



Womenomics 2018 Becomes Nordic and Focuses on Women's Global Economic Potential

For the fifth consecutive year, the Womenomics Nordic Business Conference sets diversity, economic growth and innovation on the agenda. On the 29th of May 2018, The Tivoli Concert Hall will open its doors for the largest Nordic event of its kind.

Diversity and inclusion have become hot topics in the public debate over the last year. At The Womenomics Nordic Business Conference 2018, top executives meet with politicians and international experts, to discuss how to ensure that all competencies of both genders are put into play, to create growth and innovation for the business community and society at large. This year's conference has expanded to a Nordic format and welcomes participants from our neighbouring countries as well as delegations from both South America and Asia.

Huge Economic Potential and Wasted Resources

A new survey from January 2018, made by McKinsey & Company, emphasizes that companies, with the highest number of women in their top management, are 21 percent more likely to become more profitable, than companies with relatively few women with decision-making power. But there is a long way to go for most companies to achieve this. At the current rate, it will take more than 100 years before equal distribution between the sexes exists at the executive table. In Fortune 500 companies, the proportion of female CEOs is still only 6.4 percent.

At the same time, the companies, who today acknowledge, that diversity and inclusion are competitive advantages, have increased to 78 percent. However, only 12 percent succeed in creating an optimal culture for that development, according to figures from Deloitte's global survey 'Global Human Capital Trends'.

"Corporate gender equality has been on the agenda at our Womenomics Business Conference for years, so we are excited to finally see that a strong momentum is building regarding this important topic. The issue is now on the very top of the board agenda in many countries and is being discussed at the World Economic Forum. Many more leaders now understand how much potential we can unleash by solving these challenges, but the companies are often still uncertain about the right approach. At the Womenomics Conference, we will discuss concrete diversity solutions and give the stage to the strongest cases from leading companies, organisations and the political sphere," says the Founder of the Womenomics Conference and CEO of Above & Beyond Group, Tine Arentsen Willumsen.

Female Talents Form the Future

Across most industries, the talent pipeline for both C-suite positions as well as Danish and international board member positions are lacking gender diversity.

Meanwhile, the lack of female talent within the technology industry, has even deeper implications, when it comes to artificial intelligence. Research shows, that inherent male gender bias is being multiplied within the programming, from which we get the "big data", that both shapes our business strategies and private lives today.



In another male-dominated industry, the CEO of Danish Crown, Jais Valeur, has focused on attracting female talents by changing the masculine environment and creating a new working culture, which ambitious women better can see themselves in. "As an international company with activities and contacts all over the world, we need diversity. An equal distribution of skilled women and men creates a strong foundation for making the right decisions and developing ourselves as an enterprise," elaborates Jais Valeur.

Global Head of Private Wealth Management, Marlene Nørgaard, Danske Bank Group, looks forward to a future with more women in the financial world. "As the bank of tomorrow, we must be able to engage our existing customers while also being relevant to new customers. Therefore, we must bring together genders and competencies, as well as prioritising agility, to a much greater extent than before. "

Womenomics Awards 2018 - Three Extraordinary Women Honoured

Once again, this year, three extraordinary women will receive a Womenomics Award. The nominees are published approximately one month before the conference. Last year's recipients were HRH Crown Princess Mary, former Minister, current MP, Ida Auken and Pia Vemmelund, Managing Director of the global travel search site Momondo.

Amongst this year's speakers and panellists are:

- Karen Ellemann, Minister for Equal Opportunities and Nordic Cooperation, Denmark
- Linda Hofstad Helleland, Minister of Children and Equality, Norway
- Jais Valeur, CEO, Danish Crown
- Morten Hübbe, CEO, Tryg
- Marlene Nørgaard, Global Head of Private Wealth Management, Danske Bank Group
- Esther Oberbeck, Head of Group Strategy, The De Beers Group of Companies
- Ulrik Juul Christensen, MD, Chief Executive Officer, Area9 Group
- Claer Barrett, FT Personal Finance Editor, Financial Times
- Anja Monrad, Senior Vice President & General Manager, Dell EMC, CEE

The Womenomics Program with the speaker list is regularly updated here: www.womenomicscph.dk

Partners of Womenomics are: Danske Bank, June, McKinsey & Company, Mangaard & Partners, Danish Crown, BMW, Diageo, Financial Times | IE Business School Corporate Learning Alliance, Finance Denmark and the Finance Employers' Association.

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