

*for immediate release*

## **HEC Paris holds interactive workshop for women on ‘Entrepreneurship and Innovation’**

**Doha, Qatar – November 2, 2014:** HEC Paris School of Management, ranked number one in the world of Executive Education by the Financial Times in 2014, recently organized an interactive workshop on ‘Entrepreneurship and Innovation’ for women at the Student Center of Hamad bin Khalifa University in Education City.

The interactive Women’s Workshop provided entrepreneurial and managerial insights to participants with a global perspective to inspire women entrepreneurs develop the knowledge and skills necessary to create innovative and sustainable businesses.

“Innovation and entrepreneurship are essential drivers of growth and main sources of value creation,” said Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar. “With the increasing number of women actively participating in the economic and business activity, HEC Paris is honored to share its expertise on the subject and to provide them with the necessary knowledge and skills that can contribute to their success as entrepreneurs.”

The four-hour workshop was conducted by renowned HEC Paris faculty Professor Oliver Gottschalg. In addition, the workshop also had a distinguished panel of women achievers as guest speakers who shared their valuable insights with participants. They were Fatima Ghanim Al-Hudifi Al-Kuwari, CEO and Founder of multiple successful businesses in Qatar and winner of the 2013 Arab Woman Award as Best Entrepreneur; Aysha Al Mudehki, Social Entrepreneur, CEO of Qatar Business Incubation Center (QBIC), Board Member of Injaz Qatar and Co-Founder of Roudha Center for Entrepreneurship & Innovation; and Katrin Scholz-Barth, Civil and Environmental Engineer, Social Entrepreneur, Associate Sustainability Director of CH2M Hill, Principal at Katrin Scholz-Barth Consulting and Past President of SustainableQatar.

“In today’s societies, the role of women has been widely acknowledged and recognized as crucial to a nation’s economic growth and prosperity,” said Gottschalg. “In a highly globalized economy, the perspectives, challenges and even the way businesses are conducted have changed. Thus, it is important that today’s aspiring women achievers must be well-informed and guided by the most up-to-date theories and practices on entrepreneurship and innovation. “

“Being an interactive workshop, it was indeed an exciting event that was highlighted by healthy and informative exchanges of opinions and insights,” he added. “I therefore wish to thank all the participants, as well as the guest speakers, for their active participation in this event and for the wonderful opportunity given to me to share my inputs.”

Oliver Gottschalg is an Associate Professor in the department of Strategy at HEC Paris. For five years, he co-chaired the ‘10,000 Women Entrepreneurship Track Program’ in China.

He holds a Wirtschaftsingenieur Diploma from the University of Karlsruhe, an MBA from Georgia State University and a M.Sc. and Ph.D. degree from INSEAD. His current research focuses on the implications of employee motivation for firm performance in different settings. A second stream of work looks at strategic logic and the performance determinants of private equity investments. His work has been published in leading academic journals and in various publications for practitioners, and he regularly presents his research at academic conferences and symposia.

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Notes to Editors



### **HEC Paris**

A leader in Europe, HEC Paris specializes in management education and research. Founded in 1881, HEC Paris offers a full, unique range of courses to the leaders of tomorrow, including: Masters Degrees, MBA, PhD, Executive MBA and TRIUM Global Executive MBA. In June 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By February 2011, HEC Paris launched Qatar's first international EMBA. The HEC Executive MBA (EMBA) is a part-time program which provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. HEC Paris was ranked number one in the world for Executive Education in 2014 by the influential UK-based Financial Times media group.

<http://www.exed.hec.edu/hec-qatar>

### **Qatar Foundation**

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