

# TRAVTALK

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## Emirati women pivotal to UAE's national progress

The UAE's travel, tourism and hospitality industry benefits immensely from the ongoing leadership of Emirati women. Women in the UAE have always contributed towards the development of the nation hence on the occasion of Emirati women's day we feature their special messages.

### Realizing nations development goal for 50 years

**Sheikha Hind bint Majid Al Qasimi, Chairperson of Sharjah Business Women Council (SBWC)**, said Emirati Women's Day this year marks a special celebration of honourable achievements of UAE's female citizenry in realising the nation's developmental goals over the past 50 years.

"Emirati Women's Day this year marks a special celebration of honourable achievements of UAE's female citizenry in realising the nation's developmental goals over the past 50 years. As the nation consolidates its vision for sustainable and diversified progress for the next five decades, their evolving responsibility as equal partners in development only increases, given their proven track record of success in the UAE's history. Emirati women have always gained strength and inspiration from the forward-looking vision of our wise leadership in the UAE and Sharjah. It is due to the patronage and strategic support of Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah, and Founder and Royal Patron of Sharjah Business Women Council (SBWC), that women have always succeeded in Sharjah, especially in their professional endeavours. In the empowerment and continued success of female entrepreneurs and businesswomen across the UAE, I see the fruits of the consistent efforts made since the formation of the Union."



### Capitalising on myriad of opportunities for women

**Reem BinKaram, Director of NAMA Women Advancement Establishment (NAMA)**, underscored that the UAE's female citizens have created an honourable model of partnership and self-development, which has seen them work hard to acquire the necessary skillsets to partake equally in realising the UAE's vision and ambitions, and enable national progress. She also noted that Emirati women have done pioneering work across vital sectors, particularly as entrepreneurs and humanitarians.

"Looking back, Emirati women should be proud of what they have accomplished, for themselves and our great nation over the past 50 years. Today is a day to celebrate our leadership's support, which the nation's exemplary women leveraged to capitalise on the myriad opportunities they are offered. I would like to take this opportunity to thank Her Highness Sheikha Fatima bint Mubarak, 'Mother of the Nation' and Supreme Chairwoman of the Family Development Foundation, and Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah and Chairperson of NAMA, for their consistent support, which has enabled Emirati women to shine at every level – local, regional and global," BinKaram added.

### Emirati women play key roles in tourism and hospitality

Emirati women have been contributing towards the goals of the nation to be the best in terms of travel, tourism and hospitality. Being one of the first destinations to open last year has seen the impact of the industry back on its feet to recovery.

"Over the years we have seen the way in which Emirati women have contributed towards the growth of travel, tourism and hospitality. This year is special as we celebrate 50 years for our nation. In the next 50 years, we will see Emirati women leading and pioneering the Economic Growth through tourism and hospitality (on earth & beyond), and will lead in the footsteps of our great nation's founding father and our visionary rulers," shared **Sharihan Al Mashary, First Female Emirati General Manager UAE and Region, Arabian Young Leader and Emirates Woman Achiever Awardee, Award-winning General Manager with over 14 years in Hotel Management.**



### Actively engaging in varied fields

RTA's women committee celebrated Emirati Women's Day under the theme 'Women: Ambitions & Inspiration for the Next 50 Years'

"Emirati women are privileged by a huge support and patronage of our leaders, especially Her Highness Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union, President of the Supreme Council for Motherhood and Childhood, Supreme Chairwoman of the Family Development Foundation (Mother of the UAE). Emirati women have proved their merit in tackling challenges and playing an active

role in a variety of fields, especially the transport sector, which has recovered as much as 70% of ridership recorded during the pre-Covid-19 levels. Such a positive indicator of returning to normal life and co-living with the precautionary measures in place," added **Moaza Al Marri, Executive Director, Office of RTA Director-General, Chairman of the Board of Executive Directors cum Chairperson of Women Committee, RTA.**

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