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August 2018

On 21st of August, Mashrou3i celebrated World Entrepreneurs Day. We ran a social media campaign featuring some of our favourite entrepreneur success stories and how Mashrou3i has helped them to launch and grow their businesses.

We also put the spotlight on two successful textile companies that Mashrou3i has supported with technical assistance: Sohetex from Kasserine and Nawaratex from Siliana. These businesses and the stories of the entrepreneurs behind them, will be promoted in a 3-page article in the upcoming September issue of the Le Manager magazine.

Alongside the deep-dive coaching and technical assistance provided to start-ups and existing companies, our HP LIFE regional teams have been busy organizing several trainings to improve the managerial skills of aspiring entrepreneurs all over the country, from Béja to Zarzis.

Follow our project activities and latest entrepreneur success stories by exploring our website and following our social media pages (Facebook, Twitter and Instagram)!



THIS MONTH'S SUCCESS STORIES

Spotlight on Kairouan's
entrepreneurs this month!

Discover how Mashrou3i has helped
9 entrepreneurs to turn their ideas
into successful businesses.

MASHROU3I IN THE PRESS

Two textile companies that have
received technical assistance
from Mashrou3i, Nawaratex and
Sohetex and their success stories
are featured in the September
issue of Le Manager.

Mensuel de l'entreprise
leManager

One of our beneficiaries is on "The
Swithers" spotlight this month!
Learn more about his company
that manufactures spirulina.

[>READ THE ARTICLE](#)



**Mashrou3i helps five young entrepreneurs tap into the solar power
market and transform competition into cooperation.**

[> READ THEIR STORY](#)

#Mashrou3i #UNIDO #TechnicalAssistance #Photovoltaic #Kairouan



Olfa Dhouibi

Olpha Soap, Kairouan

Olfa seized the opportunity to access Qatar's market
with the launch of her natural cosmetics business.

[> READ HER STORY](#)

#Mashrou3i #HPLIFE #BusinessCoaching
#Soap #Kairouan



Atef Sameur

Sameur Furniture, Kairouan

Atef fuses innovation and tradition with Sameur
Meubles, and has already built up a loyal customer
base for his furniture manufacturing company.

[> READ HIS STORY](#)

#Mashrou3i #HPLIFE #TraditionVsModernity
#Furniture #Kairouan



Imen Hamada

Veterinarian, Kairouan

After growing up on a farm, Imen decided to turn her
love for animals into a successful business.

[> READ HER STORY](#)

#Mashrou3i #UNIDO #Animals #Veterinarian
#Kairouan



Ezzedine Guellaoui

Guellaoui Industrial Tanks, Kairouan

Ezzedine has identified a niche market and is targeting
agribusinesses in the region with his stainless-steel
storage tanks.

[> READ HIS STORY](#)

#Mashrou3i #UNIDO #TechnicalAssistance
#Tanks #Kairouan



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SPOTLIGHT ON THIS MONTH'S PROJECT ACTIVITIES



Mashrou3i celebrated World Entrepreneurs Day on 21st of August, sharing the successful stories of several entrepreneurs that have been supported by Mashrou3i, on our social networks.

#Mashrou3i #UNIDO #TwentyFirstAugust #WorldEntrepreneursDay
[>SEE MORE PICTURES ON TWITTER](#)

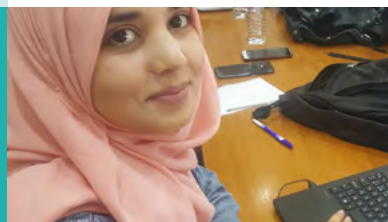


12 young entrepreneurs from Kasserine have benefited from a Business Coaching workshop, facilitated by our HP LIFE regional teams.

#Mashrou3i #HPLIFE #BusinessCoaching #Youth #Kasserine
[>SEE MORE PICTURES ON FACEBOOK](#)

COMING UP IN SEPTEMBER

- Next month we will meet one of our partners, Mohamed Bouden, and discover his path to become facilitator for the HP LIFE program.
- Over 40 aspiring entrepreneurs will be trained in the Southern regions in digital strategy to help develop their skills and to learn new tools for improving their business management.
- HP LIFE face to face sessions will be held in Sousse and Djerba.



Mashrou3i presented its program and objectives during an awareness day in Zaghouan attended by over 15 young people.

#Mashrou3i #UNIDO #Entrepreneurship #Youth #Zaghouan
[>SEE MORE PICTURES ON FACEBOOK](#)



An HP LIFE face to face training has been held in Zarzis from 27 to 31 August helping aspiring entrepreneurs to develop their business plans.

#Mashrou3i #HPLIFE #e-Learning
#Zarzis #BusinessPlan

[>SEE MORE PICTURES ON FACEBOOK](#)



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