

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. Mª 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