



“Cross Cultural Understanding”

**“An experience changing minds,
making a difference”**

Cairo – Egypt

April 22th



Thank you All

- Women – at this Pre-Conference
- Dr. Amany Asfour – for hosting us
- Dr. Antoinette Rüegg – for the invitation
- Mrs. Daniela Rigassi – for her friendliness and all the work



Background

- Engineer
- Men around – family and work
- Experience in private companies
- Experience with private and public customers



Defense Sector

- 2007
- Big investment
- Opportunity
- Strategy
 - Industry Association
 - Participation



Environment

- The first meeting
- Lots of retired military people
- Civilians behavior
- Personal behavior
- Starting to change minds



Changing Minds

- Never stop talking
- Give ideas
- Promote the dialogue
- Notice details
- Remember to praise



Making a Difference

Encouragement to men

- Civilians
- Military men



Making a Difference

“One Hundred men can form an encampment, but it is needed one woman to organize a home”

Chinese Proverb



Making a Difference

“One Hundred men can form a **battalion**, but it is needed one woman to **Make a Difference**”



“Thank you”

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