

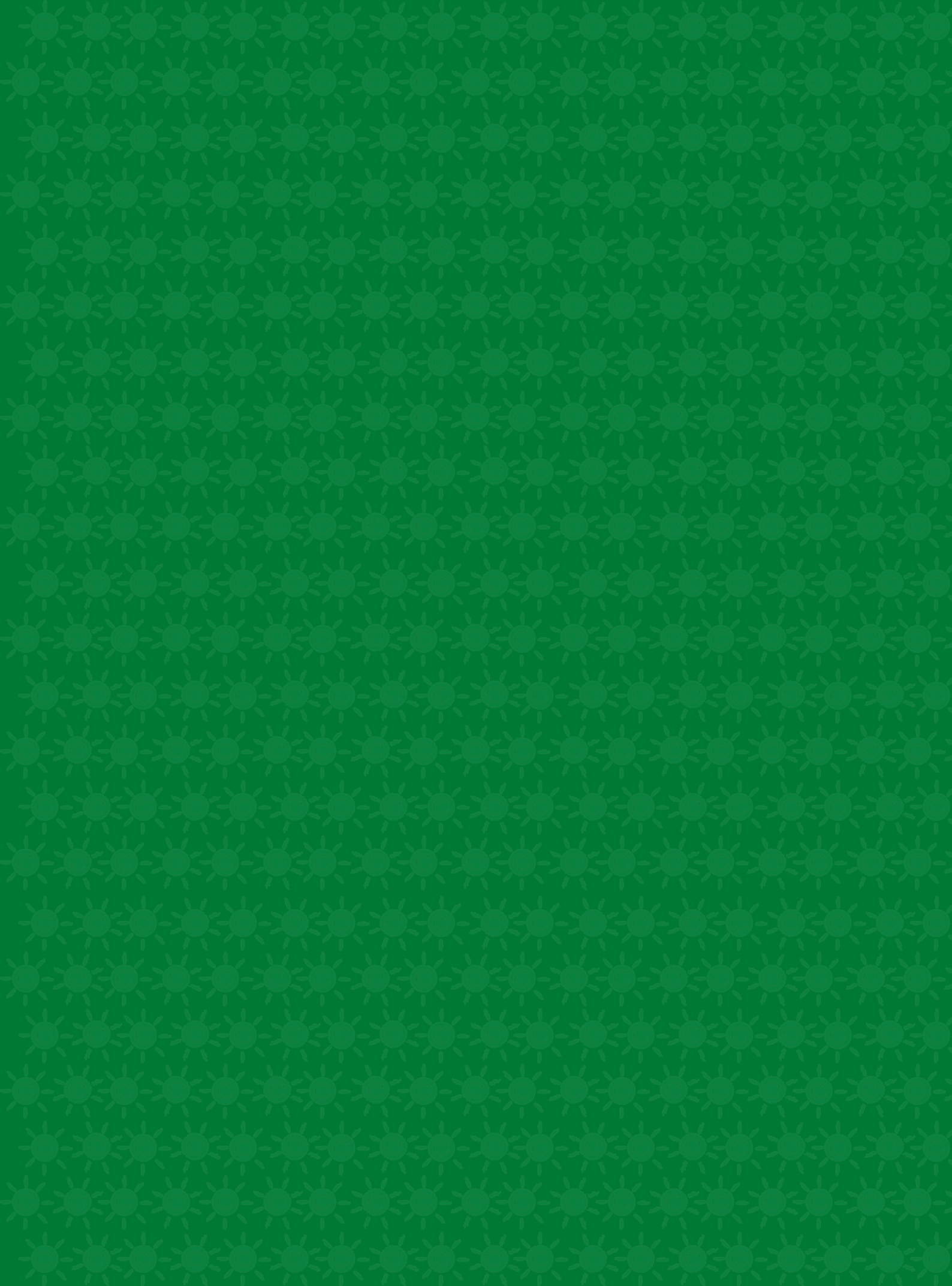
Energy Sector Capacity Building Activity

Women in Energy in Jordan

Challenges, Opportunities and the Way Forward

The Energy Sector Women's Leadership Forum and
Networking Event, May 19-20, 2015





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ACRONYMS

ESCB	USAID Energy Sector Capacity Building Activity
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Development Agency)
RE & EE	Renewable Energy and Energy Efficiency
USAID	United States Agency for International Development



Introduction

Why Women in Energy?

“No sector is more vital to Jordan’s economic future than energy. Powering Jordan’s future – these are the challenges that require all hands on deck, including manicured ones.”

With this statement, The Honorable Dr. Alice G. Wells, US Ambassador to Jordan set the stage for the Energy Sector Women’s Leadership Forum, attended by over 250 women and men from government, private sector, NGOs and universities. The USAID Energy Sector Capacity Building Activity (ESCB), a 4-year project supporting improved energy sector management, organized the Forum.

Why women in energy? Jordan needs competent men and women to address the many challenges in the critical energy sector. Women have the right to work, to fulfill their personal and professional goals and contribute financially to their families and Jordan’s economy. Yet in Jordan, where women make up 55% of university students and 30% of engineering students, only 15% of the workforce is female. Of the five largest energy companies, only one has a female board member. Low women’s workforce participation is a lost opportunity for the economy and for the vital energy sector.

The Women’s Leadership Forum—held under the patronage of HRH Princess Noor bint Asem—expanded upon a highly successful and active Energy Sector

Women’s Networking Event held the day before. The Networking Event sought to provide women with the contacts and information necessary to further their careers and help support them in the workplace. Over 300 female visitors joined over 30 exhibitors to discuss information on workplace rights and career opportunities as well as the challenges facing women in the sector. This event also included films, presentations and discussions on networking and women in the workplace, and a robotics workshop. See Annexes for the details of each event.

ESCB organized the Forum and Networking Event to “celebrate the successes that women have made in Jordan and globally and to address critical challenges that women continue to face in

the workforce” (Jessica Kosmowski, Deloitte Consulting). These challenges are worldwide, as emphasized by Forum panelists from Jordan, the United States, Egypt and Tunisia. Forum panelists broke the stereotype that women do not contribute meaningfully to Jordan’s energy sector. USAID Mission Director Beth Paige reminded everyone to “lose the mindset that there’s a problem and restrictions. Don’t go with assumptions because you will usually be wrong.” Rasmi Hamseh, Executive Director of the Jordan Renewable Energy and Energy Efficiency Fund, spoke on behalf of the Minister of Energy and Mineral Resources to emphasize the importance of continued government support for the strong contributions of women, saying “both sexes need to support the Ministry in promoting renewable energy and energy efficiency in several sectors – including outreach, IT and engineering.”

In addition to challenges, participants and panelists focused on the opportunities, success factors and recommendations for the future. They emphasized that men’s support and promotion of gender equality is important and told their personal stories – some of which went back 20 years to a point when there were hardly any women in the sector globally. The employer’s perspective was brought in throughout the day, with a focus on how we can recruit, retain and advance women to create a culture where the best women want to be and where diversity means a company serves all of its customers better – half of whom are women.

Throughout the two events, participants addressed these issues and brainstormed suggestions on how women and men can work together to increase women’s participation and leadership in this sector.

The main messages from the two days, further elaborated in this report are:

Yes, there are many challenges, but women have been breaking stereotypes and overcoming those challenges for more than 20 years—and more women are joining them.

Women’s role in the energy sector is an important topic for both men and women. Women who overcame the challenges had strong support from men – fathers, spouses, brothers, professors and colleagues – and other women. Men and women need to work together to break the stereotypes in the home, the education system and the workplace.

The energy sector needs everyone. Renewable energy and energy efficiency, as relatively new sectors in Jordan, have a huge growth potential with fewer entrenched cultural barriers for women to overcome. Networking is important for success. Successful women in the sector championed the importance of finding allies, mentors and supporters among male and female colleagues.

Increasing women’s participation is good business worldwide. It is a proven success factor in business, and for national economies.

The bottom line is that both men and women need to work together for the sake of the economy, the family, and for women to achieve their right to fully contribute to society.

This report provides a summary of the challenges, opportunities and suggestions for the way forward discussed by panelists and participants. It is a seminal report on the issues facing women in the energy sector, but will also be helpful for researchers and organizations interested in the participation of women in the general workforce in Jordan.

“If you look like the customers you serve, you tend to be more successful.”

Suzanne Kounkel. Principle, Deloitte Consulting LLP, Technology Sector Industry Lead, Media and Telecommunications.



Title: Women in energy

<http://escb-jordan.org/women-in-energy-animated-video/>

Challenges

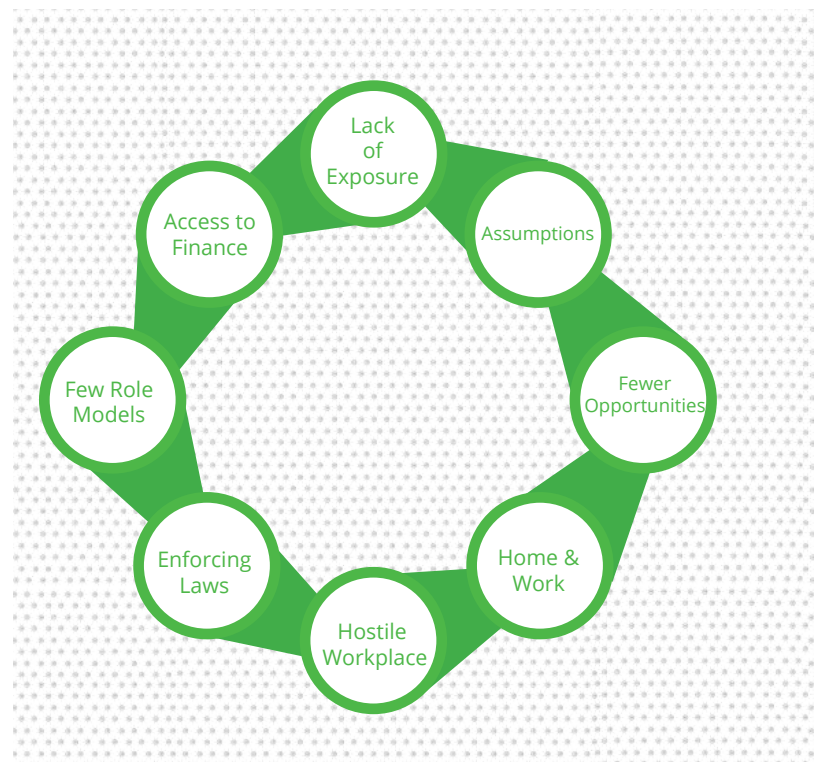
What's holding women back?

The Forum panelists and participants provided examples from around the world of how they and other women had overcome challenges through identifying key opportunities and taking actions to achieve success. Several participants also emphasized that the challenges are quite different in rural areas and other cities outside of Amman; something which requires further study.

The main challenges brought up throughout both days were:

Lack of exposure and access to information on energy sector opportunities, including careers that do not require long hours in the field or physical work.

Assumptions about women and work that often are not based on experience, especially in the energy sector. Assumptions discussed included: "Husbands don't want women to travel for training." "Women cannot/do not want to travel because they have children." "Women can't climb poles." "Women can't do field work. And they don't want to anyway." When faced with these comments, USAID Mission Director Beth Paige suggested people respond to these assumptions by saying "Did you actually ask women?"



Few opportunities exist for networking and mentoring, especially given that many women choose to spend time with family after work, rather than socialize with colleagues.

Few role models. The Forum showed that there are several successful women in this sector, though there have not previously been opportunities to highlight them or their achievements.

Women have two jobs – home and work. They do not want to give up either and don't feel they should have to. Some face resistance from family members if they spend too much time on work or need to travel, especially internationally – all steps which lead to workplace success. They want to fulfill their family and wider social obligations. Women throughout the day said, "We want equity, not equality." These women expressed that each wants to design her own life according to her values and those of her family. Their goal is not to achieve a norm on either extreme of 'having it all' or staying at home.

The workplace and academic environment can be at best unsupportive – and at worst hostile due to assumptions that women will not or cannot do certain tasks; resistance from some male colleagues or even clients who say "there's no way a woman can do that job, I need a man to do it;" and those who think "a woman cannot be a leader because she is too emotional." Sexual harassment is also a concern.

Laws, regulations and their enforcement. Jordan has some laws which are considered by some to be progressive - such as Article 72 of the labor law that requires all companies to provide maternity leave; and companies that have 20 or more female employees with a total of 10 children under the age of four to provide an adequate daycare center supervised by trained personnel. However, in practice, the nurseries are seen as a burden by many employers and both provisions are often used as an excuse not to hire women.

Access to finance. Women often do not have collateral for starting a business and have difficulty in obtaining loans.

// People say 'A woman is sensitive, she cannot be a leader.' I say 'What others see as a weakness (sensitivity), we can use it as an advantage to empower ourselves and be strong leaders.'

Kawther Lahidheb, MED-FNEC Key Expert, GIZ International Service Egypt

// What is more important: to build physical things, or as mothers to nurture human beings? This is a challenge for women.

Muna Hindiyeh, Associate Professor, Environmental and Water Engineering Department, German Jordanian University.

Opportunities

What's helping women to move forward?

Yes, Everyone agreed there are challenges, but there are also many opportunities for women. Many men support women both in the home and in the workplace, and all men are a crucial part of this discussion. At both events, successful women attributed their success to the following factors:

Parents' support and faith in their daughters. Fathers who created an expectation for high achievement from both boys and girls, and mothers who were role models for working hard and caring for the family.

Support from spouses, brothers, male colleagues and children who did their part to help keep the household running.

Taking advantage of any training courses, workshops and Forums such as this one to broaden skills. Pursuing opportunities to go overseas to learn about what other countries are doing.

Determination. Women on the panels cited that though they sometimes wavered, their paths depended on developing a strong resolve in the face of

prejudices, assumptions or stereotypes.

Vocalizing fears, challenges, ambitions, and passions to peers, mentors, family, and friends.

//

A wise woman can strike the balance between work and family with the cooperation of all family members and a bit of tolerance for mother coming late from work!

H.E. Wijdan Rabadi, Commissioner, Energy and Mineral Regulatory Commission

Working to develop confidence. Women who are sometimes less confident and outspoken than their male counterparts can focus on developing confidence by seeking out managers and mentors who empower their staff, practicing public speaking, and allying with colleagues to help them reach their goals.

Being a role model by setting an example and sharing experiences—especially successes—with others. Sponsorship and mentorship of junior female employees is important for providing advice and support for women to move ahead in their jobs.

Seeking out like-minded people who share similar passions.

Turning challenges into opportunities.

Seeing beyond the stereotype that women are less capable than men.

Tapping women's strong leadership potential. Worldwide, studies have shown that companies have greater economic success when they employ more women. Women in leadership positions help to shape a company's culture, goals and activities so they can better reach out to all customers.

Donor emphasis on women's leadership and inclusion. Women in Jordan are encouraged to join training courses, working groups and committees, and show what they can contribute.

Increasing access to finance through the private sector (such as Bank El Etihad's Shorouq program) and donor support (such as the USAID funded Jordan Loan Guarantee Fund). A portion of the budget is specifically indicated for woman-owned businesses, a portion for Small and

Medium Enterprises (SMEs), and some is allocated for environmentally responsible investments. Women have the opportunity to take advantage of these opportunities.

Maternity leave is now covered by the Social Security Corporation, which further weakens the argument that "women go on maternity leave so it's too expensive to hire them."

More companies have flexible working hours. As one business owner said "In my company, I get the best from people when I give them flexibility."

The rapid expansion of the renewable energy and energy efficiency (RE & EE) sector in the last 5-10 years has opened many opportunities (see box).

RE & EE Opportunities for Women

Men often leave for this growth sector in the Gulf, paving the way for more jobs in Jordan. (Even 20 years ago, this was providing an opening for women in the energy sector in Egypt.)

No one can say, "Women have not traditionally done this," because this work has never been done before!

RE & EE have a strong social and economic impact component, often appealing to women who want to do work with personal meaning.

RE & EE require a range of skills, including marketing and community mobilization. These need women to be able to go into the homes, work with women on projects and promote the adoption of new technologies.



The Way Forward

What needs to be done?

Panelists and participants made specific recommendations throughout the day on how to strengthen support for women to reach their potential in contributing to the energy sector. In this section, some are general and others are categorized as either institutional (including legislation and workplace environment) or social (including cultural norms). Perhaps the most important recommendation of all was for women to take action now – not to wait for something to happen.

Suggestions Included:

Start networking today. Meet women and men you've met at this event for a coffee and a chat.

Offer to mentor. Find a mentor. Do both! Empower each other, learn from each other to reach your goals.

Look at all of the innovation in the sector, the range of skills needed and see where you can fit best.

Seize opportunities for any training, workshops and meetings.

“

Networking is more than sharing business cards. It's connecting and knowing each other on a social and emotional level, not just business level. Networking needs to be constant – not just a one off or once yearly event.”



Majd Batarseh, Assistant Professor PSUT

Volunteer your time – for any of the activities above - to increase your network and visibility.

General Recommendations

Increase regional cooperation among programs, not just national.
Increase formal networking opportunities, especially outside of Amman.
Increase sharing of success stories, especially of women in leadership positions in utilities, private sector, NGOs and by individual women in their homes.
Increase formal internship and mentorship opportunities.

Institutional Framework (national policy, company policies and practices)

Link gender integration and national, corporate competitiveness to energy sector plans which include private and public sector cooperation, as was done with the ICT sector.

Establish a national gender policy with legal and institutional aspects and support issues such as day care, equal pay for equal work and workplace rights. Enforcement is key.

Support access to finance for women through the banking system and through the regulatory environment.

Strengthen academia-private sector dialogue to support relevant training, conduct employment surveys and encourage students to work in the energy sector.



Develop, publish and share gender policies within private and public sector organizations. Policy development should:

Establish gender performance indicators.

Strengthen human resources policies and practices for equal opportunity and to take deliberate actions to seek out and support female staff.

Improve the physical and cultural environment for females in field offices.

Increase flextime opportunities – for both men and women.

Improve training plans and opportunities – for all employees – especially those leading to certifications.

Strengthen internship programs
Establish mentoring programs within companies.

Establish a safe working environment with intolerance to racism, harassment, discrimination. Establish listening, empathy and loyalty training within leadership development programs for both men and women.

Consider affirmative actions or quotas for selecting interns, hiring and for identifying training opportunities. (This recommendation is controversial – some participants recommended it, others not.)

students understand their competencies – design, management, finance, etc. – and envision where they might be in 10, 20, or 30 years.

Develop and implement an ongoing campaign covering all segments of society inside and outside of Amman to promote women's participation and leadership in the sector.

Cultural and Social Norms and Attitude Change

Emphasize gender as a tool to strengthen Jordan's economic development. Change the conversation from "it's the right thing to do" to "it's the smart thing to do," which puts gender on the agenda no matter the audience.

Reduce cultural biases and do not make assumptions – people think women don't want to or cannot participate, but often they do and can.

Engage men in open dialogue about women in the workplace to include and influence perspectives of both genders. Panelists suggested that talking about gender as pertains to "our customers" instead of "our colleagues" can result in constructive communication.

Work with the education sector to change attitudes. Use education, especially hands-on education, to help



//

There's no going back. Jordan has made great progress in gender equality, and discussing the topic openly- you have developed a space for continued change."

Beth Paige. USAID Mission Director

Current Initiatives

In addition to the 31 exhibitors at the Networking Event (see annex II), several organizations participating in the Forum provided information about initiatives to promote women in the energy sector and the workforce in general, including:

CWEEL – the Jordan Chapter of the Council on Women in Energy and Environmental Leadership networking events

USAID Jordan Competitiveness Program internship program

GIZ programs, including the Economics of Integration program which supports mentoring, networking and sharing for women in coordination with the private sector. GIZ reminded attendees to look out for announcements from the Architecture and Engineering Business Council.

Bank al Etihad Shorouq Loan program for women entrepreneurs

USAID Energy Sector Technical Leadership Program benchmarking study of gender in utilities in five countries, including Jordan

International Robotics Academy hands-on education in Science, Technology, Engineering and Mathematics

USAID ESCB will continue to hold leadership activities and networking events, highlight the important contributions of women to the sector, facilitate mentorship relationships, and build the capacity of women to lead.

“ This is not the end- We will involve everyone in this room going forward and find opportunities to involve you in furthering this incredible energy we have shared today and yesterday.”

Mary Worzala, Chief of Party, USAID ESCB

Annex I

Energy Sector Women's Leadership Forum Agenda

Energy Sector Women's Leadership Forum Agenda

8:30 – 9:15	Arrival and Registration
9:30	Master of Ceremonies • Jenine Jaradat, Gender Advisor, Energy Sector Capacity Building
9:35 – 9:50	Welcoming Remarks • Jessica Kosmowski, Principal, Deloitte Consulting LLP, Federal Strategy and Operations Leader • Rasmi Hamseh, Executive Director of the Jordan Renewable Energy and Energy Efficiency Fund • Alice G. Wells, US Ambassador to the Hashemite Kingdom of Jordan • Beth Paige, USAID Mission Director
9:50 – 10:00	Setting the Stage • Mary Worzala, Chief of Party, USAID Energy Sector Capacity Building Activity
10:00 – 11:00	Barriers and Opportunities to Women's Leadership in the Energy Sector • Reem Hamdan, Director General Assistant for Planning, Electricity Distribution Co. • H.E. Malek Kabariti, Former Minister of Energy and Mineral Resources • Amani Azzam, Managing Director for Operations and Planning, National Electric Power Company Moderator : Muna Hindiyeh, Associate Professor, Environment and Water Engineering Department, German Jordanian University Moderator: Hala Zawati, Renewable Energy Consultant, EasyInfo, Advanced Computer Services
11:00 - 11:30	Networking Coffee Break
11:30 – 12:30	The Road Less Travelled: Success Stories and Lessons Learned • H.E. Wijdan Rabadi, Commissioner, Energy and Mineral Regulatory Commission • Hala Ballouz, President & Owner, Electric Power Engineers, Inc., Texas, U.S.A • Marwa Mostafa, Senior Planning Engineer, Egyptian Electricity Utility and Consumer Protection Regulatory Agency, Egypt • Kawther Lihidheb, MED-ENEC Key Expert, GIZ International Services, Egypt Moderator: Yara Abdel Samad, Chief Executive Officer, EDAMA Association
12:30 – 13:00	Innovation in Action • Majd Batarseh, Assistant Professor, PSUT • Ruba Hijazi, Eureka Coordinator, Jordanian Hashemite Fund for Human Development • Maleeka Zakarneh, Executive Manager, Jadara Electronics • Diana Athamneh, Projects Coordinator, Modern Arabia for Solar Energy
13:00 – 14:00	Lunch
14:00 – 14:30	Best Practices of Gender Equity in the Workplace • Zeena Majali, Co-Founder, CrysTelCall • Samzar Taha, Environmental Consultant, Engicon Moderator: Dr. Michael Cain, Chief of Party, USAID – Energy Sector Technical Leadership
14:30 – 15:30	Defining the Model of Inclusion: Developing Supporting Policies • Beth Paige, USAID Mission Director • H.E. Nadia Al Saeed, General Manager, Bank Al Etihad • Nidaa Majali, Business Development Manager, Millennium Energy Industries • Suzanne Kounkel, Principal, Deloitte Consulting LLP, Technology Sector Industry Lead for Technology, Media & Telecommunications Moderator: Raed Daoud, Managing Director, ECO Consult
15:30 – 16:30	Mapping the Way Forward Moderator: Mohammad Asfour, Senior Advisor, USAID Energy Sector Capacity Building Activity Summary by: Kathleen O'Dell, Senior Manager, Deloitte Consulting LLP

Annex II

Women Only Networking Event Agenda

Women Only Networking Event Agenda

Exhibitor Booths

INJAZ Jordan
Jordanian Friends of Environment (JOFOE)
Tamweelcom
Akhtaboot
Jordanian Hashemite Fund for Human Development (JOHUD)
AWJ Engineering
Jadara Electronics
Modern Arabia Solar Energy (MASE)
MENA APPs & Girls in Tech Jordan
Jordan Green Building Council (GBC)
RSS Network
Princess Sumaya University for Technology (PSUT)

Second Energy
University Of Jordan – Center for Women's Studies
Arabtech Jardaneh
JWIC
ARRD Legal Aid
EDAMA & CWEEL
MIZAN
International Robotics Academy
USAID Jordan Competitiveness Program
BIO Rotterdam
German Jordanian University
National Microfinance Bank

Professional Development Corner

Your CV — from Akhtaboot, Career Development Website
How to Introduce Yourself – Zein Ghanma, Professional Speaking Coach
Your LinkedIn Profile – Shawn Akard

Presentations

Networking in the Energy Sector in Jordan: Hala Zawati, Renewable Energy Consultant
Women's Rights in the Workplace: Dr. Abeer Dababneh, Director of the Center for Women's Studies at the Jordan University

Breakout Rooms

"Ana Huna - I am Here" Initiative films Beyond the Sky (Jordan), and Woman and a Half (Tunisia), by Center for Women's Studies supported by GIZ

Jordanian Friends of Environment (JOFOE) documentary - Solar Mamas (50 minutes)

Let's Invent Tomorrow! Robotics Demonstration by the International Robotics

Join conversations about Women in Energy at our sofa corner and snack tables.

Visit the Mobile Environmental Bus on display by the Princess Basma Youth Center (JOHUD)

Annex III

Women in Energy Briefing Note

Women in Energy in Jordan

WHY WOMEN IN ENERGY?



Women are needed in the energy sector (government, private sector, NGOs) for the following reasons:

- Jordan needs motivated and competent individuals – male and female - for this vital sector
- Women in leadership help to shape company culture, goals, and activities so they reach all customers – including female customers
- Employers have a larger talent pool to choose from
- Diversity increases company performance and employee retention. Hiring people of all backgrounds (women and men of different ages, people with disabilities, different social and ethnic groups) is good for business.
- Women bring a strong social commitment to their work, which can help energy projects to focus on socioeconomic benefits



Benefits to organizations who encourage diversity (hiring people with all backgrounds)

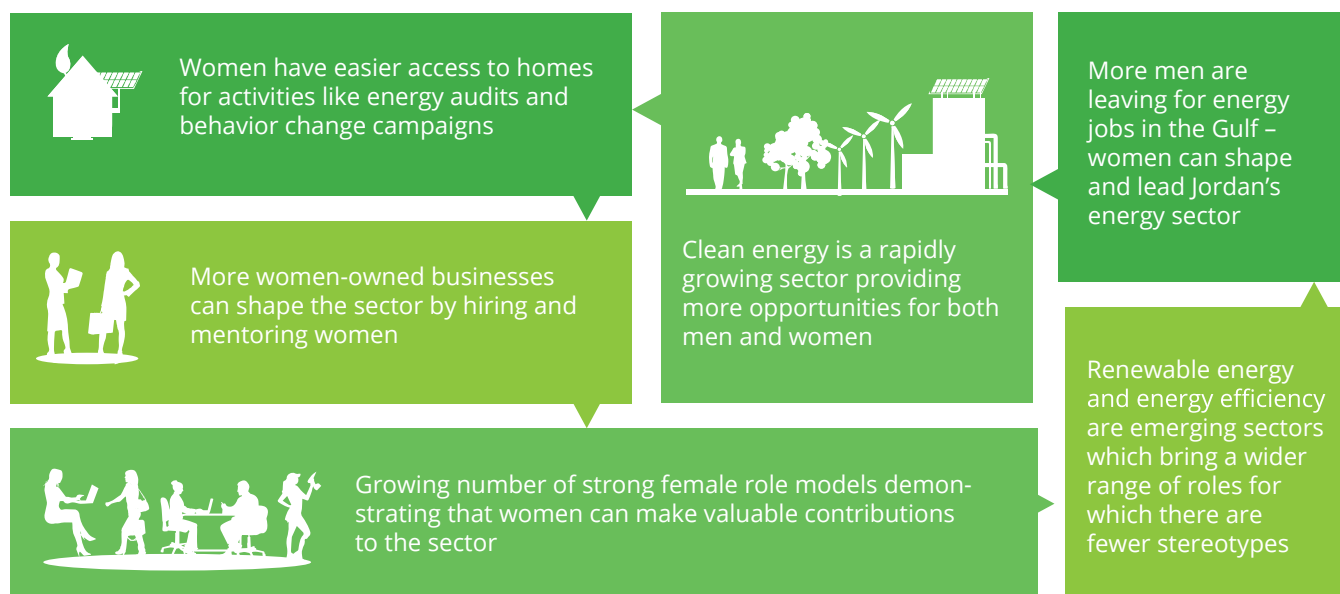
39% Higher customer satisfaction

22% Greater productivity

27% Higher profitability



Source: Cumulative Gallup Workplace Studies



What kinds of Jobs are there?

Customer relations Financial – banking (loans), Financial analysis, Accounting
 Technical – chemical, mechanical, electrical engineering; Sciences

Policy development Performance management **Legal**

Community development **Marketing and public relations**
 Communication – promoting adoption of new behaviors and technologies

Management, Administration, Human resources

Annex IV

Press Articles and Videos

Press Articles and Videos

"Women in energy" animated video

<http://escb-jordan.org/women-in-energy-animated-video/>

Forum and networking combined video

<http://youtu.be/LQ2RbEUbg5E>

Event photos

<http://escb-jordan.org/photos-energy-sector-womens-leadership-forum-and-networking-event/>



الغد 10:52 الخميس 28 أيار 2015 - 9 شعبان 1436

الوكالة الأميركية للتنمية الدولية تعقد منتدى المرأة القيادية في قطاع الطاقة



الخميس 21 أيار / مايو 2015. 12:00 صباحاً

عمان-الغد- عقد مشروع "بناء قدرات قطاع الطاقة" الممول من الوكالة الأميركية للتنمية الدولية منتدى المرأة القيادية في عمان أمس تحت رعاية الأميرة نور بنت عاصم.

وسلط المنتدى الضوء على نساء قياديات في قطاع الطاقة، وأبرز التحديات الاجتماعية والتحديات التي تواجهها المرأة في مكان العمل بهدف تشجيع مشاركة المرأة في المجالات المتعلقة بالطاقة.

وفي كلمته التي ألقاها خلال المنتدى، قال رسمي حمزة مدير صندوق الطاقة المتجددة في وزارة الطاقة "أفخر بكوني من المشاركين في هذا الحدث، الذي يهدف إلى تعزيز دور المرأة في القطاع."

تاريخ النشر: الخميس 21-05-2015

الوكالة الأميركية للتنمية الدولية تعقد منتدى المرأة القيادية في



قطاع الطاقة

عمان - الرأي - عقد مشروع «بناء قدرات قطاع الطاقة» الممول من الوكالة الأميركية للتنمية الدولية منتدى المرأة القيادية في عمان أمس تحت رعاية الأميرة نور بنت عاصم المعظمة.

وسلط المنتدى الضوء على نساء قياديات في قطاع

الطاقة، وأبرز التحديات التي تواجهها المرأة في مكان العمل بهدف تشجيع مشاركة المرأة في المجالات

THE JORDAN TIMES

Women leaders in energy share success stories, challenges faced on the way

by Rana Hussein | May 20, 2015 | 22:52 A-A+

Like 78 rate 5 Share 0 Tweet 2 in Share Email Print

AMMAN — When Ajloun resident Wijdan Rabadi decided to study electrical engineering in the early 1980s, the decision was met with rejection from her community.

"Our relatives and friends told me and my family that women cannot climb an electricity pole... you should not study this major," Rabadi said.

Unfortunately, she added, people in Ajloun, some 74km northwest of Amman, associated "my scientific studying with climbing poles, instead of looking at the bigger picture".

Today Rabadi, who holds a bachelor's and a master's degree in electrical engineering from Yarmouk University and the University of Jordan, is a commissioner and secretary general at the Jordan Energy and Minerals Regulatory



الاميرة نور بنت عاصم ترعى اطلاق منتدى المرأة القيادية



الاميرة نور بنت عاصم ترعى اطلاق منتدى المرأة القيادية



عرض الصور

عمان 20 ايار (بترا)- رعت سمو الاميرة نور بنت عاصم اليوم الاربعاء، حفل اطلاق منتدى المرأة القيادية في قطاع الطاقة ضمن مشروع "بناء قدرات قطاع الطاقة" الممول من الوكالة الامريكية للتنمية الدولية بحضور السفيرة الامريكية في عمان أليس ويلز.

وقالت السفيرة ويلز في حفل الاطلاق إن المنتدى يفتح الباب امام المشاركين لتطوير نهوض المرأة في قطاع الطاقة مشيرة الى ان المرأة في العالم تواجه الكثير من التحديات لإظهار قدراتها الكاملة في أماكن العمل، وان هناك القليل من النساء اللواتي يتولن مراكز قيادية في القطاعين العام والخاص.

