

Press release – 2 october de 2019

Manuela Medeiros, founder of Parfois, wins the 2nd edition of BPI Women in Business Award

- **Award distinguishes the professional career of the businesswoman, which will be recognized in the international IWECA Awards 2019, in a ceremony that will take place in New Delhi on November 12, along with other 40 entrepreneurs from 20 countries.**
- **IWECA Awards are an initiative launched in 2007 by the Barcelona Chamber of Commerce, with the support of CaixaBank, the sole shareholder of BPI, in collaboration with chambers of commerce of different countries.**

Businesswoman Manuela Medeiros, founding partner of Parfois, is the winner of the 2nd edition of BPI Women in Business award, a distinction that aims to recognize the professional career of Portuguese women and give visibility to the female leadership in business.

It was in 1994 that Manuela Medeiros founded, in Porto, what is currently one of the main Portuguese brands of fashion accessories, with the desire to democratize access to fashion to all women. Her entrepreneurial vision and perseverance transformed Parfois into an international benchmark in the fashion accessories market, currently counting more than 1,000 stores in 65 countries.

This award also recognizes Manuela Medeiros' commitment in the area of social responsibility, particularly in the promotion of policies focused on education and diversity.

In 2018, the winner of the first edition of the BPI Women in Business award was Leonor Freitas, of Casa Ermelinda Freitas.

Portuguese representative at IWECA Awards

The BPI Women in Business Award is born out of the collaboration of CaixaBank with the International Women's Entrepreneurial Challenge (IWECA), an international network of successful women entrepreneurs, who want to support their companies to expand and access to new markets. The trajectory of Manuela Medeiros will be recognized at the IWECA Awards 2019, together with entrepreneurs from more than 20 countries. The award ceremony will take place in New Delhi, India, on November 12.

International Women Entrepreneurial Challenge (IWECA)

The IWECA Awards are an initiative launched in 2007 by the Barcelona Chamber of Commerce, in collaboration with the Manhattan Chamber of Commerce and the FICCI/FLO (Confederation of Chambers of Commerce and Industry of India) and which, in addition, with the support of the Cape Town Chamber trade in South Africa. This project, to which



Grupo  CaixaBank

the BPI is associated, counts with CaixaBank as a founding partner, with the IESE Business school and with several other internationally renowned organizations.

These international awards have already recognized the path of 372 entrepreneurs and affiliated partners from 40 countries. Companies run by these women record a global turnover of more than 30 billion dollars and employ more than 262,000 people.

Para mais informações contactar, por favor:

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