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This year, the Womenomics conference highlights the need for more action in the field of gender equality

HRH Crown Princess Mary will give the opening speech at this year's Womenomics Nordic Business Conference – the largest business conference of its kind in the Nordic region, which focuses on diversity and growth opportunities related to women as consumers, managers and innovative decision-makers at a time when the COVID-19 pandemic has had a negative effect on gender equality.

Former Womenomics Award winner, HRH Crown Princess Mary will give the opening speech at The Womenomics Nordic Business Conference, which will be held virtually on the 5th of May, 2021, at 9.00-12.30. More than 500 Danish and international leaders, diversity experts and politicians meet to debate the latest reports and solutions in the field of gender equality, as well as share specific cases from the business community.

In recent times, there has been an increasing focus on ensuring gender equality globally and in the Nordic region. In Denmark, #Metoo 2.0 has renewed momentum in the debate about respect in the workplace, the pay gap between the sexes and the lack of women on boards and in top positions. However, the increased attention on gender equality, in both the business community and at Christiansborg, has not yet been reflected in the global rankings, which state that there is an urgent need for more action when it comes to gender equality in Denmark.

"Unfortunately, Denmark is losing ground internationally... and fast! We have just fallen from 14th to 29th place in the World Economic Forum's 2021 global Gender Gap report, so the time has really come for Denmark to act now," says Tine Arentsen Willumsen, CEO of Above & Beyond Group, who is behind the Womenomics conference and continues: "Meanwhile, the rest of Scandinavia is at the top of the rankings".

Lack of focus, investment and implementation of diversity initiatives are just some of the reasons for the limited progress in the field of gender equality. In addition, over the past year, the whole world has struggled with the COVID-19 pandemic and tried to adapt to 'the new normal' with working from home and home-schooling. The latest eye-opening reports from McKinsey & Company show that working women and mothers have been hit especially hard by the pandemic. A quarter are considering whether to leave the labour market altogether, which would have a direct negative impact on gender diversity in the workplace.

22 international speakers will focus on 4 main topics

In light of recent global developments, the 7th annual Womenomics conference has the theme 'Driving Gender Diversity & Inclusion in the Business World of 2021' and will focus on four main areas: diversity and inclusion today, the female consumer, tackling biases and the business world of the future.

This year's new and virtual format will bring the agenda to the largest audience yet, who will have the pleasure of listening to many Nordic speakers and international leaders, who include Chr. Hansen, Maersk, Bloomberg LP, BMW, Nordic Female Founders, McKinsey & Company, Vestas and Diageo. Global front-runners such as, The Estée Lauder Companies will be represented by their General Manager, Jesper

Abildgaard, and Ayoë Anker Lausen, HR Director and Head of Citizenship & Sustainability Nordic, who states: "Founded by a woman, female leadership is part of our roots, and inclusion & diversity is essential to our values and how we drive our business."

In addition, 3 Womenomics Awards will be presented to inspiring female role models who have created and achieved something extraordinary - both professionally and personally. The 3 award recipients will be announced 2 weeks before the conference. Previous recipients include Hollywood actress Geena Davis, author and Princess Esméralda of Belgium, as well as the country of Iceland itself - where the award was received by their Secretary of State.

"Womenomics is a platform where international experts and modern top executives meet to be inspired to unleash the full financial potential of their company. This topic is receiving increased global attention - therefore I hope, that all participants will subsequently see themselves as agents of change, who are willing to act and help pave the way, so we create real diversity," concludes CEO, Tine Arentsen Willumsen.

CEO and speaker at this year's Womenomics, Mauricio Graber from Chr. Hansen, who talks in more detail about the benefits of diversity and sustainability at the conference, agrees: "Male leaders must be catalysts for change. Diversity is good for business."

The Womenomics Nordic Conference 2021 is sponsored by the following business partners:

McKinsey & Company, Diageo, BMW, Headspring Executive Development, Gorrissen Federspiel, Maersk and The Estée Lauder Companies.

Interesting data from the main areas of the conference:

- Global statistics show that although women represent only 39% of the global workforce, women account for 54% of global job losses during the COVID-19 pandemic.
- According to Forbes, women account for 70-80% of all purchasing decisions.
- A new UN report has mapped that around 90% of men and women have some form of bias against women.
- 67% of job seekers, especially Generation Z, prioritize a diverse team when evaluating a job offer and future workplace.

Conference details:

The Womenomics Nordic Business Conference will take place virtually on the 5th of May 2021, 09.00-12.30.

This year's theme: 'Driving Gender Diversity & Inclusion in the Business World of 2021'.

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

For further information, press and registration contact: Communication and Coordination Manager, Camilla F. Stoltenberg, camilla@above-and-beyond.eu or phone: +45 27 58 12 96. You can also read more about the conference at womenomicscph.dk.