CANON CENTRAL & NORTH AFRICA LAUNCHES WOMEN WHO EMPOWER PROGRAM IN LINE WITH

#ChooseToChallenge CAMPAIGN

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USPA NEWS - Canon Central & North Africa (CCNA) (Canon-CNA.com) has launched today on International Women's Day (IWD) 2021 its latest program "Women who Empower', coinciding with this year's IWD theme #ChooseToChallenge. The theme encourages women to choose to challenge gender bias and inequality and celebrate women's achievements as well.

"Women who Empower' program launched on International Women's Day to educate, engage, and celebrate women in the Middle East, Central and North Africa and Turkey (META) region. The year-long program is kicking off with a social media campaign which invites women in the creative industries in the Middle East, Central and North Africa and Turkey (META) to be a part of an initiative that enables them to bring forward their creative works, along with the challenges that they face in taking their initiative and be given the opportunity to take their projects forward. Participants can share a photo or record a one-minute video that showcases their original work with a caption describing the challenges they face in building their creative brand. Participants must upload them on their social media pages while tagging @CanonCNA and including #ChooseToChallenge

MAI YOUSSEF COMMUNICATION DIRECTOR OF CANON META HOPES TO "GIVE WOMEN A CHANCE AND VOICE OVER THIS CAMPAIGN"------

The "Women who Empower' program seeks to support women by offering them Canon's direct support to build their brand and reach wider audiences in their respective creative fields. It will be rolled out in three phases that include education, engagement, and celebration.------

The company will also build on "She Rise' programme dedicated to women within the company, which was launched in 2020 as part of its continuing commitment to empower and advance its women employees. The multi-stage program is designed to provide mentoring, training, and feedback sessions, and involves 10 to 15 young women from across the organization. The program is being implemented in three modules this year, workplace habits, the value of resilience, and unconscious bias.

Canon which has more than 50% of women occupying leadership roles in the Middle East and Africa HQ, has been building women empowerment programs for many years driven by the company's corporate philosophy "~Kyosei,' which means living and working together for the common good, and under the respect for humanity pillar.------

For more information on our Social Channels www.facebook.com/CanonCNA / www.instagram.com/canoncnafrica/twitter.com/CanonCNA

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