



# Shereen Allam

FOUNDER AND PRESIDENT

MS 703 12OCT 1 CAIMXP 0930 1330

**AWTAD**

<http://www.awtad-egypt.org>

## BILATERAL MEETINGS

(09.30 am - 05.30 pm). Please add the "Cooperation Profile" below



**DESCRIPTION** The Association for Women's Total Advancement and Development (AWTAD) is an NGO dedicated to the professional and personal development of Egyptian women and youth as a means to empower them on both the social and economic level. Through training sessions, workshops, mentoring programs, and knowledge-sharing events, we aim to create a trust-based network that facilitates the exchange of ideas and expertise. We believe this is essential to give women and youth the encouragement they need to implement their business ideas, as well as to foster a culture of entrepreneurship in Egyptian society, which AWTAD strongly supports and actively encourages. Small and Medium Enterprises (SMEs), which constitute a significant portion of Egypt's economic fabric, are also deserving of our attention. We help small producers (particularly women) access a variety of tools that may help them enhance their businesses: legal, financial, and marketing advice; consultancy with product developers and designers; and virtual platforms which give access to a wider market. As a

result, they increase their revenue, and we help create more sustainable jobs. We help create an entrepreneur-friendly environment, encouraging more and more Egyptians to bring their business ideas into the formal sector. Our Vision We aim for Egyptian women and youth to reach their full potential, as we believe they are key agents for social, economic, and health development. Our Mission To empower and engage the community, as well as to mobilize the role of women and youth as key development agents, by effectively managing Egypt's human capital. Our Strategy Our strategy involves enabling women specifically, and youth more generally, to collaborate in pursuing mutual goals. We work with different sectors and organizations to target common areas of interest, and coordinate on multiple levels with all our programs and partners. Our Objectives (CARE): □ Create a trust-based network that facilitates knowledge-sharing, exchange of ideas, and increases B2B prospects. □ Advocate issues related to SMEs and Civil Society. □ Revitalize the culture of collective action, reciprocity, volunteerism, and entrepreneurship in Egypt. □ Enhance the capabilities, skills, and health of Egyptian women and youth.

**ORGANIZATION TYPE** Women's Association, NGO

**AREAS OF ACTIVITIES** CREATIVE INDUSTRY

HANDICRAFT

JEWELRY

OTHER

TEXTILE

## Request

### EXPORT AND OUTSOURCING OPTIONS FOR HIGH QUALITY HAND MADES

We have a varied range of hand made in unique embroidery , wood carvings, hand loomed fabrics, hand blown glass bottles, brass and metal work, silver jewellery, cotton hand loomed bed covers, basketry,etc and we are looking for importers, contracts to produce for others

**KEYWORDS:** **HAND LOOMED TEXTILES** **CROCHET** **HAND BLOWN GLASS**  
**BOTTLES** **KILIMS** **EMBROIDARY** **PAPYRUS** **METAL WORK**

#### COOPERATION REQUESTED

1. Manufacturing agreement
  2. Sales / Distribution
- 

## Offer

### COLLABORATION WITH OTHER ORGANIZATIONS TO SUPPORT ECONOMIC EMPOWERMENT OF WOMEN AND YOUTH

consultation, program design, knowledge sharing

**KEYWORDS:** **ENTREPRENEURSHIP** **WOMEN** **YOUTH** **EMPLOYABILITY** **HANDCRAFTS** **START UPS** **PRODUCT**  
**DEVELOPMENT AND DESIGN** **FINANCIAL LITERACY** **ACCELERATION** **IDEATION** **MENTORING**

#### COOPERATION OFFERED

1. Technical co-operation
  2. Manufacturing agreement
  3. Sales / Distribution
- 

## Idea

### SOLAR PRODUCTS FOR THE POOR

Bring solar products to the poor and through training them on how to assemble those products and sell them in their benefit.

#### COOPERATION OFFERED

1. Other
- 

## Offer

### DEVELOPMENT EXPERTISE

We can consult and help NGO's create unique programs for development of women and youth in entrepreneurship, employability and supply chain creation

**KEYWORDS:** **ENTREPRENEURSHIP** **WOMEN** **YOUTH** **EMPLOYABILITY** **HANDCRAFTS** **STARTUPS** **PRODUCT DEVELOPMENT AND DESIGN** **FINANCIAL LITERACY** **ACCELERATION** **IDEATION AND PITCHING** **MENTORING**

#### COOPERATION OFFERED

1. Other
  2. Technical co-operation
- 

## Offer

### EXCLUSIVE EGYPTIAN HANDCRAFTS

High quality Egyptian handcrafts for international markets

**KEYWORDS:** **HAND MADE PRODUCTS** **PRODUCT DEVELOPMENT AND PRODUCTION** **QUALITY ASSURANCE** **HERITAGE PRODUCTS**

#### COOPERATION OFFERED

1. Other
  2. Manufacturing agreement
  3. Technical co-operation
- 

## Request

### FINANCIAL SUPPORT

Need to collaborate on programs and projects in field of entrepreneurship, employability and hand made.

## COOPERATION REQUESTED

1. Other
- 

## Request

## PARTNERSHIPS

Need to partner with public/private/NGO organizations to support the economic development of women and youth

## COOPERATION REQUESTED

1. Other
  2. Investment/Financing
  3. Sales / Distribution
  4. Manufacturing agreement
  5. Technical co-operation
- 

## Request

## COOPERATION

Need for our development programs technical, financial and developmental support

**KEYWORDS:** **START UP ACCELERATOR MODELS** **CURRICULA FOR ENTREPRENEURIAL TRAINING** **PRODUCT DEVELOPMENT TECHNIQUES**

## COOPERATION REQUESTED

1. Other
  2. Investment/Financing
  3. Sales / Distribution
  4. Manufacturing agreement
  5. Technical co-operation
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