



B.
Lead'Her



B.LEAD'HER ACADEMY



02 March 2023, Hilton
Yaoundé-Cameroon

PARTICIPANT'S GUIDE

Ready To Be That Woman !



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I. SYNOPTIC SHEET

- **Name of the event :** B.LEAD'HER
- **Organizer:** Business Event Solutions
- **Type of event :** B.LEAD'HER ACADEMY
- **Period:** 02 March 2023
- **Venue:** Yaounde-Hilton Hotel
- **Target audience:** Women Managers, Self-Entrepreneurs, High Schools, Leaders, Business Owners...
- **Articulations:** Masterclass, Workshop, B2B meeting, networking...

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II. B.LEAD'HER ACADEMY

- **THE CONCEPT**

The **B.LEAD'HER network** was born out of the desire to provide women with the means and tools to enable them to take up new challenges in the context of African integration and consolidation, in order to exploit their full potential for the construction of a more prosperous and successful Africa.

It is an opportunity for women to exchange with other women with significant achievements, on concrete tools, allowing them to break free from established codes, overcome their limitations and obstacles related to their perception, invest more to take the next steps: gain market share, access high positions in organizations, perform in competitive environments and impact the development of Africa.

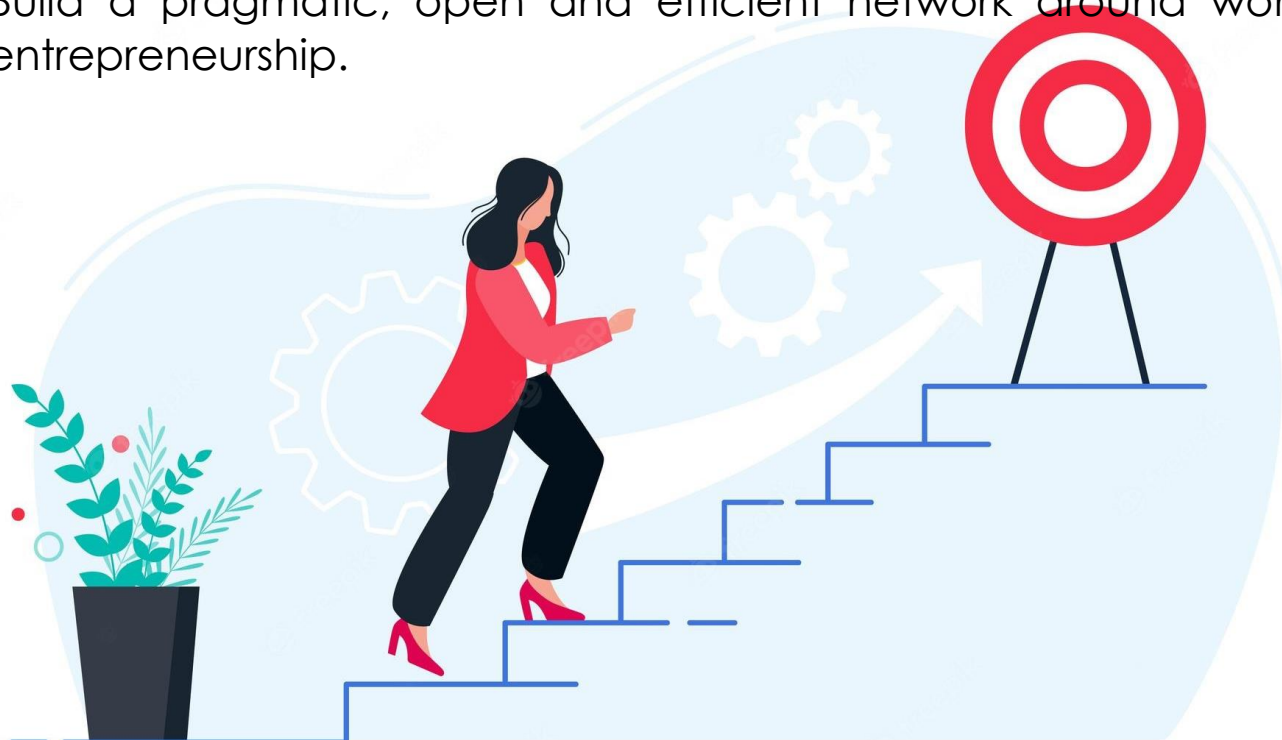
It is also about facilitating professional interactions, building bridges through quality networking, supporting impact projects and fostering partnerships.



II. B.LEAD'HER ACADEMY

OBJECTIVES

- Capacitate and equip women with concrete elements that will allow them to surpass their limits, stand out, take their place in the upper echelons of decision-making and perform in competitive environments;
- Empowering women with complementary skills by allowing them to participate in transformative value activities both locally and abroad;
- To present inspiring "role models" in order to create an emulation among women and young generations of women;
- Develop experience sharing and quality networking capable of creating business opportunities;
- Federate a network of women who adhere to the fundamental African values: solidarity, sharing, hospitality;
- Build a pragmatic, open and efficient network around women entrepreneurship.





II. B.LEAD'HER ACADEMY

THEMATIC

"The technological and digital boom, an opportunity to optimize women's leadership, for an inclusive development?"



PATRON OF THE EVENT

Born on November 7, 1949 in Mbeyengue, Marie-Thérèse Abena is a trained Medical Doctor with an outstanding academic background crowned by a Doctorate in Medicine (1976) and a diploma from the American Academy of Pediatrics (1985). While the incumbent Professor of Paediatrics is currently Minister of Women's Empowerment and the Family, other prestigious positions mark her career such as Vice-Dean of the Faculty of Medicine and Biomedical Sciences (1999-2010), member of the National Elections Observatory (2001-2008) and Director of the Central Hospital (2009).

She is an active member of the CPDM and member of their Central Committee. Equally active with regard to community life, the mother of a child received the medal of knight in the National Order of Valour, as well as the 2005 National Integrity Award of CEHFAP.

Née le 7 novembre 1949 à Mbeyengue, Marie-Thérèse Abena est un Médecin de formation, auteur d'un remarquable parcours académique au terme duquel elle est titulaire d'un Doctorat en Médecine (1976) et d'un diplôme de l'Académie Américaine de Pédiatrie (1985). Si ce professeur titulaire de Pédiatrie est actuellement Ministre de la Promotion de la Femme et de la Famille, sa carrière est marquée par l'exercice d'autres fonctions prestigieuses comme celle de vice-Doyen de la Faculté de Médecine et des Sciences Biomédicales (1990-2010), de membre de l'Observatoire National des Elections (2001-2008) et de Directeur de l'Hôpital Central (2009).

Féru de politique, milite activement au sein du RDPC dont elle est par ailleurs membre du Comité Central. Tout aussi active au plan associatif, cette mère de famille avec un enfant a reçu la médaille de Chevalier de l'Ordre National de la Valeur, ainsi que le Prix National de l'Intégrité 2005 du CEHFAP.

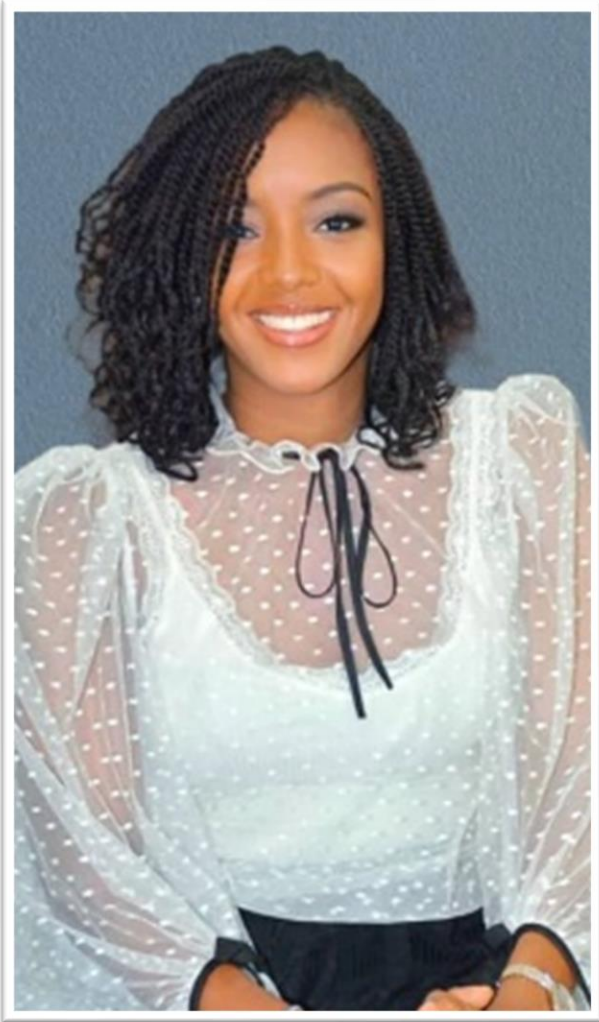


S.E Marie Thérèse ABENA ONDOA
Minister of Women's Empowerment
and the Family -MINPROFF
Patron of the Event



• STAKEHOLDERS

PANELISTS AND GUESTS OF HONOR



Hon Abira BONFOH

Questeur n°1, Responsable for Public Procurement at the National Assembly; Member of Parliament for the electoral district of BASSAR; TOGO

Elected Member of Parliament in 2018 in the electoral district of BASSAR (North West Togo), she is passionate about work well done whose fruits are redistributed among the actors. His political ideas are oriented towards the search for solutions for a better well-being and the blooming of the greatest number.

1st Quaestor, and Person in charge of Public Procurement at the Togolese National Assembly, she enjoys a strong sympathy from her peers. An expert in financial engineering, in the awarding of public and oil contracts, Honorable Abira Bonfoh was a true businesswoman whose rigor and discretion were assets of success, before she entered politics.

President of the bilateral chamber of commerce Togo-Democratic Republic of Congo (CCT RDC), simple and distinguished, this mother of three children reconciles perfectly her family life and her professional life that she assumes with dignity.

Founding president of the Asaal Foundation, a non-governmental organization that helps vulnerable people, and founding president of the association AWA (African Women Actions), she expresses true compassion for the underprivileged social strata where she supports many associations and women's groups in Togo.

Very active in the field, it develops an inclusive participatory approach where men, women and children have a role to play in the development of their community.

Its struggle is carried out in favor of vulnerable populations to whom it has an attentive ear.



• STAKEHOLDERS

PANELISTS AND GUESTS OF HONOR



Ms. Véronique MOAMPEA MBIO,

General Manager
Cameroon Company of
Oil Deposits - SCDP

Véronique MOAMPEA MBIO was born on April 3, 1966 in Kribi. She holds a Bachelor's degree in Economic Sciences, option Business Management and a Master's degree in Business Administration, obtained at the "Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC)" of the University of Douala.

She has decades of experience in the field and in the service of the State. She has alternately held the positions of Head of the Office of Operations Accounting, Head of the Office of Prices and Head of the Oil Operations Department; before her appointment as General Manager of the SCDP, she held the position of Deputy General Manager of the CSPH, the Hydrocarbon Price Stabilization Fund.

Appointed by Presidential Decree on December 14, 2018, Véronique MOAMPEA MBIO, is among the excellent Managers on whom Cameroon can count for its development.

Thanks to her rich experience and skills, added to her abnegation and rigor, she has been able to stay the course, succeeding the current Cameroonian Minister of Water and Energy, Gaston ELOUNDOU ESSOMBA, himself an outstanding manager of the Hydrocarbons sector, who spent nine years at the head of this oil company.

SCDP is the first and only company to ensure the storage and distribution of petroleum products throughout the Cameroonian territory. Created in 1979, the SCDP's main concern is to make petroleum products available throughout the country and thus, to promote the economic development of the country.



• STAKEHOLDERS

PANELISTS AND GUESTS OF HONOR

Dr. Evelyne OWONA ESSOMBA is an editorialist, the highest professional rank in journalism, a profession she has practiced for nearly 25 years, 24 of which she spent at the public radio and television station, CRTV. She is a clever mix of rigor and talent in the service of a rigorous profession.

She earned the respect of her superiors, and colleagues by building a career without task: reporter, producer, news presentation. She obtained her first professional rank at 28 years old and became the youngest Grand Reporter in the history of Cameroon. She never stops setting records as in 2016 when she became the first woman to comment live a soccer match on television. It was during the Women's World Cup organized in Cameroon in November.

The editorialist is since May 2022 holder of a Doctorate in Information and Communication Sciences, very honourable mention, obtained at the University of Douala. Long before her PhD, she already teaches since 2018 to students in journalism and Communication. The 50th Journalism Class of ESSTIC (2019-2022) bears her name in recognition. Since June 2018, she has been heading CRTV NEWS, the first continuous news channel of the public broadcasting system with nearly 70 employees under her responsibility.

Expert for several organizations: OCEDE, UNESCO, ICRC, INS, CNDL, La Francophonie, she is the president of UPF-CAMEROUN, the national branch of the oldest association of press professionals in the world.

Since 1 year, Dr. Evelyne Owona Essomba, under her maiden name, Evelyne MENGUE À KOUNG has launched INFLUENZ a firm in Communication and Strategy. At 45 years (born on 24-01-1977), this mother of three children is still bubbling with ideas.



Dr. Evelyne OWONA ESSOMBA,

Editorialist, Head of the CRTV NEWS channel; President of the Cameroonian section of the Union de la Presse Francophone (UPF)



• STAKEHOLDERS

PANELISTS AND GUESTS OF HONOR



Ms. Sylvia NFONBA

Director Orange Business
Cameroon

Graduated from ARDEN University in the UK, Sylvia obtained her MBA and further developed her skills in International Management, Finance, Marketing, People and Strategic Management.

Between Europe and Africa, it is more than 17 years of experience in the world of telecommunications that has no secret for Sylvia. Before joining Orange Cameroon, she took up challenges in large companies such as ALEPO; as Sales and Customer relations Director for Africa.

Prior to this, she worked as Senior Manager - Account Management & Acting Senior Manager at MTN Cameroon & Account Director for the world famous Chinese group; HUAWEI.

His managerial career in Sales, Commercial Marketing, & Technical Sales, his rich experience in driving project transformation; mentoring high performance teams; developing and implementing sales strategies; managing public relations, has given him skills that are equally important in his professional and private life.

She is a real mentor for young women who want to stand out in the employment world

• STAKEHOLDERS

PANELISTS AND GUESTS OF HONOR

Gisèle has an academic background in financial services management with a strong involvement in a position involving international relations and diplomacy.

Aware that she herself must first embody the message she shares, Gisèle Busima decided to leave the United States, the country that was her home for over 20 years, to return to the Congo.

Gisèle became a sales representative for ICG (INTERNATIONAL COMMERCE GROUP), Cranston, Rhode Island from 2010 to 2012, and then worked from 2011 to 2013, for the Independent National Electoral Commission (INEC), as an executive assistant.

At CENI, she counts among her achievements: an effective participation in the organization and holding of stable presidential and legislative elections; she is also a financial advisor to the presidential cabinet; successful payroll, inventory and budget; successful Missions to the United Nations in New York, the White House and allows the State Department for the president of CENI to make presentations to IFES, NDI and NED.

Gisèle is this banker who is keen to raise the issue of access to credit and the cost of credit. But she also addresses entrepreneurs by insisting on the importance of good financial management.

She is now the head of her own company, Futuro Group RDC.

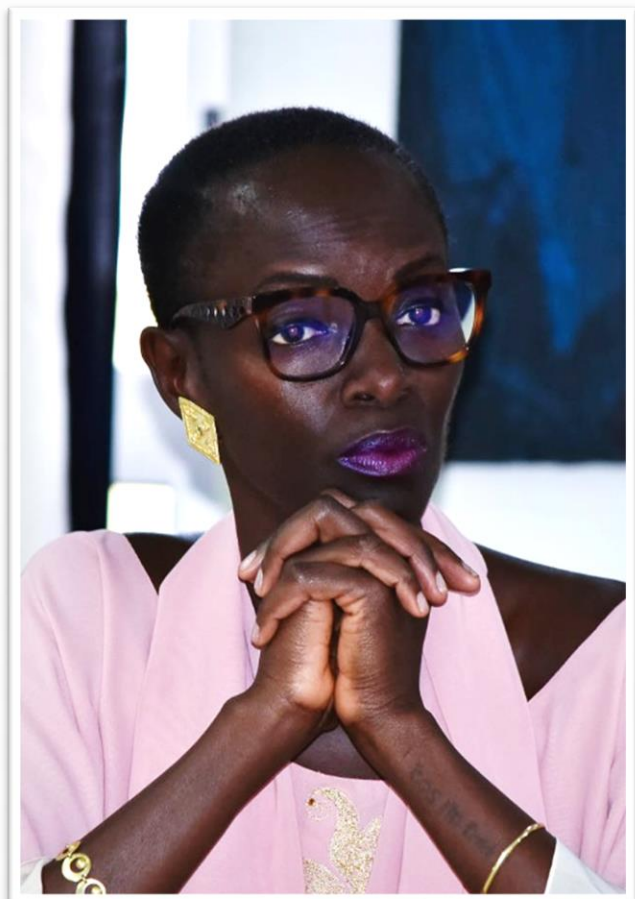


Ms. Gisèle BUSIMA

CEO Futuro Group RDC



KEYNOTE SPEAKERS



Ms. Fatou FALL

Director of Operations
World Bank Group
Cameroon Regional Office

Ms. Fall joined the Bank in 2006 in the Middle East and North Africa (MENA) region. During her ten years in the MENA region, Fatou Fall has accumulated solid operational experience in social safeguards and social development measures, including participatory community development, citizen engagement, gender, and sustainable social inclusion.

In addition to her role as a team member, Fatou has led policy dialogue, several analytical initiatives, and a trust fund project in Morocco and Djibouti.

Since joining the Africa Region in 2016, she has coordinated the team in charge of social safeguards for the countries covered by the Dakar office (Senegal, Mauritania, Cabo Verde, Gambia, Guinea-Bissau).

The first World Bank Resident Representative in Cape Verde holds a master's degree in gender and development from the University of Sussex in England and a post-graduate degree in social development from the University of Paris Sorbonne.

it now has over 25 years of social development work with significant historical support for development operations in all sectors (human development, sustainable development and infrastructure),

His managerial skills are combined with strong dialogue skills, including in fragile and conflict-affected contexts.



KEYNOTE SPEAKERS

Jean Emmanuel PONDI was born on November 26, 1958 in Nkongsamba.

He obtained his Baccalauréat in 1977 in Lyon, France. In 1982, he received a Master of Science in Political Economy from the London School of Economics.

In 1984 and 1986, he obtained a Master of Philosophy in International Relations from Cambridge and a Ph.D. in Political Science from the University of Pennsylvania.

Jean Emmanuel PONDI began his career at the Institute of International Relations of Cameroon. He was in turn assistant, teacher of international politics, lecturer, head of department, secretary general, associate teacher, lecturer and finally Director of IRIC.

This author with several books to his credit has received the awards of Commander of the French Academic Palms, 2003 and Chevening Scholar at Cambridge University, 1994.

He is currently the Rector of the University of ICT.



Pr Jean Emmanuel PONDJ

Rector of ICT University



GUESTS OF HONOR

Cathy is a lawyer, program advisor and expert on inclusion and gender in the development and governance sector

(including the experience of the European Union and UN processes in Central Africa, West Africa and Europe).

In 2015, she founded the Latiwa Development Foundation, a philanthropic organization registered in the Democratic Republic of the Congo, the Federal Republic of Nigeria, Cameroon and Belgium, which focuses on

focuses on the economic empowerment of women and girls.

A certified international speaker, facilitator and trainer in leadership and conflict management (LEAD), she has gained academic and professional experience in the Democratic Republic of Congo, Nigeria, Cameroon and Belgium.

She has extensive experience in training women on gender women on gender equality, women's and girls' rights, women's rights, women's entrepreneurship, women's political empowerment, inclusive political processes and electoral support program in Africa. She is a strong supporter of movements against gender-based violence, creating platforms for victims to speak out.

She is known as a collaborative management team member, able to provide innovative, reliable and effective solutions and strategies that unify staff and break down cultural and geographic barriers while advancing organizational values, diversity, inclusion and sustainability. While advancing organizational values, diversity, inclusion and sustainability.

She is: Member, Advisory Board: WOMEN POWER LEGACY; Member, Congolese Business Network and Forum Member, Board of Directors (BoT): Network of People with Albinism in Nigeria; Member, Advisory Board: The Sheroes International Network Group, Ghana; Member, Advisory Board: Platform Invictae, Cameroon; Member, Board of Directors: B.LEAD'HER ACADEMY, Cameroon.

She is passionate about what she does and strongly believes that women around the world should have the fundamental right to be involved in decisions that affect their lives.



Ms. Cathy Latiwa ALLARA

Senior Advisor/ Gender
Expert Economic & Social
Development sector
International Accredited
Leadership Trainer
Founder LDF Africa &
Europe



MAITRE DE LA MASTERCLASS



Ms. Al-Nita MOUEN

Retail Banking Director
BANQUE ATLANTIQUE
Cameroon

Trained as a financier, she has been a banker by profession for 15 years. Generous and committed, this enthusiast of African Excellence makes it a point of honor to help other women and to share her experiences through trainings and workshops that she conducts throughout Africa.

She participated in the creation of BGFI Bank, a subsidiary in Cameroon. Within this bank, she was in turn Director of retail, large local companies and microfinance and human capital, administration and communication.

His main missions were to design and implement business development strategies, to ensure the smooth running of the company by coordinating the activities of the general administration.

She is now Director of Retail Clients and Network at Banque Atlantique.

Passionate about financial inclusion, she contributes to financial education and the promotion of the Sustainable Development Goals in Central Africa by making available information on digital finance.



HOST AND MODERATOR

Carole MBESSA ELONGO is a passionate and determined business leader with an atypical background. She has a degree in business and administration management from the University of Nantes, where she acquired most of her skills.

After 20 years, she returned to Africa to put her energy in the service of development. Settled in Cameroon since 2014, she created a 1st Consulting firm in strategy and trainings, CM Corporation.

Her professionalism and her strong involvement in the files that were entrusted to her, allowed her to quickly stand out and integrate teams working with the State of Cameroon that she accompanied in the materialization of some major structuring projects, before creating in 2016, a company in the development of digital solutions with high added value.

Since the March 2019 edition, she is in charge of the organization of the Cameroon Business Forum as a stage Director of the Prime Ministry of Cameroon with the objective of making it the reference event in Sub Saharan Africa.

Since 2018 she is also an ambassador in Cameroon for the Africa CEO Forum, Women Working For Change network .

She was appointed Member of the Board of Directors of the "Ecole Nationale Supérieure Polytechnique de Yaoundé" in 2020.

Ms. Mbessa, is currently co-founder and Deputy Managing Director of Business Facilities Corporation Group SA, a company that operates in the weighing, mining, energy, oil and gas sectors. She is the promoter of Pro Meet Up and Learn, a platform for exchange, reflection, sharing and business and the President of the B.LEAD'HER Network.



Ms. Carole MBESSA ELONGO

Co-founder & Deputy CEO BFC
GROUP SA
President of the B.LEAD'HER
NETWORK

II. B.LEAD'HER ACADEMY



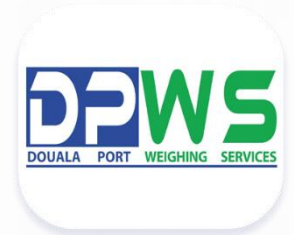
PROGRAM -Indicative

INDICATIVE PROGRAM B.LEAD'HER ACADEMY 2023					
Date	Hour	TITLE		STAKEHOLDERS	Room
Thursday 02/03/2023	12h00-13h00	REGISTRATION / WELCOME AND INSTALLATION /			Bouma
	13h00-15h00	OPENING CEREMONY	Welcome address by the president of the B.LEAD'HER network	Ms Carole MBESSA ELONGO	
			INTERVENTION OF THE KEYNOTE SPEAKERS	Ms Fatou FALL /Pr PONDI Jean Emmanuel	
			INTERVENTION OF LDF FOUNDATION	Ms Cathy LATIWA	
			PRESENTATION OF CERTIFICATES TO "HE4SHE	Minproff	
			SIGNING OF AGREEMENTS	IAI	
			Opening speech by HE the Minproff	H.E Marie Thérèse ABENA ONDOUA	
	15h00-15h40	FAMILY PHOTO and COFFEE BREAK			
15h40-17h30	PANEL	Sharing experience	Hon Abira BONFOH, Ms Véronique MOAMPEA MBIO, Dr Evelyne ESSOMBA OWONA, Ms Gisèle BUSIMA, Ms Sylvia NFONBA		
17h30-18h30	LEADERSHIP MASTERCLASS	How to reconcile personal development and leadership to reach your goals?	Ms Al-Nita MOUEN		
18h30-19h30	CLOSING CEREMONY, PRESENTATION OF CERTIFICATES, NETWORKING				



II. B.LEAD'HER ACADEMY

PARTNERS



MEDIA



II. B.LEAD'HER ACADEMY



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