
FORMER GROW PARTICIPANT, NOW GENERAL MANAGER IN DUBAI

Ida Fredriksson was appointed General Manager and Head of Stena Bulk Products and Chemicals Dubai during the year. Over the past twelve months, she has been involved in the day-to-day operations in order to get to know the new market. Going forward, however, she will have more focus on strategy and business development.

WHEN IDA WAS OFFERED the General Manager role in Dubai, it was a chance for her to further develop her career within Stena Bulk, and take on the new challenges and opportunities that moving to a new region brings. It was also a chance for her family to experience a new culture and part of the world they had not explored before.

What is your experience of working in the Middle East, and as a woman in the region?

One concern I had before accepting the job was how I would be accepted as female leader in my industry and region, but I am happy to say that my preconceived notions were quickly turned to positives as I have so far only had good experiences.

What is the best thing about your job, and what is the main challenge?

The best part of my job is the people I work with. I feel very fortunate to be able to work with a fantastic team who are industry specialists and help to support me in my role as General Manager.

It goes without saying that Covid-19 has presented the biggest challenges anyone has ever faced, both commercially and healthwise. On moving to Dubai, my priority was to meet all of our customers and suppliers within the first twelve months. The Covid-19 restrictions have made this completely impossible.

What makes this region different from the other regions you have worked in for Stena?

The office culture and atmosphere are very similar to Singapore, in my experience, which made the transition easier for me in that sense. The shipping industry in general is very international, so we work with people from many different cultures and backgrounds, which I really enjoy.

Different geographical regions present many different cultural nuances that can often merge in the business world, and nowhere has this been more evident to me than in my experience of working in Dubai and across the Middle East. To be effective in any role in the Middle East, you need to quickly recognise and appreciate the way that business is conducted, and know how people can act and react.



Ida Fredriksson,
General Manager and Head of
Stena Bulk Products and Chemicals Dubai.