

# African Incubators Preparing Successful MSMES for Trade

The Success of the BIAWE Project in Kenya



## BUSINESS INCUBATION FOR AFRICAN WOMEN ENTERPRISES

- The Programme was started in the year 2020 with a call for application being made in March of this year..
- This was in partnership with Kenya Industrial Research and Development Institute (KIRDI).
- Focus was on Food Processing (Honey and honey products, fruits and vegetable products, fermented mil products, blended flours and baked products.
- Last phase of the project focused on the textile industry through provision of a sanitary pad machine.



Visit by the COMFWB CEO, Ruth Negash to KIRDI Center in Nairobi.







### Business Incubator for African Women Entrepreneurs (BIAWE)

#### **REASONS FOR SUCCESS:**

- The Unwavering support by COMFWB Secretariat and COMESA, AUDA-NEPAD, and other Partners (Ministry of Trade, KRA, KEBS)
- Comprehensive Baseline Survey
- The existing KIRDI Facility. Founded in 1942 and with a Rich History
- Availability of skilled facilitators for the programme and development of training material catering to the needs of the Women
- A process that culminated in a 'ready to market' Product
- Robust Selection Criteria
- Ability to adjust in unforeseen circumstances

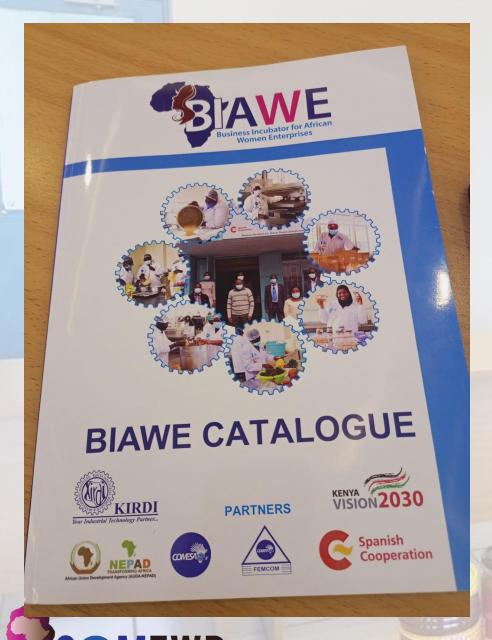




### MEETING WITH TDB REPRESENTATIVE

TDB Representative Andrew Bamugye with his colleague were quite impressed at the level of professionalism that had gone into the BIAWE project in Kenya.





### **Business Incubator for African Women Entrepreneurs (BIAWE)**

#### **RESULTS:**

- Over 100 products were standardized for certification from 35 women
- Majority of the Women have attained their Kenya Bureau of standards mark
- Diversification of products
- Bankable Business Plans were prepared
- Well packaged Products that can rival any imports or locally made goods
- Over 100 persons will be directly employed by the participants and many mentored

#### **LESSONS LEARNT**

- Adequate funding is important
- Collaboration is King within all agencies
- Small groups are best when it comes to Incubation projects.
- Adequate time will be allocated to the Incubation process to allow for more iteration.

- There is need to diversify the locations and take advantage of KIRDI's extensive network in the Country. The BIAWE women were from all over the country.
- Access to Markets and Business linkage is required and should be intentionally created.



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#### **WAY FORWARD:**

- We are now working with TDB on the second phase of the project, which is access to the Credit Guarantee scheme.
- We would love to continue with the Project and are looking for further funding to continue building on what was started.
- Creating a platform where the BIAWE Beneficiaries can market their products is a pressing need Working with other chapters is crucial.













### **THANK YOU!**

