


Please note this is a preliminary schedule - minor changes may be done.

<p><b>AGENDA</b>  <b>Tuesday 6/9 2016</b>  <b>English speaking</b>  <b>lectures</b></p>	
<p>08:30-09:00</p>	<p><b>Welcoming and introduction of our International Day for European Business Women Connecting.</b> Mrs Tajana Kesić Šapić, Croatian Chamber of Economy, Director of Industry and IT Sector. Mrs Siv Thuresdotter, Qoola Qvinnor Network and Mrs Ajla Timbrant, THA Professional Accounting AB.</p>
<p>09:00 - 09:30</p>	<p><b>The Brain in Business, Mrs Kristina Bähr</b>  The fields of Neuroscience and leadership have merged and explain how decision making and trust depend on how we can control our emotions and primitive reptilian brain. Kristina explains how we can develop business skills by understanding how the brain works.</p>
<p>09:40 - 10:10</p>	<p><b>You're the Boss! Now What? - How you, your role and your business need to change when you create a team, Mrs Veronika Ambertson</b>  All too often, entrepreneurs hire people in a rush, as a response to exceedingly high demands in their business. While a few immediate fires may be quenched by this approach, it often leads to both financial and managerial trouble not far down the road. By creating a growth strategy early on, even before you're ready to hire, you will avoid many of the risks of hiring, and position yourself for a more exciting and successful growth phase.</p>
<p>10:20 - 10:50</p>	<p><b>The Illusion of Time Management, Mrs Catharina Biver</b>  Why attend another presentation on the subject of time management? Unfortunately no-one has discovered a way of extending the 24 hours we all have at our disposal. There is no "final solution", there is simply nothing new on the subject...  Catharina will share some of the best practices for optimized use of time and invite you to take a step back and reflect on your individual situation. What is working well and what is not? Where are the pitfalls? What is inside your circle of influence and what is not?</p>
<p>10:50 - 11:10</p>	<p><b>PAUSE</b></p>

11:10 - 11:40	<p><b>Cultural complexity and your business, Mrs Aida Ridanovic</b></p> <p>A key to being successful in business internationally is to understand the role of culture in international business. Whatever sector you are operating in, cultural differences will have a direct impact on your business. Expanding your business to another country can be your next step in opening up new markets. This could lead to developing country-specific products. When you do business overseas, you'll need to consider the cultural mandates of each country in which you do business. Doing business in another country requires more than just knowledge of the language or a good interpreter.</p>
11:50 - 12:20	<p><b>Taking the next step: fearless, graceful and together“, Mrs Diana Kobas Deskovic</b></p> <p>Inspiring lecture on women's leadership and wellbeing based on the development program which helps women to take bolder actions and build successful careers. It puts special emphasis on mutual support.</p>
12:30 - 13:00	<p><b>Branding - the Decision Making Moment, Mrs Tanja K Svilicic</b></p> <p>When faced with purchase decision, does the consumer buy your product, or do they buy the competitor's? How will a consumer decide which product or service to buy? How to send the desired message to the clients...</p>
13.00- 14:30	LUNCH
15:00 -17:00	<p><b>Business mingel</b> - International Day for European Business Women Connecting</p>
16:30 - 19:30	<p><b>Exhibition/Trade Fair</b> - meet women entrepreneurs from Sweden, Spain and Croatia</p> <p>(Business Mingel will preferably be held in the same hall as the Trade fair)</p> <p>19:00 <b>Fashion Show with Swedish design</b></p>