



Press release

### **3rd Dexia Woman Business Manager of the Year Award**

*24/11/2008 - This Monday the 'Woman Business Manager of the Year' award was presented to Mrs Betty Fontaine (Simon Brewery). Dexia BIL would like to thank all those who took part; their successes are the fruit of dynamism, innovation and audaciousness in an economy that they help to render more open and more equal.*

At a reception Mr Frank Wagener, Chairman of the Dexia BIL Management Board, in the presence of Mr Jeannot Krecké, Minister of the Economy and Foreign Trade, handed over a cheque for 10,000 euros to the prize-winner. The other finalists, Marie-Béatrice Noble/Katia Scheidecker (law firm) and Valérie Frentz (beauty salon), were praised for the quality and originality of their projects.

As was the case last year, the jury's selection criteria included the originality of candidates' careers and projects and their personal investment. The factor which brought Mrs Fontaine the title was her desire to promote typical Luxembourg products, combined with her social responsibility towards her workforce. All the winnings will go to her staff in the form of a direct bonus, vouchers to be shared among them and the refurbishment of the company's restroom.

The 'Woman Business Manager of the Year Award' is supported by the Ministry of the Economy and Foreign Trade, the Ministry of Equal Opportunities, the Ministry of Small and Medium-sized Businesses, Tourism and Housing, the Chamber of Commerce, the Chamber of Trades and the Luxembourg Federation of Female Company Directors. The 2008 event was organised by Dexia BIL in conjunction with PricewaterhouseCoopers and paperJam.

Through this initiative, Dexia actively contributes to efforts to promote the role of women in the Luxembourg economy.



### **The prize-winner**

**Betty Fontaine** manages the Simon Brewery which currently employs 28 people. The brewery currently has two production sites and makes three of its own brands of beer.

In 2006, Betty Fontaine decided to relaunch the Okult beer, initially marketed by the small, traditional Redange brewery which ceased trading in 2005. This organically-produced beer had met with considerable success in Luxembourg and in the Belgian border region. The relaunch of the Okult beer gave new life to a typical Luxembourg product but was also the chance market an organic beer while supporting local agriculture. Betty Fontaine was the initiator of the project from its inception to the final production stage.

### **The finalists**

**Marie-Béatrice Noble and Katia Scheidecker** are the women behind the creation in 2004 of the Noble & Scheidecker law firm in Luxembourg City. Their aim was to create a law firm different from those already present. Theirs is, in fact, the first commercial law firm founded by two women, quite an innovation in the traditionally masculine legal business.

The firm, which now has a workforce of 70, is one of the ten largest law firms in Luxembourg and is remarkable for its atypical, egalitarian male-female structure. Given its large female representation, Noble & Scheidecker has naturally been keen to innovate in terms of flexibility in the wider sense such as part-time working and flexible working hours.

In March 2003, **Valérie Frentz** turned a dream into reality by opening her own beauty salon in the commune of Foetz. Very soon, however, a move to larger and more modern premises became a necessity.

In February 2007, Valérie Frentz found the premises in Soleure which was to house her new beauty salon. It was exactly what she had been looking for in terms of location and size but the interior needed major renovation work. She succeeded in obtaining the necessary loan to complete the project and entrusted the renovation to an innovative firm of architects. The salon now offers top-of-the-range services and the very latest equipment in a sumptuous, relaxing atmosphere.