



PRESS RELEASE

(Embargoed until Monday morning the 25th of March 2019)

Iceland Will be Celebrated with a ‘Womenomics Honorary Award’ for Their Uncompromising Quest for Gender Equality

Iceland is ranked first in the world, when it comes to gender equality, and is being presented with a Womenomics Honorary Award at the international conference, The Womenomics Nordic Business Conference, which will take place on the 21st of May in Copenhagen. The Foreign Minister of Iceland, Gudlaugur Thór Thórdarson, will receive the award on behalf of his country.

“For ten years, Iceland has topped the World Economic Forum's annual Gender Gap report, as the country that has made the greatest progress towards gender equality. They were also the first country to enforce equal pay by law. As such, Iceland is both a global role-model and a shining example for other Nordic countries and is therefore given our Womenomics Honorary Award on the 21st of May” says Tine Arentsen Willumsen, the CEO of Above & Beyond Group, who is behind the conference and the Chair of the Womenomics Award Committee.

Iceland will receive this honorary award for its commitment to gender equality at the 6th consecutive international Womenomics Business Conference, which the wider Nordic Council of Ministers will be attending, along with more than 500 international leaders, academic professors and global D&I experts.

“We are delighted, that Iceland’s progress on gender equality is being recognised and awarded. The sexist structures that dominate our economies and societies will only be dismantled through collective efforts. That is why, I find it highly appropriate, that the recipient of this award is the Icelandic nation, because what we have achieved, we achieved together.” Prime Minister of Iceland, Katrín Jakobsdóttir.

Previous recipients of Womenomics awards include: HRH Crown Princess Mary of Denmark, Hollywood star Geena Davis, for her work on gender bias in film and media, and former EU Climate Commissioner, Connie Hedegaard.

Women as Leaders and Their Impact on the Global Economy

This year, the theme of the conference is: "Accelerate Gender Diversity & Explore Female-Driven Growth Potential", with the focus being on how to increase diversity in management and better understand the opportunities of the global female economy. Up to 85 percent of all purchasing decisions are made or influenced by women, so it is simply good business to align with the needs of these key stakeholders.

The conference name, ‘Womenomics’ combines the words ‘women’ and ‘economics’ to showcase the dual focus of the conference. Meanwhile the international interest for this unique business forum has grown over the years, as global research shows, that diversity of thought is good for the bottom line and it is very clear that, in the consumer segment, women are an often overlooked but an obvious opportunity for growth.

Internationally Acclaimed Speakers Will Enter the Stage

Womenomics is the largest conference of its kind in the Nordic countries, and this year's event will present international speakers focusing on the core topics: diversity & inclusion, technology, the female consumer and economic growth.

"The purpose of Womenomics, as a Nordic stage, is to bring international experts and top executives together to further understand the roles, that both men and women have to play, in order to unfold greater economic potential within the business community as well as society. I hope that all participants, both men and women, will leave the conference personally inspired to act as change agents and impact each or their area of influence," concludes CEO Tine Arentsen Willumsen.

The Womenomics Nordic Business Conference 2019 is Kindly Supported by:

McKinsey & Co, Finans Danmark, Diageo, BMW Denmark and Financial Times | IE Business School Corporate Learning Alliance.

The conference and key note speakers will be live streamed by Jyske Bank TV.

The Womenomics Conference Journey

1) The Economic Growth Potential

Female-controlled income and wealth are increasing. Furthermore, women are driving growth and innovation as investors, entrepreneurs and CEOs. What is the potential of the female economy and the impact for the financial markets? With insights from Head of Listings & Capital Markets at NASDAQ, Carsten Borring.

2) Diversity & Inclusion

Inclusive leadership is a defining feature of a successful workplace. Unconscious bias research from McKinsey & Co., will be presented by Partner, Sara Kappelmark, and insights on sustainable leadership will be shared by Financial Times IE Business School Corporate Learning Alliance. A 'D&I Deep Dive' will also be presented, with several global company cases, including Diageo.

3) Technology to Improve our World

In the fourth industrial revolution, business, social and economic transformation is occurring exponentially, and women bring new perspectives also regarding tech. What are the global mega trends and which innovations drive this? Samsung's Nordic office will present their re-imagining of a keyboard as a 'she-board', and female role models with STEM backgrounds will be highlighted.

4) The Female Consumer and Augmented Retailing

Women control over \$20 trillion US dollars in worldwide spending, and companies must adapt to meet the demands of the modern female consumer. Managing Director, Cecilie Westh, from Nielsen Nordics, will explore global consumption trends and segmentations, while augmented retailing will be demonstrated by the London-based CEO, Jonathan Chippendale of Holition, defining the industry.

5) The Annual Womenomics Awards

The Womenomics Honorary Award will be given to Iceland as a country and received by their Foreign Minister. Three additional Womenomics Awards will be presented to extraordinary female role models, who go above and beyond both professionally and personally. (Announced in April).

FACT BOX:

The Womenomics Nordic Business Conference

'Accelerate Gender Diversity & Explore Female-Driven Growth Potential'

When: Tuesday 21st May in Tivoli's Concert Hall, Copenhagen 10.00-18.00

Organiser: Above & Beyond Group, an international strategic consultancy focused on innovative D&I solutions

More info and tickets: www.womenomicscph.dk

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