



PROFESSIONAL  
FELLOWS



**NADIA ESSID**

*Mareth, Tunisia*

Ms. Nadia Essid is the CEO of Madel Cuir, a leather art fashion company in Tunisia that she founded in 2017. Nadia has received numerous awards for her work, including “Handbag Design” from the National Leather and Footwear Center, and has received certificates in Women's Entrepreneurship Skills, and Networking and Practical Aspects of International Trade. In addition to her running Madel Cuir, she is a member of Open Tunisia Junior where she collaborates with industry stakeholders to find solutions for enterprises post-pandemic.

### **Professional Goals**

Ms. Essid's work currently focuses on rural areas in Tunisia, especially the city of Gabes. She wants to grow her leather goods manufacturing business in order to increase the value of Tunisian leather, increase exports, and increase job employment in her community. Further, she aims to increase tourism in the region through the promotion of her work and Tunisian culture.

### **Professional Fellows Program Objectives**

Through participation the PFP, Nadia hopes to develop her brand management competencies and learn about advance branding management tools that will allow her to grow brand awareness.

She also hopes to support disadvantaged areas and create employment opportunities in Tunisia by empowering women to create decorating items that can then be sold on websites.