



PRESS RELEASE

22nd May 2019

Icelandic Foreign Minister Gudlaugur Thór Thórdarson was in Copenhagen yesterday, where he received, on behalf of Iceland, The Womenomics Honorary Award, for Iceland's position as the global front-runner when it comes to gender equality, during the international business conference The Womenomics Nordic Business Conference.

The large annual Womenomics conference was held at Tivoli's Concert Hall on the 21st of May, 2019. More than 500 local and international business leaders, experts, 37 speakers and the Nordic Council of Ministers met and debated topical research, solutions and company cases.

"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 to enforce equal pay by law. Iceland is a global role model that we are also very much inspired by in the Nordic countries, and therefore we recognize the whole nation by giving them our Womenomics Honorary Award," says Tine Arentsen Willumsen, Chair of the Womenomics Award Committee and CEO of Above & Beyond Group, which is behind the Womenomics conference and The Diversity Council.

The Womenomics Nordic Business Conference also awarded Womenomics Awards to female role models who have made a difference in their respective fields.

This year's extraordinary Womenomics award winners have used their powerful voices to inspire and engage others. Prizes were presented on stage to: HRH Princess Esmeralda of Belgium, author and activist who received "The Womenomics Global Impact Award 2019", CEO Eva Berneke, who received "The Womenomics Leadership Award 2019" and "The Womenomics Entrepreneurship Award 2019" was awarded to the founders of the venture capital fund, BackingMinds, Susanne Najafi and Sara Wimmercranz.

"We have been delighted to present three Womenomics Awards at our conference. This year we have celebrated women who have used their positions as ground-breaking leaders to inspire and engage others, either by promoting female role models, or being role models themselves. HRH Princess Esmeralda has written a book interviewing the few, but impressive, female Nobel Peace Prize winners, while Eva Berneke has used her successful career within the top corporate sphere in Denmark to also shine a light on the need for increased diversity on boards and executive committees. Susanne Najafi and Sara Wimmercranz, as co-founders of a venture capitalist firm are challenging the male stereotype of investment companies, and breaking the glass ceiling for other entrepreneurs," says Tine Arentsen Willumsen.

Former recipients of the Womenomics Awards include HRH Crown Princess Mary, Hollywood star Geena Davis and former EU climate commissioner, Connie Hedegaard.

Women as leaders and their impact on the global economy

This year, the theme of the conference was: "Accelerate Gender Diversity & Explore Female-Driven Growth Potential", focusing on promoting diversity in leadership roles, and exploring the growth potential of the global economy which is increasingly influenced by the world's many well-educated and financially independent women.

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 and, among other things, have more women in top executives.

The conference title 'Womenomics' combines 'women' and 'economics'. The Nordic event emphasizes the potential of this link and, in its sixth years, the international interest in these areas has grown significantly. Global research shows that having both women and men in top management is good for the bottom line and in the consumer segment, women are an often overlooked but absolutely obvious opportunity for growth.

International speakers focussed on five main areas

Womenomics is the largest conference of its kind in the Nordic countries and this year focused on the role women play in five core areas: diversity & inclusion, technology, female consumer, leadership and role models and economic growth.

"Womenomics is a platform for international experts and top executives to meet to be inspired to unfold the full economic potential of their business, or area of influence. The topics we cover have gained greater global attention, therefore I hope that the participants, and especially the men, go from our conference as **change agents** who are willing to act and help to pave the way so that we can create real diversity," concludes Tine Arentsen Willumsen.

Among this year's 37 speakers were: Sara Kappelmark - Partner at McKinsey & Co., Anna Rydén - Social Innovation Lead at Samsung, Tina Dejan - Head of Digitalization at Combitech at SAAB Group, Claer Barrett - Personal Finance Editor of the Financial Times, Carsten Borring - Head of Listings & Capital Markets, NASDAQ, Sinne Backs Conan- Executive Director of European Affairs at Finance Denmark, Joan Hodgins - HR Director Diageo Europe and Turkey, Álvaro González Alorda - Author and Associate Professor at Headspring Executive Development as well as 16 business executives from The Diversity Council.

The Womenomics Nordic Conference 2019 was kindly supported by the following business partners:

McKinsey & Co, Diageo, BMW Denmark, Headspring Executive Development and Finance Denmark.

FACT BOX:

Womenomics Nordic Business Conference: Tuesday May 21 at Tivoli's Concert Hall, 10.00-17.00

This year's theme: "Accelerate Gender Diversity & Explore Female-Driven Growth Potential"

Organizer: Above & Beyond Group - an international consulting agency with innovative diversity solutions

More info: www.womenomicscph.dk and PR contact: E: annesofje@above-and-beyond.eu, T: +45 51241213