



AFRO-ASIAN UNION

FOR TOURISM, CRAFTS, DEVELOPMENT
RESEARCH & E-COMMERCE

— **AFASU** —

AFASU GOLDEN AWARDS

WOMAN OF THE YEAR

African Asian Union AFASU Women Awards
Bright Star Award for Distinguished Woman



AFASU GOLDEN AWARDS



Who we are ?

“AAPSO” Afro-Asian Peoples' Solidarity Organization is a non-Government body emerging from the International Conference held in Bandung-Indonesia in 1955. And it is a global Non-Government Organization dedicated to the principles of national liberation and solidarity of under-developed and emerging countries' people, spreading all kinds of love, peace, lenity and development in all aspects.

For that purpose, it was announced as an NGO in the name of the Afro-Asian Solidarity Council and during the first conference conducted by the organization in 1958 in its Cairo permanent headquarters, Arab Republic of Egypt. And in the presence of 607 participants out of its founding countries.

AAPSO main goal is sustainability. and the Sustainable Development Goals (SDGs) aim to transform our world. **AAPSO** call, is taking actions to end poverty, inequality, protect our planet, and ensure health, justice and prosperity of people.

AAPSO goals are in line with United Nations 2030 Agenda. The organization, with the presence of this large number of members around the world, is seriously working as a soft power to achieve the goals of 2030.

It has a special interest in supporting the tourism, investment, and health and wellness sectors, it has established a special sector for sustainable development.

In order to achieve these noble goals, **AAPSO** has established an executive arm, which is the African-Asian Union, (**AFASU**) to help achieving its goals within Asia and Africa.

AAPSO is currently globally headed by Prof. Dr. Helmy El-Hadidi – the former Minister of Health in the Arab Republic of Egypt, and it is under the financial and administrative supervision of the Ministry of Foreign Affairs in Egypt.

Continue...

The Afro-Asian People' Solidarity Organization (**AAPSO**) is a mass non-government organization with national committees, and their members in more than 90 countries in Asia and Africa and has associate member committees in Europe, Russia and Latin America.

It is an associate, active and observer member in many major international organizations such as the United Nations, the World Trade Organization, the League of Arab States, United Nations Conference on Trade and Development and most organizations in Asia, Africa, and Latin America.

This is a highly significant global organization with a rich and extensive background in African and Asian nations. It holds the distinction of being the oldest non-governmental organization globally, with a widespread membership that extends beyond Africa and Asia.

The African-Asian UNION, AFASU

was established to be an executive arm of the parent organization To achieve these development goals, it was named the African-Asian UNION for Development, Tourism, Technology, E-Commerce, and Research. This union contains thirty diverse sectors, all of which work in harmony and as one team to achieve their goals in all their sectors. **AFASU** is to support all sectors and local community to alleviate poverty and the quality of Life of people in the Afro-Asian member (90) countries of **AFASU**.

AFASU VISION

- » We dream of Afro-Asian communities:
- » with rising levels of prosperity.
- » where employment and decent housing are accessible by all.
- » where health outcomes are excellent.
- » where vibrant community life emerges from diversity.
- » where all show compassion to those who are in need.
- » Where the two continents are integrated and solidarity in all fields.

AFASU MISSION

- » Eliminating Poverty Through Equity. One of the main causes of poverty is inequality.
- » Commit to climate change solutions and climate justice.
- » Eradicating poverty through education.
- » Halting poverty by ending hunger (and thirst).
- » Poverty alleviation through peace.
- » Cash solves poverty.
- » Supporting economic development.
- » Supporting Tourism and Handicraft Industry ,Good tourism supports and empowers the local economy and Handicrafts are an extensive representation of a region or nation's history and culture.
- » Increasing access to healthcare and encouraging healthy behavior.
- » Creating and sustaining public-private partnerships.
- » Supporting vocational training can help meet the needs of the labor market, promote economic growth and development, reduce unemployment and poverty, and address the skills gap that exists in the country.

AFASU VALUES



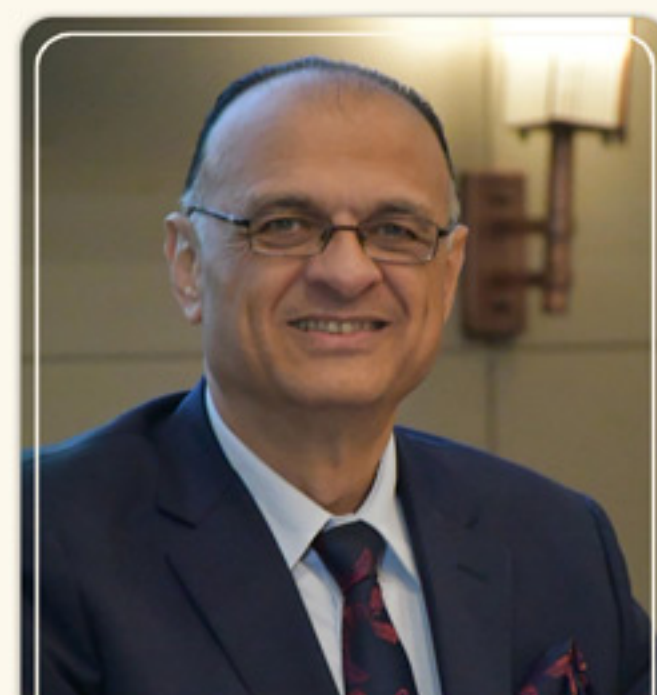
- » We invest in and strengthen our relationships and the relationship of our members. We work in team spirit and keep in mind that everyone that works with us and for us is personally involved in the lives of our community. This keeps us relationally connected to our neighbors and community. We intentionally invest in relationships as we invest in other aspects of community development.
- » We have a fighting spirit and we never give up we are here for the long-term, even when things get hard. We do not launch programs and then leave but we are here till our vision has been accomplished.
- » We work with great humility, love and sincerity, no matter how hard the work is. We learn and listen while we are at the height of humility
- » Everything we do is built on an ethic of inclusion, diversity, and justice. Reconciliation is hard work and we are committed to building diverse relational bridges that lead to true justice.
- » Always believing in our goals.

THE AFASU Union aims to focus on a union supporting Africa and Asia development and integration in all sectors. (Tourism, handicrafts, development, technology, E-Commerce, training, etc.....)

AFASU PRESIDENT

AFASU Union has been founded & established under the presidency of **Dr. Hossam Darwish** – the first & current president in addition to being an international tourism expert, and one of the founders of the science of e-commerce, E-tourism, and digital marketing .

Dr. Hossam Darwish worked for many and varied international organizations such as the United Nations and the League of Arab States (the Arab Tourism Organization). He organized dozens of local, Arab, and international conferences, seminars, and workshops, travelling around 71 countries.



Dr. Hossam Darwish
President of AFASU

He has participated, supported & supervised tens of Master & PHD theses all over the middle east, in addition to traveling across more than 55 countries, he has been honored domestically, regionally, and internationally for his well noted efforts in his specialties and spreading awareness for e-commerce and digital tourism & transformation & crafts in the Middle East.

He is a well-known speaker at all international forums in the field of tourism and travel, tourism marketing, E-tourism, in addition, **Dr Hossam**, is a pioneer in creating an innovative in all areas of digital and traditional tourism marketing, he also participated in setting the strategy for Arab tourism (ATO) in the League of Arab States.

Dr. Hossam Darwish works as a volunteer in many non-profit organizations and entities.

Why are AFASU women's awards important?



- » It's more than just a trophy.
- » It's a symbol of progress, and togetherness.
- » AFASU mission Shedding light on every woman who works hard, every woman
- » who has struggled for success, and every inspiring, influential, and role model woman without bias.
- » It's about bringing our diverse community side-by-side to empower one another.
- » To stay true to our mission of advancing gender equity.
- » Awards provide an important opportunity to raise the profile of women, celebrate achievement, and showcase success.
- » Awards help forge visibility and recognition.
- » Be inspired by successful women.

And stay tuned for more women-focused awards news!

Bright Star Award for Distinguished Woman

Now in its first year, the **AFASU** golden Awards are the first to focus on the Afro-Asian's female talent pipeline below management level. Our award themed.

Bright Star Award for Distinguished Woman

Our strategic goal, set in 2023, aims to showcase 1,00 outstanding women by 2028. By highlighting the accolades of these women, AFASU golden awards are not only promoting the amazing female talent that exists across the Afro-Asian's, but actively encouraging organizations and business leaders to invest in and recognize these women as leaders of tomorrow and individual contributors to their respective industries.

These awards will recognize and celebrate a further 10 female individual contributors from over 20 different industries that represent the leaders and role models of tomorrow. These winners will join our award's alumni of previous winners, across the Afro-Asian's countries.

Alongside these categories, we are also calling for nominations for Champions, Global Award for Achievement, Men for Gender Balance and a Company of the Year.

Our Champion award recognizes the achievements of five senior individuals, of any gender, who are actively supporting the female inside or outside of their organization. Nominations for this award are individuals who have demonstrated their commitment to gender, e.g. any organization, supporters, network leaders, directors, MD's & C-Suite individuals who are championing women either inside or outside their organizations.

Our Global Award for Achievement category is for a female individual who works within any industry, whose current position is below director level.

**We Are Accepting Seven Types of Nominations for this YEAR'S
Bright Star Awards:**

Bright Star Individual:

A female individual who works within one of the categories whose current position is below director level.

Bright Star Champion:

A senior individual of any gender who is championing gender equality either inside or outside their organization.

Bright Star Company:

A company that clearly articulates their commitment to supporting their female talent pipeline.

Bright Star Men for Gender Balance:

A senior man who is championing women and gender balance either inside or outside their organization.

Bright Star Award for Achievement:

A female individual from all over the world across any industry, whose current position is below director level.

Bright Star Platinum Award for Outstanding Woman Leader:

This award is given to the distinguished leader with the greatest number of achievements and distinction from the government sector or the private sector. It is given to accomplished businesswomen or to government leaders with remarkable and distinguished achievements.

Bright Star Award for Woman of the year:

This award is given to a woman of any age and from any sector the jury decided that she deserves to be called Woman of the Year, and she is chosen from the previous six award categories this woman will deserve this additional award and this important title.

***notes

Members of the Supreme Awards Committee of the African-Asian Confederation AFASU have the right to nominate women, men and company for these awards. Also, anyone who sees or believes that a woman, individual or company deserves the AFASU Bright Star Awards can contact us directly, but the nominated person must be either a company or an applicable individual to our Award criteria and conditions, so we recommend reading the criteria carefully before nominating.

Also, the "Bright Star" Women's Awards (part of the AFASU Golden Awards) are the first award to focus on Afro-Asian and worldwide female talent below management level.

We hope that through the AFASU Golden Awards for Women, Inspirational and Influential, we will highlight female talent in general and we hope to encourage organizations and business leaders to invest in women, recognize them as leaders of tomorrow, and support and encourage women in all sectors and at all ages.

How do we recognize a bright star and what are its specifications?

This award is given to the distinguished leader with the greatest number of achievements and distinction from the government sector or the private sector. It is given to accomplished businesswomen or to government leaders with remarkable and distinguished achievements.

Bright Star Award for Woman of the year:

- » Someone who is or who has the potential to be a role model in their business or sector
- » Someone who strives to achieve success and results
- » Someone who gives back or inspires others
- » Someone who is recognized by others as having the potential to become a future leader in their industry.
- » An influential person in his community, surroundings, and environment.

How do we recognize a bright star Champion and what are its specifications?

- » Open to all genders
- » Nominees must be Director level (or equivalent) or above
- » Nominees must demonstrate that they have actively supported the female pipeline either through their current work role or external activities.

How do we recognize a bright star company and what are its specifications?

- » Open to all Afro-Asian-based companies
- » Company must be able to provide evidence of gender-based initiatives that have successfully supported and developed their female talent pipeline.

How do we recognize a bright star Men of gender balance and what are its specifications?

A senior man who is championing women and gender balance either inside or outside their organization.

Nominees must be at least Director level (or equivalent) or above.

Nominees must demonstrate that they have actively supported the female pipeline either through their current work role or external activities and must be working in the Afro-Asian countries.

How do we recognize a Bright Star woman Award for Achievement and what are its specifications?

- » Someone from any country all over the world.
- » Someone who is or who has the potential to be a role model in their business or sector
- » Someone who strives to achieve success and results
- » Someone who gives back or inspires others
- » Someone who is recognized by others as having the potential to become a future leader in their industry.

How do we recognize a Bright Star Platinum Award for Outstanding Women Leader and what are its specifications?

This award specifically for Women Leaders who have demonstrated the spirit of Leadership, Innovation, and Excellence in their chosen field.

This recognition is awarded to Women Leaders who have significant contributions to their industries and communities in the Afro-Asia. This recognition emphasizes the challenges and opportunities facing women in the Afro-Asian countries and seeks to promote gender equality and empowerment in the region.

How do we recognize a Bright Star Award for Women of the year and what are its specifications?

The purpose of the Woman of the Year award is to recognize an individual woman who has distinguished herself in our organization, her profession, and her community.

The nominees will be judged using the following criteria:

- » Achievement in their field
- » Contribution to the community
- » Evidence of leadership and as an inspirational role model
- » **leadership:** Has demonstrated excellent leadership skills within their company, community and/or volunteer activities. Leading by example.
- » **IMPACT:** Has had a visible and/or tangible impact on fellow employees, whether subordinates or others within their company, through actions or activities.
- » **DEVELOPING OTHERS:** Has been dedicated to mentoring within or outside of her company, provided support for rising professionals, and been actively engaged in career coaching.
- » **PRESENCE:** Possesses visibility within their organization or field, demonstrates high integrity in actions and words, and portrays an image of strength and confidence that inspires.
- » **DIVERSITY, INCLUSION, EQUITY:** Nominee actively fosters a diverse and inclusive environment in all that they do.

The Award's Timeline:

- » Nominations open – 15 January every year.
- » Nominations close – 21 April every year.
- » The Supreme Arbitration Committee votes for liquidation.

14 May every year.

- » Final vote of the jury members – 20 May every year.
- » The date of announcing the award 20 June every year.

Shields, certificates, and gifts will be delivered in a ceremony determined jointly with the award winners within a period of three months from the date of announcing the winners.

****** Previous dates may be overlooked if any circumstances arise that force the arbitration committee to do so.

****** The award may be withheld if a suitable candidate is not available and postponed to the following year.

AFASU golden awards committee:

To view the members of the jury for the AFASU Golden Awards and visit their CVs via LinkedIn, please visit the following link.

<https://afasu.org/awards/afasu-golden-awards-committee>

Contact

To contact the Chairman of the Jury and the President of the Federation, Dr. Hossam Darwish, please contact us via WhatsApp No:



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