



- The project was launched to increase the effectiveness of women-owned small businesses and cooperatives in the agribusiness sector by improving their ability to compete and connect to markets. Women represent more than half the workforce in the agrifood sector.
- The project began in September 2020 with the International Trade Centre (ITC), the Ministry of Industry and Trade (MIC), in collaboration with the Moroccan Agency for Investment and Export Development (AMDIE).

ACHIEVEMENTS



- We selected 25 small businesses and four Trade Support Institutions according to pre-established criteria after 2 calls for applications, analysed their needs and constraints, and designed coaching and capacity building activities to address them
- The businesses were trained in quality management, certification, standards compliance, marketing strategy, digital marketing, and developed their own marketing action plans to increase their international competitiveness and diversify their export base
- We helped them implement their action plans, strengthening their capacities in terms of quality management and food safety standards, marketing strategy and digital marketing, and supported some with their marketing and promotion action plans
- We coached several companies and cooperatives in partnership with the Trade Facilitation Office Canada and linked them with new markets and potential buyers through Canada SIAL 2022, the largest food innovation trade show in North America
- We helped Trade Support Institutions modernize their service portfolios and digitize priority service to better meet the needs of women-owned small businesses and cooperatives.



FUNDING



- The International Islamic Trade Finance Corporation (ITFC)
- Islamic Development Bank (IDB)
- Trade Facilitation Office Canada (in-kind)

PARTNERS



- Ministry of Industry and Commerce (MIC)
- The Moroccan Agency for Investment and Export Development (AMDIE)
- Moroccan business support institutions in the agri-food sector, including the National Agri-Food Federation (FENAGRI), the Association of Women Entrepreneurs of Morocco (AFEM) and the Moroccan Association of Exporters (ASMEX)



With additional funding we can reach more women-led businesses, bringing increased economic empowerment and financial stability to women in the sector while harnessing Morocco's total agribusiness untapped export potential.

Focal point

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