

## **Eng. Iyla A. Ashadawi**

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Member of the Council of the Eastern young business

Al-Shargyah Chamber

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Eng. Iyla AShadawi joined Al-Falak Electronic Equipment & Supplies, Co. in 2005 as a project Engineer, and is presently in the same company, serving as marketing manager, in addition to her engineering role. She graduated from King Faisal University with a bachelor degree in Interior Architecture in 2000. Later on, she completed a high Diploma in computer graphics from College Inter-Dec in Montreal, and continued to her Masters studies in Building Science in the University of Concordia, Montreal. Her concentration in building science was in the study of Open Cell Polyurethane Foam Insulation and its integration in the building envelope.

She is currently on the Board of of Asharqia Young Businesswomen Executive Council, which was launched in Ramadan of 2008. She served as the president of the Board from 2008 to 2011. The goal of this council is to promote entrepreneurship among young Saudi women as a viable alternative to seeking traditional employment which is becoming increasingly difficult in the region. The council has currently rolled out programs for women's empowerment, education, business networking, and assistance in understanding and navigating the rules and regulations of business in Saudi Arabia. The council focuses on the promotion of small to medium businesses as they are the driving the force of most of the world's powerful economies, and this type of work is especially suited to the needs of women. She is also on a special women's committee in the Saudi Counsel of Engineers, focused on furthering women's opportunities in this field.