

# Celebrating Women of Wonder at Mövenpick Hotels & Resorts.

**To mark International Women’s Day on March 8th, Mövenpick Hotels & Resorts reflects on the special skills and talents of women, and highlights the important women’s causes its properties support. Celebrating women not only results in fulfilled employees, but also maintains a connection to the world, where women make a difference in all walks of life.**



Dubai (United Arab Emirates), 2nd March 2015 – To mark International Women’s Day on March 8th, Mövenpick Hotels & Resorts reflects on the special skills and talents of women, and highlights the important women’s causes its properties support. Celebrating women not only results in fulfilled employees, but also maintains a connection to the world, where women make a difference in all walks of life.

## **Supporting cooperatives in Jordan**

Mövenpick’s five hotels in Jordan buy locally-made handicraft from several female cooperatives, thereby supporting a way for women to make a living through their artistic skills. Guests are also encouraged to visit these inspiring centres.

Near the Dead Sea, the Bani Hamida Women’s Weaving Project create beautiful carpets, whilst in Aqaba, the ladies of Green Creations produce recycled art, jewellery and bags from salvaged paper, glass and aluminium. Local Bedouin women at the Nabatean Ladies Cooperative in Petra make exquisite hand-made silver jewellery following traditional methods that honour the city’s art heritage.

## **Getting the seal of approval at the Dead Sea**

Mövenpick Resort & Spa Dead Sea was the first hotel in Jordan to receive the Gender Equity Seal from UN Women, the United Nations’ entity for female empowerment. Upholding gender equality means access to jobs and equal working conditions for women, as well as professional training and participation in decision-making processes.

The number of female employees at the resort increased from 27 in 2013 to 42 in 2014, a testament to the favourable working conditions provided for them. Training programmes are also in place to facilitate the growth of female employees into more senior positions.

## **Championing women’s education in Aqaba**

Women’s education is a priority at Mövenpick Resort & Residences Aqaba, which supports training centres and schools for girls. Recently, the hotel also hosted a field visit to the Taffileh Vocational Centre for Girls in an effort to promote career prospects within the hospitality sector.

This passion to support women in the local community extends to widows and those of old age, by conducting courtesy visits and arranging special events. Many of these initiatives are spearheaded by

Layali Nashashibi, the hotel's director of public relations. As President of the Jordan's Women Forum and Business & Professional Women's Club, she has been instrumental in raising the profile of local women's causes.

### **Inspiring female leaders of the future in Dubai**

As a female general manager, Anke Glaessing has made it her mission to support gender equality within the hotel, leading the way to ensure equality and balance. With no female staff member in the kitchen when she joined Mövenpick Hotel Deira two years ago, she is especially proud of the culinary team's new female chefs.

On March 8th, Anke will host eight women from leading companies and organisations operating in the United Arab Emirates for lunch and a sharing workshop. This activity will be a platform to share experiences and challenges faced by women today. Going forward, Anke plans to host one similar session every quarter in order to support women and other related organisations.

### **Creating art and wellness in Riyadh**

In its efforts to support female empowerment, the soon-to-open Mövenpick Hotel Riyadh will be featuring beautiful custom-made artworks created by talented female local artists. This was facilitated through a joint venture of good practices from The Arts of Heritage and the non-profit Al-Nahda Organisation, whose objective is to empower women through training seminars and advocacy activities, and by providing financial and social support.

A global brand that has been present in the Middle East for over 20 years, Mövenpick is committed to supporting sustainable activities that in some small way, positively affect both the planet and its people. Many of these initiatives support the company's aim to give back and contribute to the prosperity of each destination where the hotel company operates.



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