



Chema Gargouri, Tunisia Country Director, Women Enterprise for Sustainability

Ms. Chema Gargouri is the manager and major shareholder of the Centre for Applied Training, a business development private company established in 1998. Her areas of expertise are project design and management, SE Business Development, and institutional and capacity building services.

As CEO of CAT, she has managed a \$6M program funded by the Foreign Agriculture Service-US Department of Agriculture aimed at sales development of the American co-operators's commodities in the region (US Dairy Export Council, American Soybeans Association, US Wheat Export Council...). Acting as the local subcontractor, Ms. Gargouri conducted and managed training and exchange programs on behalf of American non and for profit organizations funded by the State Department, MEPI, Bureau of Educational and Cultural Affairs... The goal of these programs is to promote entrepreneurship and free enterprise with an emphasis on women run businesses.

In 2004 and in partnership with ISED Solutions Ms. Gargouri led a group of 15 Tunisian Businesswomen to the US. The trip in the US involved over 100 "one to one" meetings matching Tunisian Businesswomen with their American counterparts. Ms. Chema Gargouri was involved, as Program Coordinator, in the joint Tunisian Business Women Association (CNFCE) & Vital Voices Global Partnerships MEPI funded program aimed at empowering women artisans through the establishment of a Public Private Partnership.

In 2010 and until recently she has served as the Project Manager of the Results Oriented Commercial Organizations Capacity Development MEPI funded program, managed by the Institute for Social and Economic Development based in Washington DC and which covers 5 countries in the MENA Region with a special focus on building the capacities of the Chambers of Commerce in the region to better serve their business members on how to access capital and export to the US.

Since 2011, Chéma has been acting as Country Director for the Institute of International Education e-mediat and the Women Enterprise for Sustainability MEPI (US State Department) funded programs that aim at enhancing the strategic use of social media by Tunisian NGOs and the empowerment of women leadership and entrepreneurship.

Five years ago she developed a special interest in social entrepreneurship and founded in 2006 the Tunisian Association for Management & Social Stability. TAAMS is a community development and entrepreneurship promotion NGO (for women and youth) located in a very poor area of Tunisia's capital, Tunis. TAAMS' mission is to fight poverty and develop a sense of civic responsibility, contributing to the improvement of Tunisian quality of life and connecting people for knowledge and reform. In 2011 TAMSS expanded its outreach through the establishment of 2 antennas in the center, Sidi Bouzid, and South, Gafsa of Tunisia. Her responsibility as President of TAMSS focuses on fundraising resulting in \$3M in donations and an outreach of about 3000 women micro entrepreneurs and families. Chéma developed a significant experience in the areas of education for all, vocational training, non-formal education, life skills education, children with special needs, micro-finance, self-help groups, and community participation.

Just after her university graduation she started her career as Project Manager at the International Executive Service Corps which is one of the world's largest, non-profit economic development organizations funded by the United States Agency for the International Development. She is a 2009 Summer Fellow of the Centre on Democracy Development and Rule of Law at Stanford University.