



Naoufel LOUHICHI - Newest Technology Test (NTT)

Kairouan

A senior technician in Mechanical Engineering, Naoufel Louhichi has a degree from the Institute for Advanced Technology Studies (ISET) in Nabeul and founded his company, "Newest Technology Test (NTT)" in 2013. Located in his hometown of Kairouan, NTT is specialized in the design and the manufacture of test modules and electronic boards.

"The idea for this project came to me when I worked in Sousse in a factory where I gained seven years of experience. I had the technical skills, so why not launch my own company?"

Six high-tech specialists are working with him today. "We have been together since the start of the business and we get on very well," insists Naoufel. "This is truly my second family."

It was in 2013 that he heard about the HP LIFE e-learning training of the Mashrou3i project which took place at the business incubator of Kairouan.

The entrepreneurship training delivered by the United Nations Industrial Development Organization (UNIDO), with the support of the USAID, the Italian Development Cooperation and the HP Foundation, gave him tools and

technological skills, especially in the areas of marketing and international trade. The training also helped prepare him to embark on the second stage of the development of his company: accessing the global market.

Since 2014, Naoufel Louhichi has also benefited from technical assistance provided by UNIDO's experts to further develop his business, particularly in the search for new customers and new suppliers, locally and internationally.

"We are now in contact with Indian, Chinese and American customers with whom we started working in 2016. In 2017 we hope to gain even more new international customers and suppliers."

As a veteran of the Mashrou3i project, Naoufel also wants to send a message to the Tunisian youth: "Never give up. If you have an idea which you strongly believe in, work hard for it, develop it, and above all, hang on to achieve it. Tunisia is currently going through a difficult period, but the assistance of projects like Mashrou3i can help you overcome the obstacles to realize your business and prepare you for entrepreneurial life."