

DAY OF THE ENTREPRENEUR

Friday
18 Nov

Every third Friday of November is declared '**Day of the Entrepreneur**' in the Netherlands.

A day on which entrepreneurs are thanked for their entrepreneurship, creativity, drive for innovation and their perseverance. It is a moment when respect and importance is shown towards entrepreneurs, who are the backbone of our economy.

The Day of the Entrepreneur has been taking place since 2016 and is part of the "Global Entrepreneurship Week", a worldwide initiative to promote entrepreneurship. A campaign that is now running in more than 150 countries around the world.

This year Dutcham and the Dutch Economic Network in Brazil focused well-deserved special attention to "**female entrepreneurship**". Female entrepreneurs are still highly underrepresented in international business. This means we are missing many great and special ideas, even though there are so many global opportunities for new creative business solutions in today's world.

Mrs Afke Mulder, Deputy Ambassador of the Netherlands in Brazil, further explains why we selected female entrepreneurs from our local business community to put in the spotlight, and who these special women are. We applaud them today, and encourage more women to use and deploy their own entrepreneurial capacities.



From out of the many female professionals and business leaders in our network, we have selected **three remarkable women and awarded them as "Entrepreneurs of 2022"**.

Patricia Frossard

Country Manager at Philips Brazil

Since more than 9 years working at Philips, the last 3,5 years in the position of Country Manager Brazil. Patricia has been showing great leadership when navigating the organization during the challenging Corona times. In the world of innovation and technology in which Philips operates, Patricia **became a real role model for many women in this industry**. In addition, Patricia has also strongly contributed to a more diverse and inclusive working environment within the Dutch business community. Since 2 years, she performed her role as Ambassador of the Dutcham D&I Committee with great passion and was a source of inspiration to many. Above all, Patricia is a wife and mother of 2 children, which she combine perfectly with her busy job. Clear entrepreneurship with a feminine touch that makes the difference.



"What a wonderful surprise to be recognized as 'Entrepreneur of the year'! When you do things with the heart, you just wish to achieve the proposed results. For me, it was like this when I drove the company during the COVID-crisis, and, afterwards, as the Ambassador of the D&I Committee at Dutcham. Therefore, this prize is on top of everything I could expect. The world is changing so fast, that you must have an entrepreneurial spirit to survive. Therefore, in my role as a leader, I work to develop in the company, a mentality to challenge the status quo every day, to follow the dynamic world we live in. Thank you so much!!"

Priscila Maziero

Biofuels Development Manager at Supergasbras

As an engineer in biochemistry, Priscila is already setting an nice example for many women (and men). Her technical background was the basis for an impressive career that she managed to develop over the years. But especially her strong entrepreneurial spirit has contributed to achieve her personal mission, meaning "actively contribute to a more sustainable work environment for people and the entire ecosystem". Priscila was selected as one of the 3 winners because of the many great initiatives that she took in 2022 within Supergasbras (part of the Dutch SHV Energy Group) to drive the business **towards more sustainable fuel gases**. A young, dynamic woman with a clear vision & mission and strong sense of entrepreneurship that we would like to reward at the occasion of the Entrepreneur's Day.



"I'm really glad to be recognized as 'Entrepreneur of the year'. It was a great surprise! Along my career I was inspired by great women that always motivated me to be confident in my purpose and enjoy the journey! Entrepreneurship is enjoying and learning even with all barriers and challenges, and mainly bring together others to be part of the journey! This prize motivates me to go beyond in my purpose to make a difference for a more sustainable world for people and our ecosystem and hope to inspire others to be part of it!"

Rebeca Dreicon

Regional Managing Director Latam at MetrixLab

More than 8 years, Rebeca has been at the head of a medium-sized Dutch organization in Brazil, Metrixlab. Her entrepreneurial spirit, passion for business and personality have ensured that the local organization has grown strongly and continues to do so. Also last year Metrixlab was already nominated as Entrepreneur of the Year, but this year the prize goes entirely to the strong woman behind the organization. Rebeca showed a high degree of involvement, both towards clients and towards her employees, in combination with being a real family woman. A **strong example of great female entrepreneurship within a Dutch SME company** in Brazil.



"I am honored to receive the 'Entrepreneur of 2022 certificate'. I would like to extend it to all the women that are part of my life; from my mother to all my colleagues and business partners. Without you this journey wouldn't be the same! I truly believe that entrepreneurship is about evoking our strength to be the game changers of our own lives and lives of others, it is impossible to win alone and the more people we connect the better we will be."

On behalf of Dutcham, the Dutch Diplomatic Network, and all our members, we would like to congratulate our winners of 2022!



Dutch Chamber of Commerce in Brazil - Dutcham

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