

Kuwait Energy inaugurates the Tamkeny Community Center Phase 2: Empowering Women and Youth Through Handicraft Training in Ras Gharib

[Cairo, 7th of June] – Under the auspices of the Ministry of Petroleum & Mineral Resources and in the presence of the Ministry's officials, and within the framework of the Ministry's strategy for social responsibility, which aims at achieving sustainability and unifying efforts regarding the contribution of the sector and its partners in performing social activities and projects in order to improve the quality of life for local communities, Kuwait Energy Egypt inaugurated last week the Tamkeny Community Center at Ras Gharib, in partnership with Buttonup social enterprise and in coordination with Nahdet Baladna Foundation, to launch the second phase of the project. This established community-based center focuses on providing comprehensive training in various handicrafts for women and youth in Ras Gharib. The project's overarching goal is to empower local individuals by enabling them to start their small businesses, create employment opportunities, and foster sustainable economic growth within Ras Gharib.

Building upon the remarkable success of the first phase of Tamkeny, the forthcoming center in Ras Gharib will provide opportunities to more than 300 women and youth and will offer an extensive range of courses and tailored to develop skills in sewing, embroidery, product hand-painting, tyer upcycling, and leather craftsmanship. Moreover, the community center will provide invaluable mentorship to empower beneficiaries in establishing and managing their own small businesses successfully.

The Tamkeny project holds immense significance as it addresses the pressing needs of women and youth in Ras Gharib during these challenging times marked by a global economic crisis. By equipping individuals with the necessary skills and knowledge, the project aims to uplift their social situations and enhance opportunities for their children's better futures. The establishment of the community center will serve as a hub for beneficiaries to learn, exchange ideas, and gain expertise in the textile and leather industries.

A key highlight of the initiative is the creation of a dedicated showroom within the center, providing a platform for the beneficiaries to showcase their products to the public. Additionally, the project will leverage online campaigns, promotions, and selling channels to expand the reach of these unique products and stimulate sales both locally and globally.

"The Tamkeny project exemplifies our commitment to empowering women and youth, particularly during challenging times," said Kamel Al Sawi, President of Kuwait Energy Egypt. He continued "We are delighted to collaborate with Buttonup and the local community to establish this training center. By providing vocational skills and mentorship, we aim to uplift individuals, foster economic growth, and create a sustainable future for Ras Gharib."

Ministry of Petroleum and Mineral Resources, Kuwait Energy Egypt and Buttonup extend their sincere gratitude to all stakeholders involved and eagerly anticipate the transformative outcomes and economic impact of Tamkeny Phase II project to the Ras Gharib local community.