



# **"Enabling Workforce as an Engine for Tourism Development in Timor-Leste"**

## **The Role of Pro-EMA in Building Skills for the Hospitality Sector**



# Tourism Opportunities in TL

- **Eco-tourism & Marine Attractions:** Promotion of eco-friendly activities, especially diving at Ataúro Island, renowned for high biodiversity.
- **Cultural Heritage:** Emphasis on local traditions, festivals, and handicrafts to offer authentic visitor experiences.
- **Community-Based Tourism:** Collaborations with local businesses and NGOs to ensure tourism benefits local economies and respects the environment





# About Pro-EMA

## Our Mission



**Empowering young women through training and job opportunities.**

## Our Vision



**To be Timor-Leste's leading institution, driving economic empowerment through exceptional professional hospitality training and skills development.**



# Key Areas of Focus:

**Professional  
Skills Training**

**Social Enterprise  
business model**

**Hospitality  
and Tourism**





# Hospitality Training Programs

ProEMA supports the economic empowerment of vulnerable young women in Timor-Leste through professional training, business incubator mentoring, and socio-emotional support.

Each year, we carefully select candidates for **FREE, high-quality education** funded by our social enterprises, transforming lives in the hospitality industry.







## RESTAURANT-SCHOOL

*More than just a dining destination, our Restaurant-School is a hub of culinary creativity and learning. With a diverse menu featuring local ingredients and international flavors, we invite you to savor the culinary delights crafted by our students. From casual meals to bespoke events and intimate dinners, our restaurant offers a memorable dining experience infused with passion and innovation.*

# Awards and Achievements

- 2019: Winner of Top Chef Timor (French Embassy)
- 2020: Tourism Champion (USAID)
- 2021: Solidarity Champion (USAID)
- 2021: La France s' Engage Award
- 2022: Presidential Award of Timor-Leste
- 2023: Best Hotel Travel Review (Booking.com)
- Finalist: Timor Leste Women in Business Award



## HOTEL SUNSET INN TIMOR

*Experience the true essence of hospitality at Hotel Sunset Inn Timor. With well-appointed rooms, modern amenities, and personalized service, we ensure a memorable stay for every guest. Whether you're here for business or leisure, let us be your home away from home.*

# Pro EMA: Key Metrics



## MEHI CHOCOLATE

*Dive into the world of artisanal chocolate with Mehi Chocolate. Our chocolate factory takes pride in using high-quality cacao sourced locally from Timor, ensuring each bite is filled with rich, authentic flavor. From smooth milk chocolate to intense dark varieties, Mehi Chocolate offers a delectable assortment of treats that celebrate the unique essence of Timor's cocoa beans.*

**Year: 2024 (First semester)**  
**Total enrolled: 110**  
**Female Students: 95**  
**Male Students: 15**  
**Completed the course: 105**  
**Employed upon completion: 90**

**Social Enterprises: 5**  
**In Business Incubator: 3 business**  
**Employers: 75**

**Enrolments opened for 2025 and within two days we had over 750 applicants: the demand is GREAT!**



## BEAUTY SALON & SPA

*Step into a world of beauty and expertise at our Beauty Salon & Spa. Our students receive guidance and training from experienced hair professionals from Australia, ensuring top-notch service with a personal touch. From hair care and styling to manicures, pedicures, and more, we offer a comprehensive range of treatments designed to enhance your natural beauty and promote relaxation.*





# Success Stories

Through its partnership with one of Portugal's largest restaurant chains, Pro EMA has successfully placed 40 young professionals in the Algarve region, where they are now working in the tourism industry.







# Joaninha's Journey

- 2018: Joined Pro EMA
- 2019: Awarded Scholarship to Study in France
- 2021: Won Timor-Leste Business Innovation Challenge Award
- 2022: Opened Mehi Cafeteria and Gelateria
- 2024: Professional Development at One of Portugal's Top Gelaterias and Restaurants



# Ana's Journey





# Challenges Faced

- Limited Infrastructure and Resources for Practical Training
- Adaptation to Global and Technological Trends in Tourism
- Gender Inequality in the Tourism Sector
- Lack of Qualified Labour and Instructors
- Suitable internship placements for students





# **Alignment with National Tourism Development**

- **Support for National Tourism Priorities – Aligning with Timor-Leste's National Tourism Plan to develop a skilled workforce for the tourism sector.**
- **Promoting Sustainable and Inclusive Tourism – Training professionals in sustainable practices and empowering women in tourism.**
- **Developing a Competitive Tourism Sector – Enhancing tourism standards through high-quality professional training.**
- **Strengthening Public-Private Partnerships – Collaborating with government and private sector to create relevant and practical training programs.**



# Future Plans and Partnership Opportunities

**Expansion of Training Programs  
to Meet Industry Demand**



**Investment in Infrastructure for  
Practical Training and Skills  
Development**





# Future Plans and Partnership Opportunities

**Strengthening Collaborations with International Tourism and hospitality Bodies**



**Creating a Network of Industry Professionals and Alumni in Timor Leste**







# Stay In Touch



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BE THE CHANGE

**Thank You  
Obrigado Barak**