



Press Release

TEDxBarcelonaWomen Convenes 1,000 Men and Women for Event with Focus on Female Entrepreneurs

TEDxBarcelonaWomen will draw almost 1,000 individuals including international experts who will debate on how to stimulate investments in projects for women entrepreneurs

- **More than 25 speakers: Amaya Valdemoro**, basketball player; **Dídac Lee**, entrepreneur and director of FCB; **Patricia Soley-Beltran**, a model converted to gender researcher and sociologist at the University of Edinburg; **Helen Bradley**, VP at Schneider Electric and awarded by UN Women; **Nora Poggi**, a filmmaker who recounts experiences of young women star-up founders; **Tomás Agnemo**, a sociologist who focused his studies in Sweden on issues of diversity; **Chiara Condi**, who converts the vulnerability of victims of violence into the ability to generate their own income; **Babou Olengha-Aaby**, CEO and founder of Mums Mean Business, crowdfunding platform for mothers entrepreneurs; and the promising young **Gerardo Porteny**, social innovator and past collaborator of UN Women on the HeforShe campaign, are some of the participants of the 2015 edition of TEDxBarcelonaWomen
- The day will be filled with live presentations and activities and will take place on June 10th at the Casino of Poblenou (Barcelona), and it is aimed at all audiences
- The speakers will share messages to convey experiences and learnings with a dose of emotion and humour

April 27, 2015 – With the headline “It’s time to shift the balance,” invest in women will be the motto of the largest TEDxBarcelonaWomen held this year with the presence of speakers from all over the world who will share their personal stories with

nearly 1,000 attendees – it will also be livestreamed – with the focus on women entrepreneurs.

The event will be celebrated at the Casino of Poblenou, in Barcelona and for its curator Aurelie Salvaire, it has taken a real leap from the 100 or 300 participants of the first two years. This edition “we are breaking a new limit” with the space as well as with the structure and form of the presentations, with a dose of humour, and an in-depth analysis of the current situation, “of what is happening around the world”. “This TEDx – adds Salvaire – brings to Spain a very active conversation from the other side of the Atlantic. It is the moment to speak about the potential of women as a way to economically empower this country”.

This edition of [TEDxBarcelonaWomen](#) will star both female and male voices struggling to empower women and help to enhance women’s presence in companies, universities, in the media, community and social environments. Amongst them, the director of Barcelona football club and entrepreneur **Didac Lee**; the ex-basketball player, **Amaya Valdemoro**; **Patricia Soley-Beltran**, ex-model, gender researcher and sociologist from the University of Edinburg, challenge the predominant convention; **Helen Bradley**, VP at Schneider Electric and awarded by UN Women; **Nora Poggi**, a filmmaker who recounts experiences of young people to encourage technology businesses; **Tomás Agnemo**, a sociologist who focused his studies in Sweden on issues of diversity; **Chiara Condi**, who converts the vulnerability of victims of violence into the ability to generate their own income; **Babou Olengha-Aaby**, CEO and founder of Mums Mean Business, crowdfunding platform for mothers entrepreneurs; and the promising young **Gerardo Porteny**, or the voice of **Mariane Pearl**, from the platform Chime for Change.

Up to 25 people, speakers and artists through various and unique performances will give their social vision as a starting point.

Analysis of the economy by sector

To create stronger economies, achieve the millennium development goals and internationally agreed sustainability and improve the quality of life for women, remember Salvaire, it is essential to empower women to participate fully in the economic life, in all sectors. It is for this reason that initiatives like Girl Effect Accelerator, MenEngage Europe or Young Men for Gender Equality, all headed by men, work rigorously for years. Indeed, its creators also will meet in Barcelona to explain their projects and how to collaborate in achieving gender equality in the world.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading, usually in the form of short, powerful talks (18 minutes or fewer) delivered by today's leading thinkers and doers. Many of these talks are given at TED's annual conference in Vancouver, British Columbia, and made available, free, on TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

TED's open and free initiatives for spreading ideas include TED.com, where new TED Talk videos are posted daily; the [Open Translation Project](#), which provides subtitles and interactive transcripts as well as translations from thousands of volunteers worldwide; the educational initiative [TED-Ed](#); the annual million-dollar [TED Prize](#), which funds exceptional individuals with a "wish," or idea, to create change in the world; [TEDx](#), which provides licenses to thousands of individuals and groups who host local, self-organized TED-style events around the world; and the [TED Fellows](#) program, which selects innovators from around the globe to amplify the impact of their remarkable projects and activities.

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For further information

Marta Aguilar

press@tedxbarcelonawomen.com

marta@onandoff.es

0034 669 32 31 44