

# MEMBER PROFILE

About my personal experience :

- How did you become interested for the field of gender equality?

*Because of the obstacles that women face in the labor market especially female entrepreneurs.*

- What is your greatest professional achievement?

*Running a legal business consultancy for over 20 years.*

- Which personal qualities/skills help you as a women entrepreneur?

*Extremely hard working, persistency, financial awareness.*

- What advice would give to future women entrepreneurs?

*To make a very thorough business plan and follow it closely with regular reviews.*



About the association :

- Which are the most important achievements of the association?

*AFAEMME is the only Mediterranean women entrepreneur Federation with 30 members from 20 Mediterranean countries.*

*We were the first Businesswomen Organization to present the conclusions of a gender project in the European Parliament in Brussels.*

*We actively participate in the European Commission strategic roadmap plan 2011-2015 for gender equality in decision making-positions.*

- Could you please tell us what are your association's projects and activities for 2010.

*The main activities and projects are orientated around strengthening the role of women in decisions making positions in the economy.*

- What will be your "collective wish" for you, your collaborators and the Association for the future?

*That women and men will have equal opportunities in the labor market and that therefore our Association will no longer need to exist.*



Mrs. M<sup>a</sup> Helena de Felipe Lethonen

- President of AFAEMME (Association of Organisations of Mediterranean Businesswomen)

- Member of the European Commission's Network of Women in Decision Making in Politics and the Economy,

- Vice-President of the Women Entrepreneurs Organisation from Spain (OMEGA)

- Member of the board of ANIMA INVESTMENT

- Member of the Commission of Women Entrepreneurs from ASCAME (Association of Chambers of Commerce from the Mediterranean)

- Nationality: Spanish- Finnish

- Company: FES Business Consulting SL