



WIMENA – SAUDI ARABIA 2025

Wimena is dedicated to supporting and promoting women with inclusivity at all levels, across all spheres of interest and employment. Wimena aims to increase opportunities for women, break down cultural and institutional barriers, and provide platforms for women and girls to thrive at all levels. Our goal is to showcase women's leadership potential while driving awareness and action towards gender equality.

We believe sport is a key driver in the empowerment of women. In alignment with Vision 2030 and future plans extending to 2050 and beyond, women's participation in sport, creates the future leaders of tomorrow.

We are delighted to announce a programme of events in Saudi Arabia in February 2025 supported by the Ministry of Sport, to showcase the incredible and monumental changes that have taken place in the Kingdom under Vision 2030, and the major role women are playing to ensure the Kingdom's future success.

WHY ATTEND:

- Exchange knowledge and skills while networking with your peers, mentors and experts who share your passion for women's empowerment in the sports sector
- Learn from the experiences of renowned women who have broken barriers in the sporting industry as athletes, coaches, brand managers or agents of change
- Advice and guidance on careers in the sports ecosystem and how to unlock executive roles, spanning media, rights management, clubs and federations, marketing, global sporting events, sponsorship, law, investment, esports, and e-gaming
- Gain insight from experts in technology and how the future of sport is being powered by the advancement of the tech sector
- To understand the importance of individual, social and medical determinants of health by empowering females of all ages to maximise their quality of life
- Network to build business relationships to benefit commercial opportunities.

Organised by



In partnership with



ARABBRITISH
CHAMBER OF COMMERCE

WIMENA – WOMEN IN MOTORSPORT THE SHERATON - JEDDAH | 13TH FEBRUARY 2025



EMPOWERING WOMEN IN MOTORSPORT – DRIVING INNOVATION AND INCLUSION

DISCUSSIONS TO INCLUDE:

Speakers from key organisations to present on the future of motorsport and highlighting the programmes across the globe in the development of girls in this sphere.

AM (time tbc)

Collaboration with **Girls on Track** at the Jeddah Corniche Circuit

1:00PM

Lunch at the Sheraton

2:00PM

Keynote speakers:

Martin Whitaker – CEO, Saudi Motorsport Company

Ministry of Sport – (tbc)

Beth Paretta – Vice President of Sporting, Formula E

EMPOWERING WOMEN IN MOTORSPORT

This will include content by leading experts from Formula E, the FIA, Girls on Track and More than Equal.

FIA representative (name tbc)

More Than Equal representative (name tbc)

Girls on Track (name tbc)

NEOM/McLaren (name tbc)

TECHNOLOGY – THE FUTURE OF MOTORSPORT

Insight from industry leaders on technology including esports, and how the two collaborate to enhance the success of motorsport for the future.

Heba Bevan – Founder & CEO, UtterBerry

DEVELOPMENT OF YOUTH PROGRAMMES

Creating initiatives to inspire young girls to participate in sport.

Lisa O'Keefe - Secretary General, IWG

Lina Khaled Almaeena - Vice President of the Saudi Sports For All Federation

Katy Storie - Newcastle University Director of Sport and Founder of Empowered Leaders

WOMEN IN SPORT - CHANGING PERCEPTIONS

Jacqueline Bourke - Getty Images

WELLBEING

To consider the importance of individual, social and medical determinants of health by empowering females of all ages to maximise their quality of life.

Julia Stewart - HMG

Dina Al Tayeb - Triathlete

NETWORKING RECEPTION

British Consulate, hosted by Cecille El Beleidi, HM Consul General,
by invitation only - 7:30PM - 9:30PM

FORMULA E RACE MEETING - 14TH FEBRUARY

By invitation only



WASSERMAN
THE COLLECTIVE



WOMEN IN
MOTORSPORT