



Elham Freiha
General Manager
Dar As Sayad - Lebanon

1- The advance of women in all wakes of life, especially in the field of business, provides yet another proof of the resourcefulness of women. Prime Ministers of major countries, CEOs of major corporations, have been blessed by having women as their leaders. It comes to mind that the balanced nature of women, which enables them to react more rationally in a crisis (of no personal emotional nature), equipped with a cool steadfastness, provides a big plus over men. Add to that the consumer nature of our age and the dominance of taste and variety in products, demands the picturesque elegance of women and their inherent understanding of men, which are but some of the important elements that provide women with a definitive edge over men. Consider mobile telephones, which are produced with the pace and creativity confined until recently to cosmetics. Slowly, various businesses, namely communications, are becoming more and more aware of this fact.

2- Naturally women will get more opportunities as a result of the better understanding of the nature of the workplace and the business environment. There is nothing men can do that women cannot do better. In an age where communications is the catalyst of functionality it will be harder and harder to imagine success without women at the adjacent office, even in the Board of Directors, and more as CEOs.

3- Definitely, given the elements expanded above, the introduction of women into the workplace changed the whole habitat of production in various and even unforeseen ways. Take alone the concept of time and motion in the streamlining of work and consider the benefits of the new feminine practicality. you will definitely reach the conclusion that a new shift in the work force changed the paradigm of cost effectiveness and ultimately introduced a new rationale of productivity.

4- To me it is the major advantage of women that they by nature and instinct are a better guide to the "Know How" and the "How To" if you look at work not from a physical and muscular angle. A minister of health for example, does not need to be a good doctor but a good administrator with the vision to vitalise health services and decisions and plans. It is her staff that are supposed to be doctors and health specialists. So, likewise and from a point of view of global vision, women do not lack the "Know How" and perhaps are better than men in the "How To".

5- If you mean the automobile and steel industries, one has to consider that these industries flourished in the industrial age. Now however, in the post information society where services have surpassed traditional industries as a source of national income, and in new industries such as IT technology, women have reached this domain and have raised their flags upon it. ■