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Womenomics CPH Business Conference 2015 Press Release

IDENTIFYING FUTURE GROWTH - THROUGH THE IMPACT OF WOMEN'S PURCHASING POWER AND LEADERSHIP

The leading business community will meet and focus on growth at the international business conference, Womenomics CPH, which is organised by Above & Beyond and taking place the 28th of April at Børsen. It will address the most current global, economical, and business related issues regarding the potential, which women as leaders and consumers, bring to the table in the board rooms.

Women as growth factor and game changer

Economic experts estimate, that the global growth potential, which is directly related to the female purchasing power, will be higher than the growth potential of all the BRIC countries combined. The international conference will look at, what this means to the business world at large. Tine Arentsen Willumsen, who is the owner of the Business Development and Marketing Company, Above & Beyond, and is the initiator of the Womenomics CPH Conference, explains: "We see an urgent need in the market to review all previous strategies across the entire value chain. It is necessary to update the product development plans, create new additional distribution channels and rethink the communication methods, especially online. HR will also need to recruit very differently. In Denmark we need to learn faster from what already is happening abroad".

International experts gather in Denmark

The list of speakers bringing cases as well as new research to the conference, includes amongst others: The Danish Minister for Children, Integration, Gender Equality and Social Affairs, Manu Sareen, both the British and the French Ambassador, the international CEO of Wolford from Austria, the Global Head of Strategy from Maersk, the best-selling US Author, Joanna Barsh and the Global Product Manager from BMW Germany, Dr. Christiane Zorn.

Women represent untapped potential in Danish business

Denmark is the country with one of the highest rates of women employment in Europe (75% vs 67% EU average) and women make up 47% of the Danish workforce. Over 55% of Danish university graduates are women. However women are significantly underrepresented at the senior management levels. Only 7% of the members on Danish companies' executive boards, and 22% on non-executive boards, are women. The Economist in the UK, called it "A Nordic Mystery" in one of their articles from November 2014.

McKinsey's research studying 366 companies worldwide, covering most industry sectors, revealed a statistically significant connection between gender diversity and financial performance. The companies in the top quartile for gender diversity, were 15 percent more likely to have financial returns, that were above their national industry median. Numerous other research and practical examples indicate, that factors driving better performance by companies with diverse executive teams and boards, are amongst other things: improved decision making, advantages in recruiting the best talent, stronger customer orientation and increased employee satisfaction. Greater women representation in companies' management can enhance performance of individual companies and economy in general. The McKinsey & Company Partner, Olga Nissen, states: "Events like The Womenomics CPH Conference, gathering leaders, both men and women, Danish and international, to discuss the impact and opportunities of higher women participation in business, is extremely important. Fostering diversity and inclusiveness requires individual and collective efforts – at the level of company, industry, business community and society as a whole."

As a large multinational group, Maersk is equally finding the international debate and benchmarking very important: "Being able to attract and retain the best talents from the global talent pool is a key priority for Maersk and essential for our future success. The Womenomics CPH Conference provides us with a platform to share our own experiences and learn from others globally, helping us to continue to drive success in a world of constant change", says, Rachel Osikoya, Head of Diversity and Inclusion, Group Human Resources, A.P. Moller - Maersk A/S

Womenomics Awards

Three extraordinary women, who are *above & beyond* in their respective fields, will on the 28th of April be honored on stage and receive their Womenomics Awards. The Womenomics Committee, wish to see more female role models in the business world. This years inspirational winners are:
The Womenomics Global Impact Award 2015 - Connie Hedegaard, Former Minister and EU Commissioner, Chairman of the board of The Kann Foundation
The Womenomics Innovative Entrepreneurship Award 2015 - Trine Richter, Managing Director, Green Solution House ApS
The Womenomics Influencer Award 2015 - Soulaïma Gourani, CEO, Tradeconductor.com

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Additional details can be found at: www.womenomicscph.dk

Womenomics Business Conference Copenhagen is initiated by, Above & Beyond, (www.above-and-beyond.eu), which is a marketing and business development agency with an international client portfolio within both the corporate world and the luxury industry. The company is specialised in experiential marketing and communication strategies targetting women. The owner, Tine Arentsen Willumsen, has prior to opening the agency in Denmark, worked abroad for more than 20 years in management positions in e.g. the diamond group, De Beers, B&O, Aston Martin and The Private Office, and has focused most of her career on building strong strategic alliances across industries and developing global expansion plans.