



# 2018 ANNUAL SUMMIT

JORDAN | November 13-15, 2018

## The Future of Financial Services for Women

### Nov. 13, 2018

#### BUILDING THE WOMEN'S MARKET ECOSYSTEM

9.00 am – 1.00 pm

- The Future of Financial Services for Women: Ecosystem Playbook, Customer Journeys, Digitization and Personalization
- The Strategic and Business Case for the Women's Market: Banks, Insurance Companies and Fintechs
- GBA Case Studies
- Ecosystem Plays to Solve for Women's Lifecycle Needs

#### POLICY FORUM: KEY ENABLERS OF WOMEN'S ECONOMIC EMPOWERMENT IN THE MIDDLE EAST AND NORTH AFRICA (MENA)

2.30 pm – 5.00 pm

- Legal and Regulatory Barriers to Women's Full Financial Inclusion
- Key Policy Levers to Enable Women Entrepreneurs and the Unbanked

#### GBA SUMMIT WELCOME RECEPTION

6.30 pm – 8.00 pm

### Nov. 14, 2018

#### BEST PRACTICE SESSIONS

8.45 am – 6.30 pm

- The Customer Journey in 2030
- Partnering with 3rd Party At-scale Players for Rapid Growth
- Digitization and Personalization – the Right Mix of Technology and Touch
- Platforms to Massify Non-financial Services Support for Women
- Islamic Finance with a Gender Lens
- Gender Lens Investing and Building Value for High Net Worth Women
- CEO Panel: The Strategic Rationale Behind Serving the Women's Market

#### GBA AWARDS DINNER

8.00 pm – 10.00 pm

### Nov. 15, 2018

#### BEST PRACTICE SESSIONS

9.00 am – 12.30 pm

- Product Innovation for the Women's Market
- Building Diverse and Inclusive Organizations

#### GBA MEMBERS MEETING

1.30 pm – 4.00 pm

- Alliance Strategy 2019-2021

HOSTED BY



**Global Banking Alliance for Women**  
Building Women's Wealth Worldwide



**بنك الاتحاد**  
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## Agenda at a Glance

	Tuesday November 13	Wednesday November 14	Thursday November 15
Morning	Building the Women's Market Ecosystem: Leveraging Innovations from Today and Tomorrow	GBA Summit: Best Practice Sessions	GBA Summit: Best Practice Sessions
Afternoon	Policy Forum: Key Enablers of Women's Economic Empowerment in MENA	GBA Summit: Best Practice Sessions	GBA Members Meeting
Evening	Welcome Reception	Gala Dinner & GBA Awards Ceremony	