

# Encubay Amplifies the Dialogue on Women and Wealth at Davos, During World Economic Forum, 2025

Category: Business

written by International Khabar | January 15, 2025

The poster features a purple and blue gradient background with a faint cityscape. At the top right are the flags of India, the United States, and a plus sign. The Encubay logo is on the left, and 'at DAVOS 2025' is on the right. The main title is 'THE GREAT FINANCIAL SHIFT: A DIALOGUE ON WEALTH, DIVERSITY & LEADERSHIP'. Below this is a row of seven circular portraits of women, each with their name and title. At the bottom, it specifies the date and time, the location, and the event's theme. A WGN logo is in the bottom right corner.

encubay at DAVOS 2025

THE GREAT FINANCIAL SHIFT:  
A DIALOGUE ON WEALTH, DIVERSITY & LEADERSHIP

 DEERSHA AHUJA FOUNDER ENCUBAY INDIA AND DUBAI	 AVNEET KOHLI CO-FOUNDER ENCUBAY INDIA AND DUBAI	 ARCHANA JAHAGIRDAR FOUNDER & MANAGING PARTNER - BUKAM CAPITAL	 SUMAN MISHRA MANAGING DIRECTOR AND CEO, MAHIMEDIA LAST MILE MOBILITY	 ADITI BALBIR CO-FOUNDER & CEO ECONATINGS	 DRINA BISS CO-FOUNDER, ITALIAN NIGHT DAVOS	 GIRISHAR MALPANI FOUNDER CLIMBER CAPITAL
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23rd JAN 2025 | 2:15 - 2:45 PM

WIN LOUNGE - HOTEL SCHATZALP

CREATING THE SHECOSYSTEM OF CHANGE

WGN

The largest wealth transfer in history is underway, and women are positioned at the center of this systemic shift. By 2025, women will control over 50% of global wealth, an estimated \$30 trillion-a transformative opportunity to redefine leadership, investing, and economic impact. **Encubay**, the Shecosystem of change, is pioneering in this movement, catalyzing conversations, actions, and opportunities for women entrepreneurs to lead the charge.



## Encubay Panel at Davos 2025

At Davos, Encubay will [bring together global](#) leaders, entrepreneurs, and changemakers to address this unprecedented wealth shift through their curated dialogue:

### **“The Great Financial Shift: A Dialogue on Wealth, Diversity, and Leadership”**

Encubay sees the 2025 wealth shift as more than a transfer of assets-its a reallocation of power, purpose, and potential. With women driving purpose-driven investments and reimagining financial strategies, this shift presents unparalleled opportunities to advance gender equity, innovation, and [sustainable impact](#).

*This isn't just about wealth-it's about creating a legacy of [empowered women](#) reshaping industries, driving diversity, and leading the global economy forward,”*said **Deeksha Ahuja**,

**Founder of Encubay.** “Women controlling over 50% of [global wealth](#) by 2025, is not just about numbers; its about redefining leadership and economic impact.

Women are expected to receive \$34 trillion by 2030 due to a massive wealth transfer, [highlighting the growing financial power of women](#). They are championing financial independence, purpose-driven [investing](#), and sustainable wealth creation. The 2025 wealth shift will be a historical moment where we will see a significant shift in investment trends,” added **Avneet Kohli, Co-founder of Encubay**.

“The percentage of female ultra-high-net-worth individuals worldwide rose to 11% in 2023 from just 6.5% in 2010. By recognizing and embracing this wealth shift, we can unlock new opportunities for innovation, collaboration, and [growth](#). This is an opportunity to empower more women and [shape a prosperous future](#) for all,” said **Archana Jahagirdar, Founder & [Managing Partner](#), Rukam Capital**.

## **Encubay at Davos: Uniting Voices, Driving Audacious Action**

In line with the [World Economic Forum](#)’s theme, “**Audacious Action**”, Encubay will facilitate:

### **Online Awareness Sessions:**

The “2025 Wealth Shift: Women Leading the Change” [LinkedIn Live Series](#) starting January 14, 2025. The series will feature thought leaders, entrepreneurs, and financial experts sparking dialogue and sharing [inspiring](#) stories of women shaping the future of investing.

### **Panel Discussions:**

The Great Financial Shift: Women, Wealth, and Impact” panel discussion will focus on how women’s growing financial power can redefine investment trends, challenge traditional [business](#) models, and foster inclusive economic growth.

### **Exclusive Events:**

Encubay will [host Women Investing Soires across Mumbai](#), Delhi, and Abu Dhabi in February and March to engage women entrepreneurs, investors, and financial leaders in actionable conversations about wealth management and purpose-driven investing.

### **The Women's Wealth Report:**

On [International Women's Day](#), March 2025, Encubay will unveil the Great Financial Women's Report, featuring insights, trends, and actionable strategies to empower women investors globally.

### **Global Speakers & Partners**

Encubay's session at Davos will feature an inspiring lineup of [women leaders](#) at the Women Inspiring Network Lounge at the Hotel Schatzalp in Davos, including:

- Archana Jahagirdar, Founder & Managing Partner, Rukam Capital
- Aditi Balbir, Co-founder & CEO, EcoRatings
- Sanskriti Thakur, Founder & Chairwoman, Tower Capital
- Cherie Blair, Founder, Cherie Blair Foundation
- Claire Lincoln, [Global Head](#) Institutional Investor Relationships, World Gold Council
- Deeksha Ahuja & Avneet Kohli, Founders of Encubay
- Daniella Foster, Global Head, Public Affairs, Market Access & Sustainability, Bayer Consumer [Health](#)
- Dhivya OConnor, CEO, Cherie Blair [Foundation for Women](#)
- Isabelle Grosmaître, Founder, Goodness & Co.
- Kanika Tekriwal, CEO, Jet Set Go

## About Encubay

Encubay is a global [startup and angel network enabling women entrepreneurs](#) through knowledge, networks, and capital. With a vision to enable women to create sustainable [businesses](#) and redefine leadership, Encubay is at the forefront of driving diversity and equity across the global entrepreneurial and investing landscape.

For more information, visit [www.encubay.com](http://www.encubay.com).

