



## GAWBL-Summit 2018

German-Arab Women Business Leaders

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## Hildegard Vogelmann

Programme Director  
Economic Integration of Women in the MENA Region – EconoWin, GIZ,

Hildegard Vogelmann is managing since more than 12 years projects for the development of the private sector and promoting employment in Ethiopia, Egypt, Tunisia, Morocco and Jordan on behalf of the Gesellschaft für Internationale Zusammenarbeit (GIZ GmbH).

Her academic background and her qualification for personnel and organizational development was the base for her professional experience of 22 years in Germany, responsible in the field of Human Resources in the private sector, namely at Giesecke&Devrient GmbH, T-Com, Roche Pharmaceuticals. Including the private sector as engine for development is key for her projects, she initiated and is implementing throughout the last years – especially in the MENA region and the profound transition phase in that region. She initiated e.g. the “National Employment Pact” in Egypt while including from the very first moment the biggest German companies like Siemens, Mercedes, Thyssen Krupp and others, multinationals like PepsiCo, Egyptian companies like Juhayna Ltd., to engage jointly for the development of professional perspectives of the younger generation: a project which was and still is opening up thousands of job opportunities for young women and men in Egypt. Similar projects materialized under her coordination up from 2014 in Tunisia, e.g. in cooperation with SARTEX Textile Company or Knauf GmbH: while establishing a training center in remote areas in Tunisia jointly with the companies, hundreds of young women and men benefitted meanwhile by the professional education and received decent work contracts. These are two project examples out of 17 projects she was coordinating as programme director for the Employment Fund (Fonds Emploi) in Tunisia.

Back to Egypt since 2016 she is coordinating until today the GIZ programme ‘Economic Integration of Women’ (EconoWin) in Egypt, Jordan, Morocco, Tunisia and Germany. This is not only the title of all activities of this programme, dealing with 33 big companies in MENA and Europe as well as 30 organisations – governmental and from civil society. “When women work, economies win” - this is her own personal conviction: diversity and thus inclusion of women is not only a social, but an economic imperative.