



Wahib HAFNAOUI - 3D Impressa

Sidi Bouzid

Wahib Hafnaoui never thought that with his diploma in hand - a degree in computer technology specialized in multimedia and development - that one year later, at twenty five years old, he would launch his own company, 3D IMPRESSA. The business offers the design and printing of models, prostheses, mechanical parts, moulds and prototypes in 3D.

He currently employs three people from Sidi Bouzid: two computer specialists and a graphic designer.

The entrepreneurial adventure for Wahib began with the need to find an innovative idea for his end of studies project where he had to present a business plan. He got the idea while watching a television show on new technologies and 3D printing.

"I was impressed by this idea," Wahib said, "I did some research on the Internet and immediately found that the idea was innovative in my region of Sidi Bouzid and was achievable. I always wanted to be an entrepreneur and do management studies but since I was unable to afford to study outside of Sidi Bouzid I opted for technological studies."

After his studies Wahib decided to pursue the business idea, contacting accredited suppliers in Tunis who sell the equipment and learned about operating the machines through a 7 day certified training, financed with the help of his parents.

With support from local development programmes he developed a solid business plan which won a National Contest in Tunis in January 2017 along with a financial prize and in turn a bank loan to launch his project.

After his success in January, Wahib was contacted by the Business Center in Sidi Bouzid to participate in an HP LIFE awareness raising event where he was selected to take part in the 4 day HP LIFE face-to-face workshop organized by UNIDO with the support of USAID, the Italian Development Cooperation and the HP Foundation.

"Thanks to Mashrou3i I honed my skills for presenting my business to future clients and left the workshop with confidence about the future of my business," said Wahib, "advertising and marketing are no longer abstract things for me but concrete tools."