



Union pour la Méditerranée
Union for the Mediterranean
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Press Release

Union for the Mediterranean promotes entrepreneurship among young women university students

The project Young Women as Job Creators intends to inform, motivate and train about 10.000 young women university students to become future successful businesswomen and employers. It will be implemented between May and November 2013 in Morocco, Palestine, Jordan and Spain.

Barcelona, 30 April, 2013. The Union for the Mediterranean's labelled project Young Women as Job Creators was launched today during a conference held at the Palace of Pedralbes, in Barcelona. Promoted by the Association of Organisations of Mediterranean Businesswomen (AFAEMME), the project will be implemented between May and November 2013 in Morocco, Palestine, Jordan and Spain, in collaboration with partner businesswomen associations and local universities from the four participating countries.

The project's major aim is to inform, motivate and train about 10.000 young women university students to become future successful businesswomen and employers. By facilitating their transition from education to work, the project promotes self-employment and entrepreneurship among young women university students who have an interest in starting their own business. Additionally, the project advocates a stronger role of women in the social and economic development of the region, contributing towards gender equality in the Mediterranean. Young Women as Job Creators is the Union for the Mediterranean's first project funded by donors from the private and the public sector, whose funds have been provided by the Spanish private company Gas Natural Fenosa and the Norwegian Government.

The launching event was followed by a press conference given by the Secretary General of the Union for the Mediterranean, Fathallah Sijilmassi, and the President of AFAEMME, Maria Helena de Felipe Lehtonen. Secretary General Sijilmassi highlighted that: *"This project has a direct impact on the lives of the Mediterranean population. It will reach no less than 10.000 young women university students, and provide at least 400 concrete business creation ideas. Our aim is to reach other Southern Mediterranean countries and universities in the next future."* On her side, Maria Helena de Felipe Lehtonen said that: *"There are many young women university students who have a business idea in mind and have expressed their interest in participating in the project. By leveraging their talent, training them and motivating them we will contribute to socio-economic development and job creation in the Mediterranean region."*



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The meeting was attended, among others, by the Spanish General Deputy Director for Women's Professional Promotion of the Ministry of Health, Social Services and Gender Equality, Begoña Suárez Suárez, the Coordinator for Africa of the Norwegian Ministry of Foreign Affairs, Arne Gjermundsen, and the Secretary for Foreign Affairs of la Generalitat de Catalunya, Roger Albinyana.

About UfM

The Union for the Mediterranean (UfM) is a unique Mediterranean institution bringing together 43 countries (27 EU member states and 16 Southern and Eastern Mediterranean countries). It constitutes a platform for political dialogue, coordination and consensus building.

The Secretariat of the Union for the Mediterranean, established in Barcelona in 2010, focuses on implementing regional cooperation projects and initiatives in areas such as energy, environment, education, transport, business development and social affairs. The Secretariat works in close collaboration with governments and with an active network of Euro-Mediterranean partners to assist project promoters throughout the entire project cycle: from technical assistance to project implementation, including financial planning and fundraising.

www.ufmsecretariat.org

About AFAEMME

The Association of Organisations of Mediterranean Businesswomen (AFAEMME) is a federation of businesswomen organisations bringing together 41 member associations from 22 Mediterranean countries. It constitutes a platform for business and gender projects, groundbreaking research and networking.

AFAEMME's main goals are to promote the principle of equal opportunities in the labour market; to improve the socioeconomic conditions of women by eliminating gender discrimination; to support the development of relations among women entrepreneurs of the region by promoting business and training opportunities; to contribute to the access of women to decision-making positions in the economy by enhancing their business and management abilities and by supporting them in achieving their professional goals; to exercise influence on the public opinion through events, campaigns and lobbying to authorities in order to strengthen the legal, social and economic conditions of women.

<http://www.afaemme.org/>

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