

Market orientation

IUC nr.: 202310122, Access to finance pilot

Market orientation for a financial project manager for designing and piloting of a successful and replicable training, coaching, and linking programme to improve access to finance for woman in export supply chains in Kenya and eventually other countries

Organisation: The Netherlands Enterprise Agency - Centre for the Promotion of Imports

The Netherlands Enterprise Agency (in Dutch: RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations. More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>. This specific assignment has been commissioned by CBI, part of RVO.

The Centre for the Promotion of Imports (CBI) is a department of The Netherlands Enterprise Agency and is commissioned by the Ministry of Foreign Affairs of the Netherlands. CBI supports the transition towards inclusive and sustainable economies. We support small and medium-sized enterprises (SMEs) strengthen their economic, social and environmental sustainability.

More information about CBI, how we work and our projects can be found on our website www.cbi.eu.

Purpose of the market orientation

The purpose of the market orientation is to identify a financial project manager in Kenya who can contribute to the project 'Women Economic Empowerment'.

Extent and duration

We shall start with a pilot period of 6 months with potential to scale to a larger group of entrepreneurs up to the end of the project in 2026.

The assignment will start from approximately January 2024.

Budget indication

Maximum € 100,000 excluding Dutch VAT and including local taxes and travel costs for the entire contract period.

Purpose of the project

The women economic empowerment (WEE) project will be implemented in Kenya from 2021 –2026. The goal of this project is to empower women entrepreneurs in Kenya. This means strengthening Kenyan women's ability to make strategic choices and turn these into actions. This project aims to improve the coordination of gender-responsive business support services.

Project target

Current projects and initiatives in general seem to almost exclusively serve a small group targeting the SMEs ladies. These are predominantly urban-based, higher educated women entrepreneurs that have the networks and skills to find their way. This project wants to differentiate from those current initiatives to promote access to opportunities for the small enterprise lady, the so-called "Missing Middle" or entrepreneurs at the grassroots to scale and grow their business.

The CBI WEE Kenya project aims to empower women entrepreneurs and address the challenges faced by women-led small and medium enterprises (SMEs). The project has four main focus areas which include:

1. Inclusivity of women entrepreneurs at grassroots level;
- 2. Facilitating access to finance;**
3. Fostering access to market regionally and internationally;
4. The creation of a functional Women Economic Empowerment Ecosystem with a unified voice to promote exports by women-owned enterprises in Kenya.

The focus area for this assignment is related **area 2: Access to Finance.**

Proposed approach

The proposed approach is centered around three areas:

1. Financial management, loan pre-qualification and post financing performance / reporting coaching from local business development services in a series of tailored boot camps to raise application quality and success rates and reduce delinquencies.
2. Intermediation with financing providers to obtain detailed loan qualification formats and demonstrate the commercial viability and growth opportunities of financing well-performing women-led enterprises in association with coordinated BDS support.
3. Facilitation and coordination of guarantee schemes between donors, government agencies, DFIs and financing providers to overcome regulatory collateral requirements for the women entrepreneurs.

Objective of the assignment: Oversee, manage and give advice for the 3 focus areas during the pilot period and if successful after the pilot period as well.

We shall start with a pilot period of 6 months supporting around 30 women entrepreneurs with potential to scale to a larger group of entrepreneurs up to the end of the project in 2026.

Goals of the assignment

The goal of the assignment is designing and piloting of a successful and replicable training, coaching, and linking programme to improve access to finance for woman in export supply chains in Kenya and eventually other countries.

Application procedure

This market orientation is not a request for proposal. It is not allowed to send a proposal or motivational letter.

Interested companies are invited to send an expression of interest to Ms. Azra Dzananovic of the Procurement Office by sending an e-mail to azra.dzananovic@vo.nl.

Please include your company information, address and your curriculum vitae (CV). You do not have to send any other documents; please only send a short message that you are interested.

As a result of the market consultation, CBI can decide to start a follow-up process.

Interested parties can be invited in this process to submit a request for proposal.

In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market orientation.

Deadline

The deadline for responding to this notification is set at 15 November 2023.

Yours sincerely,

Azra Dzananovic
Consultant Procurement

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Procurement Office
Ministry of Economic Affairs and Climate Policy
Netherlands Enterprise Agency