CLUSTERS MEET REGIONS

LYON, FRANCE Oct 12-13, 2023

CLUSTERS AND REGIONS FOSTERING COLLABORATION TO DEPLOY INDUSTRY OF THE FUTURE ON TERRITORIES
Women in Industries

Genoveva Christova

President of Bulgarian Furniture Cluster

Founder of CreaTech Bulgaria

Co-Owner of Ligna Group

Co-Founder Introvert Smart Hotels
More than ten million women march to work every morning side by side with the men. Steadily the importance of women is gaining not only in the routine tasks of industry but in executive responsibility. I include also the woman who stays at home as the guardian of the welfare of the family. She is a partner in the job and wages. Women constitute a part of our industrial achievement.

- Herbert Hoover -

31st President of the USA (period 1929-1933)
The “Gender snapshot 2023” underscores that gender equality is slipping further away with various Sustainable Development Goals still far from achieving their targets.

At the halfway point of the SDGs, a new SDSN report warns that not a single SDG will be achieved by 2030 at the current rate, and on average less than 20% of the SDG’s underlying targets are on track to be achieved.
- Still higher global rate of unemployed female workforce compared to male.
Women in workforce by industry

FIGURE 2.5  Representation of women in the workforce, by industry, 2016-2023

Source
LinkedIn Economic Graph.

Note
The 2023 data points only include data for Q1 2023.
More men AI talent...

**FIGURE 2.14 Gender representation for AI talent, by industry, 2022**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Government and Public Sector</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>72%</td>
<td>73%</td>
</tr>
<tr>
<td>Technology, Information and Media</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td>30%</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Source: LinkedIn Economic Graph.*
Today, men are leading most cutting-edge AI companies, while female voices animate most Virtual Personal Assistants (VPAs) and advanced humanoid robots – like Alexa and Siri, or robots Sophia, Ameca, Jia Jia, and Nadine. This reflects gender biases at home and in the workplace by reinforcing traditional norms of women as nurturers in supporting roles.

New generative AI tools can also produce overtly sexualised digital avatars or images of women while portraying men as more professional and career-oriented.

As generative AI and robotics advance, their effects on women’s economic and social equality remain to be seen.
Success Story

LIGNA Group - 20 Years Partnership of Female Leadership

How it started?
Success Story

Our Dream Team
Success Story

Over 350 furnished hotels all around EUROPE
MARRIOTT, IHG, HILTON, ACCOR, HAYAT, HOXTON, CIRCLE COLLECTION, etc

Our Portfolio and Achievements

1000th MARRIOTT Hotel in EMEA
Success Story

Our Portfolio and Achievements

Vintry & Mercer

LONDON

2019


The Buzziest New Hotels To Book For 2019

vogue.co.uk
Success Story

LIGNA Group - 20 Years Partnership of Female Leadership

Our Awards and Recognition

British Bulgarian Business Association (BBBA)

OUTSTANDING COMPANY IN THE BILINGUAL TRADE

BEST NEW BAR 2021

Interior Design by LIGNA
Success Story

LIGNA Group - 20 Years Partnership of Female Leadership

Where are we today?

AWARD OF THE GERMAN ECONOMY IN BULGARIA, January 2020
Success Story

LIGNA Group - 20 Years Partnership of Female Leadership

Partnering with other Empowered Women all around the world.
She leads green.

- Women are leading the industry in Sustainability actions.
- Innovation on all levels in ESG.
- Creation of sustainable solutions in the booking process.
“In our current post-pandemic culture, there’s an even higher demand for human connection and empathy. Diverse teams, specifically with women in leadership, lead to greater empathy as we have a natural tendency to listen, understand and reflect before committing to a solution. When you know what your users want and need, the more they are engaged with your product.”

Melissa Jurkoic, Chief Experience Officer at Cloud-based Tech company Thynk and a long-time advocate of women in hotel tech, predicts women will continue to rise the ranks in technology.
“Don't think about making women fit the world — think about making the world fit women.”

Gloria Steinem
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