



FUNDED BY
THE EUROPEAN UNION

COMFWB

Empowering African women in business



Supported by RECAMP to increase
private sector participation in
regional and global value chains

The COMESA Federation of Women in Business (COMFWB - <https://www.comfwb.org> <https://www.comfwb.org/>) was established by COMESA in recognition of the fact that regional economic integration cannot be achieved if women in economic enterprise are left out. COMESA mandated COMFWB to champion the improvement of economic conditions of women in its Member States to achieve their full and equal participation in their national economies.

COMFWB is one of the institutions which is implementing the COMESA program on Regional Enterprise Competitiveness and Access to Markets Programme (RECAMP), which is funded under the 11th European Development Fund (EDF).

RECAMP support

One of the result areas for RECAMP is competitiveness and market access of Micro-, Small and Medium-sized Enterprises (MSMEs) and other firms in targeted value chains/sectors are sustainably enhanced.

COMFWB, through RECAMP, is providing technical assistance and advisory services for SMEs with the aim of improving business management performance and coordination among SMEs and other value chain players. Specifically, the focus of the advisory services is to overcome preidentified barriers to internationalization and value-addition in the targeted value chains. The targeted business assistance will ensure that entrepreneurs are better prepared to turn business ideas into successful new ventures that have a greater-than-average chance of success.



“

COMFWB aims to improve the economic conditions of women in COMESA Member States to achieve their full and equal participation in their national economies

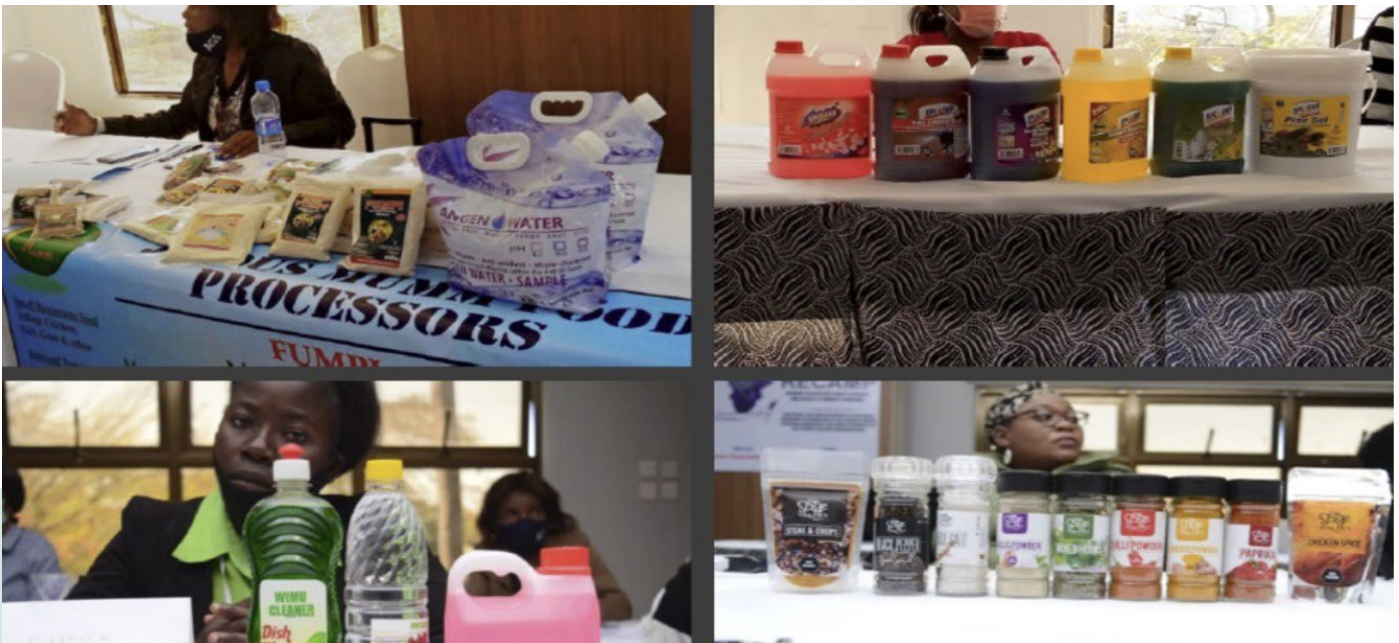
”

“

The programme includes regional capacity building of women entrepreneurs

”

COMFWB has engaged experts/consultants to support the provision of business advisory services to women entrepreneurs on optimizing sourcing, lean supply chain, production, logistics, packaging, export management, marketing and branding, e-commerce, support to product packaging, labelling and branding in agri-business (cassava, horticulture foods, honey, dairy, legumes, olive oil and many more), textiles, ICT, handicrafts and technology (ICT and value-addition equipment). This effort is part of the planned regional capacity building of women entrepreneurs, and to train and mentor selected SMEs, including youth and women-owned SMEs, on the implementation of the scheme covering priority value chains under the programme.



Results of engagement in the value chain and attractive labelling to be competitive | Zambia

COMFWB aims to support 11 national chapters, i.e. in DR Congo, Tunisia, Sudan, Rwanda, Malawi, Eritrea, Madagascar, Zimbabwe, Eswatini, Ethiopia and Comoros. Furthermore, programme support also aims at documenting and sharing of best practices on women and youth-owned SMEs in the targeted value chains within the COMESA region, aimed at educating women entrepreneurs on how they can enhance the performance of their businesses.

COMFWB Under the RECAMP has developed some training materials on Product branding, labeling and packaging, Export management, E-commerce in SMEs, Logistics & supply chain management, financial literacy and access to credit. In addition, COMFWB has provided advisory services through training in DR Congo, Sudan, Eritrea, Madagascar, Eswatini, Zambia, Libya, Uganda and Comoros to women entrepreneurs on internationalization and access to finance.

For more information regarding the support under the EDF programmes, the following are links:

<https://eustradesupport.comesa.int/>

<https://twitter.com/ComesaEu>

<https://www.linkedin.com/in/eu-comesa-trade-and-business-bba9701b6/>

<https://www.facebook.com/EU-Comesa-Trade-Business-101295638453398>

<https://www.youtube.com/channel/UCI4K34NDUOG3ydk0NIGJFKQ>

Mwangi Gakunga
Head - Corporate Communications
COMESA Secretariat
Email: mgakunga@comesa.int