



TFO Canada - Women Exporters Fund 2021

INFORMATION FOR APPLICANTS – ROUND #1

Background on Women Exporters Fund (WEF)

The WEF is intended to reduce financial constraints on Women-led Small and Medium-sized Exporters in Sub-Saharan Africa due to issues such as mobility (need to be accompanied by other family member), burden of care (e.g. childcare expenses), accessibility issues due to being outside the capital, etc. The WEF is also designed to create synergies with existing local initiatives and financial institutions that may provide partial but insufficient financial support. As such, the WEF may request a financial contribution from the applicant.

Who is Eligible?

Businesswomen from Women-led Small and Medium-sized Exporters from the following countries in the indicated sectors are eligible to participate in WEF.

Round 1: May 2021		
Country	Sector	Partners
Ethiopia	Agrofood (fresh and processed)	Center for Accelerated Women Economic Empowerment (CAWEE)
Madagascar	Agrofood (fresh and processed)	
	Services (Information and Communication technology etc.)	Chambre de commerce et de l'industrie d'Antananarivo (CCIA)
Uganda	Agrofood (fresh and processed)	Uganda Export Promotion Board (UEPB)

Selection Criteria

- Women exporters operating a small or medium enterprise from an eligible country and in an eligible sector
- Enterprises should be registered in the TFO Canada Foreign Supplier registry or Partner database (above mentioned)
- Enterprises should uphold or be working towards gender equality and responsible business practices
- Applicants should indicate how this opportunity will contribute to their business success



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TFO Canada aims to support enterprises whose economic success directly contributes to gender equality, poverty reduction, particularly for marginalized or disadvantaged groups or regions.

Eligible Activities for 2021

The WEF covers 3 types of initiatives:

- 1) **Attending networking events or conferences** related to international trade, Women's Economic Empowerment, financing, e-commerce, etc. to build contacts or skills.
- 2) **Accessing technical assistance or training** to improve productivity/ volumes, production quality, product design, packing or labelling, including financial support for obtaining certifications needed for the destination market (e.g. HACCP, Fair Trade, Organic, etc.); social and environmental responsibility; preparing applications or meeting credit-worthiness requirements (e.g. standardized financial record keeping, developing an export plan) to access funds from financial institutions, etc.
- 3) **Accessing digital marketing or e-commerce platforms** to increase access to buyers in new markets.

Amount of Funding Available

TFO Canada will cover actual costs of the selected event/opportunity up to the following amounts per successful applicant:

1. Networking events or conferences: up to CDN\$400 per person (conference fees and travel, where applicable)
2. Training or capacity building: up to CDN\$700 per person
3. Digital marketing or e-commerce: up to CDN\$700 per person

N.B. Partial funding may be granted where some funding is already obtained by the participant through other sponsors.

How to Apply

TFO Canada will accept applications from Women Exporters who are interested to receive financial support for CONFERENCES, TRAINING or DIGITAL MARKETING in 2021 to help them network, improve skills and improve marketing. In Round 1, only Women Exporters from Ethiopia, Madagascar and Uganda may apply.

Please print and complete the WEF Application Form and scan and submit to



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womenexporterfund@tfoCanada.ca

Deadline for Round #1: May 10, 2021 end of day EDT.

The following is a list of examples of events that can be considered for financial support. You may propose others not included in the list. If you are proposing others not listed, please include full information about the opportunity in your application.

List of Potential Events for which Women Exporters may Seek Financial Support

NETWORKING

Location	Name	Cost	Website
Dar es Salaam	Agro and poultry East Africa 2021	285USD	https://www.mxmexhibitions.com/agropoultry/index.html

TRAINING

Location	Name	Cost	Website
Online	One on one coaching	\$200	http://ata.creativelearning.org/
Online	Market readiness program	\$620	http://ata.creativelearning.org/emrp/
Online	Innovation Management Programme	200 Euros	http://www.insme.org/webinars/innovation-management-programme/
Online	Esty	199.99 CAD	https://www.udemy.com/courses/search/?q=subscripti&src=sac&kw=SUBSCRIPT
Online	Amazon training	29.99 CAD	https://www.udemy.com/course/amazon-seller-central-ma

DIGITAL SKILLS

Location	Name	Amount	Website
Online	Sokukoo Monthly subscription	10 CAD/MTH	https://sokowatch.com/
Online	Amazon monthly subscription for sellers	39.99 CAD	https://makeawebsitehub.com/start-amazon-fba-business/



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Online	Shopify monthly subscription	29 USD/MTH	Shopify Pricing - Setup and Open Your Online Store Today – Free Trial
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