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UNIVERSITÀ
DEGLI STUDI
DEL SANNIO



Città di Benevento



BPW - ITALY



WOMEN IN BUSINESS

FEMALE ENTREPRENEURS AND ECONOMIC DEVELOPMENT



BPW AdriaticNet
The Network of Business
and Professional Woman
in the Adriatic Ionian Region

EXPO
donna

BENEVENTO 2019

Network WinB

by

Kinetès Spin Off Accademico Unisannio

and

Business Professional Women
FIDAPA – Italy

with

2nd FORUM ADRION NET

WOMEN IN BUSINESS

FEMALE ENTREPRENEURS AND EUROPEAN ECONOMIC DEVELOPMENT

2nd International Conference

18-20-21 march 2019 • Benevento, Italy



Municipality of Benevento

Scientific Coordinator

Rossella Del Prete, University of Sannio

Scientific committee

Pina Amarelli, Confindustria

Patrizia Battilani, University of Bologna

Ester Eemois, SA Estonian Business School

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Ilaria Zilli, University of Molise

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Istituto Alberghiero

“Le Streghe”

Benevento

Si ringrazia per la partecipazione il settore moda, grafica e comunicazione dell'Istituto Palmieri Rampone Polo di Benevento e l'Iitis Leonardo Da Vinci di Napoli indirizzo Moda



WOMEN IN BUSINESS

FEMALE ENTREPRENEURS AND EUROPEAN ECONOMIC DEVELOPMENT



Rossella del Prete



La conferenza si propone di promuovere il dibattito e la condivisione di conoscenza ed esperienza in materia di ricerca, politica e progetti incentrati sull'imprenditorialità femminile.

È molto importante fornire una piattaforma ai ricercatori per incontrarsi e condividere lo sviluppo d'avanguardia in questo campo.

La conferenza mira ad identificare le tendenze metodologiche nel campo del genere e dell'imprenditorialità e di esplorare criticamente il tipo di innovazioni metodologiche necessarie per la ricerca in futuro.

Sebbene uno studio costante abbia dimostrato che la segregazione occupazionale è altamente consequenziale alla capacità economica femminile, sappiamo poco circa i processi che contribuiscono alla variazione dei livelli di segregazione sessuale. Dunque uno degli obiettivi che ci si pone è di esaminare lo "stato dell'arte" e il corrente dibattito sull'argomento dell'imprenditorialità al femminile in Italia, in Europa e nel mondo.

Sempre più si sta riconoscendo che la promozione dell'imprenditorialità femminile può essere un modo per contribuire alla crescita economica attraverso la creazione di nuove imprese nel settore della conoscenza.

L'emergere di tali imprese è fondamentale per l'adattamento economico e il cambiamento e, secondo la teoria della crescita endogena, favorisce il raggiungimento di uno sviluppo economico a lungo termine.

Queste nuove imprese costituiscono importanti fonti di innovazione del mercato, in quanto sostituiscono imprese meno efficienti già esistenti, e di nuovi posti di lavoro, in quanto rappresentano un'alternativa lavorativa per persone con alti livelli d'istruzione formale.

The conference aims to promote the debate and the sharing of knowledge and experiences on research, policy and projects focusing on Female Entrepreneurship. It's very important to provide a platform to the researchers to meet and share cutting-edge development in the field of women entrepreneurship.

The conference seeks to identify methodological trends in the field of gender and entrepreneurship and to critically explore the type of methodological innovations needed in future scholarship.

Although a consistent body of research has demonstrated that occupational segregation is highly consequential for women's economic standing, we know little about the processes that contribute to changes in levels of sex segregation.

Therefore this conference would like to examine the "state of the art" and the current debates on the subject of women entrepreneurs in Italy, in Europe and in the world.

It is becoming increasingly recognised that fostering female entrepreneurship may be one way to contribute to economic growth through new venture creation in knowledge-based sectors. The emergence of new ventures in knowledge-based sectors is central to economic adaptation and change and, according to the endogenous growth theory, favours the achievement of a long term economic development. These new ventures are important sources of market innovations, as they replace less efficient existing firms with more efficient ones, and of new job creation, as they represent a job alternative for people with high levels of formal education.





programma/program

Monday 18th March 2019

Morning

h. 10,00 Sala dell'antico Teatro - The ancient Theater Room - Palazzo Paolo V
Opening Conference - Plenary Session

Welcome

Francesco Cappetta, *Prefect of Benevento*

Antonio Di Maria, *President of Province of Benevento*

Clemente Mastella, *Mayor of Benevento*

Filippo de Rossi, *Rector of the University of Sannio*

Antonio Campese, *President of the Chamber of Commerce of Benevento*

Riccardo Cotarella, *President of the World Oenologist Association*

Filippo Liverini, *President of Confederation Benevento*

Introduction

Rossella Del Prete, *University of Sannio*

Made in Italy: excellences that withstand crises

Luisa Todini

Chairmain of Leonardo Committee

Tasting Falanghina of Sannio European City of Wine

Luisa Todini

Chairmain of Leonardo Committee



"Di fronte a mercati sempre più interconnessi e competitivi, all'incertezza di scenari che si trasformano con estrema velocità, l'imperativo per l'Industria Italia è quello di puntare sui suoi straordinari driver di competitività: dall'arte ai territori, dal design alle capacità di innovazione. È questa la beauty equity del Made in Italy, la nostra naturale "calamita" per attrarre clienti, consumatori, investitori di tutto il mondo, e che anche la Campania con le sue tante imprese eccellenze contribuisce ad esprimere. Quest'anno celebriamo il 500nario di Leonardo, artista e scienziato eclettico che consideriamo non soltanto una "musa" ma simbolo del nostro "fare impressa", sempre orientato alla ricerca, alla sperimentazione, all'osmosi continua tra saperi ed esperienza per creare prodotti e progetti unici e per questo desiderati e imitati. E ciò ci ha permesso di raggiungere primati importanti: l'Italia è al secondo posto sul podio dei paesi manifatturieri europei e al settimo a livello mondiale tra gli esportatori di merci. L'eccellenza è anche il frutto di un buon gender mix in azienda, che rappresenta un elemento indispensabile per un management d'impresa capace di confrontarsi con sfide globali. La presenza rosa nei board è solo un punto di partenza; l'impegno è quello di lavorare sulle imprenditrici e manager del domani, coltivandone leadership e talenti, per liberare tutto il potenziale di innovazione e crescita che il nostro sistema industriale è in grado di esprimere"

"Given the increasingly interconnected and competitive markets and uncertain scenarios that are changing with extreme speed, the imperative for the Italian Industry is to focus on its extraordinary driver of competitiveness: from art to territories, from design to innovation skills. This is the beauty equity of Made in Italy, our natural "magnet" to attract customers, consumers, and investors from all over the world, which the Campania region with its excellent companies contributes to expressing. This year we celebrate the 500 years of Leonardo, an eclectic artist and scientist whom we consider not only a "muse" but also a symbol of our "doing business", always oriented towards research, experimentation, continuous osmosis between knowledge to create unique products and projects that are desired and imitated. In addition, this has allowed us to achieve important records: Italy is in second place on the podium of European manufacturing countries and seventh at the global level among commodity exporters. Excellence is also the result of a good gender mix in the company, which represents an essential element for a business management capable of dealing with global challenges. The low on quota in the boards is only a starting point; the commitment is to work on the entrepreneurs and managers of tomorrow, cultivating their leadership and talents, to release all the potential for innovation and growth that our industrial system is able to express"

Wednesday 20th March 2019

Morning

h. 10,30

Palazzo Paolo V

A.1 – Sala dell'antico Teatro - The ancient Theater Room

Talking Entrepreneurship: Teaching and Researching Entrepreneurship at MisTer En-Lab

Coordinator: Gilda Antonelli, University of Sannio

Speakers

Olimpia Meglio, *University of Sannio*

Teaching Entrepreneurship

Angelo Riviezzo, *University of Sannio*

Is a business forever? Investigating the keys to lasting success

Ioanna Mitrakos, *Confindustria Benevento*

Running a family business

Ambra Altavilla, *CERME*

Father-Daughter intergenerational transition

Concetta Fornaro, *Le Officine di Herero Srl*

Agriculture and Local Development

Mariano Carpentieri, *DANAM*

Start-Up and Business Model

Gilda Antonelli, *University of Sannio*

Start-Up and gender skills

A.2 – Sala Rossa - Red Room

Female Entrepreneurship: Internal Areas and Internationalization

Coordinator: Elisa Forte, Nuova Irpinia

Speakers

Daniela Grignoli, *University of Molise*

Female Entrepreneurship: the Italian Case

Federica Vozzella, *Desmon/Middleby*

Great distribution and food service: the role of female manager

Nunzia Petrosino, *Condor SpA*

The social partners commitment for services to enterprises and workers

Maria Grazia Villano, *Confindustria Avellino*
Relation with schools, business culture and generational transition: the role of young female entrepreneurs

Clementina Donisi, *Confindustria Benevento*
Customization and skills: the future challenge

Rosaria Ammaturo, *La 91 Petroli srl*
Oil: not just a men's affair

Antonella Fusco, *CNA*
Women made: female creativity becomes business

Olga Visone, *Le Comari Bag*
The E-Commerce as innovation and spreading tool

Claudia Cioffi, *Edizioni Primavera*
Female publishing: culture of enterprise and enterprise of culture

A.3 – Sala Santa Caterina - Saint Catherine Room

University and Territory: Female Network between researching and entrepreneurship

Coordinator: Maria Rosaria Pelizzari, University of Salerno

Speakers

Alessandra Pedone, *Female Committee Confindustria Salerno*
Task: induction training. Innovative models for in-company training

Loredana Incarnato, *University of Salerno*
R&I Peers: European Project to promote gender equality in research organizations

Antonia Autuori, *Autuori Shipping and Forwarding Salerno*
The contribution of Women in the Business Association. An experience

Biagio Simonetti, *University of Sannio*
The role of Women in economic development: Quantitative Aspects

Melania Gentile, *Olearia Duraccio Srl*
Olive Oil between the food and cosmetic sectors

Virginia Nappo, *Councilor of Culture Municipality of Ottaviano*
The role of Women in Public Administration

Elena Ruggiero Rubino, *Lawyer*
Identity, rights and protection of women

Patrizia Colagiovanni, *Manager ARAN*
Woman and Manager in Public Administration

Raffaella Femìa, *BPW Europe Lobby and Advocacy Policy Advisor*
Women and enterprise: to a legitimacy policy?

Wednesday 20th March 2019

Afternoon

- h. 16,00 Sala dell'antico Teatro - The ancient Theater Room - Palazzo Paolo V
Plenary Session - Opening Ceremony

Welcome

Caterina Mazzella, *National President FIDAPA BPW Italy*
Pinella Bombaci, *BPW European Coordinator*
Alida Perkov, *Chair AdrionNet*
Francesco Cappetta, *Prefect of Benevento*
Antonio Di Maria, *President of the Province of Benevento*
Clemente Mastella, *Mayor of Benevento*
Antonio Campese, *President of the Chamber of Commerce of Benevento*
Filippo Liverini, *President of Confederation Benevento*
Filippo de Rossi, *Rector of the University of Sannio*
Antonio Felice Uricchio, *Rector University of Bari*
Floriano Panza, *Sannio European City of Wine*
Jasen Mesić, *Ambassador of Croatia*

Introduction

Rossella Del Prete, *University of Sannio*

Round Table: *Women and entrepreneurship: meritocracy, seriousness, professionalism*

Coordinator: Gilda Antonelli, University of Sannio

Speakers

Celeste Condorelli, *Vice President Advisory Board Sud, Unicredit*
Mariella Triolo, *National Vice President CNA Impresa donna*
Cinzia Leone, *Project manager University of Genova*
Alessandra Pedone, *Confindustria Salerno*
Anna Pezza, *Confindustria Benevento*
Chiara Voliani, *24.11 DISTRIBUZIONE*

Conclusion

Linda Laura Sabbadini, *Research Executive of ISTAT*

- h. 18,30 Networking cocktail
h. 19,00 Visit to the Site Unesco - Church and Cloister of Saint Sophia
h. 20,30 Social Dinner



h. 9,00-11,00 Parallel Sessions/Panels

A.1 - Sala Rossa - Red Room

Women on Boards

Coordinator: Eufemia Ippolito, BPW Legal Advice Taskforce Chair - BPW Europe Member group "Women on Boards"

Speakers

Cinzia Mastantuono, *Queen Quality*

Female entrepreneurship: Queen Quality, an example of "royal" women's leadership

Karin Raguin, BPW Europe Past Coordinator - *Talent Manager Christian Dior Couture*

Launch of the campaign: Boards With Women

On. Cristina Rossello, *President Project "Women and Future"*

Effects of Law 120/2011 and extension for three mandates

Marisa Valleri, *University of Bari*

Effects of the law on gender quotas and economic performance

Lella Ruccia, *National Responsible Group "Teaming up"*

Role of Women's training in the Boards - Presentation Short Master "Women on Boards"

Eufemia Ippolito, *BPW Legal Advice Taskforce Chair - BPW Europe Member group "Women on Boards"*

Law 120/2011 Italy an example to follow - Increase awareness knowledge of European Resolution

"Women on Boards"

A.2 - Sala Santa Caterina - Saint Catherine Room

Business and Professional Young Women

Coordinator: Alice Minuto, Responsible Trading Unit Duferco Commerciale SpA

Speakers

Anastasia Chalkidou, *Business & IT Solutions*

Lucrezia Delli Veneri, *Kinetès Srl*

Konstantina Sofikiti, *Young BPW Athens Representative*

Ela Ismailova Enara, *University of Uzbekistan*

Laura De Figlio, *Atelier Emè*

Ilaria Minichiello, *Azienda Agricola Maria Ianniciello*

Stefania Crovella, *Boda Evo Società Isola Srl*

Anna Maria Mercurio, *Game People*

Anna Maria Crupi, *Maraglà Art for Fashion by Maria Grazia Nicchiotti*

A.3 – Sala dell'antico Teatro - The ancient Theater Room
Entrepreneurship, Empowerment, Policies and Projects

Coordinator: Ilaria Zilli, University of Molise

Speakers

Hilde Hoefnagels, *Artesis Plantijn Hogeschool, Antwerpen*

Patrizia Iannelli, *Torre a Oriente*

Enza Palmieri, *Terziario Donna - ConfCommercio Benevento*

Teresa D'Alessio, *International Food Consultant*

Marina Forleo, *University of Molise*

Nadia Palmieri, *University of Molise*

Marina Corazziari, *Unique Jewels Handmade by Marina Corazziari*

Francesca Ibelli, *Pastai Sanniti*

Pasqualina Nazzaro, *Antica Gioielleria La Preziosa*

h. 11,00

Coffee break



Thursday 21th March 2019

Morning

h. 11,30-13,30 Parallel Sessions/Panels

B.1 - Sala dell'antico Teatro - The ancient Theater Room

Women Network and Professional Organizations

Coordinator: Alida Perkov, Chair AdrionNet

Speakers

Nellina Basile, BPW AdrionNet committee member, Italy

BPW Twinning as a tool for efficient Networking in BPW AdrionNet

Giuseppina Seidita, BPW AdrionNet committee member Italy

The importance of fostering Networking in BPW International

Annamaria Pastoressa, BPW AdrionNet committee member Italy

Women Network and professional organization BPW AdrionNet

Doris Sošić, BPW AdrionNet committee member, Croatia

Connection of Women Network and professional organizations good practice Croatia

Mojca Tavčar Benčić, BPW AdrionNet committee member, Croatia

Application of BPW AdrionNet in EUSAIR Regional Projects: case study Croatia

Izabela Vitasović, BPW AdrionNet committee member, Croatia

Women Networking for wine, olive oil and local products producers for growth and development

B.2 - Sala Rossa - Red Room

Women Representatives

Coordinator: Rosaria Bruno, Regional Observatory Chairman against violence against women

Speakers

Franca Cipriani, National Equality Councilor

Pia Petrucci, Past National President BPW Italy

Sara Furno, Chairman Women committee Municipality of Benevento

Marta Catuogno, Vice President AIDDA

Annarita De Blasio, Chair CNA Benevento

Maria Carmela Serluca, University of Sannio

Loredana Tullio, President CUG University of Molise

Antonello Vitolo, Fleurs Consulting Women@Work

Georgeta Al Masri, Chair ACLI Benevento



B.3 - Sala Santa Caterina - Saint Catherine Room
Women, Leadership, Entrepreneurship in Europe

Coordinator: Mari Kooskora, Director of EBS Centre, Estonian Business School

Speakers

Mari Kooskora, Director of EBS Centre, Estonian Business School

Young, Estonian and Female - a leader of the new generation

Sylwia Sadowska, State University of Applied Science, Nowi Sacz, Poland

The situation of Women in Polish culture including labour regulations

Patrizia Battilani, University of Bologna

The female style of running hospitality enterprises: a longitudinal analysis

Ruta Kavaliunaite, UAB Campania, Lituan-Italy

Women participation in labour market: what are the obstacles? The Italian case

Aida Macerinskiene, Dean of Faculty of Economics, University of Vilnius

The role of female leaders in Lithuania

Gintare Paulaskaite, Coordinator for International Studies, University of Vilnius

Professional Business Women in Lithuania

Rossella Del Prete, University of Sannio

European perspectives on female entrepreneurship

h. 13,30

Light Lunch



Caterina Mazzella

National President BPW Italy



FIDAPA BPW Italy (Italian Federation of Women Arts Professions and Business) is an association made up of about 11,000 members in Italy and belongs to the IFBPW International Federation (International Federation of Business and Professional Women). It is divided into 300 Sections distributed throughout the national territory, grouped into 7 Districts and has the purpose of promoting, coordinating and supporting the initiatives of women operating in the field of Arts, Professions and Business, independently or in collaboration with others Organizations, Associations and other subjects. The BPW Fidapa regularly participates in the Commission on the Status of Women at the United Nations: this year the theme chosen by the CSW63 in New York, in line with the 2030 Agenda – Goal 8, aims to promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small-, and medium-sized enterprises, including through access to financial services; to improve progressively, through 2030, global resource efficiency in consumption and production and endeavor to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production with developed countries taking the lead and, by 2030, to achieve full and productive employment and decent work for all women and men, including for young people and

persons with disabilities, and equal pay for work of equal value.

The WinB Network and the Forum Adriatic Net, together, both supported and stimulated by BPW and especially by FIDAPA BPW ITALY, that by statute dictates favors the profitable network with women from all over the world, walk in this direction to enhance the female entrepreneurship and the empowerment of Women entrepreneurs.

Alida Perkov
AdrionNet Chair



BPW ADRIONNET THE NETWORKING OF BUSINESS AND PROFESSIONAL WOMEN IN ADRIATIC IONIAN REGION

The target of initiative is organizing Networkings, Forums and working groups; achieve regional cooperation and collaboration between BPW clubs of the Adriatic-Ionian region. Cooperation with regional institution in obtaining available EU funding for fostering women entrepreneurship.

Namely, BPW AdrionNet is geographically identical to EUSAIR. The EU Strategy for the Adriatic and Ionian Region (EUSAIR) is a macro-regional strategy adopted by the European Commission and endorsed by the European Council in 2014. The Strategy was jointly developed by the Commission and the Adriatic-Ionian Region countries and stakeholders, which agreed to work together on the areas of common interest for the benefit of each country and the whole region. The EUSAIR covers eight countries: four EU Member States (Croatia, Greece, Italy, Slovenia) and four non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, Serbia).

BPW Europe is the largest NGO organization covering the EUSAIR Region.

After announcing the activities which have been approved on the President's meeting during the European Congress in Zurich in 2016., BPW Pula , together with Initial committee of BPW FIDAPA Italy, Greece and Croatia representatives, and BPW Club

members of the AdrionNet Region, have undertaken the following actions:

- Initial meeting in Bagheria/ Sicily/ Italy 1st April 2017.
- Kick off meeting in Bari 27th September 2017.
- 1st BPW AdrionNet Forum in Athens – Greece 19th October 2018.
- The 2nd Forum BPW AdrionNet is held on 21st March 2019. in Benevento, Italy, hosted and organized by National Federation FIDAPA BPW Italy and University of Sannio - Benevento.

The target groups are BPW Clubs through Adriatic Ionian Euroregion : National Federation FIDAPA BPW Italy (especially clubs who enter geographically to Adriatic-Ionian Region) , BPW Greece (affiliated clubs BPW Athens and BPW Thessaloniki) BPW Croatia (affiliated clubs BPW Rijeka and BPW Pula)

During the 1st Forum, our regional working groups were established, and we continue our cooperation by virtual communication. Our BPW AdrionNet Committee wishes you great success in networking throughout the Adriatic Ionian Region!

Thursday 21th March 2019

Afternoon

h. 15,30 Palazzo Paolo V, Sala del Consiglio - Council Room

II Forum AdrionNet

Forum Opening Ceremony

Caterina Mazzella, *National President BPW Italy*

Giuseppina Bombaci, *BPW Europe Coordinator*

Alida Perkov, *AdrionNet Chair*

Eufemia Ippolito, *AdrionNet National Coordinator BPW Italy*

Joanna Lagoumidou, *AdrionNet National Coordinator BPW Greece*

Doris Sošić, *AdrionNet National Coordinator BPW Croatia*

Giusy Porchia, *South-West District President*

h. 17,00 Conclusion

Round Table

Promote and enhance the skills of female leadership in organizations, in politics and in the world of work

Coordinator: Diletta Capissi, Il Mattino

Cinzia Dato, *University of Molise*

Annamaria Alois, *"Annamaria Alois" San Leucio*

Carla Aramo, *National Institute of Nuclear Physics, Section of Naples*

Paola Pastore, *Business Intermediary*

Antonella Pagano, *Cultural Entrepreneur*

On. Cristina Rossello, *Chamber of Deputies, Italian Republic*

Sen. Sandra Lonardo, *Senate of the Italian Republic*

h. 18,15 Visit to the Historic Center of the City

h. 21,00 Gala Dinner and Candle Night





MARINA CORAZZIARI
JEWELS DESIGNER



ATELIER EME
WEDDING DRESSES



LE COMARI
ITALIAN BAG



ANTONELLA FUSCO
FELT ARTISAN



EDIZIONI PRIMAVERA
EDITOR



24.11.
DISTRIBUZIONE
FASHION AND DESIGN



QUEEN QUALITY
COFFEE



TERRE A ORIENTE
FARM



QUINDICIDODICI
BIJOUX
DI ANNACHIARA IAZEOLLA
VINTAGE SPECIALIST



LA PELAGIA
AROMATICAE FORMULAE



CREAZIONE
DI ROSELLA MAZZITELLI
CERAMIC ARTISAN



MARAGLA'
ART FOR FASHION



PASTICC'I AMO
SWEET AND SAVOURY



THE THINKING CLOUDS -
EMOTIONAL UI/UX, GAMIFICATION,
CONTENT CREATION



PASTAI SANNITI
PASTA FACTORY



OLEARIA DURACCIO
OLIVE OIL COMPANY



TERABOTO
WINE AND EXTRA VIRGIN
OLIV OIL



NATURALISSIMA
HAND MADE NATURAL
COSMETICS



MAISON EN FLEUR
FLORIST



COMPAGNIA BALLETTO
DI BENEVENTO
DANCE COMPANY



VITRIZIA
KNITTED HATS



S-HAND ART
SILK PAINTING



NAPAZZIA
FARM



GJ HAIRDRESSING
HAIRDRESSING



ANNAMARIA ALOIS
SAN LEUCIO
WEAVING ART



ETICOLTURA
SAFFRON OF IRPINIA

Elenco Relatori / Speakers list

Georgeta Al Masri, *Responsabile provinciale ACLI*

Annamaria Alois, "Annamaria Alois" San Leucio

Ambra Altavilla, *CERME*

Rosaria Ammaturo, *La 91 Petroli srl*

Gilda Antonelli, *University of Sannio*

Carla Aramo, *National Institute of Nuclear Physics, Section of Naples*

Antonia Autuori, *Autuori Shipping and Forwarding Salerno*

Nellina Basile, *BPW AdrionNet committee member, Italy*

Patrizia Battilani, *University of Bologna*

Mojca Tavcar Bencic, *BPW AdrionNet committee member, Croatia*

Pinella Bombaci, *BPW European Coordinator*

Rosaria Bruno, *Regional Observatory Chairman against violence against women*

Antonio Campese, *President of the Chamber of Commerce of Benevento*

Diletta Capissi, *Il Mattino*

Francesco Cappetta, *Prefect of Benevento*

Mariano Carpentieri, *DANAM*

Marta Catuogno, *Vice President AIDDA*

Anastasia Chalkidou, *Business & IT Solutions*

Claudia Cioffi, *Edizioni Primavera*

Franca Cipriani, *National Equality Councilor*

Patrizia Colagiovanni, *Manager ARAN*

Celeste Condorelli, *Vice President Advisory Board Sud, Unicredit*

Marina Corazzari, *Unique Jewels Handmade by Marina Corazzari*

Riccardo Cotarella, *President of the World Oenologist Association*

Stefania Crovella, *Boda Evo Società Isola Srl*

Anna Maria Crupi, *Maraglià Art for Fashion by Maria Grazia Nicchiotti*

Filippo de Rossi, *Rector of the University of Sannio*

Teresa D'Alessio, *International Food Consultant*

Cinzia Dato, *University of Molise*

Annarita De Blasio, *Chair CNA Benevento*

Laura De Figlio, *Atelier Emè*

Rossella Del Prete, *University of Sannio*

Lucrezia Delli Veneri, *Kinetès Srl*

Antonio Di Maria, *President of Province of Benevento*

Clementina Donisi, *Confindustria Benevento*

Ela Ismailova Enara, *University of Uzbekistan*

Raffaela Femia, *BPW Europe Lobby and Advocacy Policy Advisor*

Marina Forleo, *University of Molise*

Concetta Fornaro, *Le Officine di Herero Srl*

Elisa Forte, *Nuova Irpinia*

Sara Furno, *Chairman Women committee Municipality of Benevento*

Antonella Fusco, *CNA*

Melania Gentile, *Olearia Duraccio Srl*

Daniela Grignoli, *University of Molise*

Hilde Hoefnagels, *Artesis Plantijn Hogeschool, Antwerpen*

Patrizia Iannelli, *Torre a Oriente*

Francesca Ibelli, *Pastai Sanniti*

Loredana Incarnato, *University of Salerno*

Eufemia Ippolito, *BPW Europe Member group "Women on Boards"*

Ruta Kavaliumaitė, *UAB Campania, Lituan-Italy*

Mari Kooskora, *Director of EBS Centre, Estonian Business School*

Joanna Lagoumidou, *AdrionNet National Coordinator BPW Greece*

Cinzia Leone, *Project manager University of Genova*

Filippo Liverini, *President of Confederation Benevento*

Sen. Sandra Lonardo, *Senate of the Italian Republic*

Aida Macerinskiene, *Dean of Faculty of Economics, University of Vilnius*

Cinzia Mastantuono, *Queen Quality*

Clemente Mastella, *Mayor of Benevento*

Caterina Mazzella, *National President FIDAPA BPW Italy*

Olimpia Meglio, *University of Sannio*

Anna Maria Mercurio, *Game People*

Jasen Mesic, *Ambassador of Croatia*

Ilaria Minichiello, *Azienda Agricola Maria Ianniciello*

Alice Minuto, *Responsible Trading Unit Dutero Commerciale SpA*

Ioanna Mitrakos, *Confindustria Benevento*

Virginia Nappo, *Councilor of Culture Municipality of Ottaviano*

Pasqualina Nazzaro, *Antica Gioielleria La Preziosa*

Antonella Pagano, *Cultural Entrepreneur*

Enza Palmieri, *Terziario Donna - ConfCommercio Benevento*

Nadia Palmieri, *University of Molise*

Floriano Panza, *Sannio European City of Wine*

Paola Pastore, *Business Intermediary*

Annamaria Pastoressa, *BPW AdrionNet committee member Italy*

Gintare Paulaskaitė, *Coordinator for International Studies, University of Vilnius*

Alessandra Pedone, *Female Committee Confindustria Salerno*

Maria Rosaria Pelizzari, *University of Salerno*

Alida Perkov, *Chair AdrionNet*

Nunzia Petrosino, *Condor SpA*

Pia Petrucci, *Past National President BPW Italy*

Anna Pezza, *Confindustria Benevento*

Giusy Porchia, *South-West District President*

Karin Raguin, *BPW Europe Past Coordinator - Talent Manager Christian Dior Couture*

Angelo Riviezzo, *University of Sannio*

On. Cristina Rossello, *President Project "Women and Future"*

Elena Ruggiero Rubino, *Lawyer*

Lella Ruccia, *National Responsible Group "Teaming up"*

Linda Laura Sabbadini, *Research Executive of ISTAT*

Sylwia Sadowska, *State University of Applied Science, Nowi Sacz, Poland*

Giuseppina Seidita, *BPW AdrionNet committee member Italy*

Maria Carmela Serluca, *University of Sannio*

Biagio Simonetti, *University of Sannio*

Konstantina Sofikiti, *Young BPW Athens Representative*

Doris Sošić, *BPW AdrionNet committee member, Croatia*

Luisa Todini, *Chairmain of Leonardo Committee*

Mariella Triolo, *National Vice President CNA Impresa donna*

Loredana Tullio, *President CUG University of Molise*

Antonio Felice Uricchio, *Rector University of Bari*

Marisa Valleri, *University of Bari*

Maria Grazia Villano, *Confindustria Avellino*

Olga Visone, *Le Comari Bag*

Izabela Vitasovic, *BPW AdrionNet committee member, Croatia*

Antonello Vitolo, *Fleurs Consulting Women@Work*

Chiara Voliani, *24.11 DISTRIBUZIONE*

Federica Vozzella, *Desmon/Middleby*

Ilaria Zilli, *University of Molise*

Informazioni logistiche / Logistic information

Sede del Convegno e Registrazione: Palazzo Paolo V - Corso Garibaldi - Benevento

Indicazioni per i Relatori: Vi ricordiamo di portare i materiali delle vostre sessioni in una chiave USB e di presentarvi 15 minuti prima dell'inizio della sessione in modo da assicurare il rispetto dei tempi.

Come arrivare a Benevento

In aereo: Aeroporto di Napoli (Capodichino) - 80 Km da Benevento;
Aeroporto di Bari - 230 Km da BeneventoAeroporto di Fiumicino di Roma - 275 Km

In treno: Collegamenti ferroviari per Avellino, Campobasso, Foggia - Bari, Caserta, Napoli, Roma. Per informazioni rivolgersi a: Ferrovie dello Stato, Piazza Colonna Tel. 0824 21015
Ferrovia Benevento - Napoli, Via Munanzio Planco Tel. 0824 320711 - 0824 54643

In auto: Per i veicoli provenienti da Roma , Autostrada A1 Napoli - Milano, uscita Caianello e percorrere la strada S.S. 372 "Telesina";
Per i veicoli provenienti dall'Autostrada A14 (Bologna - Bari), uscita Termoli, percorrere la S.S. 88 Dei Due Principati (Campobasso - Termoli);
Per i veicoli provenienti (da Bari, Napoli, Avellino, Salerno) dall'Autostrada A16 Napoli - Bari , uscita Castel Del Lago;
Per i veicoli provenienti da Napoli e Caserta percorrere la S.S. 7 Appia.

In Autobus: Collegamenti Benevento Napoli e viceversa Autoservizi FBN Tel. 0824 24961;
Collegamenti Benevento Salerno e viceversa Autoservizi ETAC Tel. 0824 28321;
Collegamenti Benevento Roma e viceversa Autoservizi Marozzi Tel. 06/4742801.

Venue of the Conference and Registration: Palazzo Paolo V - Corso Garibaldi - Benevento

Instructions for Speakers: Please remember to bring your session materials in a USB key and present you 15 minutes before the session starts so as to ensure the respect of time.

How to get to Benevento

By plane:
Naples Airport (Capodichino) - 80 Km from Benevento;
Bari airport - 230 km from Benevento
Fiumicino airport Rome - 275 Km from Benevento

By train:

Train connections to Avellino, Campobasso, Foggia - Bari, Caserta, Naples, Rome.
For information, contact: Ferrovie dello Stato, Piazza Colonna Tel. 0824 21015
Ferrovia Benevento - Naples, Via Munanzio Planco Tel. 0824 320711 - 0824 54643

By car: For vehicles coming from Rome, Autostrada A1 Napoli - Milan, exit Caianello and follow the S.S. 372 "Telesina";
For vehicles coming from the A14 motorway (Bologna - Bari), exit Termoli, follow the S.S. 88 Dei Due Principati (Campobasso - Termoli);
For vehicles coming from (Bari, Naples, Avellino, Salerno) from the A16 motorway Naples - Bari, exit Castel Del Lago;
For vehicles coming from Naples and Caserta take the S.S. 7 Appia.

By Bus: Connections Benevento Naples and vice versa Autoservizi FBN Tel. 0824 24961;
Connections Benevento Salerno and vice versa Autoservizi ETAC Tel. 0824 28321; Connections Benevento Rome and vice versa Autoservizi Marozzi Tel. 06/4742801.

Hotels raggiungibili a piedi dalla sede del Convegno:

Hotels within walking distance from the venue of the Conference:

Hotel Villa Traiano **S**
Viale Dei Rettori, 9 Benevento
Tel. 0824 326241 - FAX 0824 326196
<http://www.hotelvillatraiano.it/>

Grand Hotel Italiano ****
Viale Principe di Napoli, 137 Benevento
Tel. 0824 24111 - 0824 24923
<http://www.hotel-italiano.com/>

President Hotel ****
Via Perasso, 1 Benevento
Tel. 0824 316715 - 0824 316716
<http://www.hotelpresidentbenevento.it/ita/home.htm>

UNA Hotel Il Molino ***
Via dei Mulini 48 - 82100 Benevento
Tel. +39 0824 311213 - fax +39 0824 311298
mail: una.ilmolino@unahotels.it

Le Stanze del Sogno
Struttura ricettiva extralberghiera di qualità
Piazza De Martini, 3 - Via S. Bologna, 5
Infoline 338 4603359 Tel. e fax 0824 43991
<http://www.lestanzedelsogno.com/>

B&B Le Streghe
Via Mario la vipera n°54 - Benevento
Tel. +39 350 5026476
email: info@bblestreghe.it
sito web: www.bblestreghe.it

Albergo Della Corte ***
Piazza Piano Di Corte, 11 Benevento
Tel. 0824 54819

Piazza Roma B&B
Via Orbilio Pupillo, 12 - Benevento
Tel. 334 934 7275

BENEVENTO

Chiamata prima Maleventum, poi Beneventum ed infine Benevento, è stata una città sannitica, romana, longobarda e poi pontificia. Benevento vanta un cospicuo patrimonio storico-artistico e un interessante patrimonio archeologico.

Dal 2011 la chiesa di Santa Sofia, edificata nel 760 dal duca longobardo Arechi II, è entrata a far parte del Patrimonio dell'umanità UNESCO all'interno del sito seriale Longobardi in Italia: i luoghi del potere.

Terra di storia antica, di tradizioni e vecchie leggende, Benevento offre la destinazione ideale per la scoperta di beni artistici in uno splendido ambiente. È una terra che offre uno spettacolare scenario naturale: massicci appenninici, nude colline punteggiate di vigneti e oliveti e verdi vallate.

Benevento è anche una città molto interessante da visitare per la sua storia. È ricca di memoria degli antichi popoli che qui hanno prosperato: Sanniti, Romani e Longobardi.

Il valore storico e la bellezza naturale rendono la visita a questo territorio una esperienza unica.

Anche la straordinaria cucina locale è unica, profondamente radicata nella tradizione di prodotti genuini e ricette antiche, il famoso vino locale ed il più tipico torrone croccante.

Festival e feste animano questa città tutto l'anno in molti luoghi.

Call before Maleventum, then Beneventum Benevento and finally, it was a town Samnite, Roman, Lombard and then papal. Benevento boasts an impressive artistic and historical heritage and an interesting archaeological heritage. Since 2011 the church of St. Sophia, built in 760 by the Lombard Duke Arechi II, it became part of the UNESCO World Heritage Site in serial Lombards in Italy: the places of power. Land of ancient history, of legend and old traditions, Benevento offers ideal destination for the discovery of art in a beautiful natural setting. It is a land of a spectacular natural scenery: bare Apennine massifs, hills dotted with vineyards and olive groves, green valleys.

Benevento is also a very interesting town to visit thanks to the history. It is rich with the memory of the ancient peoples that have flourished here: Samnites, Romans and Longobards.

The historic value and the natural beauty make a visit to this land a unique experience.

The extraordinary local cuisine is also unique, deeply rooted in the tradition of genuine products and age-old recipes; the famous local Doc wine and the most famous crunchy torrone..

Festival and feasts animate this town year-round in many place.



Patrocini e collaborazioni / Patronage and collaborations

Kinetès
University of Sannio
BPW Italy
Forum AdrionNet
Province of Benevento
Municipality of Benevento
Chamber of Commerce, Benevento
Industrial Confederation Benevento
CNA - Impresa donna
ConfCommercio Benevento - Terziario Donna
OGEPO - University of Salerno
AIDDA - Italian Association of Company Executives
BELLISARIO Foundation
Falanghina of Sannio European City of Wine
Consulta delle Donne
Consorzio Tutela Vini del Sannio
“Palmieri-Rampone-Polo” Institute
“Le Streghe” Hotel Management School

Elenco delle immagini / Images list

Palazzo Paolo V (sec. XVI)
Convitto Nazionale (sec. XVIII) - Facoltà di Ingegneria Università del Sannio
Chiesa di Santa Sofia (sec.VIII) - Patrimonio dell'umanità
Palazzo ex INPS in Piazza Roma (1930) - Dipartimento di Ingegneria
Teatro Comunale “V. Emmanuele” di Benevento (sec. XIX)
Palazzo del Governo (sec. XX)
Hortus Conclusus (sec. XXI) - Il Cavallo di Mimmo Paladino
Arco di Traiano (sec. II)



Obiettivo di **Women@Work** è sperimentare azioni per favorire l'occupazione in ottica di genere attivando un circuito virtuoso fra sviluppo del territorio beneventano (Ambito Territoriale B1) ed occupazione delle donne.

INTERVENTO 1: Il progetto prevede un'azione di comunicazione volta a trasferire e promuovere le attività progettuali attraverso un sistema inclusivo che valorizzi l'uso dei media digitali attraverso il portale ed i canali social ma che prevede anche incontri itineranti all'interno dei territori dell'Ambito B1.

INTERVENTO 2: Il Concilia Point come Sportello integrato di orientamento ed accompagnamento al lavoro strutturato nei seguenti servizi: INFORMAZIONE E PRIMA ACCOGLIENZA, ORIENTAMENTO E BILANCIO DELLE COMPETENZE, COUNSELLING, COWORKING ed ASSISTENZA ON DEMAND.

INTERVENTO 3: Finalizzato a sostenere la conciliazione dei tempi di vita e di lavoro attraverso l'erogazione di buoni servizio per posti in servizi socio-educativi per l'infanzia.

Il Progetto **Women@Work** è promosso dalla Regione Campania - Direzione Generale Politiche sociali e socio-sanitarie ed attuato dall'ATS costituito dalla Provincia di Benevento, Ambito Territoriale B1- Comune di Benevento, Fleurs Consulting, AISLO, UST CISL IrpiniaSannio attraverso il cofinanziamento dell'Unione Europea a valere sulle risorse del POR FSE Campania 2014 - 2020, Asse I Obiettivo Specifico 3 Azione 8.2.2 – 8.2.6, Asse II Obiettivo Specifico 9 Azione 9.3.3 - 9.3.4.

The aim of **Women@Work** is to experience actions to promote employment from a gender perspective, activating a virtuous circuit between Benevento territorial development (Territorial Area B1) and female employment.

INTERVENTION 1: The project involves a communication action to transfer and promote project activities through an inclusive system that enhances the use of digital media through the portal and social media channels which also includes itinerant meetings within the territories of Area B1.

INTERVENTION 2: The Concilia Point as an integrated guidance desk and accompaniment to the structured work in the following services: INFORMATION AND FIRST RECEPTION, ORIENTATION AND BUDGET SKILLS, COUNSELING, COWORKING and ASSISTANCE ON DEMAND.

INTERVENTION 3: To support the reconciliation of life times and work through the provision of service vouchers for places in social services educational programs for children.

The Women@Work Project is promoted by the Campania Region - Directorate-General for Social, Social and Health Policies and implemented by the ATS constituted by the Province of Benevento, Territorial Area B1- Municipality of Benevento, Fleurs Consulting, AISLO, UST CISL IrpiniaSannio through co-financing of the European Union from the resources of the ESF ROP Campania 2014 - 2020, Axis I Specific Objective 3 Action 8.2.2 - 8.2.6, Axis II Specific Objective 9 Action 9.3.3 - 9.3.4.

I'm not bossy!
I have skills...
leadership skills!!
Understand?



Provincia di Benevento



Camera di Commercio
Benevento



Confindustria
Benevento



CNA
CAMPANIA NORD
SEDE DI BENEVENTO



CONFCOMMERCIO
IMPRESA PER L'ITALIA



OGEP



AIDDA
Fondazione ai Disabili
Associazione Disabili
Disabili Difettosi di Arredito

