

Tradealert

A BI-MONTHLY EXPORT TRADE BULLETIN

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CALL FOR APPLICATIONS: WOMEN EXPORTERS FUND

DEADLINE 3RD APRIL 2023

Trade Facilitation Office Canada invites applications from Kenyan women-led SMEs in the agrofood (fresh and processed) and artisan (home décor) sectors.

BACKGROUND

TFO Canada launched the Women Exporters Fund (WEF) within the framework of the Women in Trade for Inclusive and Sustainable Growth (WIT) project. The Women Exporters Fund is designed to benefit women-led SMEs in 12 countries in sub-Saharan Africa where WIT is being implemented. In Kenya the project works with Kenya Export Promotion and Branding Agency (KEPROBA) as the implementing partner to increase the share of exports generated by women-led SMEs.

Within the framework of WIT, the fund reinforces and builds on the WIT project activities of training, technical assistance, and market access by reducing financial constraints on women-led SMEs so they can

increase their level of export readiness and overcome costs associated with market access.

The WEF offers sub-grants of between CAD \$50,000 and \$100,000 in size, which allow beneficiary organizations to implement 6 to 12 month-long projects that will contribute to the overall goals of the WEF and the WIT project. The funds will be accessed on a cost-share basis, with the WEF providing up to a maximum of 50% of the full costs for any initiative.

ELIGIBILITY CRITERIA

The sub-grants are available to Kenyan SMEs that are:

- Women-led: Head of the company (CEO/ Director) is a woman.
- Women-owned: 51% owned by a woman/ women.
- Trading in the agrofood (fresh and processed) and artisan (home décor) sectors.

HOW TO APPLY

- Submit a 2-4-page concept paper to WEF@tfocanada.ca by **Monday, 3rd April 2023**.
- Women Exporters Fund (WEF) Concept paper template [Click here](#)

UPCOMING EVENTS

[CHINA INTERNATIONAL IMPORT EXPO](#)

[CHINA - AFRICA ECONOMIC AND TRADE EXPO \(CAETE\)](#)

[INTERNATIONAL EXHIBITION OF BUILDING, BUILDING MATERIALS AND CIVIL ENGINEERING](#)

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