

## **Luxembourg meets Israel**

**International Female Business Leadership Conference  
from November 9, to November 12, 2013**

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**Minutes**

**Written by Mrs. Aude Deffit**

### **LUXEMBOURG MEETS ISRAEL**

## **INTERNATIONAL FEMALE BUSINESS LEADERSHIP CONFERENCE**



MINISTÈRE DE L'ÉGALITÉ  
DES CHANCES

9. - 12. NOVEMBER 2013



## Document history

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1.1	30.12.2013	Inclusion of chapters: "Israeli women in the 21 <sup>st</sup> century", "Is it (Finally now) Time for A Victory Lap", "Home Career", "Presentation of Mrs. Galit Reismann"	Mrs. Aude Deffit
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# I Introduction

## I.1 Scope (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.”

## I.2 Objectives

The International Female Leadership Conference in Israel had as objectives:

- to travel with 30-50 Luxembourg business women in leadership positions and connect them with 30-50 Israeli business women to exchange and to learn from each other.
- to help to for (board) leadership development, personal branding and marketing and in particular networking with other Luxembourg participants.

The main objectives of the present report are:

- to centralize the different strengths of the Conference and to revive/share them with all participants from Israel and Luxembourg.
- to convey a common commitment to the persons who support MCMC projects such as The Minister for Equal Opportunity, Mrs. Françoise Hetto-Gaasch.
- to serve as a model for other events of this type for other similar organizations and networks (e.g. CELF (Centre pour l'Entrepreneuriat et le Leadership Féminin), République du Congo).

## I.3 List of participants

The booklet of the participants to the International Female Leadership Conference in Israel is available in electronic version; 150 hard copies have been printed and distributed. It includes company profile and a description of activities for each participant.

The following table gives the list of present or excused participants.

Full name	Company/Organization/Institution	Present/Excused
Mrs. Yael Idan	Luxembourg for Business – Trade and Investment Office in Israel	Present
Mrs. Brigitte Pochon	Pochon Lawyers & Associates	Excused
Mr. Manuel Baldauff	Value Associates	Present
Mrs. Rita Knott	MCMC – Maison du Coaching, Mentoring et Consulting	Present
Mrs. Stéphanie Spies	MCMC – Maison du Coaching, Mentoring et Consulting	Present
Mrs. Amira Dotan	College of Management Academic Studies, School of Business Administration	Present
Mrs. Hana Kotzer Sapir	College of Management Academic Studies, School of Business Administration	Present
Mrs. Hana Pri-Zan	College of Management Academic Studies, School of Business Administration	Present
Mrs. Elena Donets	StarTAU – Tel Aviv University Entrepreneurship Center	Present
Mrs. Anne Bauler	Bauler & Lutgen	Present
Mrs. Véronique Coulon	Lux Decor Peinture	Present
Mrs. Aude Deffit	infeurope	Present
Mrs. Lauriane Delmer	LD Home	Present
Mrs. Valérie Dubois-Chahmerian	P.M.C. Agence Textile & Luxindira	Present
Mrs. Isabelle Gassmann	Be Zen	Present

Full name	Company/Organization/Institution	Present/Excused
Mrs. Véronique Gillet	Adeis	Present
Mrs. Patrizia Luchetta	Ministry of Economy and Foreign Trade, Grand Duchy of Luxembourg	Present
Mrs. Béatrice Martin	KidsCare	Present
Mrs. Corinne Miguères	Atout Image	Present
Mrs. Geula Naveh	Chocolaterie Génaveh	Present
Mrs. Yvonne O'Reilly	Avanteam	Present
Mrs. Gundula Heyer-Piersanti	Inlingua	Present
Mrs. Sylvie Rodrigues	Daraksia	Present
Mr. Dominique Salier	Coach & Photographer	Present
Mrs. Marie-Anne Salier	Coaching-You	Present
Mrs. Myriam Schmit	Msdesign	Present
Mrs. Nele Sottmann	IP Luxembourg	Present
Mrs. Marie-Pierre Sulfour	Psychanalyste	Excused
Mrs. Tizama Telou	Areal Construction	Present
Mrs. Antoinette Thill-Rollinger	CPOS – Center for Educational Psychology and Guidance	Present
Mrs. Jeannette Wallenstein	Artetvie	Present
Mrs. Karen J. Wauters	Karen Wauters	Present
Mrs. Christiane Wickler	Pall Center	Present
Mrs. Mariette Wickler	Asport	Present
Mrs. Ingrid Zantis	Zantis-Consulting	Present

#### I.4 Preliminary remarks

Most of the contents of the present document is directly based on the presented slides and given information (see also chapter "References"). It contains not only the original texts from different stakeholders but also some personal notes of the author(s) of the minutes.

## 2 Leadership Seminar: Efficient Business Female Leadership in various cultures

Event organised at the College of Management Academic Studies (COMAS) in Rishon Lezion; see related photos under link in chapter References.



### 2.1 Prologue

The following article gives an overview of the seminar. It is an extract from the "Who is Who" of Rishon Lezion and has been translated into English by Mrs. Hanna Pri-zan, Chairman of the Board of Directors, Peilim Portfolio Management Company:

"Ifat Media Information - City Cities - Rehovot , Ness Ziona, Rishon Lezion - 21/11/2013

Who's who - Erez Sharoweintr

8 businesswomen, 32 senior businesswomen from Luxembourg hosted this week at the College of Management in Rishon Letzion. The visit was part of a tour which currently does businesswomen each year in a different country.

During the visit in College, women participated in a series of lectures dealt with the inclusion and success of women in the labor market in Israel and worldwide. Businesswomen learned in lectures that there is much in common between Israel and Luxembourg problems of women in the labor market, along with unique problems that exist in each country The meeting was organized by the Center on Corporate Responsibility Head of the College of Management, Amira Dotan, a former member of Knesset (Kadima ). Since 2010, Amira has been carrying the vision and legacy of her late daughter Anat zl., and has been promoting and initiating various cultural activities and studies in the Negev.

The speakers included: Head of the School of Business Professor Oren Kaplan, Head of the School of Behavioral Sciences, Professor Delia Moore, Deputy Head of the School of Business Professor Tal Shavit, Chairman of the Board of directors of Peilim Hana Pri-zan, Chairman of the Board of Hadassah Medical Center similar Esther Mancini and businesswoman Rachel Bolton."

## 2.2 Welcome

*Presented by Mr. Prof. Tal Shavit (Ph.D.), Associate Dean, School of Business Administration.*

The speech of Mr. Prof. Tal Shavit was spontaneous and he did not have something written.

Prof. Tal Shavit has described in main lines the College of Management which gathers several schools. He has also highlighted some relevant professional qualities of women that constitute a big advantage comparing to men in specific fields.

## 2.3 Israeli women in the 21st century

*Presented by Mrs. Prof. Tamar Almor (Ph.D.), Dean of Students, COMAS.*

- Quick quiz: The Israeli population is composed of 51% of women, 80% of Jews versus 20% Arabs, 23% of Jewish versus 9% of Arab female students in academic institutions, 57% of Jewish versus 19% Arab women in workforce, the longevity old age is 83 for Israeli women.
- Some unique aspects: Compulsory army service for both men and women, family law as religious establishment, sexual harassment laws.
- Innovation driven: High tech industry is one of the main factors that makes Israel competitive (more than 20 000 millions US dollars of Israel export since year 2010).
- Growth of Israeli Tech Startups: about 1062 startups.
- Entrepreneurship: Men are 1,4 times more likely than women to start a business but gap is closing; women entrepreneurs tend to cluster in certain industries; women are older than male counterparts, mothers; 35% of women are in High Tech industry, but mostly lower positions than men.
- Gender wage differences: Women earn 17% less than men **but** not when compared within same job; in the lawyer field women encounter more difficulties to have a good career path, male lawyers are rewarded for different aspects than female lawyers, male lawyers are more likely to become law firm partners than female lawyers with the same human capital, the same career expectations and the same level of prestigious specialization.
- Academia: In 2010, more women (60%) than men had a master degree but only 15% are professor.
- In short: Mix of innovation and tradition; Jews, Orthodox Jews, Arabs; In academia, entrepreneurship and high professional positions, women have a significantly lower representation; Affirmative action, sexual harassment protection.

## 2.4 FEM-TED -TED © Style Lectures

### 2.4.1 Is it (Finally Now) Time for A Victory Lap? \_ Gender, Media And Sport Revisited

*Presented by Mrs. Dr. Alina Bernstein (Ph.D.), Senior Lecturer, School of Media Studies, COMAS.*

- Sport Media as a Gendered Institution: In 2011 a demographic survey of North American sports writers employed at newspapers and mainstream Internet sites has shown that men comprised 94% of sports editors, 90% of assistant sports editors, 89% of reporters, 90% of columnists, and 84% of copy editors/designers. Research has shown women make up only 7-10% of U.S. television sports journalists. More than 80% of all sports-talk radio hosts are men and 9 of 10 Internet sport bloggers are men.
- Sport Media as a Gendered Institution Internationally: Women comprised just 7% of sport journalists in the Netherlands, and 4-33% of Italian television sport journalists. Men author most sport media content around the world regardless of medium. In all mediums, the percentage of female employees generally drops at the higher ranks of sport journalism, particularly among media gatekeepers or editors who determine what sports and athletes receive coverage, meaning that a glass-ceiling effect is present for women trying to advance within the sport journalism profession. However, just hiring more female journalists or editors may not equate to more coverage of women's sport. There is evidence that female sport journalists adopt masculine practices and tend to imitate their male colleagues' attitudes toward the importance of specific men's and women's sports.



- Cultivation Theory and Framing: Underlying the discussions in many of the studies mentioned is the assumption that contemporary media preserve, transmit, and even create important cultural information. "media frames are principles of selection – codes of emphasis, interpretation and presentation," and "media producers routinely use them to organize media output and discourses, whether verbal or visual".
- Milestones at the 2012 London Summer Olympics: It was the first time in the history of the Olympics where all 204 participating countries sent at least one woman to compete; the first Olympics where a competition was held in every sport for both sexes (with boxing newest offering for women). Women from many countries were among the most prominent stars of the London Olympics. The London Olympics was the most watched single event in history.
- Quantitative differences in coverage provided to female and male athletes: In NBC's American coverage for the 2008 Summer Olympics, 46.3% of all Olympics air-time that specifically focused on sporting events was devoted to female athletes. However, 97% of the coverage on women athletes was limited to six specific sports offering the most sex appeal for male audiences. 37 per cent of all close-up television camera shots of female athletes focused on their chest or buttocks.
- The framing of female athletes in the Summer Olympics television coverage: Attributes associated with sport – physical strength, competitiveness, mental toughness, speed and muscle – are also signifiers of masculinity, so much so that the concept of the female athlete can in itself be viewed as an oxymoron.
- Framing of female athletes: Television commentary for the 2004 Summer Olympics: the 'framing of women athletes according to their familial roles, the second-guessing of their emotional and/or psychological states, [and] the selective application of masculine descriptors to successful female athletes' all combined to group women according to cultural stereotypes.
- Time for a victory lap? Fully equal, fair and non-sexualized treatment by the media has not been attained.

## 2.4.2 Women in the Financial Arena-Israel

*Presented by Mrs. Hana Pri-Zan, Chairman of the Board of Directors, Peilim Portfolio Management Company.*

- Employment: Women employment in Israel is increasing (70% now compared to 35% in the 1970s).
- Education: From 1970 women education is up 65% compared to only 50% for men (high school and up).
- Salary: Basically women are more educated than men but have a lower salary and work fewer. The average monthly salary in Israel is about 14 930 ISL for men with 16 years education compared to 8 559 ISL for women.
- Average hourly income: In 2010 the average hourly wage for women was 50 ILS compared to 64 ILS for men. The average hourly income depends also on the position and the sector.
- Profession: Woman profession is defined as a profession where most employees are women (e.g. education, clerks, therapeutically professions).
- Pensions: Women live longer than men (83,6 versus 79,9) but retire earlier (62 versus 67).
- Money: 66% of women are uninterested in finance and do not read the newspaper financial section.
- TA-100 companies: In 2012, regarding the women representation in TA-100 companies, 3% are chairman of the board, 7,9% are CEO, and 16,6% are board member. Women engage more in human resource, finance and law whereas men engage more in technology and science.
- Significant appointments: There are significant appointments of women in the financial, government and private sectors but there is still a lot to do.

### **2.4.3 Academic Entrepreneurship: Designers' Clinic and SpeeDesign**

*Presented by Mrs. Dr. Arch. Shoshi Bar-Eli (Ph.D.)*

The presentation was not available at the date of the publication of this report.

### **2.4.4 Social Security \_ Can We Sleep Safely?**

*Presented by Mrs. Esti Dominissini, Chairperson of Hadassah Hospitals and director in several companies, formerly Major General in Israel Police, Director General of Social Security.*

The presentation of Mrs. Esti Dominissini was in Hebrew, she showed a few slides during her lecture.

- Basically less and less money is foreseen for social security (e.g. pension, hospitals).
- The future is not only reserved to young people but also to older people (consequence with the age of retirement).
- Problem of longevity, demography and capital market.
- All of us have to be aware.

### **2.4.5 Home and Career**

*Presented by Mrs. Prof. Dahlia Moor (Ph.D.), Dean School of Behavioral Science, COMAS.*

- Changes in the way men see family and work (Generation Y: 1980 - 1995): 1. Changes in masculinity – no longer afraid of the feminine side. 2. The family man- investing emotions and money. 3. Future trends-"what do we miss at home?".
- Changes in the way women see family and work (Generation Y: 1980 - 1995): Trends for women are "1. Going back home?" (difficult to reconcile career and private life) or "2. Intensive career?" (no children) or "3. Self-fulfillment?". Advice: just make the right choice.
- Changes for family and work: What type of family dynamics? Matrix of Liberal/Conservative men and Liberal/Conservative women: Liberal man and Conservative woman results to Traditional family (Especially if based on some feminist ideologies); Conservative man and woman results also to Traditional family; Liberal man and woman results to Flexible family; Conservative man and Liberal woman results to Conflict.
- The Future: Man being partner of woman.

### **2.4.6 I Left My Bossy Outfit Outside My Home and Won**

*Presented by Mrs. Rachem Bolton, Business Woman, Member of "Africa Israel" Board of Directors.*

The speech of Mrs. Rachem Bolton was spontaneous and she did not have something written.

Mrs. Rachem Bolton has put emphasis on some communication problem between men and women at home.

## **2.5 Tour of the Campus**

*Visit by Mr. Prof. Tal Shavit.*

We have visited the Departments of Design, Radio and Television.

During the visit of the campus we were happy to receive as a gift a well illustrated book entitled "My/Our/Their Home" about Design from the Department of Interior Design (Final project book 2012).

## 2.6 From Stress and Trauma to Resilience and Wellbeing: Applied Research of Positive Psychology

*Presented by Mr. Prof. Oren Kaplan (Ph.D.), Dean, School of Business Administration, COMAS.*

- Subject: Gratitude, subjective well-being, and PTSD symptoms among Israeli youth exposed to ongoing missile attacks: the significance of gender.
- Goal: Evaluating Positive Psychology (PP) Interventions in Schools; some of them in the south-west of Israel.
- Study stages: 1. Measurement: pre-intervention. 2. PP interventions [An unexpected "intervention": Missile attacks from Gaza after a relatively long quiet period in the south-west of Israel]. 3. Measurement: post-intervention.
- Study results: 1. The intervention was efficient. 2. More to boys (60%) than to girls (20%). 3. Should the DSM definition of PTSD be changed? Measurement of PT-Growth are missing.
- Resilience in the 21st century: Negative thinkings generate wrong performances. Women are more resilient in life than men even if they are 2 times more depressive than men. [Resilience as hardiness vs. flexibility.]
- Study results about Gratitude aspect: A significant increase found in Gratitude following missile attacks, both for boys and for girls = Post Traumatic Growth? (A disturbing thought: do we need a traumatic event in order to grow?) Girls had increased Gratitude both before and after the missile attack, compared to boys.
- Lesson learned: Making the effort to appreciate what you have, in every day life. You don't need a catastrophe for that. Explaining this to children earlier; explain the resilience (it seems to be innate for girls).
- Gratitude is: Appreciating and noticing the good in one's life. An aspect of Subjective Well Being (Gratitude may serve as a protective factor against pathologies). Associated with Life Satisfaction and Positive Affect (more capacity for doing something, for being performant). A unique Positive Emotion that builds resilience.
- In the current study, Gratitude is: Correlated to Positive Affect. Not correlated to Negative Affect. Therefore it may serve as a protective factor against pathology.

## 2.7 Closure

We were honored to receive the attentions from Mrs. Hanna Kotzer-Sapir, Mrs. Amira Dotan and Mrs. Hana Pri-Zan, in the form of the following text (with a cake preparation as gift).

"Dear guest,

It was our pleasure hosting you. Hope we managed to offer a short glance at our campus and all the opportunities it can offer.

As the largest and most significant business school in Israel, we are committed to promote personal ties with diversity stakeholders in Israel and around the world. Although our time together was short, we hope we succeeded to convey a comprehensive experience regarding Israeli women, academic knowledge, business and management.

We are looking forward to a long term association, which will evolve into various collaborations.

With great appreciation."

### **3 Matchmaking Meetings at Tel Aviv University StarTau Entrepreneurship Center**

*Event organised by the Trade and Investment Office of Luxembourg in Israel and the StarTau Entrepreneurship Center.*

The Trade and Investment Office of Luxembourg in Israel has established business contacts with some Israeli Business Women to connect them with some Luxembourg Business Women.

The exchange were realized in the form of matchmaking meetings regarding export of products and services, investment projects, partnerships, etc.

## 4 Network Cocktail (Cocktail Reception)

*Event organised by the Trade and Investment Office of Luxembourg and the StarTAU Entrepreneurship Center, at the Leonardo Basel Hotel – Tel Aviv.*



### 4.1 Presentation of Mrs. Patrizia Luchetta, Director New Technologies & Life Sciences, Ministry of economy and Foreign Trade, Luxembourg.

Mrs. Patrizia Luchetta had made the effort to prepare her speech in Hebrew. Below is the English translation of her original Hebrew text.

"Dear guests, dear friends,

I have been in Tel Aviv several times since I was given the responsibility for Israel at the Ministry about three years ago.

But this time is really special, for two reasons:

- First, I am here with a delegation of outstanding, inspiring women - usually it is me with a bunch of men, or Rita and I with, with a bunch of men.
- Second, I'm able to say these few words in Hebrew, and this makes me particularly happy because I feel at home when I'm here and I wanted to express this through the language.

I hope you all had a productive day, and made good business contacts.

And I also do hope that beyond the business aspects this event will help to strengthen the ties between individuals and between our two countries."

### 4.2 Presentation of Mrs. Elena Donets, VP, Operations and Strategy, Tel Aviv University Entrepreneurship Center, StarTAU.

The speech of Mrs. Elena Donets was spontaneous and she did not have something written.

### 4.3 Presentation of Mrs. Galit Reismann, Owner and Founder, TLVstyle.

- "Trust yourself. Create the kind of self that you will be happy to live with all your life. Make the most of yourself by finding the tiny, inner sparks of possibility into flames of achievement." - Golda Meir.
- "I believe fashion is not just about the clothes, but also the scenery, the atmosphere and the personal stories of the people and places."
- What is TLVstyle? "If you want to change the world go into business If you want to do big in business, change the world." - Tim O'reilly.
- Why? The image; Cracking the innovation code; The new pioneers.
- How? International interdisciplinary platform; Become INSIDER; Become AMBASSADOR.
- "I like the honesty of the Israeli people, that everything is right in your face. I love the rudeness, but on the same time that people are so helpful. I love the ugliness of south of TLV, it inspires me. I love to explore and its so different from what I know from home. and this I called home." - Linda Kaufman, Designer.
- "If you ask me what I came to do in this world, I will answer you: I am here to live at the drop of the hat."
- Challenges versus Solutions; Glocality; fast fashion > slow fashion.
- "Designer should be curious and should keep researching and experimenting. The originality and innovation will be found within themselves. In the globalized world that we saw everything

– that will be the only way to survive.” - Tamara Yovel Jones, Bezael fashion and accessories Dep.

- “The responsibilities of designers have changed. Designers need to put the emphasis on the act of the work. The digital age is important but it won’t take the hand behind the mouse, eyes across the screen. The designer must keep its original handcrafted and with personal voice – the future is there.” - Katia Hochman, Shenkar Textile Dep.
- “Edgy. Independent. Brave.” - Jamie, Philadelphia.
- “It was an insight into the style and design world of TLV. It was hearing fascinating stories. Experience that I will always remember and cherish.” - Micki NYC.
- “It was a great inspiring experience for me and I made great connection to Israel.” - Krisztina Hamilton, Australia.
- “Everyone are so humble.” - Lora Grady, Chatelaine Magazine Toronto.
- “Meaningful to know the designers and hear their stories. It feels edgy yet sophisticated using ideas that are progressive but still relevant now.” - Joanna Brenner Jewish Federation WDC.
- “After browsing the workrooms of Tel Aviv’s fashion pioneers, these words seemed to take on a different meaning. Each of the designers we met offers a unique aesthetic philosophy and product. Whether that is thanks to or in spite of the Israeli environment, these artists offer a glimpse into the heart and soul of a city that is blossoming, every second, with life, energy, and spirit.” - Ori J. Lenkinski, The Jerusalem post.
- Galit Reismann // What in your eyes makes Israeli ashion unique? *Posted in Arts + Culture, Style + Fashion, WOWTalks + Videos, by WOWTalks on 06 June 2013.*

## 5 Bedouin Entrepreneur Women, AJEEC-NISPED

In the framework of the International Female Leadership Conference, the Arab-Jewish Center for Equality, Empowerment and Cooperation – Negev Institute for Strategies of Peace and Development (AJEEC-NISPED) has allowed to share the experiences of like-minded women entrepreneurs of Israel's Negev.

We were very impressed by the dynamism of Bedouin women. We were also glad to visit some Bedouin children .

Below are the main objectives, programs and impact of the AJEEC-NISPED:

- The AJEEC-NISPED is an Arab-Jewish organization based in Israel's Negev, founded in 1998, dedicated to strengthening active citizenship through education and economic empowerment.
- AJEEC-NISPED works towards creating equal, inclusive and flourishing societies. Its programming includes an array of strategies including economic development through formation of cooperatives and social enterprises, volunteerism, quality early childhood education, health promotion, and Jewish-Arab partnership. In Israel, it focuses primarily on the most marginalized populations, particularly the Negev Arab Bedouin. In the Middle East, it promotes a comprehensive peace through people-to-people cross border projects. Internationally the organization works to advance sustainable human development in societies in transition by education and training projects.
- Through the various programs, the AJEEC-NISPED positively affects tens of thousands of lives. More than 800 young adults volunteer to work with thousands of Bedouin children each year. The healthcare initiative of the Center brings emergency medicine to unrecognized Bedouin villages and the installation of solar panels promotes infant health.



*Hura Women's Catering Enterprise: Opening day of the new school year*

## 6 Conclusion

The following article of Mr. Martin Alarget, extracted from the French edition of the Jerusalem Post Journal, summarizes well the main lines of the International Female Leadership Conference in Israel. The related interviews have been realized during the last common dinner in a restaurant of Jerusalem.

“ **V**endredi 8 novembre, 27 valises se fermaient au Luxembourg, pour se rouvrir le lendemain, en Israël. Celles de 27 femmes chefs d’entreprises luxembourgeoises venues pour affaires à Tel Aviv. Parmi elles, Rita Knott, à l’initiative du projet. Selon elle, les objectifs d’un tel déplacement sont multiples : « Tout d’abord, établir des contacts. Tisser des liens professionnels entre les deux pays, ce qui est notamment bénéfique à l’économie. » Mais ce voyage avait une particularité : miser sur le leadership féminin. L’occasion pour les femmes du Luxembourg, explique Knott, « de s’inspirer du caractère des Israéliennes qui, pour la plupart, on fait l’armée et savent réellement s’imposer ». Sans oublier, poursuit-elle, que ce genre de voyage « permet d’avoir une image d’Israël bien différente de celle que les médias veulent bien nous donner ».

Pour Béatrice, chef d’une entreprise de restauration collective, ce séjour en Israël a permis de remettre ses conditions de travail et celles de ses employés en perspective : « Lundi, nous avons rencontré des femmes bédouines, chacune leader dans son domaine. Il y en a une en particulier dont je me souviendrai toujours. Son histoire est vraiment touchante. Mariée à 17 ans, elle a eu 6 enfants. Maman, elle a repris ses études et obtenu un diplôme qui lui a permis de travailler dans une cuisine. Elle est à nouveau tombée enceinte, deux fois. Huit enfants plus tard et un mari malade à la maison, elle s’est remise à travailler. Son efficacité lui a permis de monter en grade au sein de l’entreprise de restauration collective dans laquelle elle travaille. Aujourd’hui, elle est chef de cuisine. Malgré un nombre d’heures de travail incroyable, elle arborait un grand sourire », raconte-t-elle.

Yvonne O’Reilly, cadre dirigeant chez *Avanteam*, avoue qu’elle avait une image « démodée » et « médiatisée » du pays. « Je m’attendais à plus de tensions et je pensais devoir rester sur mes gardes durant la totalité du séjour. J’imaginais un Etat replié sur lui-même et introverti. Mais ce que j’ai découvert est une tout autre réalité. Israël est un pays libre où l’on est très bien accueilli. Une nation qui a envie de construire et se focalise sur le futur », analyse-t-elle.

A noter également la présence d’un membre du ministère de l’Economie et des Marchés étrangers : Patrizia Luchetta, directrice pour les nouvelles technologies, faisait partie du voyage. « Je pense que connaître les mentalités et les politiques commerciales des pays avec lesquels nous pouvons être amenés à traiter est primordial. C’est notamment le rôle de ce genre d’initiatives. Chacune des femmes d’affaires a eu l’opportunité de se faire des contacts professionnels qui pourront lui être utiles au Luxembourg. Nous savons qu’Israël est le pays des start-up, ce qui ouvre de nombreuses possibilités d’avenir. Mais il faut aussi réaliser que ces femmes européennes sont de réelles ambassadrices pour Israël, c’est aussi la raison de notre présence. Le voyage était court et intense », dit-elle. Et de conclure : « Chaque participante peut dorénavant affirmer : “Finalement, Israël, c’est normal” ».”



## 7 Overview about different touristic visits

### 7.1 Visit of the Baha'i World Center of Haifa

*Visit by Mrs. Sara Vader.*



## 7.2 Dead Sea: space for relaxation



### 7.3 Visit of Jerusalem

*Visit by Mr. Josh Even-Chen.*



## **8 Professional feedback through various discussions between different stakeholders (e.g. in restaurants, in bus, etc.)**

The goal of this chapter is mainly to share professional “advices” exchanged during some discussions in restaurants, bus, taxi, on the beach, etc.

Here are for example some advices from different women, in a form of list:

- Increase your professional network; e.g. do not leave empty your LinkedIn profile but update it (from Ingrid Zantis).
- Learn from others and admit their efforts (from Isabelle Gassmann).
- A professional opportunity is possible everyday everywhere (from Tizama Telou).
- Persevere in your work and objectives, one day the door will open (from Yvonne O'Reilly and Geula Naveh).
- "Keep an open mind when you travel. Remove your "European glasses" and wear "glasses of the country" in which You are located. You will see that the reality in the field is very different from what you are shown through the prism of the television or the media! (from Corinne Miguères).

## 9 References

### 9.1 List of references related to the Seminar

Title of the document	Author
<i>No document</i>	Mr. Prof. Tal Shavit
Israeli women in the 21st century	Mrs. Prof. Tamar Almor
Is it (finally now) time for a victory lap? – gender, media and sport revisited	Mrs. Dr. Alina Bernstein
Women in the Financial Arena-Israel	Mrs. Hana Pri-Zan
	Mrs. Dr. Arch. Shoshi Bar-Eli
איתנות הביטוח הלאומי האם ניתן לישון בשקט?	Mrs. Esti Dominissini
Changes in the way men and women see family and work	Mrs. Prof. Dahlia Moor
<i>No document</i>	Mrs. Rachel Bolton
Applied positive psychology	Mr. Prof. Oren Kaplan

Photos from the Academy for Management in Rishon Lezion under this link:

<http://idangross.smugmug.com/Colman/נשות-לוקסמבורג>

Video clip which summarizes hosting women from Luxembourg at Academy for Management in Rishon Lezion under this link:

<http://csr.colman.ac.il/luxembourg-meets-israel-international-female-business-leadership-conference-in-israel/>

### 9.2 List of references related to the Network Cocktail

Title of the document	Author
<i>Document without specific title</i>	Mrs. Patrizia Luchetta
<i>No document</i>	Mrs. Elena Donets
TLVstyle	Mrs. Galit Reismann

### 9.3 List of references related to the AJEEC-NISPED

Website of the AJEEC-NISPED:

[www.ajeec-nisped.org.il](http://www.ajeec-nisped.org.il)

### 9.4 Other references

Website of MCMC with the link to the Conference agenda, the participants' booklet and the electronic version of this report:

[www.mcmc.lu](http://www.mcmc.lu)

## 10 Closing Word

The Board of Directors of the organizing NGO, MCMC would like to express a big TODA RABA (thank you) to all generous sponsors, organizing parties and participants, for this unique and very inspiring experience and would like to particularly thank Mrs. Aude Deffit for editing this excellent report.

Stéphanie Spies and Rita Knott.