

# THE EUROPEAN FORUM OF WOMEN BUSINESS OWNERS

*The EFWBO mission is to create the feminine environment  
which may become an ethical exemplar and business model  
for future generations.*

Bringing this task to realization EFWBO cooperates with state, social and private organizations which favour women's participation in making social and economical progress.

## **Why do we use Athena's image in our logo?**

Athena was the daughter of Zeus and Metis.

Fearing the known prophecy that Metis would give birth to a child wiser than him, Zeus ate his pregnant wife. One day, when Zeus was suffering from terrible headache, he asked Hephaestus, the god of artisans, for help with smashing Zeus' head with an axe. Hephaestus did as he was told and from inside of Zeus head jumped out Athena in full armour.

Stern and brave in battles, Athena fought only to defend the state and home against enemies from outside.

She was the goddess of cities, craft and household. She invented the bridle, so men could start taming horses, a trumpet, a flute, a pot, a rake, a plow, a yoke, a ship.

She was also a patron of various arts. She was the impersonation of wisdom, reason and purity.

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*We work  
for the company,  
ourselves,  
the family and others.*

