News release

Nicosia, 02 April 2019

Official Launch of Women Fit for Business Cyprus

- A scholarship program for unemployed female university graduates

AIPFE Cyprus-Women of Europe in collaboration with EY Cyprus and The Cyprus Institute of Marketing (CIM) officially launched the successful European initiative Women Fit for Business (WF4B) Cyprus on 28th March 2019 at the EY Cyprus main office in Nicosia.

The WF4B initiative aspires to empower, motivate and connect young, unemployed, female university graduates, under the age of 35 by providing them with the necessary hard and soft skills to enter or re-enter the labor market and/or start their own business.

Sixteen candidates will be selected through a competitive interview selection process, to attend a program between mid-April 2019 to November 2019, which will cover a wide range of topics, comprising of female leadership training, communication skills, business skills, social media and digital marketing etc.

In his welcome address, Stavros Pantzaris, Country Managing Partner of EY Cyprus, said: “Remember, the gender gap issue is not only about women or about injustice. It is an economic absurdity. Global growth and prosperity is based on the ability of each and every organization, whether public or private, to attract and empower the most competent people. Excluding 50% of the human population from the most critical positions means that we are missing substantial growth opportunities.”

Speaking on behalf of The CIM, Yangos Hadjiyannis, Deputy Director-General noted that “at the CIM we are nurturing Business Leaders for the past 41 years, so this project provides an excellent opportunity to us to transfer knowledge and inspire young women for a successful career. Moreover, such initiatives are fully aligned with our Social Responsibility Strategy and we look forward to working closely with our Partners and the participants for a very rewarding journey through WF4B”.
Speaking about the organization’s mission, vision and 20-year journey, AIPFE Cyprus President, Anna Koukkides-Procopiou explained that “in the same way that AIPFE has been motivating, empowering and connecting women in Cyprus for the past 20 years, through the WF4B initiative we aim at motivating, empowering and connecting this younger generation of women. Female leadership is of utmost importance, if we wish to stimulate social change and progress towards gender equality.”

WF4B alumni shared their success stories, highlighting how the program empowered them, helped to boost their confidence, to overcome certain phobias and barriers as well as facilitate a career shift. ‘I met a powerful network of women with no hidden agenda,’ said WF4B alumni, Chrissie Sea.

The launch event took place at the EY Cyprus Nicosia Main office, at the Jean Nouvel Tower, on March 28, 2019. The application deadline has now been extended to April 7 (full details on AIPFE Cyprus-Women of Europe)

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