



مشروع
MASHROU3i

Partner
Story

Yassine KHELIL - Business Coach, BUSINESS CENTER

Le Kef

Yassine Khelil, Head of Department at the Northwest Chamber of Commerce and Industry, has been working for the Kef Business Center since July 2015. With a master's degree in Marketing and a multifaceted training in Business English, Green Entrepreneurship and Innovation Management, Yassine is well equipped to provide business coaching and support to entrepreneurs in the creation of their businesses.

Through his role at the Kef Business Center, Yassine organizes training sessions and awareness raising days on business creation for entrepreneurs. He also prepares project studies and follows the progress of entrepreneurs supported by the Business Center.

"The aim of our Center," says Yassine, "is to facilitate the realization of projects and to offer the necessary services to entrepreneurs for the launch or development of their activities. We inform aspiring entrepreneurs about business creation procedures, benefits and incentives, possible locations for establishing their business and

promising opportunities for investment and partnerships. We accompany the entrepreneurs from the idea to the launch of their business and carry out studies with a view to completing their investment and financing scheme."

In the scope of the collaboration with the Mashrou3i programme the Kef Business Center assists aspiring entrepreneurs until their start-up phase. As a regional partner of Mashrou3i the center also informs entrepreneurs in the region about Mashrou3i training and technical assistance and provides its premises for the organization of Mashrou3i HP LIFE e-learning regional training and business coaching workshops.

"The Mashrou3i program," underlines Yassine, "has proven its effectiveness in terms of business creation, technical assistance to start-ups and also through the new approach envisaged with the Public-Private partnership. This efficiency translates into a stronger commitment of both the local support structures and the entrepreneurs, as well as speeding up the creation of new businesses."

