

“Getting Back To Work: How Diversity Helps Paving the Way  
Out of the Economic Crisis” - Debate with Jeffrey Goh, CEO Star Alliance  
15 May 2020 | 10h00-11h30 | **Webinar**

## Programme

Welcome

Iuliu WINKLER MEP

Vice-Chair INTA Committee, CULT Committee

First Vice-President SME Europe of the EPP

Keynote

Jeffrey GOH

CEO Star Alliance

Debate – Voices of EU Politics, Industry & Trade

Ursula SCHWARZENBART

Chief Diversity Officer, Daimler

Anand PADMANABHAN

President Wipro Technologies

Erik BERGKVIST MEP (*tbc*)

REGI, BUDG, ITRE Committees

Enikő GYŐRI MEP (*tbc*)

INTA, ECON Committees

Marieta COLERA-GARZON (*tbc*)

Special Advisor on Improving Working Equality and Diversity,

Renew Europe

Moderated by Srita HEIDE

CEO Srita Heide – International, Chair SME Connect Working Group Emergency Markets,

Special Representative for Diversity SME Europe of the EPP

IN ASSOCIATION WITH



### About this webinar:

Quoting the survey made by the European Commission back in 2005 diversity policies make good business sense in 83% of the companies which have adopted them. Diverse teams, enterprises and communities have strong economic powers and strategic potential in terms of productivity, creativity, problem-solving and innovation. For single businesses it helps enhancing company's reputation as well as their standing in the local community and globally. The above mentioned survey also demonstrated the geographical differences of implementing work place diversity policies showcasing companies in the north and west of the EU having wider use of and experience in diversity policies while those in southern Europe and the recently joined EU Member States stressing their need for more information on how to develop them.

We believe the time has come to pick up on the topic again and discuss how successful European businesses have been, also in crises phase, in diversifying their teams and leadership and how prepared are corporates and SMEs to get back on their feet and contribute to the economic recovery as well as succeeding in global competition.

IN ASSOCIATION WITH

