



### Banking on women entrepreneurs in Kenya

A country assessment study commissioned by the AfDB and the International Labor Organization (ILO) on women entrepreneurs in Kenya, shows that women entrepreneurs represent 48% of the Small and Medium Enterprises (SMEs) sector and that only 1.5 % of SMEs ever received loans from commercial banks. Access to finance is a key challenge for the growth of women's enterprises.

The AfDB launched the first national loan guarantee program in support of Growth-Oriented Women Enterprises (GOWE) in Kenya. A partial guarantee of USD 10 million and a technical assistance facility of USD 3 million were approved.

Hundreds of women entrepreneurs and bank officers have been trained and mentored on business plan development and gender-sensitive lending.

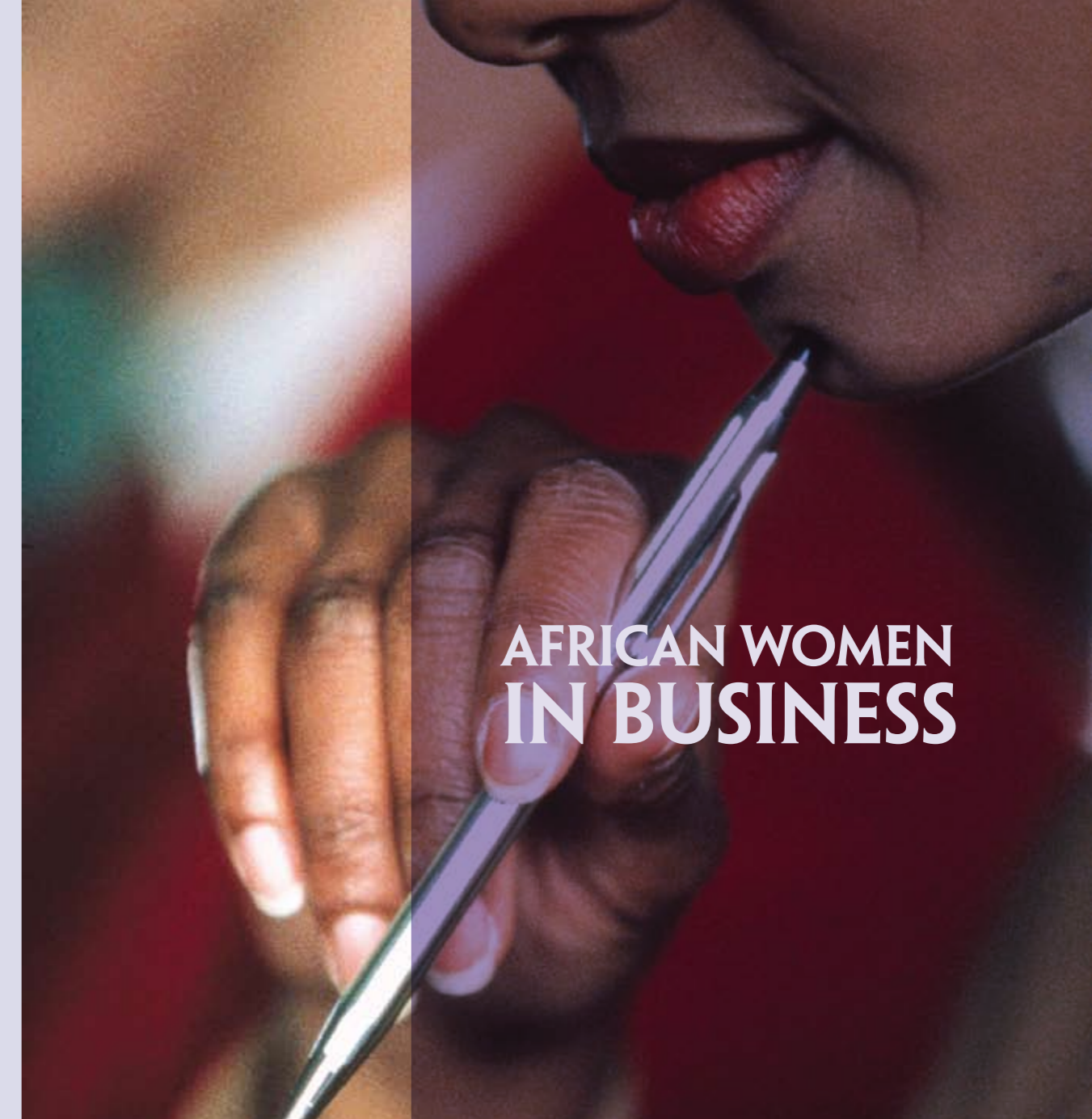
The GOWE program is a success: to date, partial guarantees for 38 businesses of about USD 2.25 million of loans have been approved. Jobs were created and business turnover improved by 20%. With regards to the growing demand and results, the AfDB is evaluating the possibility of extending the program to more women, more commercial banks and other African countries.



**Leather for U:** Nancy Kariithi owns and manages this leather company in Kenya. Since receiving AfDB training and Growth-Oriented Women Enterprises loan from a commercial bank in Kenya, she has expanded sales, multiplied by three the surface of the shops and the number of her employees.



# AFRICAN WOMEN IN BUSINESS



The AfDB thanks its strategic implementation partners: ILO, IFC-PEP Africa and the donors for their continued support.

Fighting the challenge for development in Africa

Please visit the AfDB website for more details: [www.afdb.org](http://www.afdb.org)



Private Sector Operations



Private Sector Operations

If we want the economy of the African continent to become more competitive and dynamic, we need more women entrepreneurs.

Leila Mokaddem, Division Manager, Private Sector Operations

## Sharing knowledge

### Women's access to finance: gender-based barriers remain unrecognized

The AWIB Initiative helps governments understand the gender dimensions in their economy and the challenges affecting businesswomen.

#### Tanzania, Uganda, Kenya, Ethiopia and Cameroon:

country assessment on women entrepreneurship with study on barriers and Constraints for women entrepreneurs to access credit.

#### Africa: building awareness

- pan-African study on the conditions under which women operate their small and medium-sized businesses
- organization of specific training for women entrepreneurs
- organization of five Pan-African conferences on African Women In Business (AWIB)

### One woman entrepreneur, One financing

The African Women In Business Initiative allows the AfDB Private Sector Department to share its knowledge about gender and to incentivize African commercial banks and microfinance institutions to invest in women.

#### Growth-Oriented Women Entrepreneurs (GOWE)

**Guarantee Program for banks :** USD 10 million in Kenya, Euro 10 million in Cameroon and a technical assistance facility of USD 3 million to support the training and mentoring of women entrepreneurs, associations, bankers and business services providers. Other partial guarantees programs were recently launched for women in Zambia and Tanzania.

### Globalization: Opportunities for Women in Business

✦ **Reinforcing competitiveness and export development:** a regional program is under development to identify export clusters, develop and promote national and sub-regional export strategies, develop capacity-building tools and financing export.

✦ **Supporting development of Information and Communication Technology (ICT):** promotion of the "C and Go" internet platform for women's associations and entrepreneurs and financing of an online BtoB marketplace and trainings. The platform and the marketplace facilitate the integration of the African women enterprises into the world economy.

✦ **Promoting networking among women associations:** capacity-building and support for women associations in Cameroon, Egypt and South Africa.

## Understanding specific needs of women

Within the framework of the African Women in Business (AWIB) Initiative, the Private Sector and Microfinance Department of the AfDB provides financial products and support services to empower African women entrepreneurs to contribute to a more equitable business environment, to increase their access to finance and to reinforce their competitiveness.

## Women Entrepreneurship development

