



# HBLF 2022 Women's Day Campaign CEO Brief

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# The whole world celebrates women on the 8th of March.

However, number 8 has a much less cheerful meaning.

**Today, only 8% of the top 50 companies (with the highest turnover) in Hungary have female CEOs.**

To bring this ratio closer to 50%, we need to overcome prejudice, build self-confidence and value diversity more.



The background features a repeating pattern of interlocking loops. Each loop is formed by a thick, 3D-style ribbon that transitions from a bright yellow at the top to a vibrant orange at the bottom. The loops are arranged in a staggered grid, creating a sense of depth and movement. The central text is white and stands out prominently against the blue background.

**Let's change  
the perspective!**



Just as number eight becomes the symbol of infinity from a different perspective, women leaders can get unlimited opportunities if we change our point of view.

But determination alone is not enough to make a change, concrete commitments are also needed if we want to erase discrimination.

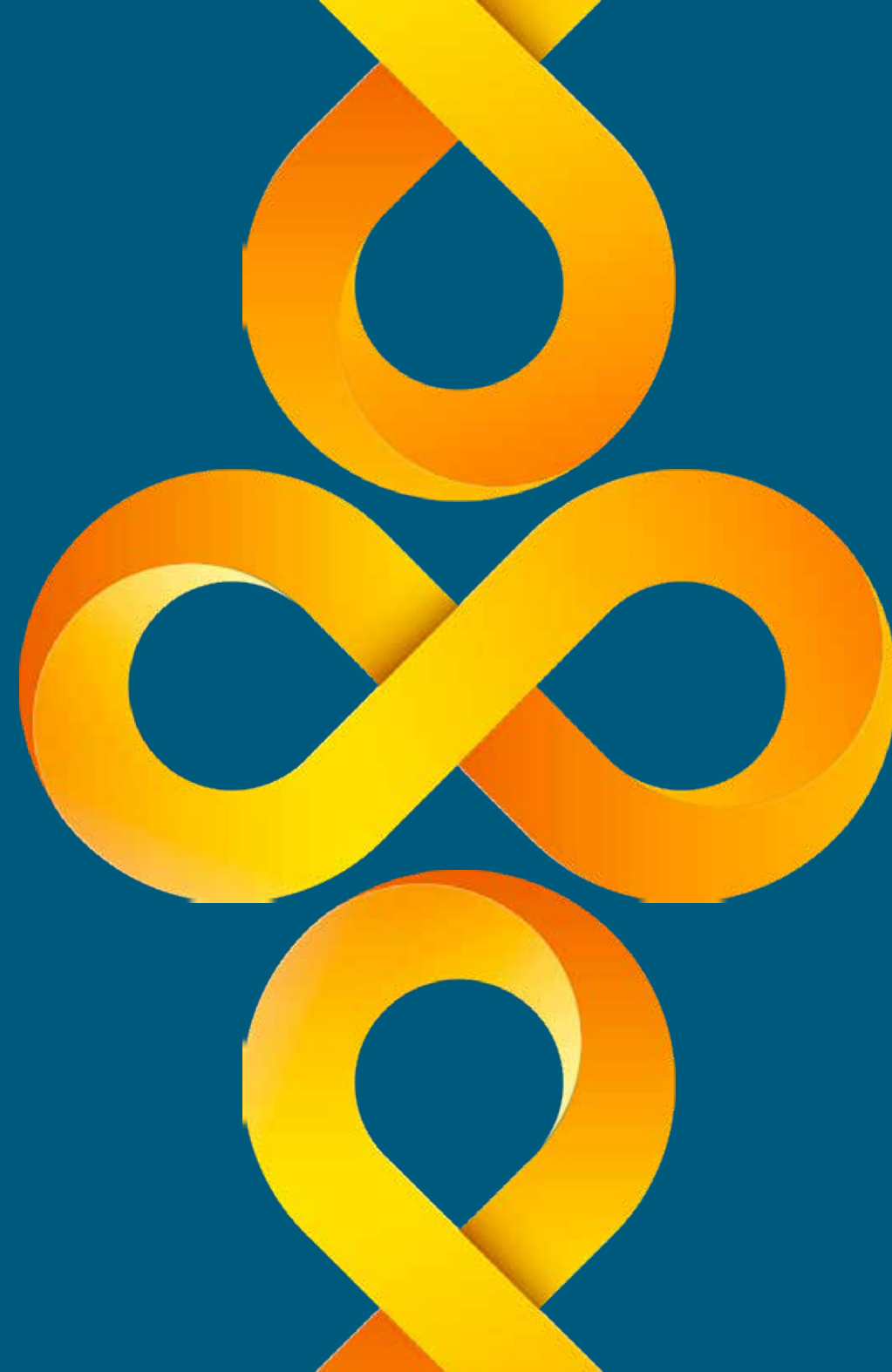


In line with the HBLF's mission, we believe that by working together, we will be stronger and have a greater impact on the necessary changes and give women the opportunity in leadership.

**That is why we ask the top leaders of Hungarian companies to stand up for equality.**

In order to make a real difference, participants are asked to show their (their companies and their own) commitment with a statement about their contribution to the cause.

Since the publication of the initiative, a constant flow of commitments has been received. The full list is available at the following link:  
[https://hblf.hu/tevekenysegi/programok/hblf\\_nonapi\\_kampany](https://hblf.hu/tevekenysegi/programok/hblf_nonapi_kampany)



"We need to draw on all talents to deliver a secure, affordable and sustainable energy for all. I believe that a leadership representing the mix of our society is an enabler in the energy transition. We are committed building a diverse and inclusive culture and by now the female and male representation is 50/50 in Shell Hungary's board. Mentoring the next generations of leaders internally and across organizations is my top priority. The award winning HBLF international Xmentor programme is a key enabler in developing female leaders and I gladly lead and act as mentor in this initiative."

**Andrea Istenesné Solti**  
Country Chair - Shell Hungary Zrt.

"At KPMG, we, as signatories to the UN Global Compact and UN Women's Empowerment, have been committed for decades to eliminating all forms of discrimination. We believe in an open and inclusive corporate culture. We also believe that harmonization of opinions creates value, and differences of opinion can bring new aspects to the system. This is what we call diversity, and we are working constantly to let all its positive effects prevail. This is the cornerstone of my leadership creed, and I'm working hard to create a corporate culture that has acceptance, diversity, equality, and empowerment in its DNA."

**Rezső Rózsai**  
CEO - KPMG in Hungary

"Fifty percent of the group's management team is female. Moreover, for three generations, mothers of the Kelényi-Szamos family have been more than just the partners of their husbands. They have been fully involved in the operation of the companies and in making the most critical decisions."

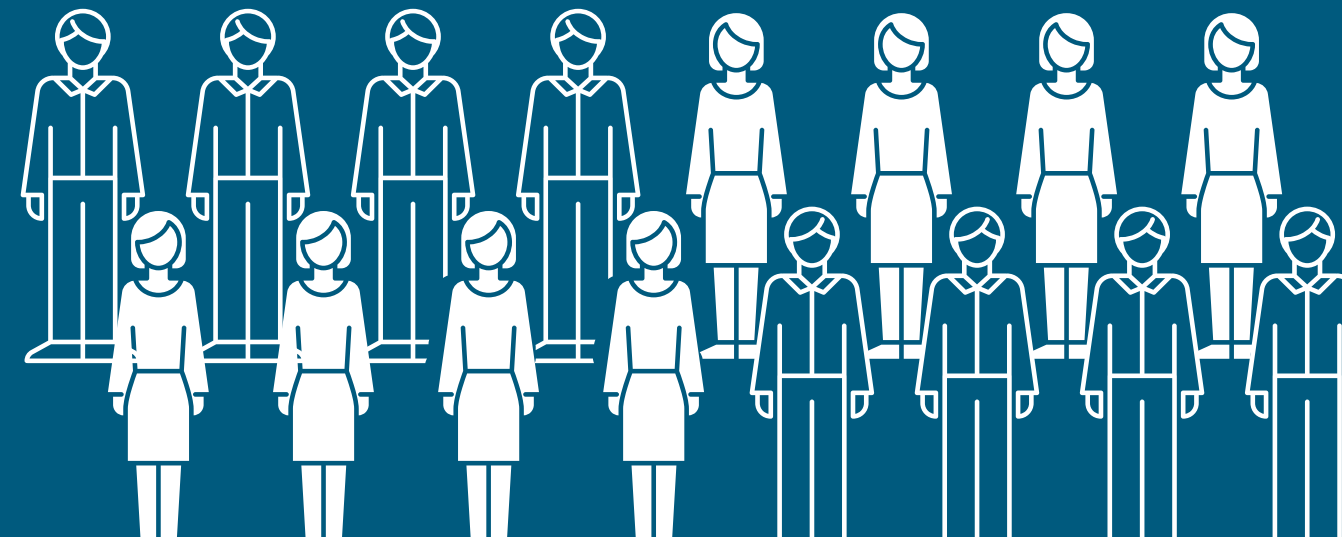
**Ádám Kelényi**  
Managing Director - Szamos Marcipán Kft.

"It is essential for the country's competitiveness that women are represented equally not only in education and universities, but later, in addition to starting a family, they must have the opportunity to sell their acquired knowledge with equal conditions in the labor market. The practical implementation of the principle of equal pay for equal work requires the continuous development of women's financial literacy and willingness to take risks. Based on their qualifications, women are less involved in decision-making roles and earn less than men. As an insurance professional and manager, I am committed to build women's financial literacy; and as a mentor in the HBLF mentoring program I'm also involved in the development their risk-taking skills. Poverty in old age should not have a female face, which is why I work for the financial development of women."

**Dr. Judit Zolnay**  
CEO - MetLife Insurance

**Lasting change can only be achieved in the long term.  
To reach our goal, we need as many people as possible  
to join the initiative with a commitment.**

Let's work together to create endless opportunities for women!



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## In cooperation with



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## Campaign planning and implementation

**ACG**



**RED LEMON.**



# Join us!

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