



Feed the Future Rwanda Kungahara Wagura Amasoko

Private Sector Partnership Opportunity: Call For Expressions of Interest For Agribusinesses Involved in High-Value Agri-Export in Rwanda

Opportunity Description

Through this private sector partnership opportunity, Feed the Future Rwanda Kungahara Wagura Amasoko is offering Rwanda-based agribusinesses working in high-value agricultural exports the opportunity to work with USAID to improve their operations and expand their businesses. The partnership will be designed to provide targeted, demand-driven technical assistance that strengthens agribusinesses' internal capabilities in order to scale operations and meet the requirements of commercial investors. The Kungahara Wagura Amasoko project is a five-year initiative designed to inclusively and sustainably boost Rwanda's economic growth by increasing the export of high-value agricultural products. To achieve this goal, the project is working with and through the Government of Rwanda (GOR), the private sector, and civil society to facilitate \$300 million in new investments in the sector.

To facilitate these investments, the project will partner with selected agribusinesses to provide technical assistance related to investor readiness, strategy execution, market and investor linkages, and institutional strengthening. Specific technical services and support are divided into four main categories as shown in the graphic.



Investor Readiness

- Business plan development
- Pitch deck and marketing materials
- Financial and investment plan
- Mini-audit report
- Financial modeling



Market Linkages

- Connections with investment forums, trade fairs, and events
- Business connections to regional and international buyers
- Development of e-commerce platforms



Investor Linkages

- Investor mapping
- Deal structuring
- Deal making
- Preparation for discussions with potential investors



Institutional Strengthening

- Certification
- Staff capacity building
- Standardization
- Taxation

Selection Criteria

Sector: Agribusinesses working in one or more of the following targeted high-value agricultural export products:

- Coffee
- Tea
- Horticulture (including spices)
- Essential oils
- Animal Products





This may also include, but is not limited to, companies involved in trade facilitation (e.g., logistics, aggregation platforms, information technology, irrigation, cold storage, financial services, value addition).

Geographic Location: Business must be operating in/sourcing from or selling to at least one of the 13 targeted Feed the Future districts: Bugesera, Burera, Gakenke, Gatsibo, Karongi, Kayonza, Ngoma, Ngororero, Nyamagabe, Nyamasheke, Nyabihu, Rubavu, and Rutsiro.

Stage of Business:

- a. **Agribusinesses:** Businesses must be registered and operating for at least two years with a product in the market and an existing customer base. The business must either a) already be exporting to regional and/or international markets or b) must have existing plans to scale operations to export in the next 12-24 months. Enterprises must be looking to grow their businesses and looking for commercial investment (e.g., debt, equity financing).
- b. **Support Services to Agribusinesses:** Businesses providing support services to agribusinesses in high-value export agriculture (e.g., logistics, preservation, finance) are also welcomed to express interest. They must be formally operating in Rwanda for at least two years with a proven track record of providing services to agri-export firms that enable them to improve logistics, increase sales, raise capital or any other relevant service. They also must demonstrate how technical assistance from Kungahara Wagura Amasoko will help them improve or expand their service offerings and contribute to increased high-value agri-exports.

Application Process

The table below summarizes the process for application, evaluation, and next steps:

Eligible Applicants	Applicants must meet all criteria outlined in the selection criteria section of this partnership opportunity announcement. Youth, women, and people with disabilities led businesses are encouraged to apply. Special consideration will be given to Businesses with a demonstrated impact on promoting Gender and Social inclusion.
How to Apply	Please click here and fill out the application form by 24 April 2022 to give us basic information about your business. For more information about the partnership opportunity or questions regarding this EOI, please contact: info@ftfkwa.org .
Next Steps	The Kungahara Wagura Amasoko project will respond to you within one month. Applicants aligned with the project's objectives will be contacted for further engagement to determine appropriate targeted technical assistance activities. <i>Please note that direct funding will not be provided to agribusinesses under this call for expressions of interest. All support under this call will be provided in-kind through technical assistance, which may be provided in forms such as workshops, training, events, and consultants.</i>

