



## *Helen Rule; an IWF Global & IWF Jordan Sister Hood!*

*“I was amazed by the level of co-ordination commitment and enthusiasm that I have witnessed at first hand at the International women forum Chapter here in Amman, and by the hospitality that was extended to me during my first trip to the middle- east. I had great meetings with Arab Jordanian women carrying big ideas and we made many friends. “*

**Helen Rule;** President & CEO, IMATECH Board Member IWF Australia has visited the IWF Jordan as well the newly established IWF Lebanon international women forum chapter. This comes amid focused endeavors to foster and spread collaboration with different women representing a diverse intellectual and business backgrounds in this part of the world. A proud Australian with early Roots in Cyprus, Mrs. Rule firmly advocates the beauty of diversification, and for the intercultural & interfaith dialogue. *“Business unites all! And despite many borders, innovation & good faith transcend!”* She thinks that Arab Women are great assets and that the Mediterranean is a fascinating spot. *“From this part of the world (referring to Lebanon) came the early travelers who spread commerce all over the Mediterranean”*. In addition, *“From there pointing out to the Baptist site, so many stories began at the river of Jordan. Fascinating!”*

How about aspirations and great plans?

*I work within the sector of Industrial automation, which is all about finding solutions and about common sense, good process engineering to seemingly difficult problems. Then we get to celebrate those solutions and keep going solving as many problems we can. I love what I do empowering Human Resources building capacity and sharing ideas. Our plan is to export those products and solutions around the globe.*

As a President and CEO of Imatech with its largest branches in Australia, you act as a General Manager for six companies where your partner husband, Warwick Rule, is the President. How does that work?

*Prior to joining partner Warwick I worked as the Human Resources Director of the Industrial Automation Control Unit at Honeywell, was a founding board member of the Cranio Facial Unit; served on the Board of Habitat for Humanity (Sydney) amongst other positions. It just made sense to combine two working forces together where each collaborate focus on his and her added -value. The level of harmony amongst partners in any company is key to its own stability and success. I think we have established that fact over long years of discipline striving not to mix between home and office and kept the common goals as vivid as possible. It worked.*

#### High points?

*I was so thrilled and excited for the success of the international women conference in Australia that we have supervised as a strong chapter team. Fund-raising targets were all achieved. We also had a great deal of fun. My involvement at the several community programs and the Leadership Foundation Fellowship and having been the IWFA founding director; are all are high points.*

#### Low points?

*Those are only necessary in order to keep a woman focused on moving forward*

.....and on this note we departed, two international women members of an ambitious women forum planning for a better world. The interview took place at a retreat at the outskirts of the capital city of Amman hosted by Mrs. Doha Abdlekhaleq, an IWF Jordan chapter board member.

All met at the gala dinner at HE Mrs. Reem Abu Hassan residence where Helen exchanged photos and cheered to a world where women do make the difference. Mrs. Rule travelled around Jordan to and met the president of the IWF Jordan Chapter in Jordan Ms. Kholoud Saqqaf and with the IWF board members. A group of supporters all attended.

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