Women´s Forum is born, a space to advance leadership and balance in the agri-food sector

Organized by Fruit Attraction **and** Siete Agromarketing**, two virtual sessions will be held on October 14 and 15, in the context of Fruit Attraction LiveConnect, with the aim of delving into aspects that lead to greater female leadership and balance in the chain of agri-food value, such as communication and visibility, personal brand and digital reputation. To attend the sessions it´s necessary to create a professional profile on the Fruit Attraction LIVEConnect platform,** at this link**, with the invitation code: FA200000003PE.**

Aligned with the Sustainable Development Goals (SDG), established by the UN on gender equality and the empowerment of women and girls, Fruit Attraction and Siete Agromarketing launch the Women's Forum, a space to advance leadership female and balance within the agri-food sector in general and fruit and vegetable sector in particular.

This first edition of Women´s Forum will be held within the actions of **Fruit Attaction LiveConnect** (From October 1 to 30), the world's largest marketplace for the professional fruit and vegetable community.

Two virtual sessions

Articulated in two virtual sessions on October 14 and 15, of 1 hour and a half each, the Women's Forum will address two key aspects to achieve that leadership and balance on the fruit and vegetable sector that is already working.

On October 14, the session will be titled ***Women who grow, communicate to eliminate barriers***, and will feature an **Inaugural Presentation** to make way for a **Leadership Dialogue** with four personalities from various economic and business fields, who will dialogue under the leadership of a moderator specialized in the subject, on how we should approach communication and how this tool can contribute to personal and professional growth in the agri-food field.

The session on the 15th, under the title **Visibility, personal brand and digital reputation,** will also have an Inaugural Presentation, to give way to the **Leadership Dialogues** block, and where this time it will address how to develop that personal brand, give it visibility suitable professional and transfer that added value to the digital context in which today the agri-food sector specializes.

The event can be followed through the hashtag **#womensforum and #FruitAttraction #LIVEConnect**

A Co-organized Event

Fruit Attraction and Siete Agromarketing, with their Mujer AGRO brand, a project that has been working since 2017 for agri-food equality, converge on the need to give greater visibility to Agroprofessional Women within the fruit and vegetable sector.

Every day there are more women with responsibility within the sector, however, their leadership is still scarce. Changing this situation, and that these same women serve for the empowerment of many others is the basis of this **Union for Equality of two successful projects,** with many links, working in synergy to achieve the same objective: **To value the role of Agroprofessional Women in the fruit and vegetable field at a key moment for the agri-food sector**.