



SUSTAINABLE ECONOMICS – financial literacy | employment | decent work | end hunger

Sharqi Shop



WINNER'S QUOTE:

“*Sharqi is just a story, about utilizing entrepreneurship and technology to help refugees help themselves. As a Syrian entrepreneur myself, who lost his startup due to the war in Syria, I thought my share of the struggle was huge. However, comparing to the Syrian artisans' struggle to launch workshops from scratch was so inspiring to launch Sharqi Shop. As humans, each one of us has a story, and surely each Syrian artisan has a story that deserves to be shared. Thank you EYA for allowing us to share a story that is a bit different from the stereotype of Syria in news, it's about peaceful Syrians who are not willing to be a burden by working hard to providing the world with amazing handmade creations.*”

MENTOR

Katharina Rothbucher
Head of Marketing
SKIDATA AG
Austria



“*From the very first impression you can see, that this is more than just an online shop. You feel the passion of the artisans, as they are not only selling their products, but showing who they are and how it was created, all supported by communication- and design consultancy from the team around Mr. Saleem Najjar. This makes it a unique shopping experience, making me curious who is behind the piece of art, inspiring me to buy a creation, where I can tell a story about.*”



Sharqi Shop is an online platform enabling artisans in Jordan to sell their creations online and access international markets. Besides the online platform, Sharqi Shop provides artisans with services that guarantee to make sales. As the result of war, many skilled, trained craftspeople have fled from Syria to Jordan, where they face many obstacles in finding sales channels, as the Jordanian market is small and saturated, resulting in small revenues. Sharqi Shop connects artisans to customers in the Arab Gulf and Europe, by promoting their creations di-

rectly to online shoppers. The services vary from packaging, professional photos and writing of product descriptions, to digital marketing campaigns and development of better product designs. The online platform supports the reintegration of Syrian artisans, most of whom are women, in the job market, helping them to generate income and build their lives in Jordan. The impact reaches far beyond just the artisans, sustaining entire families. Sharqi Shop opens doors to new opportunities.



Jordan



<https://sharqi.shop/>



English, Arabic



Emad Jaghasi,
CTO & Co-founder,
29 years old, Syria

Ahmad Aqraa,
Photographer & Designer,
28 years old, Syria

Saleem Najjar,
CEO & Co-founder, 32 years old, Syria