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Friday June 5, 2009

Conference to discuss gender equality

KUALA LUMPUR: The Western community views women in Asia as less educated and less capable of being businesswomen, said StemLife Bhd managing director Datuk Sharon Low.

"In western societies, gender equality is an expectation and women are provided equal opportunities socially and professionally," she told a press conference on the MCA ICT Resource 1st Asian Women Business Power Conference yesterday.

"Gender equality is addressed in the West," she said.



»The first ever Asia's women business conference will feature motivating business talks» MIRC CEO ALICE FOONG

Low will be one of the local power icons to speak at the conference which will be held on June 18.

Meanwhile, NCB Techvision Sdn Bhd chief executive office Raymond Chin, who will be one of the panel speakers on the topic of "Men don't listen, Women don't read maps. What bosses dislike", said there was a different way to approach women, be they bosses, shareholders or colleagues.

A joint effort between MCA ICT Resource Centre (MIRC), Wanita MCA, National Incubation Network

Association, Technology Park Malaysia and Vtalent Corp Sdn Bhd, the conference is expected to draw about 400 participants.

According to MIRC Incubator Sdn Bhd chief operating officer Alice Foong, the conference aims to inspire and empower women entrepreneurs with its knowledge-enriching business talks and forums.

"The first ever Asia's women business conference will feature motivating business talks covering a wide range of topics such as business start-ups, marketing, branding, social entrepreneurship, and information and communications technology," she said.

Well-known local speakers and international speakers from Vietnam, Singapore, Thailand, Laos, Russia and the United States are expected to share their insights, stories and achievements.

Microsoft Malaysia managing director Yasmin Mahmood, Google Inc country consultant Hanson Toh and BrandLaureate general manager Chew Bee Peng are among the local speakers.

Low will talk about "Women in Biotechnology – The StemLife story" while Toh and Chew will speak on the power of marketing and branding.

Foong said the Asian Women Business Network – to help local entrepreneurs penetrate other Asian markets – will be launched at the conference.

"Malaysia's women entrepreneurs will benefit from this initiative as it will open up new markets for them and a network of supporting

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they intend to penetrate into other Asian markets," she said.

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