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September 2018

This month Mashrou3i provided training to over 40 start-ups from the southern regions to improve their skills in digital communication and to increase their knowledge about taxes and administrative proceedings.

UNIDO's experts have also been busy reinforcing our partnerships with local institutions. Eleven managers and key staff from business support institutions in the central regions such as APII, Business Centers and ANETI, to name a few, received training in environmental techniques. This 2-day training helped to raise awareness of the importance of environmental issues and to foster the use of renewable energy and environmental sustainability.

Alongside the deep-dive coaching and technical assistance provided to start-ups and existing companies, our HP LIFE regional teams held over 20 trainings and face-to-face workshops to improve managerial skills of aspiring entrepreneurs from all over the country and to prepare them for launching their businesses.

Stay up to date on all 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

Alongside success stories from young entrepreneurs in Ben Guardane, Jendouba and Siliana, we find out more about the journey of one of our HP LIFE trainers in Kairouan.

MASHROU3I IN THE PRESS

Congratulations to Ezzedine Guellaoui, who successfully promoted his industrial storage business on a radio interview on Sabra FM, with the help of coaching from Mashrou3i communication experts. The young entrepreneur from Kairouan already gained 3 new potential clients as a result of the interview.

[> WATCH THE PODCAST](#)



Fatma Hassine

NawaraTex, Siliana

How Fatma turned a hobby into a thriving textile business.

[> READ HER STORY](#)

#Mashrou3i #UNIDO #TechnicalAssistance
#Textile #Siliana



Marwen Hmissi

We Care Enterprise, Jendouba

Marwen is shaping the future of Jendouba's construction sector.

[> READ HIS STORY](#)

#Mashrou3i #HPLIFE #Construction
#Jendouba



Imane Sayari

Tendance Céramique, Medenine

Imane is making her mark on Tunisia's booming handicrafts sector.

[> READ HER STORY](#)

#Mashrou3i #UNIDO #TechnicalAssistance
#Handicrafts #Medenine



Abdelbaki Khamessi

El Wafa, Dried tomatoes, Jendouba

Abdelbaki's Tunisian sun-dried tomatoes are taking the world by storm.

[> READ HIS STORY](#)

#Mashrou3i #AICS #Agribusiness
#AccessToMarkets #Jendouba



Mohamed Bouden

HP LIFE trainer, Kairouan

Mohamed was so impressed by Mashrou3i that he decided to become an HP LIFE trainer himself.

[> READ HIS STORY](#)

#Mashrou3i #HPLIFE #Youth #Training
#Kairouan



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SPOTLIGHT ON THIS MONTH'S PROJECT ACTIVITIES



Thanks to Mashrou3i, 36 entrepreneurs from Gabes, Medenine and Tataouine received 2 different trainings to improve their skills in digital communication and to improve their understanding of taxation and administrative proceedings.

#Mashrou3i #UNIDO #Trainings #DigitalCommunication #Taxes
[>SEE MORE PICTURES ON INSTAGRAM](#)



16 students from the ISET in Béja attended a face-to-face training between 28 and 30 September where they could learn more about entrepreneurship and IT skills that help a start-up to succeed.

#Mashrou3i #HPLIFE #Students #EntrepreneurMindset #ISET #Béja
[>SEE MORE PICTURES ON FACEBOOK](#)



HP LIFE face-to-face training was held in Béja between 24 and 28 September, helping 20 aspiring entrepreneurs to develop a bankable business plan.

#Mashrou3i #HPLIFE #e-Learning
#Béja #BusinessPlan

[>SEE MORE PICTURES ON FACEBOOK](#)

COMING UP IN OCTOBER

- Next month we will discover new success stories of entrepreneurs who have been supported by Mashrou3i, among them: Rim Belgueyed who is producing pallets based on palm tree waste.
- HP LIFE face to face trainings will take place in Sousse and Djerba for aspiring entrepreneurs.
- 3 agripreneurs assisted by Mashrou3i will attend the SIAT trade fair at Kram, Tunis.
- All Mashrou3i teams will attend APII's event "Start Up Act" in the regions.



21 start-ups from Gafsa worked on their business model during a 5-day HP LIFE face-to-face training.

#Mashrou3i #HPLIFE #StartUps
#BusinessModel #Gafsa

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Another HP LIFE face to face training took place in Ben Guerdane between 14 and 18 September, helping 19 aspiring entrepreneurs to develop their business plans.

#Mashrou3i #HPLIFE #BusinessPlan
#BenGuerdane

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