

# NOUVEL HAY MAGAZINE

## SANS FRONTIÈRES

## Devenez un Mentor



**AGBU**  
ARMENIAN GENERAL BENEVOLENT UNION

## Business Mentors

AGBU Business Mentors is an educational program that connects participants and alumnae of AGBU programs (including those from Women Entrepreneurs and Women Coders) with well-established professionals in the Diaspora. Its goal is to increase participants' entrepreneurial potential, help them grow professionally and build a bridge connecting the Diaspora with AGBU beneficiaries.

Recognizing the varied needs of mentees, the AGBU Business Mentors program has flexible structures allowing for one-on-one mentorships, specialized small group sessions, as well as masterclasses and networking events. Mentor participation can be both virtual or in-person in Armenia.

To ensure a tailored approach, the AGBU Business Mentors Program is proactively and constantly engaging with various AGBU program teams to identify and prioritize capacity-building needs among female beneficiaries, by focusing on refining both essential soft skills and hard skills. The sessions pinpoint key areas such as:

- Social Media Marketing
- Market Research
- Intellectual Property Law
- Leadership
- Professional Communications

For questions, please, contact us at: [volunteer@agbu.org](mailto:volunteer@agbu.org)

**Become a Mentor**



Union générale de bienfaisance arménienne

55 Est, 59ème rue  
New York , NY 10022  
États-Unis

[nelyasi@agbu.org](mailto:nelyasi@agbu.org)

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