Finance (Moscow)
- **Darya Zinchenko**, Chairperson, Budget and Economic Policy Committee, Legislative Assembly of the Zaporizhia Region

11:30–13:00 **Financial and Investment Literacy: The Foundation for Women’s Success in the Business and Finance World**
(session of the main programme of the EAWF)

13:30–15:00 **Public Talk/Open Interview ‘Women’s Technology Startups: From Development to Implementation’ (TED talks)**
(session of the main programme of the EAWF)

20 SEPTEMBER 2024

- 09:45–10:30 **Master Class ‘Don’t Save, Invest’**
- Master class about what savings and investment have in common and what makes them different, where it is better to start, what are the advantages and risks of investing, what tools are best for beginners, and how to combine the creation of a financial cushion with investing.
- Potential speaker:**
- **Yulia Kuznetsova**, Candidate of Economic Sciences; Financier; Lecturer, Lomonosov Moscow State University
- 11:00–11:40 **On-Stage Discussion ‘Family Budget: How to Properly Manage Finances’**
- Speakers:**
- **Anna Zelentsova**, Co-Chairperson, G20 Global Partnership for Financial Inclusion (Moscow)
 - **Vera Podguzova**, Senior Vice President and Director of External Relations, PSB (or a representative of the bank)
 - **Mikhail Sergeychik**, Director, Financial Literacy Department, Research Financial Institute, Russian Ministry of Finance (Moscow)
 - **Natalya Padenko**, Chairperson, Committee for the Development of Women’s Entrepreneurship; Director, Cleanville (Tyumen Oblast)
- 12:00–12:40 **Public Talk ‘Woman in Business’**
- Interview with the CEO and owner of a business: how to open your own business step by step and retain control.
- Potential speakers:**
- **Yekaterina Postoyeva**, Founder, Ice Cream Production Project; CEO, Morozhko (Volgograd Region)
 - **Yulia Irtyuga**, Participant, Development of Women’s Entrepreneurship Project, Council of the Eurasian Women’s Forum; Author, *From a Diamond. Precious Ideas for the Implementation of Goals* (Moscow)
 - **Yelena Vinogradova**, Founder, WayWoodHouse Trading House (Vologda Region)
- 13:00–13:40 **On-Stage Discussion ‘On the Path to Success and Financial Well-Being: First Steps for Investors’**
- Speakers:**
- **Yelena Klimashevskaya**, CEO, Transenergoprom (Chuvash Republic)
 - **Oksana Solomatina**, Director, Alpha (Altai Republic)