



## Welcome to Libus, the first online business school in Libya [www.libus.ly](http://www.libus.ly)

**Tunis, 7 November 2018** – On 13 November, SLEIDSE, a European Union project implemented by Expertise France, will launch the first online business school in Libya. Named Libus, it delivers courses to enhance the entrepreneurs' skills and capacities to manage their businesses. It aims to raise their knowledge and capacities in managing and developing business, encouraging them to upgrade their skills and thus, their success.

*"With Libus, we give Libyan entrepreneurs access to international knowledge, resources and a forum to network. I am convinced that this tool will support their development and trigger a dynamic move within the entrepreneurs' community".*

Mr. Alain Bugeja, the European Union Ambassador to Libya.

*"Our entrepreneurs will greatly benefit from Libus and SLEIDSE international experience. Libus help them grow sound businesses and help our country build our future.*

Mr. Taher Jehami, Minister of Planning

Libus Launching event will be introduced by high-level personalities who will share their inspirational insights on this unique and innovative experience for young Libyans. We will indeed hear from Mr. Alain Bugeja, the European Union Ambassador to Libya, the Libyan Ministry of Planning, Taher Jehami, as well as Béatrice Le Fraper du Hellen, the French Ambassador to Libya.

The launching, which will happen in Corinthia hotel, Tripoli, will gather over 300 guests: entrepreneurs and companies (students, SMEs, startups, prominent businessmen, banks...), officials and key economic players (business support organizations, incubators, universities, municipalities, and central administration) as well as international community representatives (SLEIDSE, ITC, the UN, the EU, Expertise France).

Inspired by the huge potential of young Libyan businessmen and women, SLEIDSE and ITC have jointly created Libus, a unique and free-access online platform delivering courses specifically designed for Arabic-speaking entrepreneurs who wish to develop their business. Libus includes courses, chatrooms, and a series of useful tools to support the entrepreneurs' commitment. Members will connect on login and password. Libus Virtual Learning Space will provide them with more than 100 hours of up-to-date training courses to strengthen their capacities in a wide range of business fields (business development, marketing, management, communication...).

SLEIDSE project, which is financed by the European Union and implemented by Expertise France, develops entrepreneurship and SMEs development in Libya, while ITC - the International Trade Centre – supports the internationalization of SMEs, partly through its solid distance education expertise (SME Trade Academy).



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**Expertise France** is the French public agency for international technical assistance. It aims at contributing to sustainable development based on solidarity and inclusiveness, mainly through enhancing the quality of public policies within the partner countries.

**The European Union** is made up of 28 Member States, which have decided to gradually pool their know-how, their resources and their destiny. The European Union is determined to share its achievements and values with countries and peoples beyond its borders.

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