

Romania Accessibility Awareness Day Conference

19 September 2025 – 09:30 am to 14:30 pm

National Library of Romania



Agenda

Moderator: Andreea Vasile

09:00 Registration

09:30 - 09:40 Welcome & Opening remarks

Welcome

Estera Anghelescu, RDCC President, Recruitment & Employer Branding Director at Kaufland Romania

Opening Remarks: “Accessibility as a Baseline: From Lived Experience to National Policy”

Carol-Eduard Novak, President of the National Paralympic Committee

09:40 - 10:40 Panel 1. Breaking Barriers & Building Inclusive Foundations

Speakers:

Alexandra-Maria Pop, Senior Manager, Product Localization & Accessibility at UiPath

Argentina Rafail, Counsel, Co-Head of Employment and Labor Practice at Dentons

Daniela Avram, Manager of Social Department at Asociația Ateliere Fără Frontiere

Estera Anghelescu, Global Employer Brand Leader | Recruiting & Employer Branding Director at Kaufland

Topics:

- Eliminating structural disadvantage for disabled colleagues and customers, and ensuring equitable workplace adjustments through inclusive policies and tools such as the Inclusion Passport.
- Disability at Work — from the EU Equality Directive to Romania’s Law 448/2006 and the new 2025 employer obligations.
- The role of **accessible technology** – building products and services that are usable by everyone, in the workplace and for end-customers.
- UiPath’s journey embedding accessibility into products: moving beyond empathy, ethics & compliance to highlight growth drivers like competitive advantage, customer trust, innovation, and expanded market reach.
- **Accessible technology in the age of AI** – aligning with international standards while navigating opportunities and challenges in the new digital era.

10:40 - 10:50 Interview: “Litoral Fără Bariere” – CAIC Smile & Kaufland România

Speakers:

Estera Anghelescu, Employer Branding Director at Kaufland Romania

Ionuț Stancovici, fondatorul asociației, Caiac Smile

10:50 - 11:00 Coffee Break & Networking

11:00 - 12:00 Panel 2. Recruiting, Retaining & Empowering Disabled Talent: From Data to Culture Change

Speakers:

Ana-Simina Patrăscoiu, D&I Officer at Raiffeisen Bank România SA

Costin Tudor, CEO Undelucram

Violeta-Mariana Mateș, People Experience & Inclusion | People Development | Certified Executive & Team Coach at Flutter

Mirela Lungu - GBS Development & Engagement Manager at SLB

Topics:

- Attracting, recruiting, and onboarding disabled talent, including supported internship programmes.
- Supporting employees with long-term health conditions to remain and thrive in work.
- Harnessing employee networks and leadership to drive disability inclusion and confidence.
- Disability pay-gap reporting – building trust and removing barriers to data collection.

12:00 - 12:10 Presentation: Employer Branding finanțat din Fondul de Handicap.

Speakers:

Tedy Necula, Necula Agency, CEO

12:10 - 13:10 Panel 3. Data, Culture & Leadership for Sustainable Change

Speakers:

Alexandru Bejenaru, Contract Management Leader | Global Client Engagement Specialist | Team Leader | I&D Disability Inclusion Advocate at Accenture

Mariana Comșa, Human Resources Director at Banca Transilvania

Cristina Căluianu, Board Member and Programme Coordinator, Asociația Centrul de Excelență prin Diversitate

Luise Brosner, Project Manager P&C Transformation at OMV Petrom

Topics:

- Disability pay-gap reporting – building trust and removing barriers to collecting data
- How a new disability and neurodiversity training programme is delivering positive cultural change
- Supporting managers and senior leaders to become disability-confident
- Designing and re-framing the language we use

13:10 - 13:25 Q&A

13:25 - 13:35 Closing remarks

Speaker:

Esteră Anghelescu, RDCC President, Recruitment & Employer Branding Director at Kaufland Romania

13:35 Networking lunch and individual meetings