



Laayoune, January 22, 2019

CERTIFICATION CEREMONY FOR PARTICIPANTS in the CEFE Entrepreneur Facilitators Training in Guelmim

On January 24, the Mohammed V Foundation for Solidarity and the Phosboucraa Foundation will hold a **certification ceremony for 19 young beneficiaries of the CEFE Entrepreneur Facilitators training**, most from the Guelmim-Oued Noun region and some from the cities of Laayoune and Dakhla.

The training, running from November 22, 2018, to January 24, 2019, consisted in preparing these 19 young people from the region for their mission to support advise economic and cooperative initiative leaders in order to help them integrate into the market. Over the 26 days of training, split into three sessions, these young people learned how to **receive a project idea and analyze an initiative leader's situation, as well as how to inform, guide, and turn a project idea into a business plan, including the development and implementation of the future company's guiding principles.**

Note that the use the German CEFE approach of learning by doing truly sets this training apart. In Morocco, adviser training is often insufficient and participants aren't well-equipped or qualified to give tailored advice to micro-businesses. Through this certification training, the Guelmim region and the cities of Laayoune and Dakhla now have a network of experts capable of supporting micro-businesses, which represent the bulk of the region's economic fabric.

In 2019, the 19 CEFE-certified beneficiaries will **have the opportunity to advise 48 project leaders from the Guelmim region** as part of the Insertion Through Economic Activity Program (PIAE) launched in July 2018 by the Mohammed V Foundation for Solidarity and the Phosboucraa Foundation in the four provinces of the Guelmim region.

Aimed at encouraging entrepreneurship and making micro-businesses a strong economic driver, the PIAE involves implementing advisory mechanisms, including the **CEFE Entrepreneur Facilitators Training**, all part of a multi-input strategy of coordinated, relevant actions responding to the challenges of promoting entrepreneurship in the Southern regions.