Mashrou3i is proud to announce that this month the project has helped to create around 120 jobs in the region of Kef alone. Two young entrepreneurs from the region were supported and assisted by the Mashrou3i project to successfully launch their businesses, making a dynamic contribution to the textile and agricultural industries.

Alongside technical assistance provided by Mashrou3i experts, the HP LIFE teams have also resumed their entrepreneurial training following the period of Ramadan.

There was also a lot of buzz in the local media about the project as part of our PR communication and outreach strategy. The HP LIFE team took part in a round table interview on MED FM radio together with a university educator and a student to raise awareness among young people about the project’s support in strengthening entrepreneurship curricula in Higher Education Institutions. Four new radio interviews of young entrepreneurs who have benefitted from Mashrou3i support were also broadcast on Sabra FM and Djerid FM regional radio stations.

Stay up to date on all our project news and latest entrepreneur success stories by exploring our website and following our social media pages (Facebook, Twitter and Instagram)!
MASHROU3I IN THE PRESS

• There has been a lot of buzz about Mashrou3i in media this month. The HP LIFE team composed of the National Coordinator M. Mahmoud Chouchane, as well as M. Riadh Bouzaouache, HP LIFE Master trainer for the Educators program for teachers and students, joined by a university educator and an ISET student, to present the pillars and objectives of HP LIFE program during an interview on Med FM radio.

> WATCH THE WHOLE INTERVIEW

• Alongside with radio interviews of entrepreneurs whom have been assisted the Project, such as Med FM, Sabra FM and Djerid FM, Le Manager magazine also released a double-page article focusing on the communication workshops that took place in the fourteen regions between April and May.

> READ THE ARTICLE

• Last but not least, we ended June by releasing the very positive news about the project’s impact on job creation in the region of Kef through several media outlets such as Tuniscope, WebManager, Tunisie Focus and Le Manager.

> READ THE ARTICLE

SPOTLIGHT ON THIS MONTH’S PROJECT ACTIVITIES

This month, Mashrou3i provided training in tax laws and administration in Zaghouan helping 13 entrepreneurs to better manage administrative proceedings during the creation of their companies.

#Mashrou3i #UNIDO #TaxLaws #Administration #Training #Zaghouan

> SEE MORE PICTURES ON FACEBOOK

12 entrepreneurs from Siliana have been trained on the HP LIFE e-Learning platform, improving their business and IT skills.

#Mashrou3i #HPLIFE #e-Learning #OnlinePlateform #Siliana #Business #IT #Skills

> SEE MORE PICTURES ON FACEBOOK

7 young people with a project idea were supported by the HP LIFE team and trained on the online platform for entrepreneurial training in Moulares, in the region of Gafsa.

#Mashrou3i #HPLIFE #ThematicTable #eLearning #OnlinePlatform #ProjectIdea #Gafsa

> SEE MORE PICTURES ON FACEBOOK

With the support and technical assistance from Mashrou3i’s experts, Cherifa Souayilia launched a saw-dust production unit in Sakiet Sidi Youssef, creating 3 permanent jobs.

#Mashrou3i #UNIDO #TechnicalAssistance #StartUp #JobCreation #Kef

> SEE MORE PICTURES ON INSTAGRAM
THIS MONTH’S SUCCESS STORIES

Spotlight on 3 young women and 2 young men from Kef, Sidi Bouzid and Zaghouan regions with very different visions. Discover how Mashrou3i supported them in launching their activities.

Amine Chebbi
World Media, Kef
After a period of uncertainty, Amine found his calling and runs a business offering graphic design and digital printing services in Dahmani, Kef.

> READ HIS STORY
#Mashrou3i #UNIDO #Kef #StartUp #GraphicDesign #DigitalPrinting

Baya Charaabi
Haute Couture Lella Baya, Zaghouan
Baya discovers her childhood dream by launching Haute Couture Lella Baya, a clothing and accessories shop in El Fahs, in the governate of Zaghouan.

> READ HER STORY
#Mashrou3i #UNIDO #Zaghouan #HauteCouture #Clothing

Ibtissem Berrachid
Clean Ezzahra, Zaghouan
Ibtissem Berrachid launched Clean Ezzahra, a company specialized in the manufacture of detergents and household cleaning products in El Fahs.

> READ HER STORY
#Mashrou3i #TechnicalAssistance #Zaghouan #Detergents #HouseholdCleaning

Wadii Shili
SFM, Kef
Guided by his long-term ambition, Wadii Shili launched SFM in 2017, a business which designs and manufactures industrial mechanical parts in Kef.

> READ HIS STORY
#Mashrou3i #TechnicalAssistance #Kef #Industry #MechanicalPieces

Khawla Hamdi
Impra Design, Sidi Bouzid
With her strong personality, Khawla succeeded in achieving her goal to become the first woman to launch a furniture design company in Sidi Bouzid.

> READ HER STORY
#Mashrou3i #HPLIFE #SidiBouzid #StartUp #Design #Furniture

COMING UP IN JULY

• New success stories, among them Yathreb Fardhi, a young woman who launched an architecture office in Jendouba.

• Our UNIDO expert in Marketing, Communication and Access to Markets will train young entrepreneurs in Kairouan to help them in launch their companies.

• Mashrou3i will enable five entrepreneurs from Kairouan to attend a specific and intensive one-month training on irrigation systems activities in Sousse.

• HP LIFE face to face trainings will take place in Kairouan, Sousse and Djerba.