

SOUTHERN WOMEN, NORTHERN WOMEN DARE TO SUCCEED



The Regional Office South Mediterranean of the Konrad-Adenauer-Stiftung supported the association Mediterravenir in organizing a two-day conference titled "Southern Women, Northern Women - Dare to Succeed" from 14 to 15 November in Tunisia. The conference was organized under the high patronage of His Excellency the President of the Republic and with the support of the Tunisian Ministry of Women, Family and Children. The aim of the conference was to highlight the economic role of women in marginalized areas and to create a dialogue between the South and the North sides of the Mediterranean to enhance this role.

During the first panel, successful women shared their experiences and their paths to building success in order to inspire others and to show that hard work and perseverance lead to success in spite of various obstacles such as lack of funds.

The second panel was dedicated to the presentation of different programs and initiatives which aim to encourage the participation of women in the economic sphere. The different contributions showed that with a little support, women can perform very well.

The third panel was about the role of media in spreading a positive and modern image of women in marginalized areas instead of reproducing the same clichés which affect how they are perceived by funders, recruiters, and generally by men.



An important section of the conference was dedicated to the unemployed graduates living in the marginalized areas of Tunisia. Thirty two young women presented their business ideas and the obstacles they are facing. Bureaucracy and access to finance are the major difficulties they have to deal with to set up their businesses. These ambitious women benefited from advices of different experts and practitioners from the corporate and the public sector. Listening

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to these projects ideas and testimonials benefited also the other participants, who could deepen their understanding of the situation in the marginalized areas of Tunisia.

The importance of the dialogue between the north and the south of the Mediterranean was also emphasized in order to encourage bilateral cooperation and find new solutions to boost economic activities in the marginalized areas.



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