

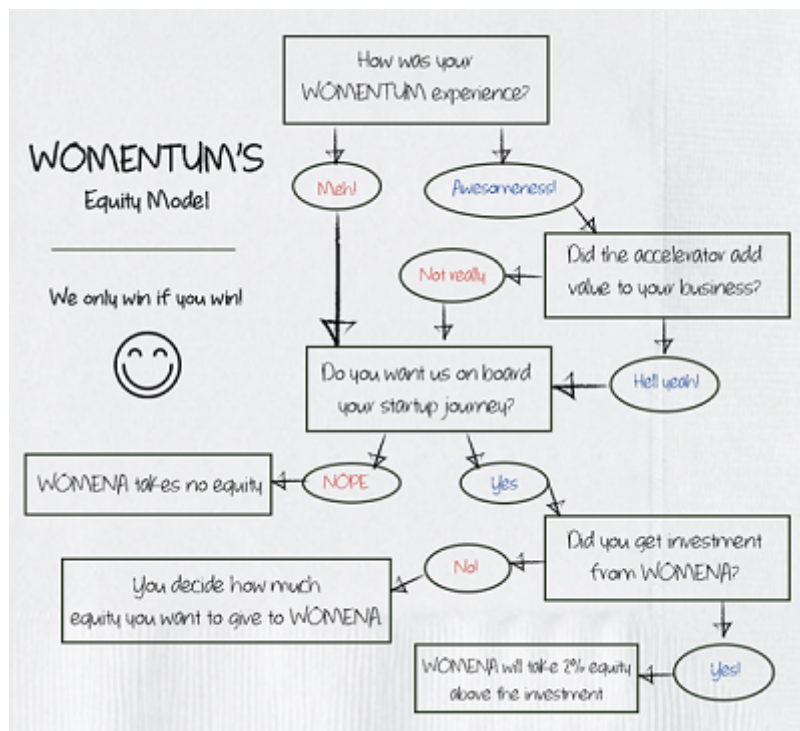
Floor Covering Media

Your Gateway to the Floor Covering Industry

A solution that can convert plastic waste into eco-friendly paving blocks and flooring tiles



Womena is graduating the first cycle of its [womentum accelerator](#), empowering female-led tech startups across the Middle East and North Africa (MENA) region. After four months of acceleration, the founders of eight early-stage startups are ready to showcase award-winning businesses that are well-positioned in the market, set for growth and ready to scale. Founded in 2014, Womena is dedicated to encouraging gender diversity and inclusion in the regional entrepreneurship ecosystem, their aim is to increase the pipeline of women entrepreneurs into the MENA ecosystem.



Womena has built an award-winning Angel Investment group that facilitated over AED 3 million (\$816,000) in funding into 10 companies and was ranked 20 on the Forbes Middle East list 'The 50 Most Active Investors in The

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Arab World in 2018". "We are proud to showcase our first cohort of startups, who have made leaps and bounds since the start of the program," says Elissa Freiha, founder of Womena. She added "We've seen these companies and their founders grow exponentially. They've taken risks, they've pivoted, they've signed on their first clients – the progress has been stupendous and is a sign that this type of program is much needed. "

Notable:

One of the program graduates chosen for the 8 startups (Zelij of Morocco) devised a green tech solution that transforms plastic waste into sustainable, eco-friendly paving blocks and traditional floor tiles.

More at [Forbes Middle East](#).



Flooring Network

For those in the market and those that serve it

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