

GTEX MENATEX

Newsletter

International Women's Day 2020

Kyrgyzstan



The poster features the following elements:

- women in business** / **femmes entrepreneurs** logo
- International Trade Centre logo
- Three UN Sustainable Development Goals icons: 5 Gender Equality, 8 Decent Work and Economic Growth, and 12 Responsible Consumption and Production.
- Portrait of Fariza Sheisheeva, a woman wearing a red sash, standing in front of a patterned rug.
- Fariza Sheisheeva**
Businesswoman
Saima Art Group
Kyrgyzstan
- GTEX** logo
- Funded by** logo with the Swiss Confederation name in multiple languages: Schweizerische Eidgenossenschaft, Confédération suisse, Confederazione Svizzera, Confederaziun svizra, Swiss Confederation, Federal Department of Economic Affairs FDEA, State Secretariat for Economic Affairs SECO.

Fariza, the owner of the art project SAIMA, is a woman with disability. Her project is one of the beneficiaries of GTEX in Kyrgyzstan, and comprises 35 artisans, ten of whom are women with disabilities and mothers of children with disabilities.

Fariza provides free workshops for women interested in sewing, felting and other forms of handicrafts. In the workshops, women of different ages, backgrounds and social groups attend the courses to learn an activity that can help boost their incomes. In the case of women with disabilities, Fariza explains how these activities are an important opportunity, as 'most people

with disabilities cannot get a job in Kyrgyzstan because of their impairment. As a woman with disability, I try to support other women with disabilities, providing them with a job in my workshop respecting their needs and acknowledging their capacity.'

For Fariza, the GTEX project is an import ally to women and people with disabilities. 'By promoting training and workshops about social responsibility, the GTEX project is helping to empower women and bring inclusivity to the textile and clothing sector in Kyrgyzstan'.

Fariza also highlighted the need to change and include women and people with disabilities in economically meaningful work. 'The future of a young woman with a disability will depend on our society providing her opportunities and access to education and work. I encourage them to be hardworking women, set up goals and never give up on them.'

Jordan



women in business
femmes entrepreneurs

International Trade Centre

5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Nancy Salem Al-Momani
CEO
Jordan Exports
Jordan

MENATEX

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السويد
Sverige

Nancy Salem is the CEO of Jordan Exports, a new trade promotion organisation. Jordan Exports is among the organisations that will benefit from capacity building workshop organised under the MENATEX project. For Nancy, women in Jordan face tough challenges due to gender inequality and lack of recognition. 'The gender barrier imposed in our society affects women's life as if they are not productive or do not have an effective work role. However, it is the opposite; women in the textile and clothing sector, for example, represent a crucial workforce for the industry's development. Without them, the sector would not be one of the leading exports of the country,' says Nancy.

Nancy is optimistic about the execution phase of the MENATEX project as she expects the

project to bring powerful results, not only for the textile and clothing sector but also for women working in the field. 'The project will have a strong impact on companies owned or managed by women. Increasing the exports of the textile and clothing sector in Jordan will positively affect them and support a new generation of women entrepreneurs to improve the competitiveness of their production,' she says.

As a leader herself, Nancy understands the importance of having women in leadership positions. She is dedicated to giving work opportunities to other women as well as encouraging them to pursue their studies so they can learn new skills and strengthen their abilities.

For the future generation of women in Jordan, Nancy imagines more women working as leaders or managers of companies. 'The next generation of young women is determined to have more work opportunities and achieve higher positions. These young women will provoke profound changes not only in their lives but also in their communities, society and the world,' she says.

Tunisia

women in business
femmes entrepreneurs

International Trade Centre

5 GENDER EQUALITY
8 ECONOMIC GROWTH AND JOBS
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Nadia Khebour
Entrepreneur
Bag'azen accessoires
Tunisia

GTEX MENATEX

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Schweizerische Eidgenossenschaft
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Confederazione Svizzera
Confederaziun svizra
Svea Confederation
Federal Department of Economic Affairs EDA
State Secretariat for Economic Affairs SIKO

السويد
Sverige

Bag'azen is a young Tunisian brand of clothing and accessories launched in 2014 by Nadia Khebour. Nadia, 34, born in Ivory Coast and of Tunisian nationality, is a young designer chosen to be part of the sub-group of Tunisian textile and clothing enterprises to receive support from ITC's GTEX/MENATEX programme.

For Nadia, 'Tunisian women in the textile and clothing sector used to work mainly as machine operators in the sewing departments. However, this reality has shifted as a new group of women entrepreneurs is growing to show to Tunisians and the world of fashion, our work and capacity'.

'The lack of support and recognition to a young female entrepreneur in the fashion world is an

important issue we face in Tunisia' says Nadia. She thanks the GTEX/MENATEX project for the opportunities and knowledge provided. 'The GTEX/MENATEX is an excellent skill booster! The project supports the new generation of women fashion designers to develop new skills and fulfil their potential by organising trainings and workshops focused on our needs.'

Nadia is optimistic about the future of a new generation of young women who dream about working in the fashion sector. 'I imagine a generation full of talents, creativity and perseverance to succeed. These young women will benefit from new technologies and policies to encourage young entrepreneurs.'

Tajikistan

women in business
femmes entrepreneurs

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5 GENDER EQUALITY
8 INDUSTRY, INNOVATION AND ECONOMIC GROWTH
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Jahonoro Usmonova
University professor
Technological University of
Tajikistan
Tajikistan

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A portrait of a woman with dark hair, wearing a yellow headband and a pink textured sweater, looking towards the camera.

At the age 34, Jahonoro, a former student at the Technological University of Tajikistan (TUT) in Dushanbe is an inspiring example of a woman whose dedication took her from student to university professor. Just five years after graduating as an engineer-designer of clothing products, Jahonoro today is responsible for a sewing lab at the Faculty of Clothing Design and Fashion Art at the TUT and was recently appointed as Head of the Garment Training Centre, jointly launched by the ITC and the TUT at the end of 2019.

Jahonoro is the designated representative of the ITC's academic partner, the Technological University of Tajikistan and has attended several specialization trainings organized under the GTEX project. The courses helped her to learn new methods of conceiving and designing

clothes, as well as the use of modern sewing technologies. She is thankful for the opportunities that GTEX has given her. 'My most recent experience of participating in a GTEX event is attending a two-week course with a Singaporean specialist who taught us designing and making modern style skirts, and female dresses and pants. The course included young specialists with professional experience in the field. This was a fantastic opportunity for all of us.'

The textiles and clothing sector in Tajikistan employs thousands of women who work from home or at enterprises. It provides women with an income and work opportunities. 'Even if they do not work in clothing factories, they still can use the knowledge learned working from home with private clients. This is a great option for those who need or wish to work remotely; besides it takes into consideration the social, economic and cultural specificities of Tajikistan,' says Jahonoro.

Jahonoro says she is dedicated to sharing the knowledge she gained from GTEX trainings and events, not only with her university students but also with other young women she teaches externally. This is an example of how GTEX-organized trainings reach wide circles of women and empower them with new skills and opportunities.

Morocco

Jamila is the production manager of a company based in Tangier, Morocco, and a beneficiary of the GTEX/MENATEX programme. As the manager of Larimode, Jamila, at aged 49, acknowledges that working hard is the way to achieve goals and grow in her career.

In Morocco, the textiles and clothing sector is strategically important for the country's industrial development. The sector is responsible for employing more than 185,000 people of which, Jamila says, the majority are women.

Jamila says, however, that challenges remain for women in the sector. Balancing working and personal life are among them: 'After marriage, some women have to quit their jobs because of the difficulties of keeping up a double life'.

Motivated and persistent, Jamila overcame the obstacles and today has a position of leadership; she tries to support other women encouraging them to follow their objectives. For her, the GTEX/MENATEX programme represents a strong partner in the empowerment of women in Morocco. 'The training on building leadership and management skills is an excellent example of how to support women in overcoming the challenges we face nowadays,' she says.

Jamila was the only woman manager to attend the workshop on developing leadership skills organized by GTEX/MENATEX. Engaged and visionary, Jamila argues that the future of the textile and clothing sector in Morocco has to be prepared for a promising generation of young women who will boost the sector. 'Leadership, decision-making and dedication will be the key to the success of this new generation of women,' she says.

The [GTEX MENATEX programme](#) is funded by the [State Secretariat for Economic Affairs \(SECO\) of the Swiss Confederation](#) and the [Swedish International Development Cooperation Agency \(Sida\)](#), focusing on six priority countries (Egypt, Morocco, Jordan, Kyrgyzstan Tajikistan and Tunisia). The programme aims to encourage exports of textiles and clothing from developing countries to promote employment and income generation throughout the value chain.

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