



PRESS RELEASE

Female Leadership in the Spotlight

H.C. Starck Tungsten Powders kicks off video series „Soft Power in Hard Metals“

Goslar, GERMANY, January 6, 2022 – A video series by tungsten specialist H.C. Starck Tungsten Powders, part of the Vietnamese Masan High-Tech Materials Group, draws attention to the high proportion of female managers in the company.



Titled “Soft Power in Hard Metals”, the films will portrait one female manager every week as of January 10th. The protagonists hold management positions in site and production management, research & development, materials management, purchasing, accounting and human resources.

“The hard metal industry is generally associated with male attributes. We, on the other hand, have had very good experiences with female competence in top positions, ”says CEO Hady Seyeda.

“Our video project is intended to break up this traditional perception a little and also show the exciting tasks and perspectives our company and the entire industry have to offer.”

The videos will appear weekly as of January 10, 2022, on <https://www.linkedin.com/company/h-c-starck-tungsten-powders>

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About H.C. Starck Tungsten Powders

H.C. Starck Tungsten Powders is the world's leading manufacturer of high-quality tungsten powder tailored to individual customer needs. The company combines a century of experience in tungsten processing with high innovative power and technological expertise. Decades of experience in recycling and access to the world's largest tungsten reserves outside of China, owned by the company's parent group Masan High-Tech Materials, ensure stable supply with conflict-free raw materials. H.C. Starck Tungsten Powders employs around 540 people at three production sites in Germany, Canada and China plus sales offices in the U.S. and Japan. The company's headquarters is at its largest production site, in Goslar, Germany.

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