

**Press release: Launch of the internet platform Ouissal.org on January 15th 2013**

**German-Arab Mentoring Project**

*Promotion of economic and social participation of women in Tunisia*

Under the patronage of

Dr. Kistina Schröder, Federal Ministry of Family Affairs, Senior Citizens, Women and Youth

& H.E. Sihem Badi, Minister of Women's Affairs in Tunisia

[ouissal.org](http://ouissal.org)

The German-Arab Mentoring Project of the Hamburg-based association EMA will be launched on January 15<sup>th</sup> by a speech of the Tunisian ambassador H.E. Elyes Ghariani. The project was initiated in cooperation with the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and is funded by the Federal Foreign Office in the context of the Transformation Partnership.

“Women in Tunisia and Germany have a key role for economic growth. Together, we need to unlock their potential even more”, said Clara Gruitrooy, the manager of the German-Arab Mentoring Project of the EMA. Democratic change and economic growth – the goals of the Federal Government in the countries of transformation partnerships – can be achieved particularly by the empowerment of women. At the heart of the project stands the networking of 30 participants which work in mentor-mentee tandems. Their goal is to implement a sustainable business idea together in order to improve the visibility of women in the new media and to internationally expand their networks. Interested women can apply until February 15<sup>th</sup> for a role as mentor or protégée on [ouissal.org](http://ouissal.org).

Signs 962 Full text 179: Hamburg, January, 15th 2013

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**The EMA**

The [EMA](http://www.ema-germany.org) focuses on the economic development cooperation between Germany, the Mediterranean region and the Middle East (EMA region). For more information please refer to: [www.ema-germany.org](http://www.ema-germany.org)

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und Jugend



The project is actively supported by various German and Tunisian personalities and initiatives, as for instance:

- Haifa al Kaylani, Chairwoman of the Arab International Women's Forum (AIWF)
- Dr. Martina Countess von Bassewitz, Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
- Raoudha Ben Saber, President of the Chambre Nationale des Femmes Chefs d'Entreprise
- Monika Schulz-Strelow, President of Frauen in die Aufsichtsräte (FidAR)
- Soukeina Bouraoui, Director of the Center of Arab Women for Training and Research
- Rena Bargsten, President of European Women's Management Development (EMD) Germany  
Aouatef El Ghoul, Vice-President of the Tunisian Chamber of Industry and Commerce in Tunis
- Corinna Nienstedt, Hamburg Chamber of Commerce, Director, Head of International Department
- Reem Barghouty Damen, President, Jordan Forum for Business & Professional Women (JFBPW)
- Bärbel Jacob, Chairwoman, Frauen im Management (FIM) e.V.
- Kristina Tröger, Regional President of Hamburg/Schleswig-Holstein, Verband deutscher Unternehmerinnen e.V. (VdU)

Furthermore, following partners support the EMA's project:

- Europäische Akademie für Frauen in Politik und Wirtschaft
- Chamber of Commerce Sousse
- Deutscher Landfrauenverband e.V.
- Réseau entreprendre
- Business and Professional Women Germany e.V.
- Foundation for the Future
- Total E-Quality
- The Owners Forum
- ACEO – Apposition and Civic Engagement Organization
- Deutscher Juristinnenbund

More information on the personalities and associations you will find at <http://ouissal.org/pages/en/cooperation-partners/selection-committee.php>

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