# [FEATURE] National Women’s Day, South Africa, August 9, 2023

**Hitachi Energy embraces equity for**

**National Women’s Day 2023**

In celebration of National [Women’s Day](https://www.gov.za/womens-day) on August 9, 2023, we proudly present some of our inspirational women at Hitachi Energy in South Africa. As the pioneering technology leader, we collaborate with customers and partners to enable a sustainable energy future – for today’s generations and those to come.​

**Nokuzola Morata, General Accounting Manager, Sub-Saharan Africa, Hitachi Energy**

Nokuzola recently completed her Associate Chartered Management Accountant (ACMA) and Chartered Global Management Accountant (CGMA**)** designation, five years after qualifying as a Chartered Accountant (South Africa). Hitachi Energy in South Africa funded Nokuzola’s studies to obtain her Chartered Institute of Management Accountants qualification. She was recently accepted by the International Women’s Forum of South Africa (IWFSA) in partnership with Duke University Corporate Education Women Legacy Program. She has been sponsored to complete the Executive Development Program.

Nokuzola oversees all reporting for Sub-Saharan Africa, ensuring the process is accurate and seamless and complies with group reporting deadlines. “We must continue striving for more representation of women in senior and executive positions, for an inclusive society that embraces diversity in leadership roles. My advice to young women starting their careers is to find your voice, speak up confidently and be heard as your insights and contributions are invaluable.”

**Petunia Seele, Sales Specialist: Consultants, Hitachi Energy**

Petunia is a sales specialist at Hitachi Energy in South Africa, part of the front-end Marketing and Sales team. She holds a B.Sc. in Electrical Engineering from the University of Cape Town. Petunia joined Hitachi Energy in January 2023. She collaborates closely with consulting engineering firms, raising awareness about the latest equipment and technology from Hitachi Energy and aligning solutions with the needs of end-users.

“Making a meaningful impact in society is my driving force, and Hitachi Energy provides me the platform to do just that. We have placed sustainability at the heart of our purpose and made a promise to advance a sustainable energy future for all.” says Petunia.

**Nyeleti Martha Ab Quddes, Sales Specialist, HV Equipment, Hitachi Energy**

Nyeleti is a sales specialist at Hitachi Energy High Voltage Business Unit in South Africa. Since joining the company in June 2022 Nyeleti focuses on providing solutions, building lasting client relationships, and promoting Hitachi Energy’s products for medium and low voltage power quality.

Hitachi Energy enhances Diversity 360 approach by ensuring gender, diversity, equity and inclusion at the core of its long-term business. Hitachi Energy has an aim to increase diversity from 19 percent to 25 percent by 2025.

“We must have a world of inclusion and opportunities for all, regardless of gender, race, religion or any other classification. Young women should fearlessly embrace their dreams and aspirations. They must stay focused, obtain the correct skillset, and continue to work hard to achieve their goals. Seek advice, as there is always someone patient enough to mentor and guide you. We strive for a life-long learning culture, and we achieve it by making a daily habit within an integrated framework.” Nyeleti shares.

Diversity 360 ensures that diversity, equity and inclusion are at the core of Hitachi Energy’s long-term business success. We believe in the power of diversity of thought and that it’s everyone’s responsibility to co-create a workplace that supports and encourages it.

Johan Söderström, Region Manager, Europe, the Middle East and Africa, Hitachi Energy, “At Hitachi Energy we believe in the equation where diversity intermingles with collaboration, giving rise to innovation, it’s the driving force behind everything we do. Through this culture we empower individuals to reach their highest potential, propelling us toward our purpose – advancing a sustainable energy future for all”

Sustainability 2030 is our strategic plan for sustainability. We believe that to advance a sustainable energy future, we must put people at the heart of what we do.

At Hitachi Energy, we are advancing a sustainable energy future for all.

**About Hitachi Energy**

Hitachi Energy is a global technology leader that is advancing a sustainable energy future for all. We serve customers in the utility, industry and infrastructure sectors with innovative solutions and services across the value chain. Together with customers and partners, we pioneer technologies and enable the digital transformation required to accelerate the energy transition towards a carbon-neutral future. We are advancing the world’s energy system to become more sustainable, flexible and secure whilst balancing social, environmental and economic value. Hitachi Energy has a proven track record and unparalleled installed base in more than 140 countries. Headquartered in Switzerland, we employ around 40,000 people in 90 countries and generate business volumes of approximately $10 billion USD.

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