

# MEMBER PROFILE

## About your personal experience

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

The case was that I got separated, and I felt that I could give more, I felt strong and important for all the purposes that were coming to me every day to work in what I liked: the real sector. But my goal was to work with the international one. I made myself concerned from the beginning since I was not going to consent that one man me was treading on the heels and wanted to take off my shoes.

### - What is your greatest professional achievement?

One of my greatest professional achievements was a customer who has had to build a shopping mall, established himself in Mallorca. I have sold to them a big house next to the beach, with splendid grounds for urbanization. At that time people didn't understand anything, and they were buying in the shop on the corner. Since this moment I have decided to charge my batteries, because in this sector the women were meeting armor-plated doors, so I asked for going to United States, in California, and in Canada for a travel of shopping mall studies. In total we were 56 men and one woman: me. The profile of the assistant was lawyers, directors of centers. Commercial, architects, owners of tax exemptions the majority were English. We visited 20 states in a month, an average of two centers to the day.

There was very much companionship and it was the only experience where I had visited centers in England and others Europe's places. The best thing was that when I came back to Palm I have found a letter from the President of the world association of malls, Harold Couch, who inviting me to be the first woman in giving a conference on my experience in the trip in the U.S.A and the future project in Palm. The congress is annual and this year was done in Vienna in the Austria Centre there came 1800 men and an alone woman. I must say that I gave the conference in English and was very applauded by the assistance all except by a very small group of Spanish that in this period still not can digest that the woman had a place of representation in a men's world.

The better was that the organization treat me as a queen, the Mayor of Vienna organize me a cocktail in impressive town hall and a dinner in the palace where was living the Sissy Empress, with ballet, choirs and orchestra.

My incorporation in the Women's association Businesswoman start since 22 years, and I was always next to our Chairwoman Margarita Barceló, "Tin" was her surname. Everybody knew that she have an incredible force.

We deliver a "symbol" to the businesswoman which has stood out and recognition of the one that has helped the association throughout the years, do courses and give support to the new businesswomen, give those contacts and the possibility of exchanging between their experiences. We were present at all the events that the body can resist and signed agreements with different organizations, organize a fair dedicated to the enterprising woman together, etc.

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

One to standing out is the psychology that I try to use when I have to do something. For my work it was fundamental to speak English that I learnt when I was leaving in Karachi (Pakistan) for three years and a half, and certainly I did not learn it at school but with friends. Other one of the points was the driver's license which was indispensable for what I wanted to do, also to follow courses and congresses to reach my degree to exercise the profession of real-estate agent.

### - What advice would give to future women entrepreneurs?

I will tell them to really think about what they want to be or to do, and know about what it goes, a market research is very important and if they do it clearly that go for all, and the best opportunities are for those who risk. And it's important that businesswomen associate a women's association.

## About the association

### - Which are the most important achievements of the association?

The successes have been different the fair of the enterprising woman, businesswomen's meetings of several countries, courses of different contents honoring to "Tin" agreements, and a lot of others great things which we are in transition with.

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

We are studying a congress starts in Palm coinciding with the presidency of Spain and other projects that we will get informing punctually.

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

That we have to be more united, because it's something very useful...UNION IS STRENGTH!



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