

***Young women from Saudi Arabia have a Bright Future to look forward to.***

*On Tuesday June 11th, 2013 with the organization of the Middle East & Africa Team of IE's International Development Department and the Collaboration of SCIEF and the IE Saudi Club, welcomed a group of sophomore students from Prince Sultan University's College for Women. IE Business School invited the twelve young women from PSU, as a stop off on their sophomore study abroad program here in Spain. The young women were greeted by an audience of more than 30 IE students, faculty, and staff.*

*The PSU students presented their school, Saudi customs and culture, and their experiences as young women in the Kingdom of Saudi Arabia. They shared with the IE community a number of different aspects of Saudi life. Based on their enthusiasm, they all seem very excited for the positive future ahead of them as empowered, educated young women. The students also helped to debunk some of the common misconceptions about Saudi Arabia and the Islamic religion.*

*In 2011, Saudi Arabia invested over \$40B USD into their education system. The country currently hosts the construction site for one of the tallest buildings in the world. In addition these young women all seemed excited that King Abdullah recently signaled an easing of its practices of sexual segregation by appointing women to the country's senior representative state body, the Shura council, for the first*



*time in history. In 2015, women in Saudi Arabia will be given the right to both vote and run in municipal elections.*

*At IE the 92% of the students are not from Spain; this percentage represents 80 different countries and nationalities. Diversity and cultural understanding are critical pieces to being successful in education at IE. Even more important are these aspects of diversity for IE students as they enter into a globalized business world. Celia De Anca, IE Professor and head of the Center for Cultural Diversity in Management said, "We are excited to host the PSU students to give them the opportunity to showcase and highlight their culture and society. It is our goal here at IE to promote this mutual cultural understanding, and what better way to learn than to introduce these young women to a group of our students." The Saudi Spanish Center for Islamic Economics and Finance of which she is Director will lead a group of IMBA students on a trip to Saudi Arabia in November 2013 to explore the growing market for Islamic finance and to help IE students gain a firsthand understanding of Saudi culture.*



*Founded in 1999 and located in Riyadh, Saudi Arabia Prince Sultan University (PSU) is a private university funded by the Riyadh Philanthropic Society for Sciences. In 2001, addressing the need to offer learning opportunities for females in Saudi Arabia and neighboring Arab countries, PSU's College for Women was established.*

