

Empowering Women Entrepreneurs: United Energy Egypt Leads the Way in “SHE CAN” Scholarship Program

United Energy Egypt celebrates the outstanding achievements of 50 remarkable female entrepreneurs at the graduation ceremony of the "She Can" program, in collaboration with The American University in Cairo (AUC) - School of Continuing Education.

The SHE CAN Scholarship is 60 Hours program which offered opportunities to 50 eligible candidates from Cairo and Alexandria and equipped women entrepreneurs with the practical skills to effectively manage, lead, and scale up microenterprises. Through comprehensive training and mentorship, participants apply program content to their existing startups, developing action plans for implementation. The curriculum covered various entrepreneurship topics, including business modeling, planning, management, marketing, product costing, pricing, hiring, workforce development, startup growth, and market analysis.

Speaking at the graduation ceremony, Yasmin Ali, Senior Manager of Corporate Affairs at United Energy Egypt, expressed her insights to the participants. "It is with great pride that United Energy Egypt sponsors SHE CAN for the second year in a row. The program provides unique opportunities not only in academia but aims to take businesses to the next level of engagement and investment. Witnessing the passion and potential of these entrepreneurs underscored our belief in the transformative power of education and community support."

Kamel Al Sawi, President of United Energy Egypt, shared his enthusiastic support for the program. "Since the launch of the first round in 2022, the graduates of the 'She Can' program have consistently impressed us with their innovation and dedication. We are committed to continuing our educational and upskilling support to the entrepreneurs and look forward to witnessing the incredible contributions they will make in the coming years."

United Energy Egypt will continue investing in the women empowerment initiatives that foster innovation, excellence, and sustainability.