

## PROJECT FACTSHEET

<b>Title of project</b>	<b>SCBF 2011-06: Promotion of Women Small Businesses in Tanzania</b>
<b>Country/ region</b>	<b>Tanzania / East Africa</b>
<b>Financial Intermediaries</b>	<b>Equity Bank Ltd.</b>
<b>Swiss Competence Centre mandated for execution</b>	<b>Swisscontact</b> P. O. Box 47996, Nairobi, Kenya
<b>Overall project budget</b>	CHF 339'675 ( <b>33%</b> self-contribution by partners)
<b>SCBF contribution</b>	<b>CHF 228'700</b> (66% SCBF funding share)
<b>Date of project approval</b>	16.01.2012
<b>Project period</b>	01.05.2012 – 30.10.2013 (18 months)
<b>Context</b>	<p>Tanzania's financial sector and the microfinance industry in particular, is relatively young. Over the past fifteen years, the financial sector as a whole has undergone major changes from the originally state-owned and -controlled system to a liberalized financial sector. Principal elements of reform included liberalization of interest rates, restructuring of state-owned financial institutions, strengthening the Bank of Tanzania's role in regulating and supervising financial institutions, and allowing entry of local and private banks into the market.</p> <p>The far-reaching reforms have assisted to diversify the banking sector, and develop a small capital market. However, despite the progress, Tanzania's financial sector remains relatively small, and access to financial services remained stunted for the majority of Tanzanians.</p>
<b>Current status</b>	Swisscontact, Equity Bank and Trestle Group Foundation developed a partnership that combines their respective competence for the promotion of women small businesses. The partnership will assist Equity Bank in entering a new market with a proven financial product that targets women small businesses. This in turn will help women entrepreneurs in Tanzania to grow their business and increase their income through the provision of financial services, training and mentoring that are customized and support the successful realization of business ideas.
<b>Objective and main activities</b>	<p>Swisscontact will work with Equity Bank to launch and roll out its existing financial products that target specifically women small businesses in Tanzania while Trestle Group Foundation will identify, train, coach and link women small businesses with Equity Bank. Equity Bank will also contribute to the training content delivered by Trestle Group Foundation.</p> <p><b>Main activities:</b></p> <ul style="list-style-type: none"> <li>- In partnership with Swisscontact, Equity Bank will develop a strategy for the up-scaling of its existing financial product and adapt it to the needs and demands of the Tanzanian market, especially woman small businesses.</li> <li>- Trestle Group Foundation will identify and work with women entrepreneurs' networks such as TWENDE to mobilize women entrepreneurs. Those women will then receive mentoring and coaching on Knowledge (business fundamentals, self awareness, articulating business idea and business case), Networks (purpose, form, structure of networks and how to maintain and grow them), Capital (how to become creditworthy and how to assess individual and business needs for financial services).</li> <li>- Through the above mentioned activities, project seeks to facilitate linkages between Equity Bank and its female small business clients by establishing contacts between the bank and its potential clients, by assisting the clients with their loan applications and providing the clients with basic business management skills.</li> </ul>