



## GENERAL CONFERENCE

### INTERREGIONAL DEBATE 6:

#### Empowering Women: Fostering Entrepreneurship



#### **Martin Sajdik (Moderator)**

#### **Ambassador and Permanent Representative of the Republic of Austria to the United Nations in New York**

Previously, Ambassador Sajdik served as Austria's ambassador to the People's Republic of China, Mongolia and the Democratic People's Republic of Korea. He also served as Director General for Economic Affairs and European Integration. In addition, he held executive positions at a major Austrian construction company and an Austrian Bank in Moscow. Earlier in his career, he served as the Permanent Representation of Austria to the United Nations Office at Geneva.

Ambassador Sajdik studied law, international law and international relations in Vienna, Moscow and Bologna, and received his doctorate degree in law in Vienna in 1971.

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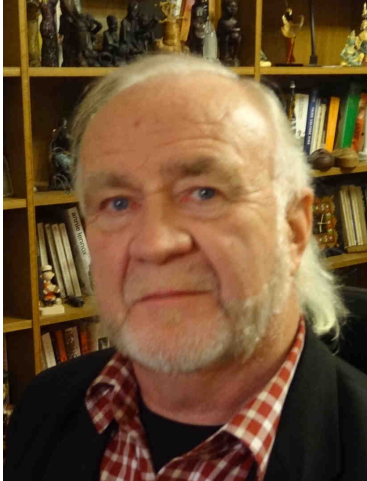


## **Eva Muraya**

### **CEO, Brand Strategy and Design (EA) Limited**

Muraya has over 20 years of brand development experience having managed regional brand building programs for FedEx, Block Hotels, Xerox, Vital Voices Global Partnership amongst others. In 2002, she established her own merchandise branding company, Color Creations Limited. Muraya received global recognition for her entrepreneurial success including as co-recipient of Goldman Sachs Fortune Global Leadership Award and award nominee for the Pan African Invent and Innovate Conference in Accra. Muraya serves on several boards including the Kenya Association of Women Business Owners, Nairobi Women's Hospital, and USIUs Chandaria School of Business.

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## **Gerard Finnegan**

### **Former Director, International Labour Organization**

With a career spanning 22 years with the International Labour Organization, Finnegan has worked in Africa, Asia, South America and the ILO headquarters in Geneva. During his time in ILO, he created and managed the ILO's programme on "Women's Entrepreneurship Development and Gender Equality" (WEDGE), now operational in more than 30 countries globally. Since retirement in 2010, Finnegan has carried out a number of assignments for the World Bank, African Development Bank, Commonwealth Secretariat and the ILO. He has written extensively on women's entrepreneurship development, small enterprise development, marketing and cooperatives.





## **Vidyani Hettigoda**

### **Director, Siddhalepa Group of Companies**

Since 1996, Hettigoda has been working at Siddhalepa Group where she now serves as Director. She also serves as a Director on the Federation of Chambers of Commerce and Industry Sri Lanka and is a member of numerous national and regional business councils including executive committee member of the SAARC Chamber of Women Entrepreneurs Council, committee member of the Confederation of Asia Pacific Chambers of Commerce and Industry, and past president of the Women's Chamber of Commerce and Industry. Hettigoda also received the French award of Chevalier de l'Ordre du Mérite (Knight of the Order of Merit) for her work towards empowering women.





## **Dessima Williams**

### **Director, Grenada Education and Development Programme**

Williams manages a small family business, Rainbow Inn. She is Founder / Director of the Grenada Education and Development Programme (GRENEDE), a civil society organization using education as a catalyst for the empowerment of youth and rural communities. From January 2009 until June this year, Williams served as Ambassador of Grenada to the United Nations and Chair of the Alliance of Small Island States (AOSIS), a group of 43 island and coastal nations. In the 1980's, she served as Grenada's ambassador to the Organization of American States and Deputy Governor to the World Bank. Prior to her appointment as UN ambassador, she was a professor of Sociology and Social Policy at Brandeis University, USA. Williams holds a doctoral degree in International Relations and a master's degree in International Development from American University.



## **Shahina Waheed**

### **National Programme Officer, UNIDO**

Waheed is an expert of developing modern analytical and benchmarking methods for creative sub-sectors of the formal industrial sectors of economy. Her work mainly focuses on integrating micro, small and medium level enterprises, entrepreneurs and technical innovators of creative industries in the organized creative economy to maximize the potential. Currently, she is heading the “Women Entrepreneurship Development” programme with UNIDO. The programme focuses on entrepreneurship development for women in creative industries.

