

### SUCCESS STORIES

In the framework of the EuroMed@Change, a project of the ANIMA Investment Network in which AFAEMME collaborates, the Association organized a **workshop on “Doing Business Beyond Borders”** and **B2B meetings** between more than 80 businesswomen from the Euro-Mediterranean region.

The events took place on the 21<sup>st</sup> and 22<sup>nd</sup> of November in Barcelona (Spain), in the framework of the V Mediterranean Women Entrepreneurs Forum, and they were both a great success. In fact, the overall feedbacks received were extremely positive: the businesswomen who participated declared to have learnt something new from the workshop, and judged the participation in the B2B meeting successful.

Analyzing the feedbacks, there is although evidence that in order these encounters to be successful, it is important to approach the meeting with a positive mental attitude and with a strong desire to emerge and to get the most of the situation.

Amongst all the successful stories we analyzed, here we publish some of them:

#### **Manar Talhi, JAVA CONSEIL, Morocco**

Manar considered successful her participation at the meeting: she reached a concrete agreement with Steinmetz Dagmar, from DDS CONSULT GROUP. They are exchanging know-how in order to improve and enhance their business.



#### **Maria Garcia Abril, NON BONDED SL, Spain**

Maria reached three concrete agreements during the meeting. One with Malou Pulatova (Spain), in order to export Spanish transport products in the Scandinavian area; one with Yesim Mutfuler (Turkey), to export Spanish transport products in Turkey; and lastly, one agreement with Amany Asfour, from Africa Vision, to export Spanish products in Egypt.



#### **Luisa Nenci, SUSTAIN VALUES, Spain**

Luisa started up a collaboration agreement with Dagmar Steinmetz, from DDS Consult Group, to collaborate within the environmental field and the social impact.



### **Carolina López, Carolina López TRADUCCIONES, Spain**

Carolina made contact with Amany Asfour, from Africa Vision, which invited her to join the 9th African Congress of Entrepreneur Women. Amany also offered to put Carolina in contact with potential clients from Egypt; Carolina agreed with Malou Pulatova, from Freelance Translations, in order to exchange clients between each other; she agreed also with Dolors Yuste from Tick Translations, who proposed her to send new clients and to set up a formal agreement between the two translation companies. Finally, Carolina made contact with Amina Al-Ramadna, from Green Fields Oil: they are possibly going to cooperate, because Carolina offered her translation services for the green Fields Oil websites and products.



### **Tsaltampasi Apostolina, OECON Group, Greece**

Her participation in the B2B meeting was productive. She made agreements with Malou Pulatova (Spain), Cyrine Ben Ramdhane (Tunisia), Blanca Pedros (Spain), Sofija Smitran (Croatia), Elizabeth Trallero (Spain), Laila Miyara (Morocco), Julia Fernandez (Spain), Rima Bazerji (Syria), Leila Karami (Lebanon), Nicoletta Bertolone (Italy), Nina Costas (Spain) and Carmen Madueno (Spain). She agreed with them all in order to consult each other about International Affairs. They made stable communication and already started signing some formal contracts.



### **Hilda Awwad, BEAUTY PALACE, Palestine**

Hilda reached a collaboration agreement with Maria Jose' Alberdi, from OmniaRoma-Aroma Project SL, who put her in contact with the owner of an Aroma branch in Israel; she agreed also with Taghreed Al Nafees, from JFBPW, for future collaboration in the clothes field.



### Shahrazad Magrabi, SORROUH SERVICES COMPANY, Libya

Shahrazad proposed an agreement between Blanca Padrós (Spain) and Layla El- Wafi (London), both lawyers, in order to mutually help themselves in their business. She also organized a trip to Libya for Doris Sammut Bonnici, from Waste Management Services, in order to arrange a workshop for women that are planning to set up recycling services.



### Yesim Sevig, Gliss Hotel and Spa, TURMAK, Turkey

Yesim reached a cooperation agreement with Maria Garcia Abril, from Non Bonded SI. Maria manufactures products suitable for Yesim's sector, so they will start to send samples to each other in order this cooperation to be fruitful. Yesim also started a cooperation process with Raja Bensaoud, from CapStrat, since she offers investment opportunity in Morocco. Finally, she spoke with Eva Caminal (Spain), about the possibility to promote the Gliss Hotel and Spa to the Spanish market.



### Cyrine Ben Mlouka, BUSINESS ADVICE&ASSURANCE, Tunisia

Cyrine made a cooperation agreement with Julia Ferrer Fernandez, from International Team Consulting. Julia offers Export consulting, Cyrine offers business advices, so they will be presenting each other's companies and they will start cooperating in the North African region.



### Loubna Benabdellah, AL'SPATIUM, Morocco

Loubna made a concrete agreement with Julia Ferrer Fernandez, from International Team Consulting. They will provide team coaching to each other.

