

September 18, 2026

Ercros supports female talent and leadership in the Terres de l'Ebre region

The director of the Ercros factory in Tortosa, Blanca Rius, participates in the first territorial meeting of the process that will culminate with the First Territorial Congress of Women in Business of Catalonia

The director of the Ercros factory in Tortosa, Blanca Rius, has participated in the first of the 14 territorial meetings that will be held throughout Catalonia as part of the preparation process for the First Territorial Congress of Women in Business of Catalonia, which will culminate in June 2027.

The first meeting was held at the headquarters of the Association of Entrepreneurs of the Ebro Regions (AECE), in Tortosa, and brought together businesswomen and managers from Terres de l'Ebre to share experiences and identify the main challenges, needs and opportunities of women linked to the business world of the territory.

The conference also served to present AECE Conecta, a new space promoted by the entity to connect female talent in the Terres de l'Ebre, share knowledge and experiences and create a network of relationships and support between businesswomen, managers and professionals. Blanca Rius is part of the team of women entrepreneurs and managers that promotes this initiative.

The Terres de l'Ebre have been the first territory on a route that will include 14 meetings throughout Catalonia. Under the slogan "14 territories. Many realities. A shared agenda", this process of listening and participation will make it possible to compile the contributions of women entrepreneurs and managers on issues such as talent and training, access to decision-making spaces, work-life balance and co-responsibility, digitalisation, generational change or cooperation networks.

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