

LUXEMBOURG MEETS ISRAEL

INTERNATIONAL FEMALE BUSINESS LEADERSHIP CONFERENCE



MINISTÈRE DE L'ÉGALITÉ
DES CHANCES

9. - 12. NOVEMBER 2013



HOW “LUXEMBOURG MEETS ISRAEL” STARTED...

When Mrs. Amira Dotan, Mrs. Hanna Kotzer Sapir and Mrs. Hanna Pri-zan came to Luxembourg as Israeli speakers in Female Leadership Conferences in March 2011, they met with the Luxembourg Minister of Equal Opportunity, Mrs. Françoise Hetto Gaasch - and the idea was born to organise a common event in Israel between Luxembourg and Israeli Business Women to exchange further and to learn from each other.

Two and a half years later this project has now been realized, and 30 Luxembourg Female Entrepreneurs and Business Women meet Israeli Female Entrepreneurs and Business Women....



MINISTÈRE DE L'ÉGALITÉ
DES CHANCES



The College of Management
Academic Studies
School of Business Administration

THIS IS LUXEMBOURG

SMALL COUNTRY, SAFE VALUES

Over the years Luxembourg has emerged as a sound hub for finance, logistics, automotive components, ICT, life sciences and clean technologies. Located in the heart of Europe, Luxembourg is the ideal gateway to the European market with over 500 million consumers. The Grand Duchy has one of the best locations in Europe with the continent's three top industrialised countries as its neighbours i.e. Germany, France and Belgium. Thanks to this strategic location, 80% of the European Union's GDP can be serviced in a radius of 700 km.

DISTANCE TO MAIN EUROPEAN CENTRES



OPEN TO THE WORLD

Markets and decision-making centres are close by: the time to reach Paris by high speed train is down to about two hours, London and Milan can be reached by air within 90-minute and Frankfurt is a mere 30-minute flight. Closer to home, the neighbouring countries form part of a "Greater Region" which look to Luxembourg as an economic motor. Not only is this region a rich source of skills with 150,000 commuters crossing the borders each day, but it is also a familiar market.

A MAGNET FOR TALENT

Luxembourg is an expert at importing knowledge: both via long-term immigrants and cross-border commuters. Of the half a million people living in the country, 44% are non-Luxembourgish and of the 368,400 people working here, 42% non-resident commuters. Overall, this adds up to the two-thirds of the workforce originating from outside the country. Cross-border thinking, mobility and the cosmopolitan nature of its workforce thereby contribute to the high productivity of the Grand Duchy. The language skills of the workforce enable our companies to proudly claim: We speak the language of our customers.

AN ATTRACTIVE BUSINESS ENVIRONMENT

Luxembourg has always pursued a pro-active economic development policy, allowing the country to establish itself as a sound hub for logistics, finance, ICT, life sciences, clean technologies and IP. Located in the heart of Europe, Luxembourg is the ideal gateway to the European market with over 500 million consumers. Due to its political and social stability, skilled and multilingual workforce, state-of-the-art infrastructures, excellent connectivity to markets, favourable legal environment and attractive tax climate, Luxembourg offers an exceptional range of assets and opportunities for doing business in Europe.

Thanks to this strategic location, Luxembourg has been able to attract the world's leading companies to establish their headquarters in the Grand Duchy. Among those global companies are ArcelorMittal, the world's largest steelmaker, satellite communications giants SES and Intelsat, automotive components maker Delphi (Powertrain Systems), chocolatier Ferrero, RTL Group, the leading European radio and TV broadcaster, Internet voice and video call provider Skype and intercontinental airfreight leader Cargolux International Airlines.

THE FACTS BEHIND THE SUCCESS-STORY

Luxembourg is the wealthiest country in the developed world, with the OECD putting gross national income per head at nearly USD 89,000, 30% higher than next-placed Norway and over 40% more than the USA. To the greatest extent this has been achieved thanks to a high performing, world class financial sector with the investment fund industry ranked second in the world and the private banking business sixth. Other varied financial businesses add to this mix which together with supporting services companies accounts for around 50% of output. The rest of the economy is focused on the provision of high value adding goods and services for local and foreign markets. In all these activities, it is the skills and multilingualism of the people and a business friendly environment which are the keys to the Luxembourg success story.

The Government is keen to help but is equally aware of the need to stand aside to allow companies to create wealth. Business taxes are low, with the country ranked 14th out of 183 in terms of overall business tax attractiveness. They also pointed out that the time required to conform to fiscal obligations in Luxembourg was the lowest in the EU.

Added to this, additional employment costs are amongst the lowest in the EU. For example, a PwC survey showed that a married person with two children could expect to receive 71% of their gross salary at a total cost of 114% to the employer. This compared to 62%/119% in Germany and 71%/191% in France.

SPONSORS

We would like to express a big THANK YOU to the Sponsors of the Conference:

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Pochon Lawyers & Associates, Luxembourg	page 8
Value Associates, Luxembourg	page 9

MINISTRY OF EQUAL OPPORTUNITIES

The Luxembourg Ministry of Equal Opportunities (MEGA¹) was founded in 1995 as the Ministry for the Promotion of Women. In 2004, it has changed its name and became the ministry as we know it today: a ministry to promote gender equality between women and men. In the early days of its existence, the ministry concentrated more on women's issues with a focus on several more specific themes as for instance domestic violence, gender pay gap, or the promotion of women to participate more actively at economic and political decision-making processes. This hasn't changed: women continue to be discriminated at many levels. Therefore there is still a need to concentrate political efforts to eradicate these inequalities. Nevertheless, the ministry has today based its policy on a "gender mainstreaming" approach in order to implement a policy of Equal Opportunities for women and men.

The two major guidelines for all actions of the ministry are the National Action Plan 2009-2014 and the coalition program for the period 2009-2014. The ministry has above a coordinating role, as the different ministries and local authorities are invited to implement gender equality in their own administrations and promote gender equality in their specific fields of action. Gender Equality is considered as a transversal subject, which needs to be implemented in many areas.

But the MEGA is taking own political actions by putting emphasis on different priorities concerning "Gender Equality and Society", "Gender Equality and Work/Education" and "Public relations". The first topic concerns issues related to social policy as for instance domestic violence, care of victims or Human Trafficking, prostitution and men's policy. The second

issue is related to economic and political participation of women e.g. work/life balance, gender pay gap and educational matters. Finally, public relations are efficient key instruments to promote gender equality in society through regular communication campaigns in order to eradicate stereotypes on gender.

¹ Ministère de l'Egalité des chances

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LUXEMBOURG FOR BUSINESS - TRADE AND INVESTMENT OFFICE IN ISRAEL



Yael IDAN



Itai HORSTOCK

The Luxembourg Trade and Investment Office in Israel offers comprehensive information about Luxembourg as a business location as well as a tailor-made settlement support and other cost-free inbound investment consultancy services for companies interested in setting up in Luxembourg.

Our executive team offers personalized services and provides companies with the following assistance:

- ✓ information on cost including wages and taxes, entry and immigration, human resources and other framework regulations in Luxembourg

- ✓ advice on financing and incentive opportunities
- ✓ access to high-ranking government officials and other key network contacts
- ✓ practical help including visits to office and industrial parks
- ✓ continuing support offering the opportunity for investors to raise their concerns and issues to the government after settling in
- ✓ Luxembourg benefits from a broad network of representatives in more than 150 locations which can support you in doing business from and with Luxembourg.



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POCHON LAWYERS & ASSOCIATES



Brigitte POCHON
Partner

POCHON LAWYERS & ASSOCIATES, Avocats à la Cour, is a multidisciplinary and independent Luxembourg Law Firm active in Corporate Business Law, Intellectual Property Law, Labor and Employment Law, Business and Commercial Litigation.

Our understanding of our clients' business practices together with our know-how and practical skills enable PL&A to provide a full range of legal services to both national and international corporate clients and individuals.

One of our highest priorities is our confidential relationship with our clients as this helps us to maintain our clients' trust and confidence.

Each relationship starts with a single point of contact allowing us to avoid confusion. A distinctive expert team is built around afterwards to find the best approach and optimal solutions to the situations that clients face nowadays.

Practices

- ✓ Corporate
- ✓ Domiciliation & Administration of Companies
- ✓ Commercial & Civil Litigation
- ✓ Family Law
- ✓ Labor Law
- ✓ Intellectual Property
- ✓ Real Estate & Construction

Pochon Lawyers & Associates



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VALUE ASSOCIATES



Manuel BALDAUFF

VALUE ASSOCIATES is a boutique advisory and consulting firm with a strong Luxembourg network.

We provide bespoke corporate finance services such as:

- ✓ mergers and acquisitions (target/seller or acquirer identification, full process management)
- ✓ due diligence
- ✓ valuation
- ✓ business planning, including for regulatory purposes (banking and financial sector professionals)

We further provide the following:

- ✓ contact with regulatory, economic and political decision makers
- ✓ access to independent directors and/or key staff
- ✓ general business facilitation

We put strong emphasis on confidentiality, integrity and quality. We only serve a limited number of clients and aim at long-term relationships.

Please visit our website www.value.lu

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ORGANIZERS

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MCMC

MAISON DU COACHING, MENTORING ET CONSULTING

MCMC was constituted as an NGO in 2010 and develops in cooperation with public partners programs related to Social Corporate Responsibility, Assertive Leadership, Corporate Governance and (Gender) Diversity.

Since 2011 three programs have been conducted:

1. The "Female Board Pool" initiative in cooperation with the Center for Corporate Governance of the University of St. Gall/Switzerland (www.female-board-pool.com) for Board ready and Board active women
2. The "Luxembourg Pionnières" initiative in cooperation with the "Fédération Pionnières" Association in Paris/France (www.federationpionnieres.org) for female entrepreneurs
3. The "M-ProJ – Professional Mentoring for Youngsters" in cooperation with the Center for Educational Psychology and Guidance - CPOS

Rita Knott – President and Founding Member of MCMC

Rita has 26 years of banking experience within the Israeli Bank Hapoalim in Luxembourg, whereof 11 years (1997-2008) as a board of management member.

She is an accomplished executive and team coach and constituted her consultancy in Luxembourg in 2008. She is specialized in mentoring programs for leadership development, executive and team coaching, as well as organisational development.

Together with three other executives coaches she co-founded in 2011 a global coaching company in London (www.sinemuris.com)

Stéphanie Spies – Board and Founding Member of MCMC

Stéphanie has 4 years of internship and work experience in different fields, like



Rita KNOTT



Stéphanie SPIES

Social and Health Care, Professional Education and Business Administration.

After she obtained the Master's degree in Developmental and Clinical Psychology in 2011, she started working as a Professional Trainer, Project Coordinator and Evaluator of various Leadership and Career Development programs.



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COLLEGE OF MANAGEMENT ACADEMIC STUDIES, SCHOOL OF BUSINESS ADMINISTRATION



Amira DOTAN



Hana KOTZER SAPIR



Hana PRI-ZAN

The Israeli Academic Research Institute of Conflict Resolution and Mediation is dedicated to the research and development of the field of Mediation and Conflict Resolution. Its residence in the College of Management Academic Studies, specializing in nine academic schools and allows for a full interdisciplinary approach. Leading scholars from various disciplines contribute to the research conducted in the center and to the debate held on specific conflicts.

The institute hosts "round tables" processes in which representatives of rivals in different disputes come together to search for an Understanding. The Institute developed a leading academic curriculum for students who wish to specialize in the field of ADR (Alternative Dispute Resolution). Courses are held in the various schools of the College, focusing on different angles of ADR, relevant to students.

Corporate Social Responsibility Center was established in order to develop and instill the principles of Corporate Social Responsibility and Sustainability amongst students, academic scholars and personnel, through various academic tools.

The Center's Vision:

- To evolve into a research institution obtaining an abundance up-to-date information, available to everyone;
- To develop joint cooperation with local authorities and municipalities nationwide;
- To carry-out international programs involving delegations of students and lecturers from all over the world.



The College of Management
Academic Studies

School of Business Administration

COLLEGE OF MANAGEMENT
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**Amira DOTAN**

Amira Dotan, Brig. General (Res.), former Member of the Knesset, Senior Mediator & Senior Facilitator in Consensus Building Processes.

- Chairperson of the Israeli Academic Research Institute of Conflict Resolution and Mediation, the College of Management Academic Studies, School of Business Administration, which is run in cooperation with Hana Kotzer Sapir.
- Chairperson of the Center for Corporate Social Responsibility – School of Business Management – The College of Management Academic Studies.
- Senior Lecturer of Mediation Courses at various Colleges and Academic Institutions countrywide including: the Netanya Academic College, the College of Management Academic Studies and Sapir College.
- Founder and Joint CEO of the Mediation Center, Neve-Tzedek.

In addition, Amira is active in various roles, amongst them:

- Directorate at Poalim Capital Market
- Directorate at the Jewish Colonial Trust
- Member of the Board of Trustees at Ben-Gurion University
- Member of the Board of the World Zionist Organization
- Member of the Board at Yad Ben-Zvi Institute
- Member of the Board at Sapir College
- Member of the Board of "Kolot"

Since 2010, she has been carrying on the vision and legacy of her late daughter Anat Zl., and has been promoting and initiating various cultural activities and studies in the Negev.

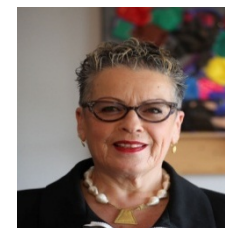
**Hana KOTZER SAPIR**

Hanna Kotzer Sapir, retired Police Brigadier General, Senior Mediator.

- Founder and Joint CEO of the Mediation Center, Neve-Tzedek
- Bachelor in Education – Tel Aviv University
- Master in Education – New York University
- Graduate of the ADR (Alternative Dispute Resolution) Program – New York

Experience in Mediation and Mentoring:

- Specializing in counseling, training, planning, developing and escorting mentoring processes for private clients (career and business women) and organizations.
- Mentor at a wide range of fields including: the Ethiopian Women Community in Sderot, Hi-Tech workers, Scholars, Businessmen & women, Families etc.
- A senior lecturer of Mediation Courses at various Colleges and Academic Institutions countywide including: the Netanya Academic College, the College of Management Academic Studies, Sapir College.
- Managing workshops debating the subject of *Integrative Dialogue* as part of the ADR and interpersonal communication, in Academic Institutions, Public Organizations and Business Corporations.
- A Senior teacher at the internship program for mediators in the courthouses, in cooperation with the Justice Ministry, the National Center for Mediation and Conflict Resolution (2000 – 2009).

**Hanna PRI-ZAN**

Hanna Pri-Zan, B.A. in Economics & Statistics at Hebrew University in Jerusalem (Israel) 1972-1975, Master studies in Business Administration at Hebrew University in Jerusalem (Israel) 1975-1977.

- Many years of experience in Senior Leading Positions in Banking and Securities Trading Business within Bank Hapoalim B.M. Tel Aviv (since 1972)
- Member of the Board of Management of Bank Hapoalim B.M. (2004 – 2012)
- Member of the Board of Government of the College for Academic Studies.

Further Board Positions:

- Member of the Board of Directors of the Tel Aviv Stock Exchange (to 2/04)
- Member of the Board of Directors of the Tel Aviv Stock Exchange Clearing House (to 02/04)
- Member of the Board of Directors of "Maof" – The Clearing Depository, The Tel Aviv Stock Exchange (to 02/04)
- Member of the Board of Directors of The Nominees Company of Bank Hapoalim Ltd. (until 02/04)
- Member of the Board of Directors of Poalim Asset Management (Ireland) Ltd. (until 2012)
- Member of the Board of Directors of PAM Holdings Ltd. (until 2012)
- Member of the Board of Directors of Poalim Asset Management (UK) Ltd. (until 2012).

FEDIL

BUSINESS FEDERATION LUXEMBOURG

Fedil – Business Federation Luxembourg is a politically independent business federation which acts as a business representative and is a privileged contact for national and international authorities as well as political decision-makers on business-related economic issues, social affairs, labour relations, training, energy and environment, information and communication technologies and R&D. Fedil representatives hold mandates in the most relevant official councils or commissions with regard to the above-mentioned issues.

Fedil offers a wide variety of services to member companies ranging from regular newsletters to customised advice on business-related issues. An experienced legal team assists member companies with all kinds of questions related to labour law and collective bargaining. Fedil is the Luxembourg representative in BUSINESSEUROPE, the Confederation of European Business. Fedil's permanent Brussels

office focuses its work on the most relevant business-related European issues and facilitates member companies' contacts with European institutions.

Today, Fedil - founded in 1918 -, is a multisectoral business federation. Its small, medium-sized and large member companies playing an important role in the Luxembourg economy in terms of added value, domestic employment and annual exports. Fedil membership covers companies from manufacturing industry, construction and services.

Fedil's permanent staff performs its mission under the supervision of the board of directors, composed of representatives from the major economic sectors represented in Fedil. The board decides upon the strategic orientations of Fedil, its work priorities and policy positions.

Thematic working groups, comprising experts and executives from member companies, act as

think-tanks and give Fedil the necessary input to maintain a close link between business interests and Fedil actions. Regular and ad hoc forums on issues such as human resources, energy and environmental management are designed to exchange best practice between member companies.



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STARTAU

TEL AVIV UNIVERSITY
ENTREPRENEURSHIP CENTER

StarTau was established in 2009 at the Tel Aviv University in order to service Israel's aspiring entrepreneurs. It's a non-profit organization assisting businesses and entrepreneurs from a variety of business fields including: internet ventures, bio-tech development, mobile applications, low-tech ventures, patent licensing, medical devices and more. We link private sector entrepreneurship, angels, VCs and companies to the academy and the public sector.

StarTau provides entrepreneurs with the opportunity to receive practical and professional guidance, in addition to

providing them with a classroom experience and needed resources. The team focuses on assisting in all parts of their business ventures: business development, marketing, legal advice, etc. StarTau wishes to promote entrepreneurship in Israel while aiming to become a prominent organization in the global entrepreneurship.



Elena DONETS



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BAULER & LUTGEN



Maître Anne BAULER
Lawyer

Mrs Anne Bauler has been admitted to the Luxembourg bar in 1993. She made her studies at the University of Nancy and Metz in France. Her mother tongue is French but she also speaks Italian, English and Luxemburgish.

She is partner of the law office BAULER & LUTGEN since 13 years. The law office BAULER & LUTGEN is made up of 7 lawyers who work in the litigation field. Each lawyer has its field of activity.

The law office BAULER & LUTGEN is specialized in administrative and constitutional law, criminal law, labour law, social security law and civil law.

Mrs Anne Bauler is in particular specialized in the following areas :

- ✓ medical law
- ✓ planning law
- ✓ environment law
- ✓ family law

She has experience in conducting conferences. The latest was a conference concerning medical liability done in April 2013.

Mrs Bauler has always been active in her professional life outside the lawyer profession. Indeed as a young lawyer, she was a member of the bar at national and international level. She is also a former member of an environment organization.



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LUX DECOR PEINTURE



Véronique COULON

Company profile

LUX DECOR PEINTURE is a company of building painting and of decoration services, created in 2002 in Luxembourg. Its international activities extend in France and Belgium.

Besides painting, our know-how enables us to produce structured or smooth coatings, stucco, patina and to put up wall coverings. We favor above all work excellence, dialog, timing respect and high-targeted advice. We have environmental concerns and we provide recommendations that respond to ecological norms.

Banks, office spaces, residential properties, retails, private houses, we provide all real estate sectors with our services to create functional, conventional or design atmospheres.

Biography of Veronique Coulon

Veronique Coulon is graduated of the School of Architecture of Nancy (France) and in management of companies. She was manager of the technical and financial services in the domains of the town planning and the accommodation. She took part in complete realizations of projects and is specialized in the renovation of buildings. In 2002 in Luxembourg, her dynamism and skills permitted her to create her own company of building painting, with international activities, in France and in Belgium.

Veronique is a board member of the Fédération des Femmes Chefs d'Entreprise du Luxembourg and an Ambassador of Luxembourg in the European Network of Female Entrepreneurship Ambassadors.



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INFEUROPE



Aude DEFFIT
Project Manager &
Technical Consultant

Company profile

INFEUROPE S.A. is a thirty year old IT company specialised in providing IT services such as designing, developing, supporting, promoting software applications, and managing multilingual information and documentary systems.

Customers are European Union institutions, international organisations, European agencies, national government administrations and the private sector.

Trainings and certifications are an important principle in infeurope S.A., e.g. PMPs, PRINCE2, ITIL, ISTQB.

INFEUROPE S.A. is also a member of the United Nations Global Compact

Description of my activities

✓ Management of IT projects undertaken for European Union institutions: planning, monitoring, reporting, managing and assigning work, acting as the primary point of contact to the customer.

✓ Participation to the preparation of technical and financial tenders.

✓ XML Consultant as Quality Manager, Change Manager, Test Manager, Business Analyst, Trainer, Coach, Developer, HelpDesk

Certifications: PRINCE2, ITIL, ISTQB, Semantic Web, SQL.

Professional trainings: Project Management, Lean Six Sigma, Technical writing, XSLT, XmetaL, Java.

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LD HOME



Lauriane DELMER

LD HOME was created in January 2012 in Luxembourg.
Workforce : 2

LD HOME is the merge of her director Lauriane Delmer's passion : HOUSING.
Positive attitude and human consideration is the philosophy and the daily leitmotiv including : Communication, creativity & lifelong learning.

Our Values:

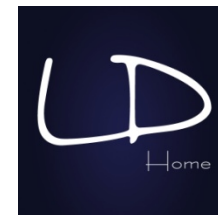
- ✓ A tailor made service
- ✓ Customer satisfaction
- ✓ The total support

Activities :

- ✓ Renting Management – Sales
- ✓ Home Interior Design : advices and full realization of the works
- ✓ Home-Staging : to showcase a property to sell

With a building partner :

- ✓ Traditional building and wood building
- ✓ Extensions
- ✓ Transformations of existing homes
- ✓ Renovations



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P.M.C. AGENCE TEXTILE & LUXINDIRA (DIVERSITY)

PMC AGENCE TEXTILE SARL is a go-between in the textile sector, specializing in scarves and sweaters.

Valérie Dubois-Chahmérien is the founder, owner and associate director of the company. She has been in the textile industry for 20 years. Valérie is also in charge of developing collections, by matching the expertise and competence of each manufacturer to market demands and trends. The developed collections are then presented to PMC's customers.

The main suppliers are in China and India. The Head-office is in the Grand-Duchy of Luxembourg.

PMC works with its clients in 3 different ways :

- ✓ The client selects a product which was developed by PMC
 - ✓ The client specifies its own changes to the product from the collection in dimensions such as size, color and quality
 - ✓ The client specifies a bespoke product for PMC to develop
- Most of the customers are located in France and in Belgium.

This includes 4 different types of clients:

- ✓ Chain stores large and small
- ✓ Brand names
- ✓ Department stores
- ✓ Shops on line

PMC AGENCE TEXTILE controls the development of samples, production, quality controls including the logistics and distribution stages. By covering the whole value chain, the clients have just one interlocutor. This efficiency is significant for the clients. PMC proudly earned its ESR "Social Corporate Responsibility" label in November 2011.

In 2012, Valérie Dubois-Chahmérien established with a business partner, a second company LUXINDIRA SA, for her own line of products under the "Diversity" brand which builds on her experience and vision. It was launched in the Summer of 2012 through her online shop "www.wear-diversity.com".



Valérie DUBOIS-CHAHMERIAN
Associate Director

The *Scarf* is the central piece of the Diversity collection, a symbol, a link, a bridge respecting each and everyone's cultures. The main goals are:

- ✓ To extend the collection by adding sweaters, coats and bags in exclusive limited editions
- ✓ To offer new points of distribution such as corners in luxury hotels, cruise lines and duty free airport shops.



diversity

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BE ZEN



Isabelle GASSMANN

BE ZEN offers a combination of mind- and body-coaching which allows to find energy and harmony in times of profound change.

To mitigate the impacts of the ubiquitous stress to which we are all exposed, BE ZEN integrates the following tools and approaches:

1. Shiatsu, the Japanese finger pressure massage performed on the fully-dressed individual, which unlocks inner energy, increases resistance and prevents illness.

2. Sophrology, a mix of western and eastern relaxation and meditation techniques, which allows to maintain inner balance and peace.

3. Neuro-linear programming (NLP), which helps to improve communication, self-conditioning and personal development.

BE ZEN's holistic coaching is geared to increasing the faith and self-confidence of the coachees, allowing them to live in harmony with their values and to achieve their personal and professional objectives.

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ADEIS

ADEIS is a Luxembourg consulting firm incorporated in 2009. The partners have spent their professional lives supporting high standards of ethics and professionalism in the Fund Industry. They put their skills, network and experience on offer for client Funds.

As a fully independent firm ADEIS brings to its business partners :

- ✓ Extensive and practical knowledge of the investment fund industry
- ✓ Precise & pragmatic feedbacks based on professional experiences
- ✓ Independent solutions exempt from any conflict of interest

- ✓ Long term partnership and commitment based on loyalty and integrity
- ✓ Access to an extensive business network within the European and Luxembourg market places
- ✓ Support to deploy their business case.

Véronique spent her 25 years career in the Luxembourg fund industry in various positions such as fund reporting, fund administration, transfer agency, domiciliation, legal and compliance. Beyond her extensive knowledge of the Fund industry, she has contributed to a large extent to the launch and development of several businesses on the market place



Véronique GILLET
Managing Partner

and has been fully involved in corporate matters such as finance, human resources and corporate governance.



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PATRIZIA LUCHETTA

MINISTRY OF ECONOMY AND FOREIGN TRADE,
GRAND DUCHY OF LUXEMBOURG

Patrizia has been with the Ministry of Economy since September 2006. She began her career in the industrial and financial sectors, primarily in the fields of marketing and public relations.

In 1996 she joined the Luxembourg social-democratic group as a parliamentary attaché, helping to formulate budgetary, economic and environmental policy. In this function she defended the group's views in task forces at the European Union level, including fiscal policy and banking legislation

Her experience also includes working with PAM, a California based public affairs group specializing in environmental concerns.

Within the Ministry of the Economy she has been the lead agent in developing the Health Sciences and Technologies Hub, to bring

expanded research, business and job opportunities to the Luxembourg economy. Her expertise over a wide range of disciplines has been instrumental in the success of this program. She's recently been given the responsibility of refining the Ministry's strategic orientation with regard to clean / green technologies.

Patrizia sits on the Board of the Integrated Biobank of Luxembourg (IBBL), of Luxembourg's National Health Laboratory and of the European Personalized Medicine Association (Epemed). She is also board member of the energy company Enovos international S.A.

Patrizia received both her Bachelor of Science degree in Social Science and Masters of Arts degree in Social Science



Patrizia LUCHETTA
Director New Technologies & Life Sciences

from the Open University. She is member of the International Institute for Management Development (IMD), Lausanne. Patrizia has recently completed a specialized Biotech Management Programme at IE Business School (Madrid).



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie
et du Commerce extérieur

PATRIZIA LUCHETTA
Director New Technologies & Life
Sciences
Ministry of the Economy and of
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KIDSCARE

kidsCare handles 9 childcare centres and kindergartens, looking after 3 months old to preschool age children.

In our nurturing environment, babies and infants are respected and supported, to feel emotionally secure. We offer a place that stimulates their curiosity and desire to learn, where their right to be different and their uniqueness are truly respected.

Babyfood, a kidsCare branch, prepares and provides organic food for young children, sometimes even for adults.

kidsCare works with companies as well as directly with families.



Béatrice MARTIN
Manager and
Project Leader



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ATOUT IMAGE



Corinne MIGUERES
Managing Partner

SERVICES TO COMPANIES, UNIVERSITIES, SCHOOLS...

"The image of your staff is in the middle of your communication!"

Each company has an own identity, a history, and its own codes which are real social signals allowing identifying a job, its qualities, its credibility... Staff members are transporting the image of a company to its clients, suppliers, networks...

In universities, schools, knowledge and technical skills are being taught but rarely students get trained in behavioural skills!

Success is equally linked to knowledge and techniques than to social skills (behavior, presentation, politeness, decency)

In 60 seconds... : Your staff is judged, analyzed, evaluated. Your company too is being judged. Your clients gain a good or a bad impression... of both parties !

I propose to accompany your staff individually or in groups in workshops or seminars and to valorize their development in your company.

Objectives :

- ✓ Develop the potential of the person
- ✓ Develop the person's charisma, leadership
- ✓ (Re)gain self-confidence
- ✓ Boost the person's capital in « class, beauty, elegance »
- ✓ Bring out the personal assets for generating more success
- ✓ Get an integration lever for the company
- ✓ Gain well-being and good morals

My tools: Workshops, trainings, seminars, tailor-made services.

IMAGE COUNSELING FOR INDIVIDUALS

- ✓ define and refine the personal style
- ✓ determine the facial and body morphology, the colorimetric of the person

- ✓ optimize hairstyle, make-up, clothing
- ✓ advice about the most suitable textiles, lengths of clothing, choice of accessories
- ✓ help to (re)compose the personal and professional wardrobe
- ✓ offer a personalized shopping



ATOUT IMAGE

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CHOCOLATERIE GENAVEH



Geula NAVEH
Managing Partner

CHOCOLATERIE GÉNAVEH of Luxembourg is committed to the production of high quality gourmet chocolates and chocolate-related products.

Génaveh is large enough to produce large quantities but small enough to retain its artisan quality and give personal attention to each unit produced. Génaveh is known worldwide for the outstanding quality and presentation of its products. Our products include wide selection of filled chocolate: gancahces, caramels, fruit and pralinés fillings. We also make truffles, rochers, chocolate-coated candied oranges and other fruits, tablets of various sizes, Florentins, cramelised nuts, chocolate cigars and chocolate spreads. We also have special lines for sugarless chocolate, Hallal and Kosher chocolate.

The unique flavors are built up from carefully selected natural top quality ingredients. The specialty flavors are derived after lengthy and careful experimentation and customer feedback. The selection of ingredients, the ability to match them with chocolate of distinguished origins, working in small batches using traditional

techniques we arrive at the special taste that makes us a success in various markets in Europe, Asia, Middle East, North Africa and the US.

At the same time, modern tempering, blending and enrobing machines and instruments coupled with scientific know-how are used to better control the quality and durability of the product. CHOCOLATERIE GÉNAVEH manufactures, markets and exports its products from Luxembourg. In view of the overall quality and presentation of its products Génaveh received twice a Special Prize of Honors at the Paris Salon du Chocolat.

Geula Naveh is a Founder and Head Chocolatiere of the Luxembourg-based Chocolaterie Genaveh. She is responsible for all professional operations of this world known manufacturer of top-quality artisan chocolate. From the design and styling to the final product together with a group of professionals she manages this modern artisan chocolaterie. She graduated from

the Tadmor School in Israel and continued her studies in France in the area of chocolate making. This is her third career. She holds an Master of Science in Biology and worked as a researcher. Subsequently, she studied fashion design and proceeded to establish and manage a fashion house for women and children employing 200 people. Her work as chocolatière is reinforced nicely by her scientific background and fashion design.



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AVANTEAM

Yvonne is founder and Managing Partner of AVANTEAM – a progressive company with a pioneering approach to leadership and team development. She leads a growing international team of accomplished Executive & Team Coaches, expert Leadership Consultants and seasoned Change Management Facilitators. Her focus is on winning results for people and for business.

Yvonne's work is cutting edge. Using state of the art diagnostic tools and masterful facilitation techniques, she enables leaders and teams to creatively manage change for peak performance. She challenges her clients to move beyond conventional ways of "Doing" to more powerful ways of "Being" in their work, in their communities and in their lives.

Yvonne is a talented sparring partner for leaders at the top of their organizations, enabling them to grow their influence and added-value from the "inside out". She helps leaders stay ahead of the curve!

She is passionate about growing the voice and influence of women leaders. She and her international team offer uniquely crafted, empowering seminars and workshops for women leaders. She inspires women to give expression to their full leadership potential and calls on women to courageously step forth to play a "bigger game".

Before establishing AVANTEAM, Yvonne pursued a leading edge HR career and held executive HR responsibilities at a European level. She holds a Masters



Yvonne O'REILLY
Managing Partner

Degree in Education and is a Fellow of the Chartered Institute of Personnel and Development (CIPD).

Yvonne is an Irish national, currently living in Luxembourg. She is fluent in both English and French.



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INLINGUA

Founded in 1968, INLINGUA® is the first global network of independent language schools around the world, specializing in foreign language training. Today one of the leading centers in its field in Europe and worldwide, INLINGUA® is your ideal partner providing top services to help you in your learning and language development! INLINGUA® Luxembourg, founded in 1993, grew rapidly into one of the major providers of language services in Luxembourg and the "Grande Région". In 1997, INLINGUA® established its headquarters at the heart of Luxembourg-Bonnevoie, place Léon 13.

INLINGUA® Luxembourg benefits from a strong regional presence with offices in Athus, Belgium and schools in Metz and Nancy, France as well as in Trier and Saarbrücken, Germany.

What we offer:

- ✓ Professional, experienced and qualified trainers
- ✓ Training sessions based on your real needs with clear and tangible goals
- ✓ An easy administration for the customer, favoring a return on investments and transparent processes;
- ✓ Permanent internal and external feedback with regular client contact
- ✓ Effective quality management processes.

Our office provides with the following services:

- ✓ Foreign language training
- ✓ Interpreting
- ✓ Translation
- ✓ Proof-reading
- ✓ Development of specific programs
- ✓ Preparation to specific interventions

- ✓ Mentoring and coaching
- ✓ Preparation to language tests for recruitment
- ✓ Preparation to language tests
- ✓ Language study trips
- ✓ Specific programs for pupils and children
- ✓ Knowledge appraisal tests
- ✓ Thematic workshops
- ✓ Glossaries



Gundula HEYER-PIERSANTI
Director



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DARAKSIA



Sylvie RODRIGUES
Managing Director

DARAKSIA invests as Business Angel, builds companies, tutors start-up companies, and proposes Directorship mandates for the big and established.

The company is a consultancy company in Organization, Project and Change management, Strategy and Marketing.

It builds up to a conclusion every project:

- ✓ sets up a company, a new business, a new structure
- ✓ changes an existing one
- ✓ implements a new system, organization scheme, tools,
- ✓ defines products

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DOMINIQUE SALIER



Dominique SALIER
Coach & Photographer

During 28 years, my professional life was focused on organization projects in banking and finance sector.

But as my wife and I use to say :
"Professional life is rarely an end in itself. It is mostly, among other things, a means to fulfil oneself as an individual".

That's certainly one of the reason why, two years ago, in complement of my job, I decided to invest myself through 2 hobbies that I always appreciated : Photography and Human Development.

During the 2 past years :

✓ I created my photographer website, and I am currently planning a travel project for June 2014, as well as an exhibition current December 2014

✓ I became a Certified Coach after one year of an intense training in Luxembourg, and I give coaching sessions to Individuals.

Nowadays, these two new activities are totally integrated into my life.

My job, my photographer activity and the coaching sessions I give, consist in the actually unity of

*What I am,
of
Who I am.*

I'm convinced that doing the job or the activity that is essential for oneself is the way of a successful life.

That's the reason why I took the opportunity to take part to this trip and meet "Pioneer Women" who have realized such a challenge.

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COACHING-YOU



Marie-Anne SALIER
Coach, Trainer
Consultant - Founder

Professional life is rarely an end in itself. It is mostly, among other things, a means to fulfil oneself as an individual. With this conviction in mind, one should know how to be in the “right place” and to accomplish oneself in one’s work.

The objectives of my Company “COACHING-YOU” is to guide people in updating their own strategies of motivation. In addition, our assistance will allow them to identify the conditions that contribute to the fulfilment of their potential.

An individual that flourishes in his/her professional life feels that he/she is in the right place :
he/she expresses who he/she is,
he/she acts in accordance with his/her deep motivations,
he/she realises his/her potential.

When a person feels in harmony with herself, she works at full capacity and thus create an

undeniable performance for her company.

COACHING U offers several forms of assistance to young people to overcome this stage peacefully.

On the other hand, because our careers are no more linear, COACHING-YOU supports its customers in the milestones in their careers, and to build a consistent project which is in line with their values .

Areas of Expertise:

- ✓ Career development and career planning
- ✓ Assertive leadership
- ✓ Orientation for youth and for students
- ✓ Generation Y
- ✓ Intergenerational management
- ✓ Change management
- ✓ Management & Communication skills
- ✓ Emotional intelligence
- ✓ Self esteem, self confidence
- ✓ Mentoring for students

Client Types/Levels of Experience:

Senior Managers, Managers, Students

Industry/ Functional Experience:

Bank-, Private- & Retail-, Production-, University and schools, Consultancy, human Development



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MSDESIGN

MSDESIGN by myriamschmit is represented by Myriam Schmit, dipl. designer.

I'm an independant consultant for branding and design and I'm working as a consultant for communication and marketing issues in Luxembourg as well as in Europe (communication specialist for EBRD London).

I have studied in Luxembourg and France, worked for a important German Life Insurance Company as "International Marketing Manager".

I have also worked as a teacher for Design and Communication and founded my own firm in 1994.

- ✓ I start analyzing your needs and the needs of your firm
- ✓ I find solutions and develop advices,
- ✓ I create the design (logo, Corporate Design, branding, ...),
- ✓ I work out your media planning,
- ✓ I find professional suppliers (printer, photographer, translators ...),
- ✓ I organize your social events,
- ✓ I do coordinate everything from A to Z... and always with a smile!

You have no time and no idea?
Contact me, it's my job – it's me!



Myriam SCHMIT
Designer



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NELE SOTTMAN



Nele SOTTMANN

I'm now 51 years old and originally come from the northern part of Germany.
I live close to Trier with my family.
I now work for over 7 years for IP, the Company for Publishing and advertising in Luxembourg (as a part of the RTL Group) and I'm responsible for all the German Companies and Clients that like to be present in Luxembourg.
Further on I'm Product manager of the German speaking RTL RADIO Station with is the Station for the "Large Region" Luxembourg / Rheinland Pfalz / Saarland.



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MARIE-PIERRE SULFOUR



**Marie-Pierre
SULFOUR,**
Psychanalyste

«.... IN ORDER TO BE, TO BECOME
CREATIVE, INNOVATIVE”

As Economic consultant, I work with
companies and with private persons.

Concerning companies, I operate at a
strategic level and also in an operating level.
I dealt with change, labor change, skills
management and skills assessment, carrier
orientations, new professional projects
orientations and achievement.
Supporting actors of the companies, my role
is also to contribute to pass the change, to
support leader people in their challenges.

Global approach, as an economist, former
management accountant and psychoanalyst
is the more complete way to achieve and
find the real.

Global approach also when I deal with
individual persons which come to find a
new way, to cross over their frustrating
limits to be themselves and refine their own
creativity.

*A partner to see what can't be seen, and
could be success full!*

Other activities:

- ✓ Young adults following
- ✓ HR collaborators supporting
- ✓ Entrepreneurs following
- ✓ New life direction following

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AREAL CONSTRUCTION



Tizama TELOU
Managing Director
Civil Engineer

Personal Profile:

- ✓ Civil engineer (Aachen - Germany)
- ✓ Master of Business Administration MBA (Nancy – France)
- ✓ Project Manager SOLUDEC S.A (2001 – 2005)
- ✓ Real Estate project coordinator CREAHAUS S.A (2005 – 2007)
- ✓ Business owner and Managing Director of AREAL CONSTRUCTION (2007 up to date)

Company Profile

AREAL CONSTRUCTION implements construction and restoration/ renovation solutions according to ecological legacy and living space in its environment and to integral energy efficiency, low energy and passive houses. The Company participates in the local development of ecological construction material makers and integrates these materials in its working methods.



AREAL CONSTRUCTION
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CPOS

CENTER FOR EDUCATIONAL PSYCHOLOGY AND GUIDANCE

CPOS (Centre de Psychologie et d'Orientation Scolaires - Centre for Educational Psychology and Guidance) formed in 1987 is a government administration of the Ministry for Education and Vocational Training (MENFP). The multi-disciplinary team of psychologists, a social worker and an educator provides sound career guidance, psychological support and psychotherapy for students (secondary and tertiary education) with school related, personal and/or family problems and their families. On top of this, CPOS has the following missions: Coordination and evaluation - as the functional authority of 35 SPOS (Service de Psychologie et d'Orientation Scolaires – Service for Educational Psychology and Guidance) offices within secondary school:

- ✓ Supporting – as a social service (grants for students in need, reimbursement of registration fees, etc.)
- ✓ Quality development in school psychology – analysis of recurrent problems, development of best practices, formulation of recommendations

✓ Cooperation – between different national youth, social and professional integration services, inter alia the partners of the newly opened House of Guidance (Maison de l'Orientation).

Antoinette Thill-Rollinger is a clinical and social psychologist. She gained her professional experience as a school psychologist in several Services for Educational Psychology and Guidance (Lycée technique Nic Biever - Dudelange and Athénée du Luxembourg).

In 2007, she was nominated Head of the Centre for Educational Psychology and Guidance. Her main responsibilities are:

- ✓ Office and HR Management within the CPOS (staff n~ 25)
 - ✓ External communication and cooperation on the decision and policy making level.
- Antoinette's position makes her being an essential promoter of psycho-social expertise in the field of adolescence, as well as a crucial actor in the development of health promotion



Antoinette THILL-ROLLINGER
Head of administration

and lifelong guidance policies in education. Through her actions she represents the counselling and guidance practitioners in Luxembourg and abroad.

Antoinette is member of: SLP, NEPES, ... With Luxemburgish as her mother tongue, Antoinette speaks fluently French, German and English.



MINISTÈRE DE L'ÉDUCATION NATIONALE
ET DE LA FORMATION PROFESSIONNELLE
Centre de psychologie et d'orientation scolaires



**CPOS – Centre de
psychologie et d'orientation
scolaires**

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ARTETVIE

artetvie is based in Luxembourg since 4 years and offers high class accessories and art internationally.

Our range of accessories covers three different fields:

- ✓ jewelry (silver, silver & stones, silver & gold)
- ✓ leather accessories (clutches, designer purses, bracelets)
- ✓ textiles (cashmere & silk scarves)

artetvie operates in retrail and wholesale, with points of sale and outlets, for example, the artetvie duty-free shop at the Luxembourg airport, and in exclusive Hotels and trendy markets.

The company philosophy is to create and sell handmade pieces, sustainable merchandise with classy touch.

At the moment, artetvie works exclusively with small factories, female designers and proven manufactures from Luxembourg, Germany, Turkey and Uruguay.

artetvie also sells modern art.

Personal profile:

- ✓ M.A. Hispanistik, English, French
- ✓ worked for Spanish government selling art, jewelry and sculptures
- ✓ worked for German public TV
- ✓ worked for American film industry in Luxembourg as M.D.



Jeannette Wallenstein



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KAREN WAUTERS



Karen J. WAUTERS

Karen Wauters is a former partner with the global public accounting firm, EY. In her 30 years with EY, from 1983 to 2013, Karen has worked across geographies, service offerings and functional areas of the firm. She commenced her career in Lethbridge, Alberta, Canada and after completing her Chartered Accountancy designation transferred to London, England and then to Luxembourg.

Karen has consulted on financial and tax matters on corporate cross-border transactions. She has also lead cross-border practice roles in Finance, Independence, Diversity and Inclusiveness, Talent and People. From 2008 to 2013 she was responsible for EY's strategy and policy on People and Talent management for Europe, Middle East, India and Africa where she has overseen and driven the adaption and growth of global programs on Experience, Mobility and Coaching, as well as developing a Diversity and Inclusiveness agenda. Karen

enjoys facilitation and coaching and has designed and run cross-border training and innovative international youth top talent programs.

Karen is a strong leader, who achieves through her, energy, hard work, loyalty and ability to connect and build teams. Working and living in several countries has provided her experiences and appreciation of the dynamics of multicultural societies and business cultures as well as knowledge of regulatory environments, specifics of country labour markets, practices, education systems and corporate expectations. She applies her work ethic and knowledge to understand the current business environment and to successfully guide change management in the successful transformation projects she has led in relation to the establishment of people models and business processes.

With this wealth of experience and accumulated leadership acumen Karen is currently focusing on impacting policy

and programs which will leverage our most abundant natural resources – individuals – by building sustainable trade through experience and mobility with specific emphasis on women as the next emerging market.

Karen currently lives in Luxembourg together with her partner, Thomas; and their four children Larissa, Ginny, Moritz and Selina. She is fluent in French and English and has basic German and Luxembourgish.

KAREN WAUTERS

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PALL CENTER



Christiane WICKLER

Who are we?

The Pall Center, established in 1982 and originally comprised of a single gas station, started out as one woman's vision for involving local stakeholders in the development of regional trade. Christiane Wickler wished to provide the region of Oberpallen and the border region in general with an attractive and not-to-be-missed centre fulfilling all needs from shopping and food through to fashion and design. Take your time and spend the day making the most of the shopping opportunities offered by the supermarket and the various shops and boutiques, have a meal in one of the many restaurants and leave with a tank full of petrol and great memories. Indulge yourself in a place where adults and children can discover the joys of the "Shopping Village", an unique concept based around an unforgettable experience created by a shopping centre that puts people first. All of

our teams look forward to offering you a warm welcome upon your arrival. Throughout the site, you'll also find out more about our various locations in Luxembourg and Belgium based on the same philosophy of quality and service.

Authenticity:

Our attentive and helpful staff is imbued with the human values that are at the root of the company's long history, and each of our teams is on hand to offer you a kind and warm welcome to our stores every day.

Innovation:

As professionals in the fields of innovation and service, we are always on the lookout for new concepts in line with current fashions and the latest trends.

Discovery:

We travel the breadth and width of Europe to offer our customers new products and the best service.

Responsibility:

We are committed to working with charities, to stimulating the involvement of local stakeholders and to playing an active role in supporting sustainable development.)



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ASPORT

ASPORT is a family business that first opened its doors in 1986. Ever since, it has embraced innovation and has striven to provide the greatest services and customer satisfaction possible.

Although ASPORT is mainly known for offering a broad assortment of brand name sporting goods equipment, apparel and footwear, the company's philosophy is "Sports meet fashion". In addition to the wide range of bestselling sport items, ASPORT also offers the latest trends in fashion for men, women, and kids.

Four main shops are located throughout the Grand Duchy of Luxembourg, including one store that only specializes in Cycling. Moreover, one store has been opened in Germany in 2007.

The total retail surface is app. 12.000 m2, positioning ASPORT as the leader in the sports industry in Luxembourg.

Founder and CEO, Mariette Wickler, is responsible for 90 employees.

ASPORT is well known throughout the Grand Duchy of Luxembourg as it cooperates with and endorses many local as well as national teams, associations, and the Olympic Committee of Luxembourg. Furthermore, ASPORT provides services to municipalities, schools, and administrations. In addition, it delivers its services to some foreign teams located in close proximity to Luxembourg (South East of Belgium, Saar-Land in Germany, North East of France)



Mariette WICKLER
Founder & CEO

ASPORT

> sport + fashion + lifestyle <

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ZANTIS-CONSULTING



Ingrid ZANTIS, MBA
Managing Partner

Combining extensive experience in the finance sector, the service industry as well in public research, Ingrid Zantis, holder of an MBA from a renowned American university, decided to become an independent Management and Development Consultant and Coach. With the incorporation of ZANTIS-Consulting in 2012, she established the appropriate framework to develop strategic and proactive approaches for her clients and to implement efficient, sustainable and measurable solutions on their behalf.

Against the background of growing complexity and rapid technical change, Ingrid specializes in addressing the needs of small and medium-sized businesses, public institutions, start-ups and liberal professions.

ZANTIS-Consulting helps clients finding their unique approach whilst meeting markets' needs and stakeholders' expectations. It accompanies change to successful transition, so as to help customers gaining a competitive advantage and allowing them to

- ✓ refine strategic objectives and consider new approaches for more performance
- ✓ consider change and challenges as opportunities
- ✓ cope with change and successfully develop people, teams and the organization through change
- ✓ make sure to fit within the scope of the organization's core business
- ✓ increase visibility.

For customers lacking sufficient internal resources or time, ZANTIS-Consulting takes full responsibility of their marketing activities, internal/external communication, event organization as well as group and process facilitation.

Last but not least, Ingrid has proven skills in executing specific tasks such as writing of reports, policy evaluations etc. or applications for calls for EU-funded projects.

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Copyright Picture Tel Aviv: Rita Knott



Brussels Airlines is pleased to be the Preferred Carrier for “**International Female Leadership Conference in Israel**” and extends **10% discount on available return economy and business fares** from Brussels to Tel Aviv.