



WINLPG

Women in LPG



Bouchra Bel Abbas

**LPG & Aviation Director
Total Morocco/MS Branch of Total
Group
Morocco**

*"HAVE FAITH! WOMEN
ENTREPRENEURS ARE OFTEN
THEIR OWN CHALLENGE."*

Tory Burch

Meet the Role Models

WINLPG Role Models introduce successful individuals in the LPG industry and gives an insight into their career path, their challenges and their advice to fellow WINLPG members.

Bouchra Bel Abbas has a fascinating and dynamic job, and for Bouchra, continuous achievement has been, and always will be, her priority. Bouchra has been working for 24 years, since 1993. Her professional career began at KPMG where she worked for four years. This first experience has helped her to master auditing processes, and allowed her to discover several business sectors. One of these sectors inspired her to move into the operational world. Bouchra joined an LPG joint venture in Morocco as CFO for ten years. This joint venture then merged with Total Morocco, a considerably larger company, where after nine years, she moved to a CFO role handling finances at the headquarters and for five affiliates. As a CFO, one of Bouchra's objectives is to provide operational oversight to the business. Her investment and efficiency have been consistent since the beginning by producing accurate, insightful, and timely information, to contribute to decision-making.

Passionate about new challenges, Bouchra didn't hesitate to change course completely and took over the management of LPG /Aviation activities in 2018.

Bouchra is currently Gas and Aviation Director in Total Morocco. She manages a team of 200 people and 40,000 points of sales. Managing domestic and industrial customers (over 200) with technical support, challenges are numerous! She has also assumed the ethics officer role since 2007.

Bouchra has a masters degree from IHEC-Tunisia and a diploma from France in accounting and financial.

"When women support each other, amazing achievements happen..."

Bouchra Bel Abbas

SIX KEY QUESTIONS

What is your goal today?

As a woman I never accepted to play second roles. Now it's my team's turn. As a first objective, I am building a staff which will always be in front line on decision's making, operating excellence.

Since I took up my position, my second objective was to achieve a big project: build a new filling center, despite many constraints slowing down the project among the years. That's my challenge today!

Did you have a mentor and how did this help?

I had the chance to meet many great people throughout my career, both professionally and personally. I don't know if I should call these people mentors because their authenticity has made it imperceptible. On the other hand, they have been able to pass on to me values such as humility, respect, ethics, empathy....to make me "aware of myself", encourage my passions. Sometimes they pushed me over my limits, to make me become what I am. They helped me coaching my teams by encouraging them to progress, find their talents, their vocations.

Describe your Pathway?

Atypical! As I described on the previous page

What does leadership mean to you?

A great leadership comes with a clear vision which will be communicated and shared with our teams. Human aspect prevails: get the best out of our employees, by knowing them well. Inspire them instead of forcing them.

Did you face any specific challenges?

We must not underestimate the power of culture. Showing that women are as efficient, flexible as men and therefore as legitimate and competent for important positions. Deprive ourselves of the female gender is to deprive ourselves of half of the sources of creativity in our industry.

What three pieces of advice would you give to someone embarking on their career with LPG?

Rather than three pieces of advice, I'd like to highlight three attractive aspects of LPG business:

- Opportunity to evolve in a field rich on know-how with a sharp expertise that will become rarer and rarer
- Opportunity to interact with a dynamic LPG community all over the world.
- Work on a "noble" molecule with lower carbon footprint than liquid hydrocarbons (LPG comes at the top of the hydrocarbon distillation column).
- LPG will be proposed in replacement of wood/charcoal and prevent deforestation/pulmonary diseases. LPG helps populations who do not have primary access to clean energy.



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Women in LPG Global Network

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