

# BRAZIL'S LEADERSHIP IN THE G20:

## THE IMPACT OF THE GLOBAL AGENDA ON WOMEN'S LIVES AND CAREERS

Friday **Jun 21** 8:30 am  
12:30 pm

**Hotel Renaissance**  
São Paulo  
Alameda Santos, 2233

#womenASCOA • [as-coa.org/WHNBrazil](https://as-coa.org/WHNBrazil)

The Women's Hemispheric Network: São Paulo 2024 Conference coincides with Brazil's presidency of the G20 and aims to provide a platform where various actors connected to the G20—including governmental representatives, the private sector, and the third sector—can share and dialogue on topics relevant to women and their professional trajectories. The main objective is to explore the intersection between women's individual experiences in their careers and the economic and social dynamics discussed within the scope of the G20.

Launched in 2012 with the support of Michelle Bachelet, former president of Chile, and Margarita Zavala, former first lady of Mexico, the *Women's Hemispheric Network* is an initiative of the *Council of the Americas* that encourages and inspires women to reach leadership positions and stay in the workforce. We have held more than 60 events in 10 cities throughout the Americas, including São Paulo, Miami, Santiago, New York, Mexico City, Bogota, Buenos Aires, Panama, Lima and Washington D.C.

### PRELIMINARY AGENDA

**8:30 a.m.**      **Registration and Breakfast**  
**9:00 a.m.**

**9:00 a.m.**      **Opening**  
**9:05 a.m.**

- Ragnhild Melzi, Vice-President Americas Society/Council of the Americas

**9:05 a.m.**      **Fireside Conversation | A conversation with Tarciana Medeiros**  
**9:40 a.m.**

- **Tarciana Medeiros**, President, Banco do Brasil
- **Cassiana Fernandez**, Head of Latin America Economic Research, J.P. Morgan

**9:40 a.m.**      **PANEL I | The Impact of the G20 Agenda on Women's Participation in the Labour Market**  
**10:30 a.m.**

This panel will address the main topics on the agendas of the G20 engagement groups related to the labor market for women. Topics such as fostering entrepreneurship, means of access to financing, and incentive policies that promote gender equity and equality in the different spheres of work will be discussed.

#### Panelists:

- **Maria Helena Guarezi**, Executive-Secretary, Ministry of Women
- **Ana Fontes**, Chair, W20
- **Paula Bellizia**, Leader of Women, Diversity & Inclusion, B20
- **Ingrid Barth**, Chair, Startup 20
- **Cecília Tornaghi**, Journalist and Senior Director, AS/COA (Moderator)

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10:30 a.m. Coffee Break & Networking  
10:55 a.m.

10:55 a.m. **PANEL 2 | Leadership in Strategic Sectors: The Role of Women in the Sustainable Development Agenda**  
11:45 a.m.

This panel will highlight the key role of women in leadership positions in industries and areas that lead economic growth and/or are of strategic importance to sustainable development. We will address sectors such as STEM, agriculture, energy transition, sustainable and innovative businesses, digitalization of the economy, circular economy, among others.

#### Speakers:

- **Cristina Palmaka**, President Latin America and Caribbean, SAP
- **Priscila Oliva**, VP and General Director for CAS, American Tower
- **Luciana Abreu**, President LATAM, Mars
- **Lia Rizzo**, Editor, Exame (Moderator)

11:45 a.m. **Table Leaders and Takeaways Session (Off the record)**  
12:30 p.m.

The **Table Leader Session** is an opportunity for networking, mentoring and exchange of experiences among conference participants. The approximately 45-minute conversations, at tables of 8-10 participants each, provide the opportunity to discuss issues raised by speakers during panels, ask industry leaders for career advice, and share their own professional experience. After the discussions at the tables, some of the Table Leaders will be invited to share with the audience some conclusions and impressions of their respective conversations.

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