

## Project title : ARTUNI - Project to promote Tunisian handicrafts

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
France, Tunisia	7 000 €	Coordinateur	The World Bank, FAMEX, CCISE - Chamber of commerce, Tunisia	April 2009 - April 2009

### Project's goals and results

#### Main goals

The aim was to enable a group of Tunisian artisans from the Gabès Region to better know the French market and to promote their products

#### Specific objectives

#### Beneficiaries

#### Results

**R1.** Organization of the stay of the craftsmen in Lyon: reception, visits...

**R2.** Realization of a market study

**R3.** Writing recommendations

#### Activities

RONGEAD was commissioned in this project, to carry out a study of the possible positioning of Tunisian handicraft products, to make recommendations and to organize the reception and the visits of places and distribution networks (craft stores and importers of the sector fair trade, trade fairs and exhibitions).

Eager to export their products and curious about the French market - even European - and trends in design, these craftsmen have discovered Lyon and its many craft and decoration stores. This visit of the craftsmen of Gabès was thus also an extraordinary opportunity for the French actors of the sector of the craftsmanship to better know the know-how and the potential of these true artists of the desert: it was a unique opportunity for to meet, in a friendly and friendly setting, the universe of Tunisian creation and the world of French traders and creators.