



FOR IMMEDIATE RELEASE
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Loscam Proudly Sponsors The Women's Foundation (TWF) Leading Women Speaker Series

Leading equipment pooling solutions provider, LOSCAM, has announced it will be co-sponsoring the Leading Women in Logistics and Transport Panel on 24th September in Hong Kong. The Panel is part of TWF & Bloomberg's Leading Women Speaker Series which examine the challenges and opportunities for career advancement for women in different industries and professions.

Traditionally the logistics sector has had low women participation rates. Loscam is continuously striving to lift awareness of the logistics sector as a viable place for women to build successful careers and hence the sponsorship is particularly relevant to ensuring increases in participation rates of women.

Loscam has seen a steady rise in women participation with over 40% of its key management roles now filled by women. This has been achieved through implementation of policies and practices such as encouraging gender equality and anti-discrimination policies, allowing flexible work arrangements, taking action against sexual harassment and violence in the workplace etc

The sponsorship provided to the Women's Foundation by Loscam will assist funding of a research paper on opportunities and challenges for women in the logistics and transport sector, recommendations for companies, industry associations and the government on how to level the playing field and ensure women have equal access to opportunities for career advancement and to achieve their full potential in these industries and other initiatives for the logistics and transport industry to inspire young women to aspire, grow and lead within this sector in the future such as scholarships etc.

About Loscam

LOSCAM is a leading provider of Returnable Package Handling (RPH) solutions for use in supply chains. Loscam operates in 10 countries throughout Asia Pacific and is focused on delivering high quality, efficient and environmentally sustainable solutions. This has led to a position of leadership in the manufacturing and retail sectors. The business was established in the 1940s in Australia and the mid 1990s in Asia. www.loscam.com

About TWF

The Women's Foundation was established in 2004 and is a non-profit organisation (registered charity number 91/6962) dedicated to improving the lives of women and girls in Hong Kong through groundbreaking research, impactful and innovative community programmes, and education, media engagement and advocacy

TWF's three key focus areas:

- *Challenging gender stereotypes*
- *Increasing the number of women in decision-making and leadership positions*
- *Empowering women in poverty to achieve a better quality of life for themselves and their families*

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