



XXXIV

CONFAM

Convenção da Federação das Associações de Mulheres
de Negócios e Profissionais do Brasil - BPW BRASIL
Campo Grande-MS | De 12 a 14/11/22



REPORT ON XXXIV CONFAM
CAMPO GRANDE, 12th - 14th
NOVEMBER 22



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1.- INTRODUCTION

After the pandemic that confined the whole world, the 34th CONFAM has finally been able to take place in person. The work of Margarida Yasuda, President of BPW-Brasil, has been very successful, with the participation of more than 300 BPW-BRASIL members, the support of the government and the Mayor's Office of Campo Grande and the presence of BPWI President Dr. Catherine Bosshart, BPWI Vice-President of Membreship, Giuseppina Seidita and BPWI Business, Trade and Technology Committee Chairwoman Paz Martin.

Margarida Yasuda has been a great leader of this federation and has been able to transfer the values of Lena Madesin Phillips and unite many women leaders, dynamic, strong, hard-working, transformative and, most importantly, through sisterhood and cooperation she has created a strong federation with a good atmosphere.

I would also like to acknowledge the work of the president of BPW-Campo Grande, Maria Helena Bonnotto, the biggest club in Brazil, for the wonderful organisation where every detail was taken care of and everything was perfect.

And finally, I would also like to thank Sara Martins, member of this committee, for her great work and for being the dynamizer of networking in this federation.



Warm welcome at the Campo Grande airport

2.- PROGRAMME



Dia 12 de Novembro (Sábado)

- 13:30 - 14:00** Abertura oficial Expo-Confam
- 14:00 - 15:40** **PRÉ- CONFAM**
- 15:40 - 16:00** Diplomação BPWs
- 16:00 - 16:30** *Visita ExpoConfam / Coffee Break/Networking*
- 16:30 - 16:50** Momento Presidentes e Associada Destaque
- 16:50 - 17:00** BPW Campo Grande - Leilão de Gado
- 17:00 - 18:00** Business Session
- Comitês Agronegócios e BusinessNet





Dia 13 de Novembro (Domingo)

- 8:30 - 9:30** Cerimônia de Abertura Oficial Confam 2022
Apresentação das Delegações
- 9:30 - 10:30** Mensagem de Boas Vindas
Premiação Maior Delegação
- 10:30 -10:45** *Coffee break / Visita ExpoConfam / Networking*
- 10:45 -11:10** Momento Presidentes e Associada Destaque
- 11:10 -12:00** **Mulheres BW empreendendo no exterior**
Katia Teixeira - Kelli Menin - Sara Martins - Tabata Mazzeto -
Paz Martin Moderadora: Juliana Karam
- 12:00 -12:10** Comitês BPW Brasil
- 12:10 -12:30** **Empreendedorismo nos Transforma**
Maristela França – Diretora Técnica – Sebrae
- 12:30 -14:00** *Almoço / visita ExpoConfam / networking*





cont.: Dia 13 de Novembro (Domingo)

14:00 - 14:30 Momento Presidentes e Associadas Destaque

14:30 - 15:10 **BPW: Pelo Fim da Violência contra as Mulheres**

15:10 - 15:20 Coordenadora América Latina: Diana Barragan

15:20 - 15:45 **BPW Doando Fios de Esperança**

15:45 - 16:00 *Coffee Break / Visita ExpoConfam / Networking*

16:00 - 18:00 Atividades em paralelo

1. Reunião Coordenadoras Direitos da Mulher
2. Reunião Presidente BPW I e Presidentes e representantes de Comitês BPW I
3. Visita externa (a combinar)

19:30 - 22:30 JANTAR CULTURAL

Local: Hotel Deville

✓ **Sarau Cultural Cerimonia das Velas**





Dia 14 de Novembro (Segunda-feira)

8:30 - 8:45 Abertura

8:45 - 9:30 Momento Presidentes e Associada Destaque

9:30 - 10:10 **Mulheres BPW e suas carreiras inusitadas**

Cintia Pieri - Iracema S. Nobre – Ivete Batista - Leticia Silva -
Patricia Caceres Moderadora: Bernardeth Martins

10:10 -10:30 BPW Jovem

10:30 -10:45 *Coffee Break / Visita Expo-Confam / Networking*

10:45 -11:15 Momento Presidentes e Associada Destaque

11:15 -12:30 **BPW Internacional** - Presidente Catherine Bosshard

BPW Brasil - Presidente Margarida Yassuda

12:30 -14:00 *Almoço / Visita ExpoConfam / Networking*

14:00 -16:00 **ELEIÇÃO**

16:00 -16:30 *Coffee Break / Visita ExpoConfam / Networking*

16:30 -18:00 **PÓS-CONFAM - Encerramento**





**PRESENÇA
CONFIRMADA**

**Dra. Catherine
Bosshart**
Presidente da BPW Internacional




Tradução:
Cláudia Pirani
Presidente BPW São Paulo



**PRESENÇA
CONFIRMADA**

**Giusepina
Seidita**
Vice Presidente de
Associadas
BPW Internacional




13 DE NOVEMBRO

**MULHERES BPW
EMPREENDENDO
NO EXTERIOR**

Paz Martin
Presidente Comitê Permanente
Negócios, Comércio e Tecnologia
BPW Internacional



3.- BPWI HONORARY AWARDS

The Legislative Assembly of Mato Grosso Do Sul, at the proposal of Deputy Renato Câmara, honours BPWI President Dr. Catherine Bosshart; Vice President of Membership Giuseppina Seidita; Chairwoman of the Standing Committee on Business, Trade and Technology and BPW-Madrid, Paz Martin; President of BPW-Brazil, Margarida Yasuda and President of BPW-Campo Grande for their outstanding services in the field of women's promotion, women's entrepreneurship and the incorporation of women into the economy, society and politics with equal opportunities.



4.- PARTICIPATION OF SC FOR BUSINESS, TRADE AND TECHNOLOGY



The poster is for the XXXIV CONFAM event, organized by the Comissão de Fomento das Associações de Mulheres de Negócios e Profissionais do Brasil - SPW BRASIL. It features a logo with a tree and the text 'FACERIAS ESTRATÉGICAS FORTALECEM NEGÓCIOS'. The event is scheduled for 13 DE NOVEMBRO. The main theme is 'MULHERES BPW EMPREENDENDO NO EXTERIOR'. Paz Martin is featured as the President of the Permanent Committee for Business, Trade and Technology of BPW International.

13 DE NOVEMBRO

**MULHERES BPW
EMPREENDENDO
NO EXTERIOR**

Paz Martin
Presidente Comitê Permanente
Negócios, Comércio e Tecnologia
BPW Internacional

The Standing Committee for Business, Trade and Technology participated actively throughout the conference.

During my presentation I had the opportunity to introduce our SC's Action Plan and BPWI's current networking tools:

- bpw.directory
- bpw.webinars
- bpw.projects

encouraging all members to register their companies and projects.

I also presented the new tool that our SC is going to have: BPWverse A web app created for the worldwide connection of companies, organizations and states.

BPWI's SUSTAINABILITY depends
on our use of new technologies.

OUR TOOLS

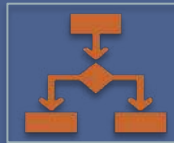




BPWverse



Register by recommendation for the area and the corresponding service.

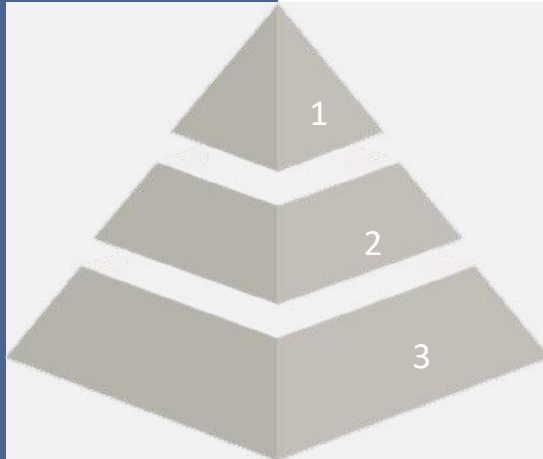


Choose a company according to area and service needed.



Contact with the desired company and establish business relations..

process



FASE 1

- Planning
- Creation Web app
- Communication

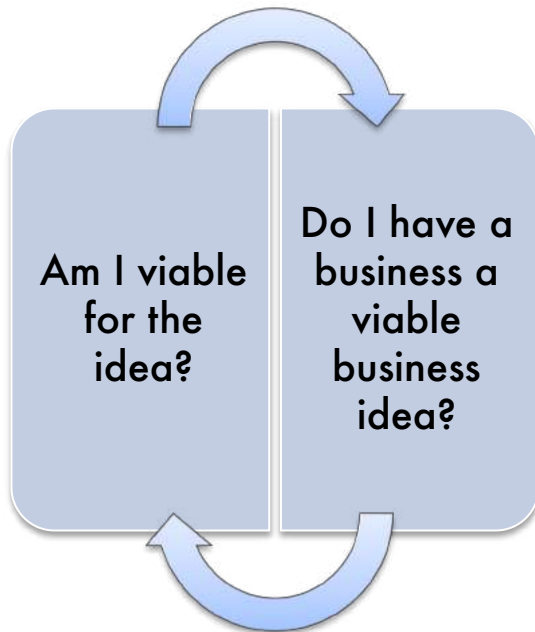
FASE 2

- Enrollment
- Ads and positioning

FASE 3

- Connecting companies
- Add services





Women startups find it more difficult to embark on setting up a business, particularly due to greater caution. They have a different measure of risk than men, who can sometimes start a business without thinking too much. Women generally go further in analysing things, they are more perfectionist. That is good, but it can also have the effect of stopping them in their tracks. The aim of entrepreneurs is to try to remove these obstacles, these fears, without, however, hiding the risks inherent in starting out as an entrepreneur. Sometimes they need a structure to say: 'It is possible'.

5.- NETWORKING

During the celebration of the XXXIV CONFAM and the subsequent trip to Bonito, the more than 300 participants expressed their interest in holding a networking meeting in the same sense that we have done in other cities such as Ceuta and Seville. This action will take place soon, it will be virtual, coordinated by Sara Martins and we are going to do it through the presidents of the different BPW Brazil clubs.



6.- PARTNERSHIP

During the meeting held with our international president, Dr. Catherine Bosshart, the mayor of the city of Campo Grand, Adriane Lopes and the president of BPW-Brasil, Margarida Yasuda, we agreed to sign a collaboration agreement between SC for Business, Trade and Technology, BPW-Brasil and the City of Campo Grande to collaborate on the issues of development and women empowerment, gender equality and sustainable development and on all those issues included in the Agenda 2030 of the United Nations and within the Sustainable Development Goals.

7.- PHOTOGRAPHIC DOSSIER











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Campus de Brasília 11/22

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