

Franco-British Chamber celebrates women in creation and innovation in international conference at the British Embassy.

8th March 2018.

The Franco-British Chamber of Commerce and Industry renews its commitment to women in organising for the 13th consecutive year a conference to celebrate International Women's Day at the British Embassy, Paris.

With its partners The Professional Women's Network (PWN) and The Department for International Trade (DIT) and its sponsors Barclays, Lanson, Groupe GR and Ashridge Executive Education, The Franco-British Chamber has invited an international panel of speakers around the theme "Women in Creation and Innovation".

Over the last ten years, within the Chamber, more and more companies are represented by women and this is emphasised particularly in areas of innovation such as the digital sector, but is less evident in more traditional fields.

The Franco-British Chamber's continued commitment to equality between men and women is this year focused on supporting the many young women in fashion and design schools as they pursue their careers. Statistics still show that despite the majority of female students, most of them do not go on to take senior roles or create their own companies.

The high-level panel of speakers will illustrate successful women's careers in creation, innovation, design and the digital economy and will discuss how to identify and encourage talented women to take leading roles in these complex disciplines.

The objective of the evening is to arrive at concrete proposals to help young women in these sectors to achieve their goals in life.

Lord Llewellyn, British Ambassador to France and Olivier Campenon, President of the Franco-British Chamber will be joined by the following Guest of Honour and Guest Speakers:

Amanda Leveté CBE is a RIBA Stirling Prize winning architect and founder and principal of AL_A, an international award-winning design and architecture studio.

Recently completed projects include the Victoria & Albert Museum Exhibition Road Quarter (2017) in London, the V&A's largest building project in over 100 years; MAAT (2016), a Museum of Art, Architecture and Technology in Lisbon, commissioned by EDP, one of the world's foremost energy companies; Central Embassy (2017), a 1.5 million sq ft luxury shopping mall and hotel in Bangkok on the former grounds of the British Embassy; a 13-hectare media campus masterplan and a 37,700m² headquarters building for Sky (2016) in London; and MPavilion 2015 in Melbourne.

For over a decade, Leveté was a trustee of both leading social innovation centre the Young Foundation and the influential arts organisation Artangel. She is a regular radio and TV broadcaster, writes for a number of publications including the New Statesman and Prospect and lectures throughout the world. She is a Visiting Professor and March tutor at the Bartlett School of Architecture, University College London. In 2017 Leveté was recognised in the Queen's Birthday honours list and made a CBE for services to architecture.

Levete trained at the Architectural Association and worked for Richard Rogers before joining Future Systems as a partner in 1989, where she realised ground-breaking buildings including the Media Centre at Lord's Cricket Ground and Selfridges department store in Birmingham.

Emma Mulqueeny OBE is the founder of Rewired State and Young Rewired State, a Commissioner for the Speaker's Commission on Digital Democracy and a Google Fellow.

Currently working with Her Majesty's Court Service on transforming the entire UK court and tribunal system through an ambitious digital reform programme. She has been recognised with an OBE in the Queen's 90th birthday honours list for services to technology and education, is included in the annual edition of Who's Who and voted:

Onto the Wired 100 list, Tech City 100, BIMA Hot 100, one of the UK's top 100 most compassionate business leaders (Salt Magazine), one of the top ten women in technology by The Guardian, top five influential women in IT by Information Week, into the top ten Tech Heroes for Good by NESTA, as one of the 25 most influential women in IT by Computer Weekly and one of 2014's 50 most incredible women in STEM.

Emma writes regularly for the British Press and on her own blog, speaks on radio and on television, is best known for her campaign: 'Year 8 is too Late' (encouraging girls into technology subjects) and insights into the social digital generation: the 97ers.

Mathilde Bretillot, a Paris-born Designer, spent several years in Milan and London, collaborating with Martine Bedin and then Ross Lovegrove. She chose to settle in Paris where she was offered a collaboration with Philippe Starck. This long experience drove her to launch her own practice.

She founded Mathilde Bretillot Créations in 2010.

Along with her professional career, Mathilde Bretillot has been a Professor at the ESAD de Reims, School of Art and Design where, during 12 years (1994-2006) she coordinated the design department and was in charge of the development.

From 2006 and 2009 she was a member of 'La Mission des Métiers d'Art' for the French Ministry of Culture.

She is currently a Professor at the Ecole Camondo in Paris.

Isabelle Musnik is the Founder and CEO of the magazine and e-newsletter INfluencia dedicated to international influence, behaviour and trends.

She is a former editor of the French magazine CB News. She used to work for the economics and financial press including La Vie Financière and l'Expansion.

Isabelle is also the editor of the Gunn Report for Media, which combines the winners lists from all of the world's most important award contest, thus to establish the annual worldwide league tables for the communications industry in terms of media creativity.

Isabelle is both British and French. She has a masters' degree in economics from the University of Paris I (Panthéon-Sorbonne).

She is the author of *Elysée 88: plus président que moi, tu meurs*, 1988 (Plon) and *Tapie, les secrets de sa réussite*, 1986 (Plon).

Karen Vernet has twenty years of professional experience.

She began her career in the Food and Health industry (DANONE, BJORG, GAYELORD HAUSER) before creating a home decoration brand, DEMESURE. She moved progressively to Fashion and Luxury sectors as Purchasing Director at PRINTEMPS Department Store in Paris where she is in charge of five markets : Fashion for Men, Home Decoration, Wedding, Travel and own brands.

What characterises Karen is her commitment to persuade with creativity, leadership and results.

“I believe in 5 essentials : Heart, Brain, Daring, Luck and Hard Work – the foundations of a creative leap. They are declined in a vision, excellency of execution, leadership and sincerity in the relationship with teams.’

Claire Pryde

The Franco-British Chamber thanks its partners:

The Department for International Trade (DIT) is the British government organisation that helps UK-based companies to succeed in an increasingly global economy. Our range of expert services is tailored to the needs of individual businesses to maximise their international success. We provide companies with knowledge, advice and practical support.

DIT also helps overseas companies bring high quality investment to the UK's vibrant economy—acknowledged as Europe's best place from which to succeed in global business.

We offer expertise and contacts through a network of international specialists throughout the UK, and in British Embassies and other diplomatic offices around the world.

PWN Paris

And its sponsors:

Barclays is an international financial services group with over 325 years of experience and a presence in c. 60 countries and 48 million customers worldwide. All parts of the group are represented including Barclays Corporate and International and Personal Banking.

Barclays Corporate and International serves the needs of companies with a special focus on

major groups from the CAC40 as well as subsidiaries and branches of multinational groups.

They offer a locally dedicated multi-lingual coverage team as well as product specialists. They have corporate banking centers in several other European markets, offering financial expertise and local knowledge. In France, they offer solutions in cash management, investment products, risk management, trade working capital and debt finance.

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