



## Women Launch Businesses following WIT Entrepreneurship Training



WIT participants in Morocco are collaborating on income generating projects selling handicrafts, food, art and clothing at local markets and exhibitions. Some women are using their blogs to market their products online. This new businesses initiative is a result of WIT's support for women's entrepreneurship.

WIT's Professional Development Networks (PDNs), especially in rural areas, support their members by helping them develop small businesses and market their products. PDNs are organizing events such as a roundtable for WIT participants from L'Oriental to present and receive feedback on their business plans from local micro-credit institutions. WIT Morocco has partnered with Morocco's National Agency for Promoting Employment and Skills (ANAPEC) to hold additional workshops on creating small businesses and developing career goals. More than 100 women have graduated from WIT entrepreneurship training and more than 75 are currently enrolled! Entrepreneurship graduates have launched at least 12 businesses since the training.

[View photos of the new businesses launched by WIT participants.](#)

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For more information on the WIT program, please visit [www.witmena.org](http://www.witmena.org) or contact [witmena@iie.org](mailto:witmena@iie.org)