

# MEMBER PROFILE

## About your personal experience

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

*As a woman, the interest is equivalent to a need if, not, to an obligation, the condition of a woman in the society makes that this need is expressed in a particular way because the chances of access are not always equal.*

*The other reason is personal; I am in charge of a company which acts in a sector still reserved to the men, that is construction and public works. Women entrepreneurs are non-existent there, whereas the entrepreneurial opportunities exist, especially in my country, almost everything is to be done as regards to construction.*

- What is your greatest professional achievement?

*The creation of my company is without doubt my greatest professional success; I of course regard it as a second baby after my son.*

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

*Initially my personal competences helped me and which I improved according to my management needs. Directing a company have also means directing a team, and for this it is necessary to have precise knowledge.*

*I have always believed in the virtue of training and of upgrading and personally by study marketing in Marseille, France, management in the USA and I carrying out similar within plan of the company, by reserving a good place to training for the benefit of my technical experts in order to allow them to be well aware of technologies and another knowledge in constant evolution*

- What advice would give to future women entrepreneurs?

*First to show aggressiveness, to believe in their own competences and to never lower their arms in front of difficulty. A company is built and, on the long run, what is especially implied is the company's culture and the control of the administrative tools and of management.*

## About the Association

- Which are the most important achievements of the Association?

*Each time I approached by women entrepreneurs who applies to join, or a woman who requires assistance, I feel pride to have achieved a dream. In an association, success can take various significances, an action carried out in times, a successful event or projects of women in right track, the success of an association it is a set of daily gestures and the satisfaction of each person who shares with me this dream, this is a success for me.*

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

*Between our specific activities we have the official launching of AME, starting from Algiers, the MENA Businesswomen network. It is a great networking project which will connect the thirteen (13) countries of the area. We also have in our program, an annual demonstration which will be held in July and, is reserved for the partnership AME-university. The objective of this meeting is to bring closer the world company to the new graduates and to consequently find framing opportunities in the academic world or to help those which want to invest in the entrepreneurial area to carry out their project.*

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

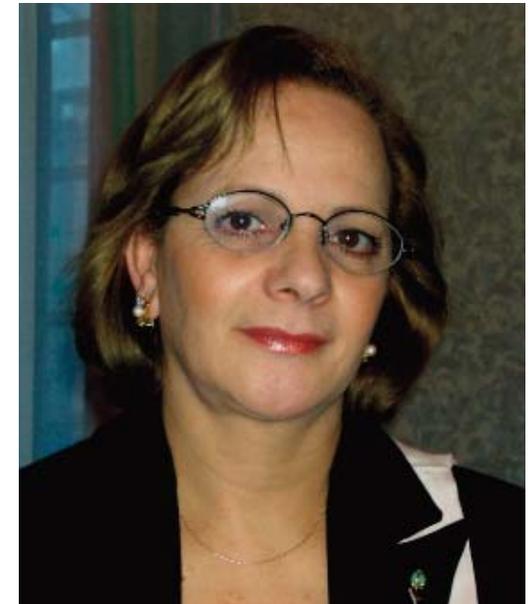
*The realization of the objectives that we have traced ourselves, on the short or the long run is a collective wish and a permanent engagement of all the members and associated.*

*In AME, we work together for the realization of the total action plan, in parallel the direction permanently well aware of the progress of the individual projects by following them up and through coaching.*

*Once these projects become ripe, satisfaction is collective. We finally seek to make of AME a proposal force and to attain more important place on the national market for women.*

*I would also like to speak about our project of networking "HAOUA". This project will connect all the women entrepreneurs of the four corners of Algeria. It will be operational before the end of the current year and it will make possible to women to be grouped by industry branch and by area. It has to be said that women of a given area will have a representation at a regional scale and will be able to communicate between them.*

*Then, those which intervene in a common branch of industry will have to thanks to this network information to share. Central management will be able of this fact to disseminate information by this channel and to meet the expressed needs, once information is collected.*



Mrs. Khedidja Belhadi

- Presidente of AME (Association Algériennes des Femmes Managers & Entrepreneurs)
- Board Member (Algeria) for the MENA BWN
- Member of AFAEMME ( Association of Organisations of Mediterranean Businesswomen)
- Country of residence: Algeria
- Nationality: Algerian
- Network Hub: Association des Algériennes Managers et Entrepreneurs (AME)
- Profession: Building company owner
- Company: EDECOR