



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

RIYADH 2025 – A SPORTING JOURNEY

AL NASSR FOOTBALL CLUB | 18TH FEB 2025



Prayer times to be observed

10:00AM - 10:30AM Opening Session – Keynote Address

SPORT AS A MESSENGER OF FOR CHANGE

HRH Princess Reema bint Bandar Al Saud – Ambassador of Saudi Arabia to the US (via video)

HRH Prince Khalid bin Bandar Al Saud – Ambassador of Saudi Arabia to the UK

Ministry of Sport (representative tbc)

10:40AM - 11:40AM Panel Session (1)

UNLOCKING SPORTING POTENTIAL

CHAIR: Shaima Saleh AlHusseini – CEO, Saudi Sports for All (tbc)

PANELLISTS: Aramco (representative tbc)

Jan Paterson – Managing Director Sport, NEOM

Tanya Kutsenko – FIA

Yvonne Harrison – CEO, Women in Football

Lisa O’Keefe – Secretary General, IWG

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

GETTY IMAGES

PRESENTATION: Jacqueline Bourke | Getty Images

11:45AM - 12:45PM Panel Session (2)

SPORTING ROLE MODELS

CHAIR: Samantha Johnson – Broadcaster, Producer & Host

PANELLISTS: Rasha Al Khamis – Boxer

Munira AlHamdan – Football player, Al Nassr Ladies

Aswar Kadiè – Founder, Aswar Sports Agency

More than Equal – Motorsport Professional (name tbc)

Lama Alfozan – Vice Chair of the Saudi Athlete Committee

The Jockey Club – Jockey-International Horse Racing (name tbc)

12:45PM - 1:45PM **NETWORKING LUNCH**

1:45PM - 2:45PM Panel Session (3)

TECHNOLOGY – THE FUTURE

CHAIR: George Vaughan – CEO, The Digital Line

PANELLISTS: Heba Bevan – Founder & CEO, UtterBerry

Jasmine Skee

Donal McElwee – Managing Partner, Portas Consulting

Dina Hassan – Director of Enablers Corporate Development, SURJ

FIA – (representative tbc)

2:45PM - 3:45PM Panel Session (4)

CAREER PATHWAYS

CHAIR: Amanda Fone – Founder and Executive Chair of f1 search and recruitment ltd.

PANELLISTS: Aramco (representative tbc)

Cassandra Heilbronn – CEO & former Sports & Corporate Risk Lawyer

Eniola Aluko MBE – former England Football player, Lawyer and Media Presenter

Zineb Soulami – Senior Project Manager, Portas Consulting

Shadan Hamad Al Sagri – COO, Leejam Sports Company

3:50PM - 4:45PM Panel Session (5)

WELLBEING – PHYSICAL & MENTAL HEALTH

CHAIR: Julia Stewart – HMG

PANELLISTS: Dina Al Tayeb – Triathlete

Jim Brown – Mental Resilience Coach, Founder & CEO, Ground+Air

Dr Abdullah F Alghannam – Head of Lifestyle & Health Research, Princess Nourah University

Dr Mindy Howard – CEO, Cosmic Girls Foundation

Rayanna Barwani – First Female Astronaut for Saudi Arabia (tbc)

5:00PM

NETWORKING & BREAKOUT SESSION

6:30PM

EVENING RECEPTION

Hosted by Charlotte Melia – Dazzle & Fizz