

Interregional Conference
Public Employment Services and
entrepreneurship: "A challenge for inclusive and
sustainable economic development"



Marketplace

Hotel LAICO – Tunis - February 22 and 23, 2024





BEN HADJ MBAREK-FREDJ Ibtihel



HERBALYA®

Natural Care

Founder and Chief exclusive officer CEO of HERBALYA Natural Care: Fondatrice et Chief exclusive officer CEO de la société HERBALYA natural care : a company specialising in fig processing, organic prickly pear vinegar and the manufacturing of natural cosmetics.





Mouhamed Rameh



Wayout is a Tunisian green startup that have been awarded the **Startup Act label**, founded by young student entrepreneurs from Enactus INSAT. Their ambition is to improve citizens' quality of life by reducing the risk of flooding and marine pollution.

The company is specialised in the design, production, and marketing of a filtration system installed at drainage network entry points. It's a metal grid device designed to retain coagulated sludge and macroscopic waste carried from the environment to underground areas by rainwater flows.

Mouhamed Rameh





Ahmed Zghal



ALBA
SilkDeco



It all started in 2017, with a natural silk production unit established in Bni Mtir in Northwestern Tunisia. The first and only base in North Africa.

A 100% Tunisian know-how, Ahmed Zghal, an engineer by training, has acquired expertise in every link of the value chain: from the mulberry tree and silkworm to the innovative manufacturing of entirely **HANDCRAFTED SILK LACE**.

A groundbreaking innovation in the world of silk, providing customers with flawless traceability through blockchain certification.

This new lace, subject to a patent, combines the nobility of silk with the magic of craftsmanship. Furthermore, this material has a positive carbon footprint as we handle all transformation tasks on-site and do not use fossil fuels during the process.

Our expertise allows us to preserve the chrysalis and enable it to complete its life cycle, an unprecedented achievement in the sector. Thus, our material provides a solution for environmentally friendly products with low environmental impact.

We are committed to upholding sustainability and ethical standards in our production process. Our products are made with environmentally friendly materials and under fair working conditions.





Malak Boukthir



Malak Boukthir, Eco-Entrepreneur and founder of ECOFEED, stands out as a pioneer in the production of natural feed for poultry and fish, prioritizing waste valorisation. As an engineer and Ph.D. candidate in Chemical Engineering Processes at the National School of Engineers of Gabès, I share my expertise as a teacher at IMSET.

My commitments are reflected through diplomas in local dynamisation, social innovation, and training in Women's Entrepreneurship, obtained as part of programs such as INSAF-Fem from ERASMUS+ and the UNDP/UN Women project "Addressing Gender-Based Violence".

As a Regional Ambassador for MOOVJEE in Gabès, I play an essential role in promoting entrepreneurship and sustainable development.





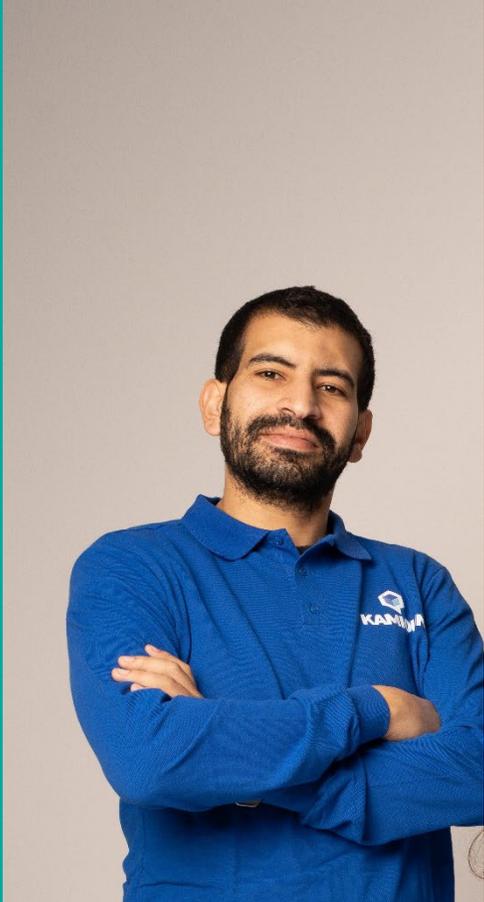
Mohamed Dhaouafi



Mohamed Dhaouafi, CEO of Cure Bionics, a MedTech startup in the assistive technology sector working on advanced bionic devices and technologies. He also co-founded Agaruw, an environmentally friendly e-commerce platform and brand.

Mohamed holds a degree in electronic engineering and a master's in NGO management. He has been recognized as Forbes 30 Under 30 Middle East 2021, Time Magazine Next Generation Leaders 2021, MIT Tech Review U35 Innovator 2021, an Obama Foundation Africa Leader, and has received numerous other recognitions and networks.





Moez Ghanmi and his team



Kamioun is transforming retail in Africa by tapping into the vast network of corner shops. As a B2B e-commerce app, it provides a convenient and cost-effective one-stop shop for retailers to replenish inventory, empowering them to take control of their supply chain. With a focus on building a solid infrastructure, Kamioun is simplifying corner store inventory management for a smoother retail experience across the continent.

Moez Ghanmi- CFO - 8+ years international experience in Business Strategy, Banking, venture capital, and Fintech.





Khadija Jalouli



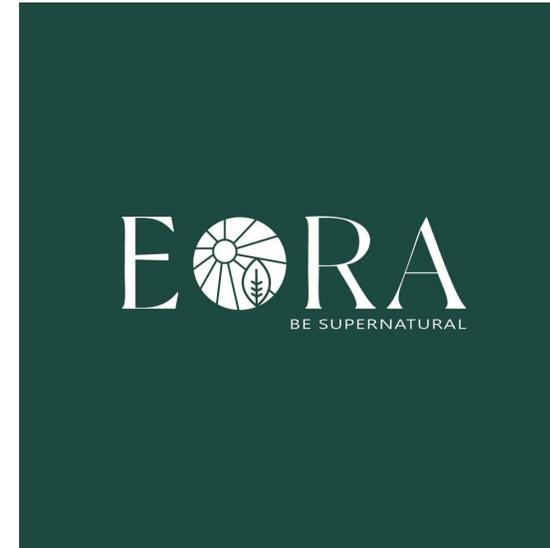
As CEO of HawKar, Khadija possesses a wealth of knowledge and expertise accumulated over the years dedicated to the mobility sector. But Khadija's story transcends professional success. Khadija's mission aspires to tackle the mobility challenges faced by disabled people. She understands the importance of independence and the power of freedom that mobility brings.

- She was selected and recognized in 2020 by the Meaningful Business 100 among outstanding leaders worldwide, combining profit and purpose to help achieve the UN Sustainable Development Goals.
- She was awarded in November 2023 for her remarkable leadership by the United Nations in Tunisia.





Malek Harbaoui



Malek Harbaoui, Founder and CEO of EORA SUPERFOODS and Founder of herb' in healthtech.

- MBA graduate from Milano Business School.
- Master's degree in Business Engineering.
- Bachelor's degree in Industrial Chemistry.
- 30 years old - Best young female entrepreneur in Tunisia 2022.





Alla Chaibi



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Wassim Dakhili



Wassim Dakhili is the founder of a company specializing in forestry and agricultural works. The company's missions include providing general services in forestry and forest trails, as well as forest protection and sustainability. In the agricultural field, the company is responsible for processing and valorizing forest products such as tree cutting, planting, and harvesting.





ILIAS EL HAZOUI



Ilias El Hazoui is a seasoned professional who holds a Bachelor's degree in Software Engineering and a Master's degree in Business Innovation Leadership from the University of Lecce, Italy. His career began in banking before diving into the world of mobile payment technology across various global companies.

Around nine years ago, Ilias shifted gears to work in public employment services when he moved to the Netherlands and joined WCC Group. His role there involved working closely with the Human Resources Development Fund (HRDF) in Saudi Arabia. For three years, he played a key role in a major project creating a national employment platform called TAQAT. This experience gave him a deep understanding of the challenges in Public Employment Services.

Following

