



**MASHAV - Israel's Agency for International Development  
Cooperation**

**In cooperation with**

**UN Women Eastern & Southern Africa**

**Regional Office (ESARO)**

invite professionals

to participate in the



**International Course:**

**Economic Empowerment  
of Women**

*Haifa, 5-22 of September 2016*



## About the Course

### Background

Addressing gender equality and the empowerment of women, as well as increasing attention to economic and social development strategies are globally recognized as critical aspects of sustainable development and are among the 17 sustainable development goals set by the United Nations for 2030.

Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability and improve the quality of life for women, men, families and communities.

The Golda Meir MASHAV Carmel International Training Center (MCTC) has set mainstreaming gender as its main goal since its establishment and the socio-economic support of women is one of the pillars of its activities. As part of MASHAV, MCTC shares Israel's rich experience in innovation and entrepreneurship for the economic empowerment of all. It is within this framework that the present course is offered.

### Aims

The proposed training program aims at contributing to women's economic empowerment by exploring aspects of entrepreneurship as a contributor to income generation and employment. The participants will be exposed to the various aspects of planning, development, and management of small businesses so that by the end of the course they will be able to facilitate the initiation, organization, and management of small businesses effectively and profitably.

During the course the participants will:

- exchange know-how on different tools for fostering women's entrepreneurial potential
- widen their knowledge of support systems for small-scale entrepreneurs as a tool for regional and local development
- discuss the position of women entrepreneurs at times of rapid global change
- become familiar with agribusinesses in Israel
- present a practical proposal for supporting women to start or improve a business in their own settings

### Main Subjects

The course will include professional lectures and visits on the following subjects:

- Entrepreneurial Training – Business Laboratories – How to start and manage a microenterprise
- Marketing and branding strategies for small businesses
- Networking for women in business
- Support systems in Israel and best practices in promoting innovative entrepreneurship
- Rural tourism and agricultural ventures

## Application

### Application Requirements

The course is geared towards policy-makers, professionals, and practitioners involved in socio-economic development, as well as representatives of women's organizations. Candidates should hold an academic degree in related disciplines, and have at least five years of professional work experience in related fields. A full command of **English** is required.

## Application forms

Application forms and other information may be obtained at the nearest Israeli mission or at MASHAV's website: <http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx>.

Completed application forms, including the medical form, should be sent to the relevant Israeli mission in the respective country and copy to [nuria@mctc.org.il](mailto:nuria@mctc.org.il) no later than **20 June 2016**.

## General Information

### Arrival and Departure

Arrival date:	4/9/2016
Opening date:	5/9/2016
Closing date:	22/9/2016
Departure date:	23/9/2016

Participants must arrive at the training center on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the hotel/center, and must be paid for by the participant him/herself.

### Location and Accommodation

**MASHAV** awards a limited number of scholarships. The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. Airfares and daily allowance are not included in the scholarship.

### Health Services

Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.

The course will be held at **The Golda Meir MASHAV Carmel International Training Center (MCTC)**, situated at **12 David Pinsky Street, Haifa**.

Participants will be accommodated at **MCTC** in double rooms (two participants per room).

## About MASHAV

MASHAV – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives. MASHAV's approach is to ensure social, economic, and environmental sustainable development, and is taking active part in the international community's process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV's activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education.

Professional programs are based on a “train the trainers” approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

[www.mashav.mfa.gov.il](http://www.mashav.mfa.gov.il)

[www.facebook.com/MASHAVisrael](http://www.facebook.com/MASHAVisrael)

## **About The Golda Meir MASHAV Carmel International Training Center (MCTC)**

The Golda Meir MASHAV Carmel International Training Center (MCTC) was established in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia. Since the establishment of MCTC, some 20,000 participants from over 150 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, the Middle East, Oceania, and the Caribbean have attended over 650 capacity-building programs and workshops, and 29 International Conferences for Women Leaders, conducted in Israel.

MCTC focuses on three areas of study: Community Development, Early Childhood Education, and Organization and Management of Microenterprises, all with gender as a crosscutting issue. In each training program there are up to 30 women and men from various countries. Usually two workshops are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic).

The Center is located on Mount Carmel in Haifa. The building consists of living accommodation and classrooms, as well as recreation and dining facilities. A library and a computer laboratory with internet access serve the participants.

MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations and development authorities.

[www.mctc.org.il](http://www.mctc.org.il)

## **About UN WOMEN**

UN Women is the UN organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide.

UN Women Eastern and Southern Africa Regional Office (ESARO) has designed economic empowerment and leadership programs whose key interventions will not only empower women and youth to access and control economic assets, but also build their entrepreneurial capacities as leaders in business, and bring women and youth to the forefront of agricultural transformation, small and medium enterprise development, and trade. See more at [www.unwomen.org](http://www.unwomen.org)

**For further information, please contact:**

**The Golda Meir MASHAV Carmel International Training Center (MCTC)**

**Address: 12 David Pinsky, Haifa 3106002, Israel**

**Tel: +972 4 8375904**

**Fax : +972 4 8375913**

**Email : [nuria@mctc.org.il](mailto:nuria@mctc.org.il)**

**Website: [www.mctc.org.il](http://www.mctc.org.il)**