



Press Release

Bab Rizq Jameel enables more women to enter the workforce in Saudi by helping generate thousands of employment opportunities

Jeddah, Saudi Arabia – 20 June 2016

Bab Rizq Jameel, a job creation program under Community Jameel, has reached a new milestone by helping to create over 100,000 jobs for women in Saudi Arabia since 2007.

By mobilizing initiatives in 96 cities and towns throughout Saudi Arabia, Bab Rizq Jameel has generated female employment through a range of local initiatives and across a range of industries and specialist sectors, including business administration, tourism, and hospitality.

Female recruitment had always been a focal point for Bab Rizq Jameel. In 2015, Bab Rizq Jameel's female recruitment program became an independent company, Bab Rizq Jameel Female Recruitment Company, formed especially to empower and enable more women in Saudi Arabia to enter the workforce.

Commenting on the success of the program, Rola Basamad, Senior General Manager of Bab Rizq Jameel Female Recruitment Company, said: "Across Saudi Arabia, we have pursued a strategy of cultivating a diverse range of offerings while developing support systems and training programs. This will ensure that job seekers are equipped with the skills they need to succeed in today's workplace. Through our nationwide network of recruitment and training centers, we have been able to help an increasing number of women fulfill their full potential by providing them with job opportunities, which complement their skills sets and suit their individual lifestyles as needed."

Since 2007, the program has achieved encouraging results across all five regions of Saudi Arabia. In the Western Region, 33,308 jobs were created predominately in the retail and administration sectors. The Middle Region followed with 21,518, primarily in manufacturing facilities, customer service centers, and home-based employment programs. 19,088 new jobs for women were created in the Eastern Region, while the Northern Region saw a further 14,376, and the Southern Region reached 11,830 opportunities.

Basamad continued: "We have partnered with over 1,380 companies in the private sector to introduce a range of new programs this year, such as freelance task-based and volunteering opportunities. We are committed to uplifting social and professional experiences in line with



Press Release

cultural standards, while investing in the development of emerging young talents and instilling a sense of pride in the women of Saudi Arabia.”

Bab Rizq Jameel has also established vocational training programs for women at the Nafisa Shams Academy for Arts and Crafts in Jeddah. The Academy provides diverse art and crafts courses for job seekers, in response to market demands.

Basamad also stated that Bab Rizq Jameel plans to build strategic partnerships with public and private universities to target “young and exceptional” women to fill job vacancies in the private sector.

-Ends

Bab Rizq Jameel

Bab Rizq Jameel, as part of Community Jameel, foremost goal is to provide job opportunities to men and women through its variety of programmes in their 36 branches spread over Saudi Arabia, United Arab Emirates, Egypt, Morocco, and Turkey. The programmes are:

1. Productive family
2. Small business finance
3. Direct recruitment
4. Training resulting in employment
5. Working remotely
6. Taxi ownership
7. Truck ownership
8. Stadium Jobs
9. Sales outlet
10. Franchise

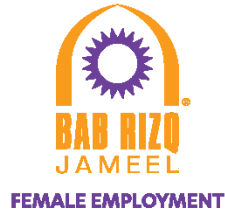
BRJ website: <http://babrizqjameel.com/ar>

Twitter: @BabRizqJameel

Facebook: [facebook.com/BabRizq](https://www.facebook.com/BabRizq)

Community Jameel

In 2003, Community Jameel was formally established as the social enterprise arm of Abdul Latif Jameel, one of the world’s leading independent Toyota distributors. Today Community Jameel operates a considerable set of initiatives. From individual, community and Arab life as a whole in Saudi Arabia and beyond, Community Jameel has the welfare of its people at heart. By promoting Arab arts and culture in the Middle East and around the world, working against the unemployment,



Press Release

enabling research for poverty alleviation, and providing education and training opportunities, Community Jameel has successfully promoted positive social and economic sustainability.

Community Jameel supports and partners with global institutions, which employ hundreds of people, all aiming to provide people with opportunities and training in the following areas:

- Job Creation – Bab Rizq Jameel
- Global Poverty Alleviation
- Arts and Culture – Art Jameel
- Education and Training – Education Jameel
- Health and Social – Social Jameel
- Food and Water Security – Environment Jameel

For further information, please check www.cjameel.org