



DIANA SALAMEH
Winemaker at Domaine Wardy

Journey and motivation

Growing up under her grandparents' grape vines, it felt only natural

for Diana Salameh to study oenology at the Institut universitaire de la vigne et du vin in Dijon, France. She received her bachelor's degree in 1992, and later earned a specialized diploma in oenology.

Others' perceptions

Salameh says that at first her parents thought she had chosen to study oenology in order to leave Lebanon indefinitely, because the wine sector was highly underdeveloped in the country at that time.

Obstacles

According to Salameh, winemaking as a career choice is still relatively new in Lebanon, so a preference has

not developed for male winemakers, compared to France where she says it's been considered a job for men for a long time. As for the agricultural sector in general, Salameh claims that men still have problems with being led by a woman.

Future projects

Salameh wants to work on bettering the quality of wine in Lebanon, while at the same time make it available to everyone.

Advice

She says that someone should only choose this career if they have a passion for it, because it's physically very demanding.

CHRISTELLE YARED
General Manager at MSCA –
M. Special Car Armoring

Journey and motivation

When Christelle Yared was finishing her bachelor's degree in business and management at Saint Joseph University in Beirut, she took the challenge to relaunch her father's vehicle armoring company in order to upgrade the car of one of her father's previous clients. In two months, she succeeded in building a team, finding a location to carry out work, identifying providers for the car parts and delivering the car to the client. For two years, the company was only working on one or two cars a year, which made it possible for Yared to focus on developing herself and learning different techniques.

Others' perceptions

Yared notes that the team initially had trouble being led by a younger woman. With time, however, they ended up accepting her. She explains that even the suppliers questioned



what a woman was doing in this field. Clients now only have doubts for about five minutes, as they are quickly convinced by her professionalism and passion for her work.

Obstacles

Her biggest obstacle has been gaining her clients and providers' trust. Yared worked very hard the first two years, which kept her away from her family, friends and social life. But she says that it was

her way of showing everyone her determination to succeed.

Future projects

She wants to develop and expand the company into Africa.

Advice

Yared advises women to be determined in whatever they do. Women can do anything, she says, and can even be stronger than men in fields considered "traditionally male".