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TUNISIA: ECONOMIC GROWTH

CENTER FOR ENTREPRENEURSHIP AND EXECUTIVE DEVELOPMENT (CEED)

The **Center for Entrepreneurship and Executive Development (CEED)** assists in strengthening Tunisian businesses by developing, connecting and mentoring entrepreneurs so they, in turn, can create jobs and accelerate economic prosperity. This is done through two CEED project platforms: CEED Grow and CEED Go-to-Market. CEED Grow helps growth-oriented entrepreneurs who have already achieved market success to increase sales volume, expand their business network, and improve their market position. CEED Go-to-Market targets product owners and managers in established companies, as well as young entrepreneurs, to achieve their high growth aspirations in bringing products to global markets.

- Implementing Partner: Small Enterprise Assistance Fund (SAEF)
- Duration: 2017-2020
- USAID Investment: \$5.6 million

PROJECT OBJECTIVES

- Help entrepreneur-led small and medium enterprises (SMEs) grow.
- Develop innovative and viable business models to improve access to finance.
- Assist SMEs in exporting to international markets.

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KEY ACTIVITIES

- Providing business development training, mentoring programs, and networking opportunities to carefully selected businesses and entrepreneurs with high growth potential (CEED Grow).
- Preparing entrepreneurs with “finance ready” training, including relationship-building with banks, to facilitate access to finance (CEED Grow).
- Assisting entrepreneurs in developing and executing innovative and viable business models (CEED Grow).
- Integrating selected businesses and entrepreneurs into international business and trading networks through face-to-face and virtual (e.g., Skype) interaction with industry mentors (CEED Go-to-Market).
- Engaging in advocacy with the Government of Tunisia and local administrations to facilitate exports of Tunisian products to international markets (CEED Go-to-Market).

CONTACTS

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