



An initiative of the European Union

CLUSTERS MEET REGIONS

LYON | 12.13
FRANCE | OCTOBER 2023

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



EUROPEAN CLUSTER
COLLABORATION PLATFORM



European
Commission



La Région
Auvergne-Rhône-Alpes



La Région
Auvergne-Rhône-Alpes
ENTREPRISES



CIMES
Creating Integrated MEchanical Systems
Auvergne-Rhône-Alpes



POLYMERIS
Hubs de Compétence en Mécatronique, Plastiques et 3D Impression
Auvergne-Rhône-Alpes



Techtera

NEXT
GEN
EU

#SingleMarket30

Women in Industries

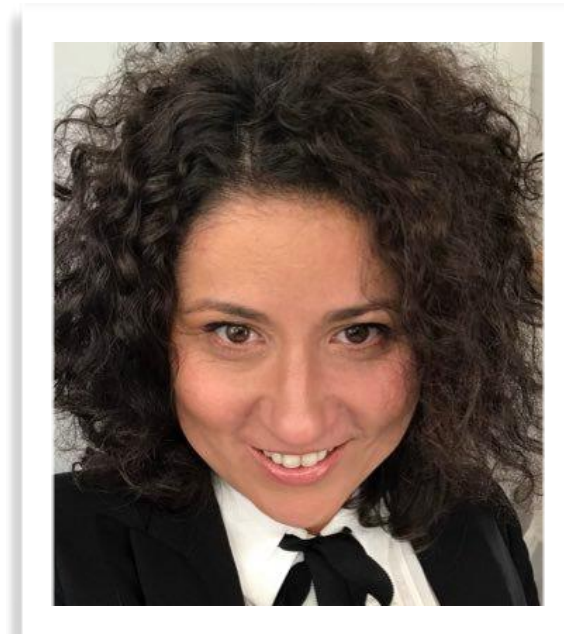
Genoveva Christova

President of Bulgarian Furniture Cluster

Founder of CreaTech Bulgaria

Co-Owner of Ligna Group

Co-Founder Introvert Smart Hotels



Perception for Women a century ago...

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 -

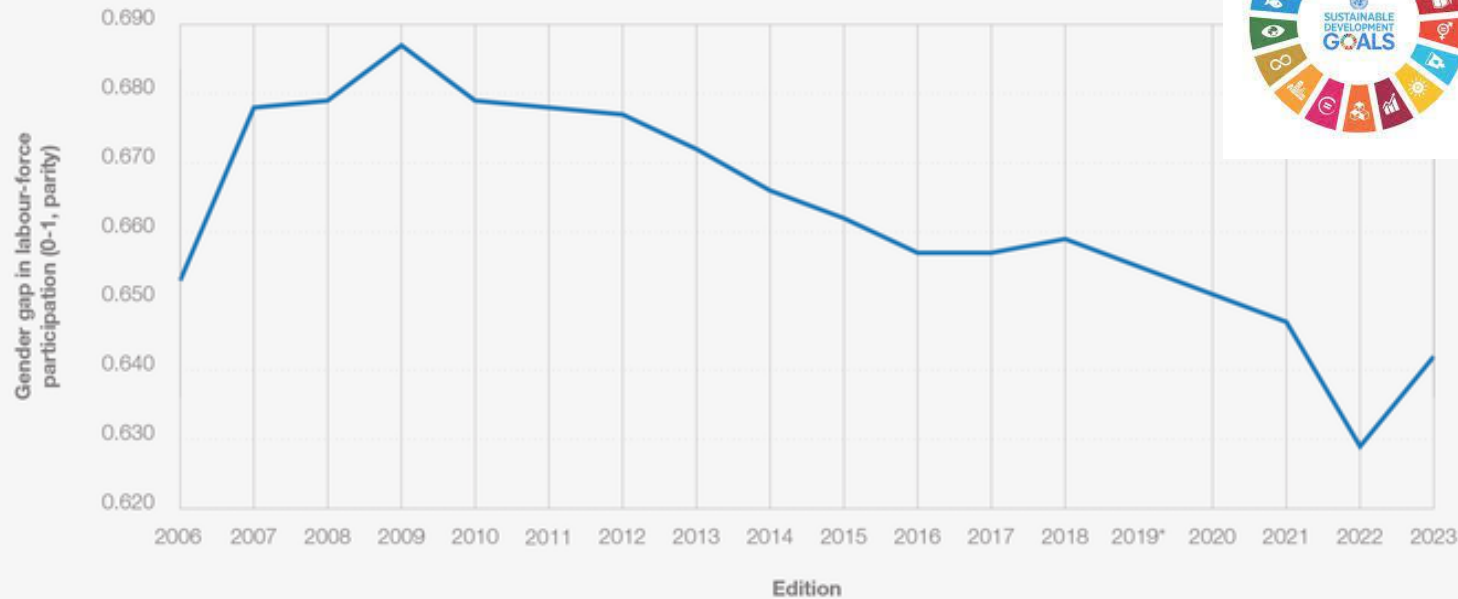
31st President of the USA (period 1929-1933)

Speaker name: Genoveva Christov



Gender Gap in labour-force

FIGURE 2.1 Gender gap in labour-force participation, 2006-2023



Source

World Economic Forum, *Global Gender Gap Report*, 2006-2023.

Note

The fourteenth edition of the Global Gender Gap Index, titled *The Global Gender Gap Report 2020*, was released in December 2019. There is no corresponding edition for 2019.

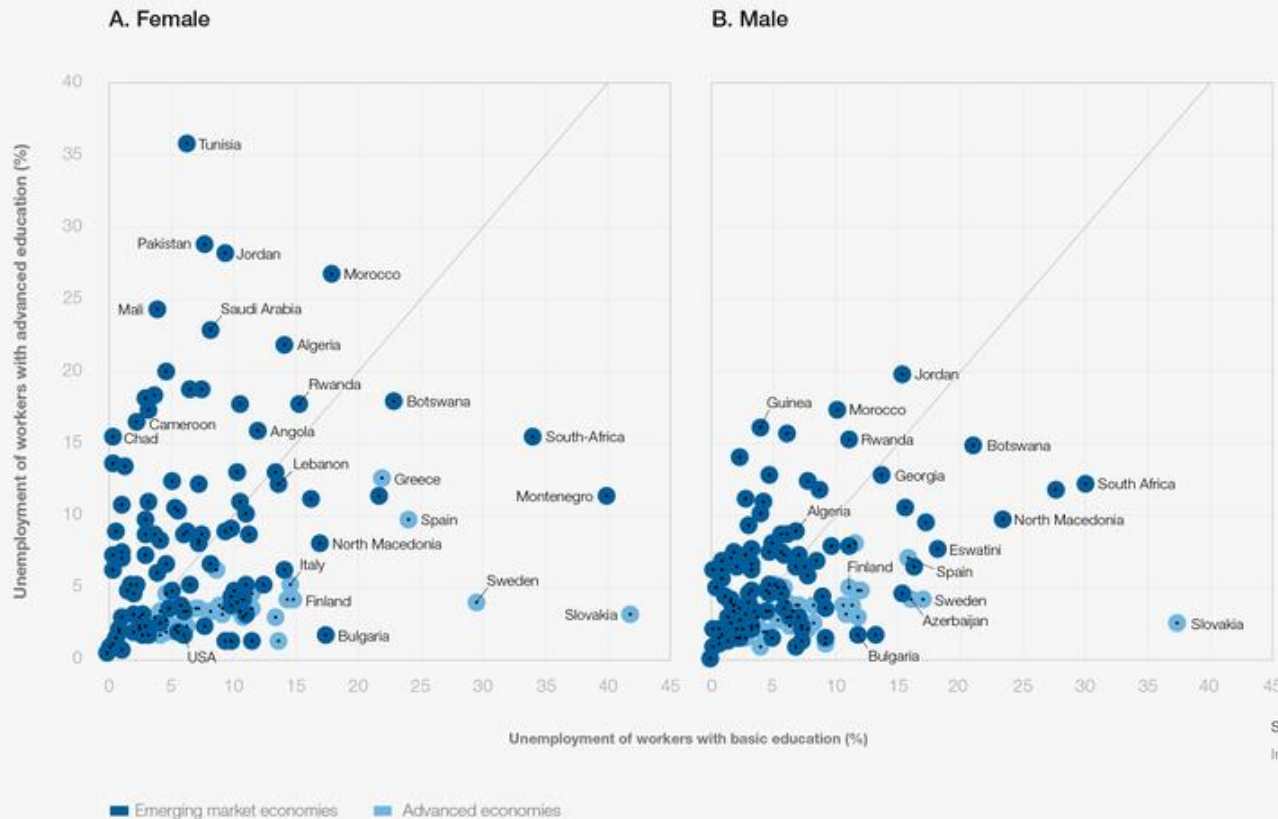
Speaker name: Genoveva Christova

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.

Global Unemployment female vs male

FIGURE 2.4 Unemployment by level of education, female and male workers, by income level, 2022 or latest year available



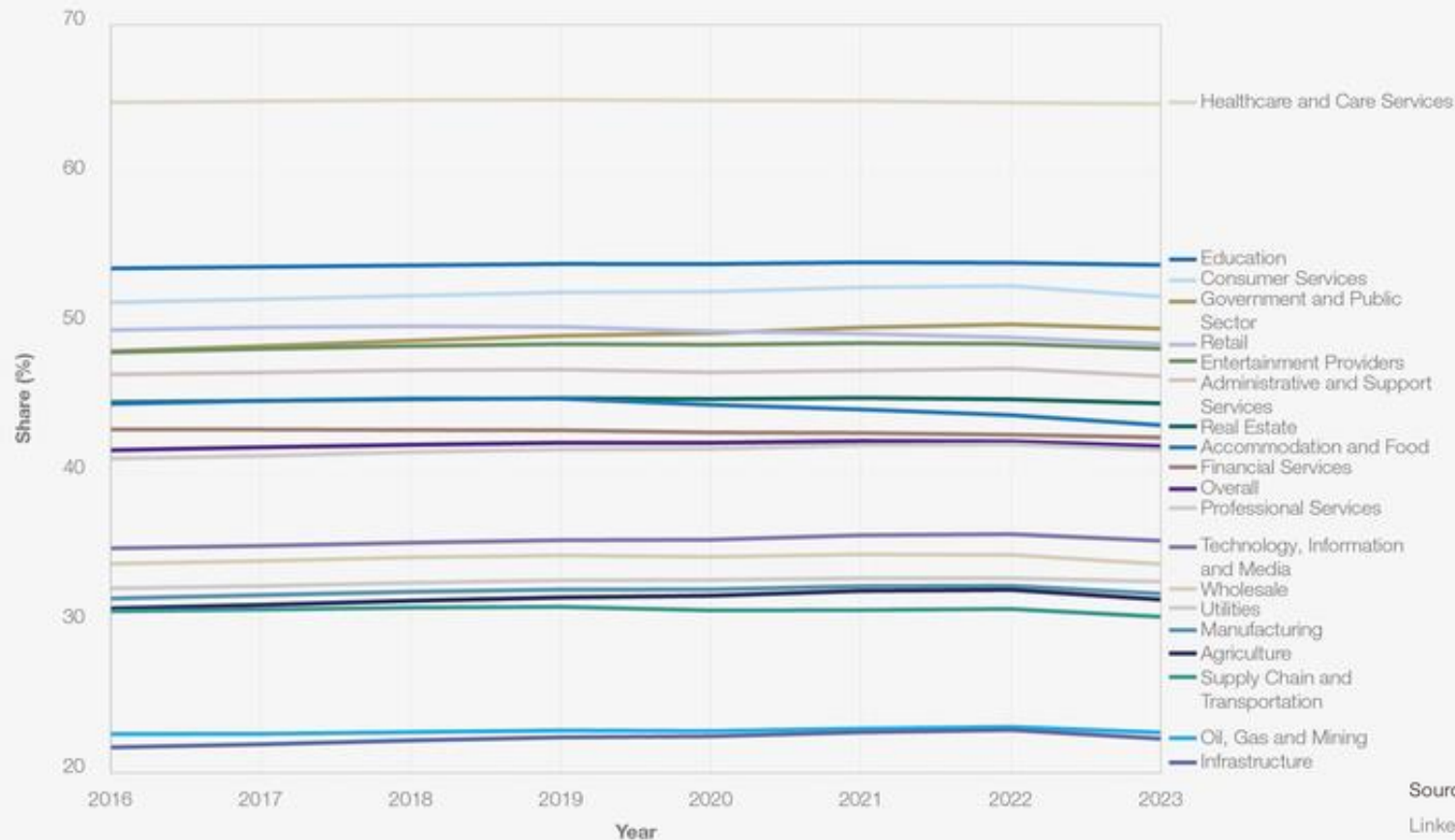
- Still higher global rate of **unemployed female workforce compared to male.**

Source
International Labour Organization (ILO), ILOSTAT.

Note
Educational attainment based on the International Standard Classification of Education (ISCED). Basic education is defined as primary and lower secondary education and advanced education is defined as short-cycle tertiary education, bachelor's, master's and doctoral or equivalent levels.

Women in workforce by industry

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



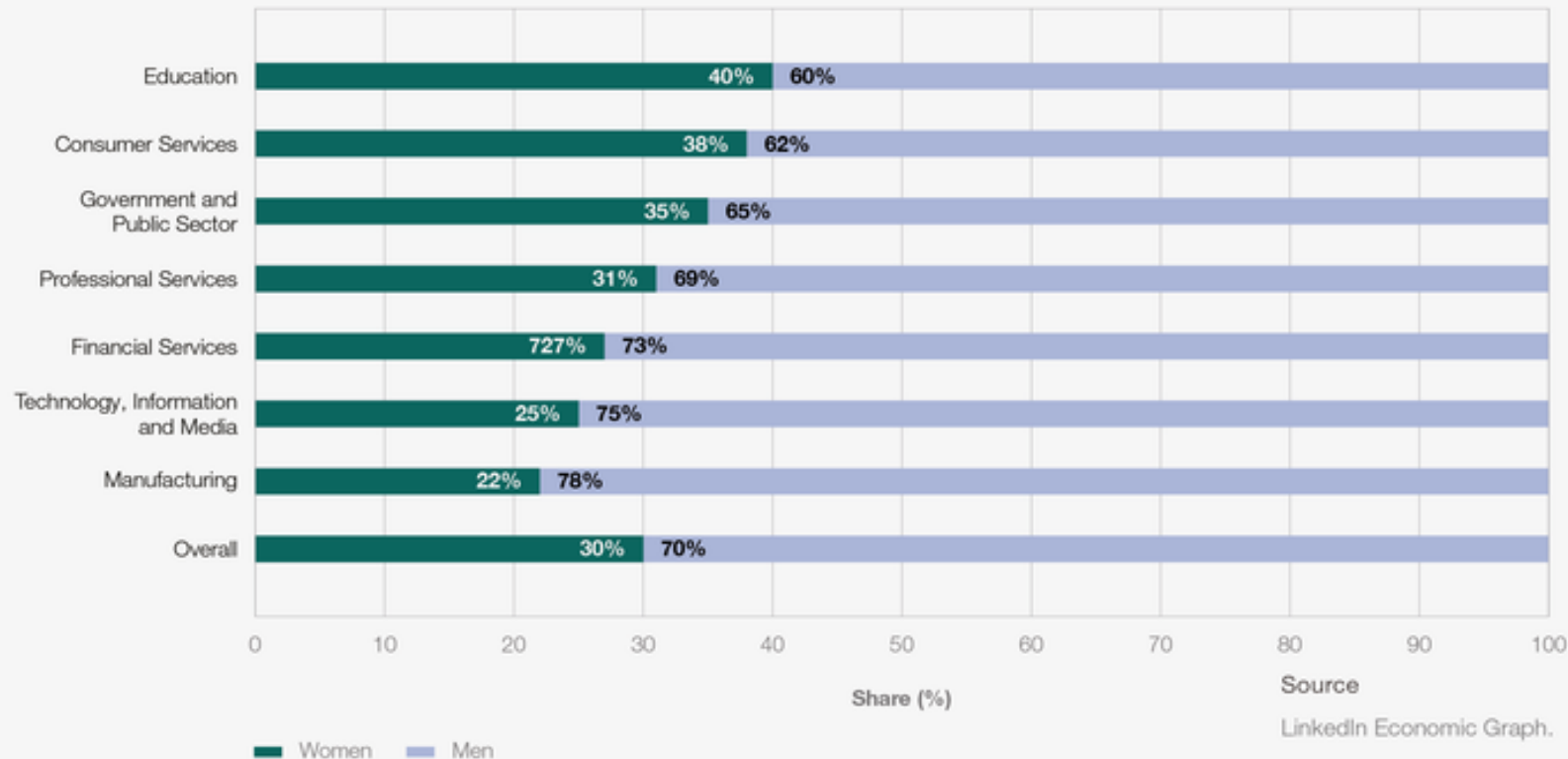
Source
LinkedIn Economic Graph.

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



More men AI talent...

What is the reason?



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?



ligna

Success Story



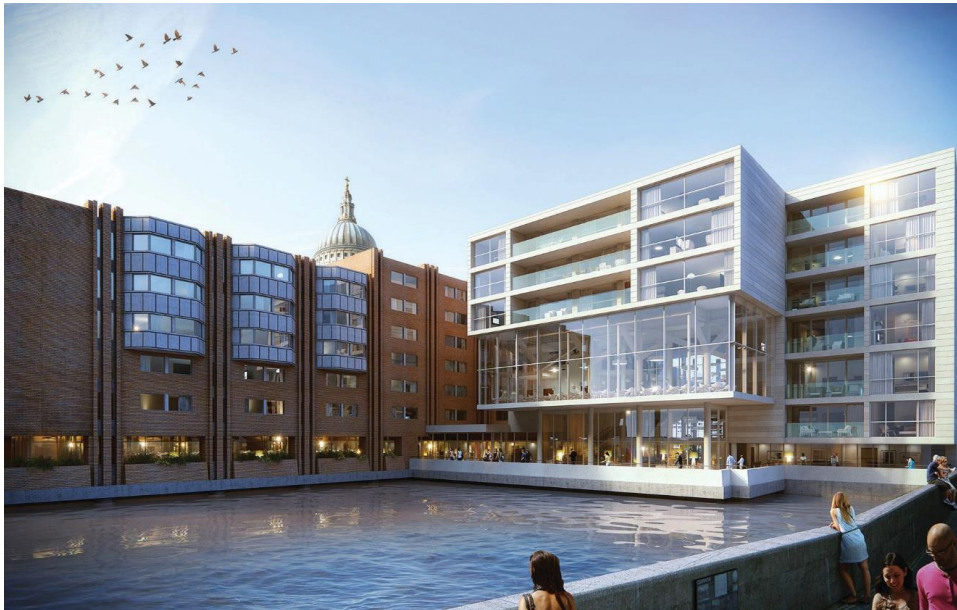
Our Dream Team



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

ligna

Success Story

Our Portfolio and Achievements

THE INTERNATIONAL
**HOTEL &
PROPERTY
AWARDS**
2019
WINNER



Vintry & Mercer

LONDON

2019

Vogue has put Vintry & Mercer on the list of buzziest hotels to book for 2019! Find out more: <http://bit.ly/DMVogue> ...see more



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.



Women in Hospitality: Emphatic Leadership



"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.**"

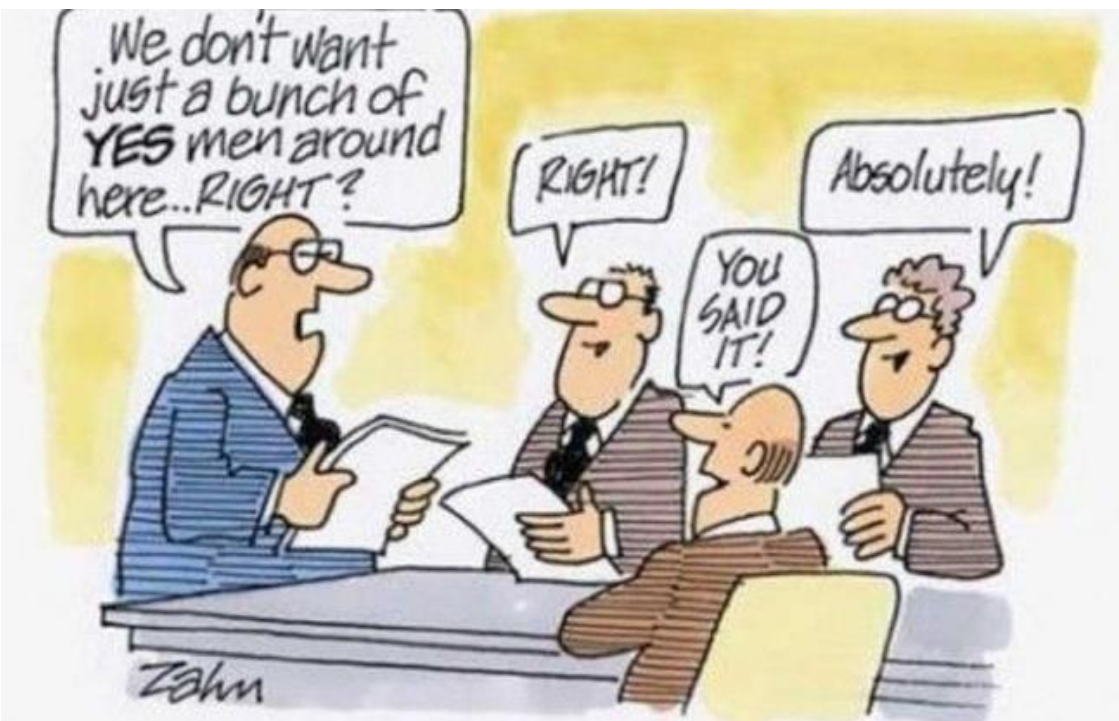
Melissa Jurkoic, Chief Experience Officer at Cloud-based Tech company Thynk and a long-time advocate of women in hotel tech, predicts women will continue to rise the ranks in technology.



"Don't think about making women fit the world — think about making the world fit women."
Gloria Steinem



You want to connect on



THANK YOU

