

# MEMBER PROFILE

## About my personal experience :

- I grew up in an industrial sector specialized in clothing, and I worked with many Parties and Popular Organizations for women. Also, I have lived with a family that believes in gender equality on social, cultural and economic scales. Additional to this, my country Syria's stand as government and goals that sought and will always seek for this equality, enabling women to take their roles in all fields, thus, today you can find many women who became judges, ministers, army officers. These elements altogether made me interested in gender equality.
- My greatest professional achievement is Hanin Establishment and the Hanin® trademark which succeeded to transcend the national borders and become an international brand renowned in Middle East and European markets.
- The skills and qualities that helped me as a women entrepreneur were my personal belief and objective to create a venture which will immortalize mankind and my personal readiness to handle and take responsibilities in specialized fields whether industrial, organizational, or on party and association levels .
- I would advice the future women entrepreneurs who want to achieve success: to set their targets and identify the necessary components in order to launch their ventures properly, seriously and keep up their work regardless the obstacles or setbacks, because success is similar to freedom and can not be attained without perseverance or exerting huge efforts.

## About the association :

- The most important achievements of Mawred were launching the 1st pilot project "Mawred Business incubator" then "Qassioun Business incubator" as unique ventures in Syria. The incubators provided consultancy and support for emerging and existing businesses in Syria with the aim to help them become profitable companies capable of operating independently and contributing effectively to national economic development.
- Our projects and activities for 2010 will be opening a new business incubator. Strengthening the relations with the organizations of European Commission. Developing a network of women associations and organizations in order to empower women in the business sector.
- I wish for myself and my collaborators and future associations to enhance teamwork concept and develop a network of business women, also, to foster cooperation among their companies.



Mawred Board of Members



Mrs. Bedour Taha

- Presidente of MAWRED (Modernising & Activating Women's Role in Economic Development)
- Board Member of Hanin Establishment
- Member of AFAEMME (Association of Organisations of Mediterranean Businesswomen)
- Country of residence: Syria
- Nationality: Syrian
- Company: Hanin Establishment