

Beat: Sports

## **LA TRIBUNE ORGANISED WOMEN FOR FUTURE, ITS FLAGSHIP EVENT AT PARC DES PRINCES**

### **GODMATHER SARA OURHAMOUNE BOXE CHAMPION**

Paris, Washington DC, 03.06.2022, 08:47 Time

**USPA NEWS** - La Tribune organized one of its flagship events, bringing together high profile women for its 5th edition, during the Women for Future, at the legendary PSG's (Paris Saint Germain) Stadium, Parc des Princes, under the sponsorship of the champion Olympic boxing, Sarah Ourahmoune. This daily French newspaper on finance, created in 1985 by, has been committed for many years to the place of women in the economy and society, through, among other things, the organization of this Women for Future event. From the start of the event, the CEO of La Tribune, Jean-Christophe Tortora presented the president of CROS le-de-France, Evelyne Ciriegi, committing to the "kick-off" of this day which was very rich in exchanges, happenings and talks, without counting the effective and benevolent networking. He then carried out brilliantly, the interview with Anne Hidalgo the Mayor of pAris, at the end of the day, on an angle of Women's Politics, by sending her career as a Socialist politician and her capacity for resilience in a very machiste domain of politics .

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As for Tatiana de Francqueville, the general manager of La Tribune, she also ensured the closing of the Women For Future enema. ! Her presence, as well as that of Dominique Crochu, co-founder of Mixity, a start-up campaigning for diversity and inclusion (Former Director of the Football Federation 2002, 2012) and the Olympic swimming champion, and Brigitte, CEO of was the occasion to recall the commitment of these great sports champions to the promotion of women's sport and her desire to contribute to the fight for equality between women and men and the inclusion of people with disabilities. About forty great women leaders in their respective fields, entrepreneurs, both as great leaders, CEOs, great sports champions, and from civil society, shared their ideas, advice and inspiring words with the audience. (mixed), under the theme of "want to change the rules of the game" by associating business and sport as two powerful vectors of social integration, self-realization and empowerment; essential levers in the fight for equality between women and men and, more broadly, for inclusion.

### **LA TRIBUNE AIMS TO IMPACT WOMEN FOR THEM TO GET MORE EMPOWERED IN BUSINESS AND FINANCE**

The aim of this successful event, is to convey the message and sharing insights of some model roles, with the youth and new female generation, to bots their mind, and defeat the psychological barriers. In parallel with thematic and inspiring debates and talks, press relations meetings and business meetings were organized on site in a VIP rental, to share experiences within the "French network team". The Women for future ended in style with a show called "a third half-time" in the heart of the Park, as well as many new events and happenings. Patricia General Manager of Hopscotch Deciders, also signed her book co-written with Anne Marie Rocco, entitled "Equality Women-Men: A great cause and after? and whose preface was signed by Christine Lagarde, General Secretary of IMF and currently General Director of European Central Bank....a real successful French global leader and genuine model role.

### **WOMEN FOF FUTURE HIGHLIGHTED HOW TO REACH A BETTER INCLUSION & DISABILITY IN PARTICULAR**

The theme of inclusion was widely discussed, both in terms of gender equity, but also for the cause of people with disabilities to be better included in society. Thus, the final award ceremony highlighted the start-up KUNTO, which launched an application, at the service of sport for the public with disabilities thanks to a coach, specialist and disability adaptation diploma "in the category healthcare. During the Finance panel session, Sybille Lemaire, Executive Director of the Bayard group, explained how, while women leaders have paved the way to the new generation, as they shared their experiences on the stage. She explains how the place of women has evolved since the dawn of time according to historical periods and especially their relationship to money, by making a very intelligent transposition from the family home to the consumer society " I have great admiration for this energy of women and today thank you to the Tribune for allowing this meeting here. She adds "The place of women is changing, as a leader, I noticed a taboo, which is that of money and especially the relationship to money and the reasons which are the salary inequalities that we are going to talk about and professional situations, as well as professional ruptures, not to mention the increase in single-parent families and less informed financial management.

Whereas, the rather unique women's investment panel brought out the idea that "80% of the savings in the world are owned by women. If they invest at 80% they could have had an impact in the energy transition would not need a ministry of ecology, energy transition and other major current challenges of the planet", as explained by Paloma Castro Martinez de Tejada, Founder of WelInvest. These women, with busy agendas, have thus mobilized, thanks to the strike force of the French financial newspaper "La Tribune", whose general manager, and say it on subjects such as CSR, innovation, health tech, and are committed to encouraging women to display their ambitions in their professional projects.

We are publishing a few excerpts from the various panels that were held by "wonder women" from the worlds of sport, culture and business, as well as the last remarks delivered by Anne Hidalgo the Mayor of Paris, before the closing ceremony awarding start-ups and activists over inclusion, presenting the selected pieces of their interventions, during the round tables on June 2.

#### THE TRIBUNE LAUNCHED WOMEN FOR FUTURE IN 2016 TO PROMOTE FEMALE ENTREPRENEURSHIP

The Women for Future by La Tribune event was created in December 2016. This daily economy and finance newspaper has been committed for 11 years to promoting female entrepreneurship and bringing together all the synergies that wish to accelerate gender equality. The CROS, (Regional Council for the Olympic Games and Sports of Ile de France) is This fifth edition, from 2022, proves the success of this operation, attracting more and more sponsors, including FESTINA, WORDLINE, Ile de France Regional Council, Paris Ile de France, and HARMONY Mutuelle Assurance, L'Equipe, Les Premieres, FianciElles, Diverisdays, Femmes Numerique, Mixity, LesSportives, Vimeet, Vives, Visible The Women's Voices, Chut,PFDM, Social Builder, ForceFemmes, l'Agence pour Entreprenariat, Femmes Territories, , OUN Femmes, French Tech.... Women for Future is organized by La Tribune in the symbolic place that is the Parc des Princes, aims to combine business and sport as two powerful vectors of social integration, self-fulfillment and of empowerment; essential levers in the fight for equality between women and men and, more broadly, for inclusion. It is true that sport is a source of combativeness, discipline, respect, and instills self-affirmation, in the face of the adversary and in a spirit of fair play for the development of the man, the woman as well as the child who grows. While Paris is already preparing for the 2024 Olympic and Paralympic Games, the inclusion of disabled athletes in able-bodied athletes, was desired and validated by the Director General of the Olympic Games, Tony Estanguet, this event makes sense.

#### AN ETHICAL INCLUSIVE FEMALE LEADERSHIP EMPOWERS YOUNG GENERATIONS FAR FROM CLICHES .

The new Women For Future by La Tribune movement is a natural extension of La Tribune Women's Awards, which the editorial staff of the newspaper founded and organized for 7 years. Women For Future is committed to revealing women who innovate and more than ever to defending global diversity and the entrepreneurial synergies of those who co-construct the economy of tomorrow.

#### Article online:

<https://www.uspa24.com/bericht-20943/la-tribune-organised-women-for-future-its-flaghsip-event-at-parc-des-princes.html>

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