

NOWARA PARTICIPATION IN HORECA FROM 1-4 APRIL 2014

The National Observatory for Women in Agriculture and Rural Areas (NOWARA) will be participating for the second consecutive year in HORECA at Biel in Beirut from 1st to 4th April 2014. During HORECA 21th edition, NOWARA will give an opportunity to 7 women producers, who previously participated in NOWARA's training programs and received appropriate technical and financial support, in order to enhance their entrepreneurial skills and provide opportunities in marketing, networking and exchange of experiences. The women will exhibit their most relevant products in such an international venue accomodating local and international companies, chefs and experts in hospitality and food sector, at NOWARA's stand **L15-L19**.

During HORECA, NOWARA will hold the ceremony of "**NOWARA Award 2013**" – **Annual National Award for the best economic initiative carried out by women in the Lebanese rural areas**, in its third edition and allocated this year to women involved in cooperatives, and the ceremony for "**the Best story about women in rural areas**" that is offered to students of 6th, 7th and 8th grades of Lebanese public schools, who participated in the awareness campaign "Stories from our village", implemented in collaboration with the Ministry of Education and Higher Education since 2012.

This symbolic celebration will be held on **Wednesday 2nd April 2014 at 18:00** in NOWARA's stand at HORECA Exhibition in Biel, in the presence of representatives of NOWARA, CTM Onlus, UNIDO, the Italian Embassy, and the Ministries of Agriculture, Education and Industry.

NOWARA Award is one of the ways to highlight women capabilities in rural areas and to encourage development and innovation, through assessing their business and supporting it in order to form a typical case that can be diffused to the whole rural community. The award will be presented to the cooperatives, which won in the sectors of food-processing and rural food catering.

The **campaign "Stories from our village"** aims at increasing awareness of younger generation about the importance of development of rural and remote areas, as well as it highlights the role of women in economy, development and rural family, the promotion of gender equality issues, and the importance of maintaining heritage and traditions, as well as to encourage a return to the roots, agriculture and healthy food within a clean environment.

"NOWARA Award" and the awareness campaign "Stories from our village" are in the framework of the project "Socio-economic development of the rural population of southern Lebanon", implemented by NOWARA and the Italian NGO CTM Onlus, in partnership with the Lebanese Ministry of Agriculture, and co-funded by the Italian Development Cooperation. This year, NOWARA Award is supported by the project CELEP for the empowerment of local communities, implemented by UNIDO and ICU, funded by the Italian Development Cooperation.