

# MEMBER PROFILE

## PERSONAL EXPERIENCE

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

Ever since I was born I have insisted on the same treatment of me and my brother in my family.

What is your greatest professional achievement?

I am satisfied with the work I do, and hence I think I do my best at it.

Which personal qualities/skills help you as a woman entrepreneur?

A great deal of knowledge, being systematic, socially responsible management qualities, listening to alternative opinions.

What advice would you give to future women entrepreneurs?

Hard work, firstly on yourself professionally and being positive. Use your emotional intelligence; women are blessed with more of it than men.

## THE ASSOCIATION

Which are the most important achievements of the association?

Together with the Government of the Republic of Croatia, we have developed the Strategy for the development of women entrepreneurship 2010-2013, as well as the Action plan for its implementation.

Could you please tell us what are your association's projects and activities for the future?

Women entrepreneurs networking in the country and abroad. Create better working conditions (families, child care facilities, kindergartens, preschool, the possibility of the extended stay in all schools for children till the age of 12)

What would be your "collective wish" for you, your collaborators and the association itself?

Each of us should work following the code of ethics we have developed. We should follow it in our work practices, spread it among all the women entrepreneurs and truly lead a socially responsible business as we are mothers – raising our children and educating them- and entrepreneurs."



**Mrs. Jadranka Radovanic**

- Position: President of the Croatian Association of Businesswomen (KRUG)
- Nationality: Croatian
- Country of residence: Croatia

"Don't do to others, what you don't want others do to you"

