

Day 2 – February 10, 2025 (Master of Ceremony: Seerat Fatima – Creative Lead, Pakistan Software Export Board)

Time	Session	Details	Participants
Venue: Islamabad Sports Complex (AI for HER Pavilion)			
09:00 – 5:00 PM	Startup Showcase	Live interactions with Female Startup founders	
10:00 – 10:15 AM	Speaker Session	Speaker Keynote by Ms. Mashal Khan (Managing Director Retail and CMO, KTrade Securities) (Shield)	• 40 participants from ABASYN University Islamabad • 20 participants from Benazir University Peshawar • 20 Participants from Beaconhouse • 40 participants from UN Women
10:15 – 10:25 AM	Lead HER Talk	Lead HER talk by Ms. Elaine Chen (Global Partnership Lead, Alibaba DAMO Academy)	
10:25 – 10:35 AM	Power Talk	Power Talk by Dr. Henna Karamat (Chief Skills Development Officer, PSEB)	
10:35 – 11:15 AM	Moderated Panel Discussion	Theme: Women-Led AI Startups: From Idea to Impact Moderator: Muazima Batool (Community Engagement Manager, NIC) Panelists: • Ms. Izzah Farukh (Senior Education Specialist, World Bank) • Ms. Sara Parvez (Head of Education, British Council) • Ms. Nausheen Ashraf (Director & CEO, 4sight Technologies) • Mr. Abubakar (CEO, IT Impact Consulting) • Ms. Farah Sheikh (Chief Human Resource Officer, Easypaisa) Q&A session by the participants (10mins) Shield distribution to Panelists & Speakers	
11:15 – 11:30 AM	Success Story	Success Story by Dr. Sara Saeed (CEO, Sehat Kahani) (Shield)	
11:30 – 11:45 AM	Spotlight Session by Easypaisa	Spotlight Session by Rifah Qadri (Head of Marketing and Communications, EasyPaisa) on Who Tells Her Story? Why Women Must Lead AI-Driven Marketing	
11:45 – 12:00 PM	Speaking slot	Session by Mariam Saleem (Strategic Legal Counsel) on She Listens, She serves: Gender Bias in AI: Why Hey Google, Alexa and Siri are Women	
12:00 – 02:00PM	Testimonials Recording, Networking & Exhibition Walkthrough	Startup Showcases, Partner Booths, One-on-One Meetings	