

## PROJECT FACTSHEET

<b>Title of project</b>	<b>SCBF 2012-04: Launch of ADVANS Tunisie's MSME loan products</b>
<b>Country / region</b>	<b>Tunisia</b>
<b>Financial Intermediary</b>	<b>ADVANS Tunisie</b> , company to be incorporated as a Microfinance Institution licensed by the Ministry of Finance
<b>Competence Centre mandated for execution</b>	<b>Horus Development Finance, 39 rue La Fayette, Paris, France</b> referred by SDC
<b>Overall project budget</b>	CHF 263'214 ( <b>43%</b> self-contribution by partner)
<b>SCBF contribution</b>	<b>CHF 150'000</b> (57% SCBF funding share)
<b>Date of project approval</b>	21 September 2012
<b>Project period</b>	June 2013 – May 2014 (12 months)
<b>Context</b>	<p>Tunisia experienced in 2011 an unexpected but relatively peaceful political transition in a context of a harsh socio-economic crisis. Massive public demonstration led to the fall of the Ben Ali regime and shed the light on a very critical social situation: booming unemployment among young graduates, as well as striking inequalities between a dynamic littoral region and the rest of the country, left aside economic development and social progress.</p> <p>In order to address some of these challenges, the Tunisian government adopted a new law regulating microfinance activities. The law creates the conditions for the establishment of a sound and competitive microfinance sector in Tunisia: Private investment is now allowed and the maximum loan size of microfinance borrowers was increased to TND 20'000 (EUR 10'000). Deposit collection by microfinance institution is however not authorized.</p> <p>Advans Tunisie intends to become one of the key players of the sector in Tunisia. It will promote internationally-recognized best practices in microfinance and thrive to extend its outreach to the most disadvantaged areas of the country.</p> <p>Over the first five years of its operations, Advans Tunisie aims to disburse 16'778 solidarity loans, 27'183 micro individual loans, 5'289 small enterprise loans and 2'908 agricultural loans, reaching a total number of 17'264 active borrowers at the end of the period. It is assumed that circa 40% of these borrowers will be women.</p>
<b>Current status</b>	<p>Advans Tunisie is a project sponsored by Advans SA. As such, Advans Tunisie will become part of an international network of financial institutions which share common values, policies and principles.</p> <p>Advans SA has identified potential co-shareholders in Advans Tunisie, which all bring significant value-added to the project. Advans SA has also designed a technical assistance programme, which will help Advans Tunisie to quickly achieve sustainability. The programme is funded by grants, including contribution from SCBF and SANAD Fund for MSME, as well as from Advans Tunisie's own resources.</p> <p>The intention of Advans SA is to submit a license application to the Tunisian Ministry of Finance as soon as the microfinance supervisory authority is established. Once the license is granted, Advans Tunisie will be incorporated as a private limited company.</p> <p>Advans Tunisie is then expected to start operations after a six-month preparation phase.</p>
<b>Objective and main activities</b>	<p>The objective of the project is to design, introduce and market a complete range of loan products tailored to the needs of micro, small and medium entrepreneurs in Tunisia. The project will create the conditions for Advans Tunisie to reach the largest possible number of potential clients. In particular, it will enable Advans Tunisie to distribute:</p> <ul style="list-style-type: none"> <li>(i) Solidarity loans for very low-income micro-entrepreneurs;</li> <li>(ii) Individual business loans for micro and small entrepreneurs with some degree of collateral;</li> <li>(iii) Small enterprise loans for small companies with larger financial needs and greater borrowing capacities will be offered after six months of operations;</li> <li>(iv) Agricultural loans will be offered at a later stage when the institution will expand to more rural areas.</li> </ul> <p>By the end of its fifth year of activity, Advans Tunisie will reach more than 17'000 loan clients with an average loan size of circa EUR 2'000. In order to achieve these objectives, the following activities will be undertaken:</p>



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|  | <ul style="list-style-type: none"><li>(i) Short term technical assistance mission covering: human resources management, training and coaching of commercial staff and implementation of the Management Information System;</li><li>(ii) Backstopping from the Head Office of the Advans network on definition of the initial range of loan products.</li></ul> |
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