

MEMBER PROFILE

About your personal experience

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

I began working in Boschis s.p.a. when I was 23 and I noticed that there were some prejudices in female work. The same occurred in our Business Representative Organization (Api Torino), Apid's past President and me sat in Api Committee and there were no consideration to our words. That was the reason why with 55 entrepreneurs we decided to set up Apid in 1989 – an association dealing with female enterprises and gender culture. In Italy there were too many gender gaps to fill and we were entitled to make some efforts for enterprise and working women.

- What is your greatest professional achievement?

I chaired FEM, Apid and Confapid and since September I've been member of the Turin Chamber of Commerce Directive Committee

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

Creativity, pride in things I've done, a lot of energy and support from my family

- What advice would give to future women entrepreneurs?

To keep feminine qualities such as comprehension, organization, kindness, to be a good negotiator, to share your know how, to delegate, to have self esteem

About the association

- Which are the most important achievements of the association?

In the last 4 years, since Confapid had been set up, a lot of Apid associations were born all over Italy. This was possible thanks to visibility we achieved in Confapi and Italy. Last year we organized a B2B that created more or less 1600 meetings between enterprises.

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

We are organizing a second edition of B2B and we hope to have 350 enterprises and stands. Furthermore we carry on all institutional activities, such as projects and networking. We are managing with three others projects, two of them ("DIInaMicA" and "Pianificare per Competere") are focused on growing marketing skills in entrepreneurs. They are not only marketing courses or lessons, but we decided to join project work and mentors in order to use this experience on their own activities. The third is a European Project (women@business) about promoting entrepreneurship among young female graduates.

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

To make our wish come true, to spread female entrepreneurship and gender culture, to see our project approved and successfully carried out.



Mrs. Giovanna Boschis Politano

- President of APID (Imprenditorialità Donna)

- President of Confapid – Confapi Donne

- Member of the Committee for the promotion of the women entrepreneurs of Turin

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

- Country of residence: Italy

- Nationality: Italian

