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## May 2018

Ramadan and the summer months are not the easiest time of the year to manage a company, especially its human resources. Therefore, the Mashrou3i team has been busy preparing entrepreneurs all over the country, improving their managerial skills and supporting them to launch their companies before the start of the summer.

Alongside HP LIFE trainings, Mashrou3i provided start-ups with technical assistance and business coaching in Environment, Administration, Sales Techniques and Communication.

The project also partnered with the Fast Track initiative, a mentoring contest in the field of agribusiness, organized by enpact, and funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The 15 best projects were awarded prizes and 3 Mashrou3i beneficiaries were among the winners. Discover more about the Fast Track winners in this newsletter along with success stories from entrepreneurs who have also benefited from the Mashrou3i program.

Explore our website and follow our social media pages (Facebook, Twitter and Instagram) to date on all Mashrou3i activities and success stories!





## THIS MONTH'S SUCCESS STORIES

Spotlight this month on 5 young entrepreneurs from different backgrounds and different places, each with their own personal journey.

Discover how Mashrou3i has helped them to launch and grow their businesses.



## MASHROU3I IN THE PRESS

This month Mashrou3i partnered with the Fast Track initiative, organized by enpact and funded by GIZ. Workshops took place over 3 weeks to enable 58 entrepreneurs from 7 regions to develop their business ideas.

The contest's final was held in Bizerte where the best 15 projects were awarded prizes. Among the winners were 3 beneficiaries from Mashrou3i who won 1300 EUR and the opportunity to take part in an international mentoring program.

[>READ THE ARTICLE](#)

FastTrack #enpact #GIZ #Mashrou3i  
#APIA#CIFEDECOM #Workshops  
#Mentoring #BusinessIdea  
#CanvasModel #7Regions



### Rym Dhahri

**Ryma Pub, Sidi BouZid**

Rym is inspiring and engaging the community of Sidi Bouzid with her digital billboard.

[> READ HER STORY](#)

#Mashrou3i #HPLIFE #SidiBouzid #StartUp  
#Advertising #Billboard



### Marwen Bejaoui

**Fraïchi, Béja**

Marwen's healthy fresh fruit juices are refreshing people across the country.

[> READ HIS STORY](#)

Mashrou3i #ONUDI #Beja #StartUp  
#TechnicalAssistance #Juices



### Abdelmajid Rezgui

**ARMABAT, Kef**

Led by his passion in civil engineering, Abdelmajid Rezgui launched a company that manufactures steel frames and already employs 4 people in the region of Kef.

[> READ HIS STORY](#)

#Mashrou3i #TechnicalAssistance  
#CivilEngineering #SteelFrames #Kef  
#HPLIFE



### Housseem Bahrini

**PRO KWIZINE, Béja**

One encounter changed the life of Housseem, the founder of Pro Kwizine, a firm that manufactures modular kitchens and furniture.

[> READ HIS STORY](#)

#Mashrou3i #Carpentry #Kitchen #Beja  
#TechnicalAssistance



### Wissem Nacef

**ThermoPlastics, Zaghuan**

Thermoplastics is one of Playmobil's first subcontractors. Based in Zaghuan, the company employs around 100 people to help construct the iconic figures. Find out how Mashrou3i is helping the company to expand its operations and reach new markets.

[> READ HIS STORY](#)

#Mashrou3i #UNIDO #ExistingCompany  
#Playmobil #Zaghuan





## SPOTLIGHT ON THIS MONTH'S PROJECT ACTIVITIES



**On 7 April, Mashrou3i completed its workshops in finance and administration helping 6 entrepreneurs from Siliana to better manage administrative proceedings during the creation of their companies.**

#Mashrou3i #UNIDO #Finance #Administrative #Workshops #Siliana

[>SEE MORE PICTURES ON FACEBOOK](#)



**As part of the “Club Entrepreneur, Be Your Own Boss” launch, the 4C ISET of Djerba, in partnership with HP LIFE, organized the first Design Thinking Workshop at the University of Medenine, which was widely attended by the students.**

#Mashrou3i #HPLIFE #ISET #DesignThinking #BeYourOwnBoss #Medenine

[>SEE MORE PICTURES ON FACEBOOK](#)



**USAID staff visited Mashrou3i’s workshops held in Djerba for young entrepreneurs of Gabes, Medenine and Tataouine to help improve their skills in sales and communication.**

#Mashrou3i #USAID\_IN\_TUNISIA #Workshops #Sales #Communication #Gabes #Medenine #Tataouine



**Our expert in Environment met 12 entrepreneurs from Gabes, Medenine and Tataouine to train them on environmental issues and help them better manage their waste.**

#Mashrou3i #UNIDO #Environment #Training #Gabes #Medenine #Tataouine



**With the support of Mashrou3i’s finance experts, Anis Dkhil, owner of a start-up specialized in organic composting products based on palm waste in Gafsa, gained a loan of 85,215 TND from BTS (Tunisian Solidarity Bank).**

#Mashrou3i #UNIDO #USAID\_IN\_TUNISIA #AICS #HPLIFE #Funding #BTS #Gafsa

## COMING UP IN JUNE

- New success stories, among them Wadii Shili, founder of SME a company producing mechanical parts in Kef.
- New HP LIFE face to face trainings for students will take place in Beja, Kairouan, Gabes and Gafsa.
- Meanwhile in Hazwa (Region of Tozeur), HP LIFE will take part in a special evening event organized by the association Mostakbelna, to raise awareness of entrepreneurship among youth.



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION