



African Incubators Preparing Successful MSMIES 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.

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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.



COMFWB

Federation of Women in Business
KENYA CHAPTER



THANK YOU!