

## Arab Women's Entrepreneurship Program (AWEP)

**Are you a woman about to start a business? Have you just started a business?**



**Apply now to qualify for a fully-funded training program designed to help you successfully launch or grow your business!**

The Arab Women's Entrepreneurship Project (AWEP) is a Citi Foundation-funded initiative, implemented by AMIDEAST in Kuwait, Lebanon, Morocco, and the UAE. In each country 20 women will compete to be selected to participate in the program and receive:

**13 Days of training on business skills, conducted in Arabic, on topics such as:**

- What makes a successful entrepreneur
- How to register a business in Lebanon
- How to fund a new business or business growth
- How to assess risk and feasibility
- Strategic planning
- Accounting and cash flow
- Customer service
- Sales skills

**In addition:**

- Site visits will be made to selected small businesses started and run by women
- Successful women entrepreneurs will act as guest speakers
- Participants will develop a business plan
- Participants will be connected to those who can help fund their business
- Mentors will support participating entrepreneurs as they establish their new businesses, or grow their existing businesses
- Individual progress will be monitored throughout the program
- The local group will gather regularly to discuss each other's progress and share advice, experiences, and success stories
- Participants gain access to AMIDEAST's new online Entrepreneurship Forum that enables you to network and support each other during this period, both within and across countries

**Training Dates and Times:****Location:**

Thursday, January 19 – Introductory Session

Tuesday, January 24 – Thursday, January 26

Tuesday, January 31 – Thursday, February 2

Tuesday, February 7 – Thursday, February 9

Tuesday, February 14 – Thursday, February 16

A hotel conference room in Beirut

Venue to be confirmed

All sessions to run from 11 am – 5 pm

**Application:**

**To apply, complete the application form in either Arabic or English and submit your completed application:**

Via fax to fax number: 01-989901, ext. 100

Via email to: [ajerab@amideast.org](mailto:ajerab@amideast.org)

In person at: AMIDEAST, Bazerkan Building, Riad El Solh, Nijmeh Square, Downtown Beirut

**Deadline to receive completed applications: December 16, 2011**

**For Additional Information**

Contact Allyson Jerab AMIDEAST/Lebanon, tel. 01-989910, ext. 234, email [ajerab@amideast.org](mailto:ajerab@amideast.org)

Citi Foundation

**About AMIDEAST**

Founded in 1951, AMIDEAST is American nonprofit organization engaged in international education, training, and development assistance. With over 20 field and project offices in the Middle East and North Africa and more than 650 dedicated professional staff, AMIDEAST provides programs and services to improve educational opportunity and quality, strengthen local institutions, and develop language and professional skills for success in the global economy. AMIDEAST offices are located in Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Saudi Arabia, Tunisia, UAE, West Bank/Gaza, and Yemen. For more information: [www.amideast.org/](http://www.amideast.org/)

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**About Citi Foundation**

The Citi Foundation is committed to the economic empowerment of individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living. Globally, the Citi Foundation targets its strategic giving on its priority focus areas: Microfinance and Microenterprise, Small and Growing Businesses, Education, and Financial Education and Asset Building. The Citi Foundation works with its partners in Microfinance and Microenterprise and Small and Growing Businesses to support environmental programs and innovations. Additional information can be found at [www.citifoundation.com](http://www.citifoundation.com)