

NOWARA supports Women Cooperatives and Entrepreneurs in HORECA

In the context of NOWARA award, given annually for distinguished economic business run by women, the National Observatory for Women bestowed a brilliant and excellent opportunity for seven women entrepreneurs to present their products and their creativity in HORECA show 2013, one of the leading food and hospitality sector trade events in Lebanon.

The participation to HORECA was in the frame of the project “socio-economic development of the rural population of Southern Lebanon”, promoted by the Italian NGO, CTM Lecce onlus, in partnership with the Lebanese Ministry of Agriculture, in collaboration with IAM Bari, and co-funded by the Italian Development Cooperation.

The 20th edition of HORECA, which was held from 9 to 12 April 2013 in Beirut at BIEL (Beirut International Exhibition Leisure Center), served as an ideal business interaction podium for novice firms and noted business professionals from the agro-food sector.

Organized on an annual basis over a period of four days, the show was attended by more than 16000 visitors on a regular basis and over 350 professional exhibiting companies take part in the event. An extensive collection of confectionery items, dairy and poultry products, bakery items, frozen items, seafood and ethnic food, soft drinks and various beverages items are showcased during the event.

NOWARA offered in HORECA a unique opportunity to this group of distinguished business women to experience new and innovative products, network with contacts and meet new ones, source new ideas, improve business performances and entrepreneurial skills, and meet top regional and local suppliers and manufacturers, In order to market their products and improve the quality of their production.

During the show, the women entrepreneurs and cooperatives presented some tastings of typical Lebanese products, made from different types of wheat to a wide variety of jams, in the stand which was set up by NOWARA and CTM. They also offered to all the visitors of the stand its traditional products, the great result of a combination of conventional farming and advanced industrial technologies, and different local specialties certified and made in Lebanon.

All the brands of the Lebanese women entrepreneurs were testimonials of the Lebanese world-wide recognized excellence: Grape leaves, Burgul, Marsaban, Apple Jam, Pumpkin jam, Eggplants Jam, and Mulberry jam.

These special agro-food products were presented by Bint Jbeil Cooperative for Agricultural Food Processing, with its brand name Zouwada; El Imad Cooperative for Food Processing in Haris; Kfardebian Women’s Cooperative Association - Al Atayeb; Women’s Agricultural Cooperative in Deir Kanoun Ras el Ain; Women’s Cooperative Association for Food Processing - Wadi al Taym; Alberto; and Konouz Lobnan. The women were extremely satisfied and happy with the

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