



## PRESS RELEASE

### HRH Crown Princess Mary honoured at conference on diversity and digital disruption

On Tuesday, May 16, the Womenomics Conference put focus on the leadership role of women in the digital economy. The conference took place in the former Stock Exchange in Copenhagen with the headline "Inclusive Leadership in the Digital Economy" and focused on how business can support diversity and inclusion in the digital age.

Karen Ellemann, Minister for Equal Opportunity and speakers from companies such as Maersk Group, Tryg, Coloplast, PwC, Gorrissen Federspiel, Danske Bank and Microsoft put perspective on the advantages in ensuring both genders a seat at the executive table in order to meet the business challenges of the future. In the afternoon H.E. Zindziswa Nobutho Mandela, ambassador to South Africa and Asger Ryhl of UN Women also gave an international perspective on women's contribution to developing better societies.

At the conference, a number of awards were given to leading women. HRH The Crown Princess of Denmark accepted **The Womenomics Global Impact Award 2017** for her strong commitment to furthering the opportunities for women and girls both at home and abroad. Former Minister and MP, Ida Auken, received **The Womenomics Influencer Award 2017** for focusing on digital disruption, as it impacts the future of work, economy and society, as the Founder of the SIRI Commission.

Pia Vemmelund, Managing Director at momondo, was awarded **The Womenomics Leadership Award 2017** for leading the travel portal through double-digit growth and for inspiring a new generation of female leaders.

### Female top talents presented by DDC

As part of the conference, the first group of female top leadership candidates from the newly established Women's Leadership Program were introduced by the CEO Committee of the Danish Diversity Council (DDC). The Master program as well as the CEO Committee exist to help secure a stronger pipeline of female leaders for the future. Both the awards, the conference, and the DDC were founded by Above & Beyond.

Tine Arentsen Willumsen, CEO of Above & Beyond, is pleased that the conference helps ensure a focus on the importance of inclusion and women's role in shaping a changing society.

"Both HRH The Crown Princess and the other award winners are shining examples of extraordinary role models, who allow young women and girls to see themselves represented at the head of the table where important decisions about society and business are taken. I am happy to see, that it is possible to gather so many men and women, who prioritise this agenda and who are ready to challenge the status quo, says Tine Willumsen.

Read more about Womenomics CPH including a complete speaker list: [www.womenomicscph.dk](http://www.womenomicscph.dk)  
Photos from the event are attached.

**For more information, please contact Eri Tomi-Gottschau, Above & Beyond:**

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