



**100 women in  
hedge funds®**

### **100WHF Launches a new global location in the UAE**

October 5, 2016 at 6 PM  
Dubai

100WHF invites you to the official launch of its United Arab Emirates location. View the exhibition, Seven Princesses at [The Empty Quarter](#) by award winning photographer Steve McCurry, while networking with colleagues and listen to keynote speakers.

UAE has a burgeoning investment community; women occupy positions in asset allocation, investment selection, due diligence, research, financial analysis, education and marketing. Your participation will help make this location a forum for women in this community to meet and learn from each other through educational events and other peer to peer opportunities.

You are welcome to invite other women in the alternatives or broader financial industry particularly those based in the Middle East or with an interest in the region, to become members of 100WHF and attend this event.

We look forward to meeting you soon.

#### **Participants**

**Sheikha Hend Al Qassemi**  
**Vanessa Abernethy**, Emirates International Investment Company  
**Amanda Pullinger**, 100WHF

#### **Event Details**

**Date:** October 5, 2016  
**Time:** 5 PM Registration.  
6 PM Speakers.  
Networking and canapés before and after session.  
**Host:** Societe Generale Prime Services  
**Location:** The Empty Quarter  
Gate Village, Building 02, DIFC, **Dubai**, United Arab Emirates  
**RSVP:** [RSVP here](#) or by email to [uae@100womeninhedgefunds.org](mailto:uae@100womeninhedgefunds.org)

**Transport:** There will be a complimentary bus service from Abu Dhabi to The Empty Quarter for this event. Spaces are limited and will be allocated on a first RSVP basis. Please [email us](#) for more information or to book a space.

If you have any questions about this event, please contact the [UAE Committee](#).

To receive invitations to 100WHF events in the UAE and other 100WHF locations, you must be a registered member or supporter of 100WHF.

To join 100WHF, please [register here](#) or contact [uae@100womeninhedgefunds.org](mailto:uae@100womeninhedgefunds.org).

If you are a GCC based 100WHF member or a non-GCC based 100WHF member and have an interest in the Middle East, please login to your member profile [here](#) and subscribe to the UAE/GCC email group. You will only receive emails about UAE events if you have subscribed to this list.

Please contact the UAE Committee [uae@100womeninhedgefunds.org](mailto:uae@100womeninhedgefunds.org) if you have any speaker suggestions, or are interested in sponsoring an event or otherwise getting involved with 100WHF.

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

## **Biographies**

### **Sheikha Hend Al Qassemi**

A multi-faceted Emirati, accomplished artist, successful entrepreneur as well as committed philanthropist, Sheikha Hend is the quintessential Renaissance woman -blessed with a wide range of talents and skills which has enabled her to succeed in any field she has chosen to pursue. Sheikha Hend was invited by Kairos Society to mentor 50 of the top emerging entrepreneurs in the US held at the NYSE, where she was also given the distinction of ringing the bell to signal the opening of trading day, an honor traditionally given to business and civil society leaders, in addition to celebrities and important dignitaries. The event gathered movers and shakers from around the world, including the renowned venture capitalist Mark Rockefeller, billionaire Naveen Jain and Virgin Atlantic's Court Coursey. Top young entrepreneurs from all over the world presented their business ideas featuring gizmos, gadgets and services envisioned to solve the world's great challenges.

For a brief period, Sheikha Hend was involved in managing multi-billion dollar projects in Qatar and the UAE. And although she has proven herself quite adept in this field, her passion was still in the arts and fashion-centric endeavours. She is also the Ambassador of the Breast Cancer Foundation. Although preoccupied with her various business and personal interests, Sheikha Hend has never lost her passion for painting, occasionally producing artworks and participating in art shows Qatar and Dubai. All the proceeds from her art are then used to support various charities in many parts of the world - a personal advocacy where she finds such deep affinity and fulfilment.

Sheikha Hend's latest project is a book, a collection of true stories from around the Arab community called "The Black Book of Arabia". The project has been realised with the partnership with Bloomsbury Publishing Foundation in Qatar and is currently proving to be a resounding success in the Gulf, EU and the US regions.

**Vanessa Abernethy**, Emirates International Investment Company

Vanessa Abernethy is a senior financial services lawyer with in excess of 20 years experience advising financial institutions of various types. Vanessa was a Partner in the Dubai office of Simmons & Simmons (a prominent international law firm in the funds sector) and, following that, she was a Partner in the Dubai office of Baker Botts. Vanessa is now the General Counsel for the investment arm of a prominent Abu Dhabi family office. She has been working in the UAE for the past 12 years. Among her experience she has also spent time working for the New Zealand Stock Exchange and with NASDAQ Dubai. Vanessa is a regular speaker at regional conferences related to the financial services sector.

**Amanda Pullinger**, CEO, 100 Women in Hedge Funds

Amanda Pullinger is the Chief Executive Officer of 100 Women in Hedge Funds. She was promoted to this position on Jan 1, 2014. Previously, she consulted as Executive Director for six years. She leads a small staff team and manages over 350 volunteer practitioners globally, overseeing the operations of the organization, which now has over 15,000 members in 20 locations.

Amanda is currently Chairman of The HALO Trust ([www.halotrust.org](http://www.halotrust.org)), a \$65million UK/US charity. She also serves as a Director on the Oxford University Alumni Board. She previously served on the Boards of the NYU Cancer Institute, SkillForce, and Girls' Prep, and was on the founding Board of 100 Women in Hedge Funds, serving as its President for two years. She is a member of the British Academy of Film and Television Arts (BAFTA) and a Fellow of the Royal Society of Arts.

Amanda graduated from Brasenose College, Oxford University in 1987 with an Honours Degree in Modern History. She earned an MBA from La Salle University, Philadelphia, in 1998, and received the Academic Award for MBA student of the year as well as the Beta Gamma Sigma designation.



**About Societe Generale Prime Services**

Societe Generale Prime Services part of the Global Markets' division of Societe Generale Corporate & Investment Banking is the bank's Prime Brokerage business, offering a unique combination of execution, clearing, custody and financing services. It is truly multi-asset and multi-instrument across Listed Derivatives, Equities (Cash/synthetic), FX, Fixed Income and OTC Cleared. As the world's leading derivatives broker, the Prime Services business offers unrivalled access to 125+ markets and exchange venues; offering both agency or principal execution, and extensive value added services. The full service platform offers access to significant securities financing capabilities, extensive capital introduction and best-in-class cross-margin capabilities as well as straight-through-processing with an industry leading post-trade platform aligned with Societe Generale extensive research product.

<https://cib.societegenerale.com/en/our-offering/global-markets/prime-services/>

**About 100 Women in Hedge Funds** ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 15,000 alternative investment management investors and professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 600 industry education events globally, connected more than 400 senior women through Peer Advisory Groups and raised over \$38 million for philanthropic causes in the areas of women's and family health, education and mentoring.