

CISS NEWSLETTER

The official newsletter of the Project Strengthening Business Environment for the Eco-touristic Development of New Valley Governorate



CISS PROJECT IN BRIEF

The project Strengthening Business Environment for the Ecotouristic Development in New Valley Governorate financed by the Italian Egyptian Debt for Development Swap Programme contributes to solve the structural weaknesses of local economy and the fragilities of the labour market in New Valley through the establishment of a Micro-Small Enterprises Incubator (MSEI) for women and young people related to potential local eco-tourism's economic sectors, improving territorial marketing in an Eco-touristic perspective supporting with a marketing and communication plan, enhancing the capacity and skills of the stakeholder and improving the networking among key actors for the Eco touristic development.

Our Beneficiaries

The direct beneficiaries are young and women interested to operate in starting up income generating activities in handicraft, organic farming and ecotourism services, local stakeholders involved in developing the Ecotourism Development Plan and firms both formal and informal involved in the Micro-Small Enterprises Incubator. The beneficiaries of the project will be about at least 15.000 people living in the villages of New Valley.

Our Results

Support Women and Youth in developing business activities (Micro and small enterprises), Improve territorial marketing in an eco-touristic perspective and Improve networking among key-actors for eco-touristic development in New Valley Oasis are our main result.

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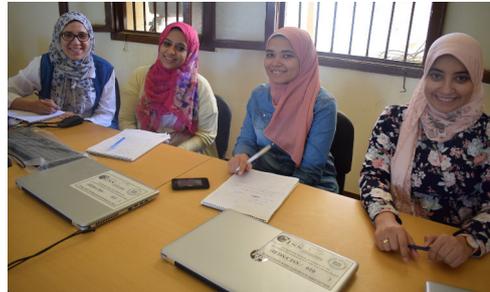


CISS is an Italian nonprofit organization founded in Italy in 1985. Operative in Egypt since 1998, with the implementation of a project in support of handicraft production in the Oasis of Siwa. In the same sector CISS implemented a three-year program in Fayoum entitled "Ecotourism for Sustainable Development Project", started in 2004 and finished in 2008. In December 2012 CISS concluded a Debt Swap funded project for Ecotourism in New Valley aiming at supporting the development of the ecotourism sector and the sustainable management natural, artistic and cultural heritage in the New Valley Governorate.

On the 27th of April 2019 CISS started a 4 months training course named Business Incubator Management and Marketing Training Course, in the Handicraft Center of Kharga Oasis.

In order to celebrate all together the period of Ramadan feast, on the 15th of May 2019 CISS Project Management team organised an Eftar with all the trainers and beneficiaries of the course.

During the Business Incubator Management and Marketing Training Course students learnt more about various topics such as business and financial management, marketing, communication, computer literacy, business English and business incubation.



The training course classes ended in September 2019.

The trainees during the month of October worked on the submission of their final project work and oral presentation which was discussed in November 2019. The project work consisted of the elaboration of a business plan proposing new start-up activities and it required to apply the knowledge gained during the training course. The activity was concluded with a final ceremony held on the 17th December 2019 providing during the celebration to the trainees who fully completed and participated to the training course a certificate of achievement. A certificate of appreciation was delivered as well to their Trainers.

The trainees with the best results were selected to become tutors and trainers of the CISS Business Training Program for New Valley Entrepreneurs whose beneficiaries are more than 50 youth and women involved in handicraft activities, organic farming and ecotourism services.



The work of the Micro-Small Enterprises Incubator were concluded in September 2019 and the MSEI was equipped with facilities (such as desks, computers, projectors, internet access, etc.) arranging the different rooms of the centre with two training halls, two meeting rooms and one computer room.



On the 19th January 2020 a Delegation of the Italian Embassy, Italian Cooperation and SWAP Programme went to Kharga Oasis in New Valley for the opening of the CISS Micro and Small Enterprises Incubator.

The event was organized in collaboration with the Governorate of New Valley. The delegation invited was composed by his Excellency the Ambassador of Italy Dr Giampaolo Cantini, the Head of the Italian cooperation Dr. Felice Longobardi, and the representatives of the TSU Dr. Yassin Mubarak and Dr. Hesham Ktob. From the Governorate side there were his Excellency the Governor of New Valley Mohamed el Zamalot and His excellency Minister of MOSS Neven AIGhabbaj together with other authorities of Khargha Oasis. His Excellency Ambassador of Italy Giampaolo Cantini together with the Governor of New Valley Mohamed el Zamalot opened and inaugurated the CISS MSEI centre.

Few words were spent during the inauguration by the Governor of New Valley which was thanking the Italian NGO CISS for the work in New Valley underlining all the efforts done and the challenging faced which have been overcome. Very important words were said by His excellency the Ambassador of Italy Giampaolo Cantini which was underlining the importance of Italian NGO presence and work in New Valley Governorate giving his best wishes for the future of the MSEI Centre.



In the end the Governor of New Valley, thanking the Italian presence in the Governorate for the collaboration and the work done in New Valley, gave an Honory recognition from the Governorate of New Valley to the Ambassador of Italy Dr. Giampaolo Cantini and to CISS Country Representative for contributing through the projects to the development of the Governorate of New Valley.

Meantime, since the selection process of the trainers and tutors was concluded in January 2020, CISS started a preparation phase composed of a period of four months of coaching the selected tutors and trainers in order to enhance their capacities and skills.

Furthermore, with the “How to perform the Training Portfolio workshop” held on the 4th March 2020 CISS started a new phase of preparation for the “CISS Business Training Program for New Valley Entrepreneurs” Training Portfolio. CISS Egypt Project Management team organised the workshop in order to support trainers and tutors in preparing an executive plan for the actual training process, by preparing the scientific material, activities and procedural steps necessary for the implementation of the training on the basis of the training objectives.



While the selected trainers and tutors are working enhancing their capacities as trainers and tutors, the selection process of the new upcoming CISS Business Training Program for New Valley Entrepreneurs is ongoing. Admission requirements have been established in such a way that target groups, and in particular women, will have the chance to participate. Selected beneficiaries will be provided training about professional items such as business and financial management, entrepreneurial activities, marketing, soft skills, computer literacy and foreign languages.



KEY DATES

27th April 2019 starting Business Management Incubator and Marketing training course;

September 2019 MSEI building construction completed;

November 2019 Project work and oral presentation from the trainees;

17th December 2019 final ceremony and delivery course certificates;

19th January 2020 MSEI Inauguration day event;

Upcoming events

Stay tuned

CISS Business Training Program for New Valley Entrepreneurs on CISS online moodle platform;

CISS project website launch;

New Valley MSEI Logo announcement;

Project funded by the Italian- Egyptian Debt for Development SWAP Programme

