

A Trade Community for African SMEs

Access. Collaboration. Growth.

Through collaboration and partnership we fuel the engines of Africa's economic growth. We're building an enabling environment for SMEs and entrepreneurs to trade across borders.



Small and Medium Enterprises (SMEs) account for almost 90% of businesses in both leading and developing economies and constitute the economic engine that can forever transform Africa's economic narrative. In fact, African SMEs conservatively contribute almost 60% to the continent's GDP and provide an estimated 80% of jobs across the continent, representing an important driver of economic growth.

The opportunity of cross border trade, unparalleled globally since the African Continental Free Trade Area became operational, provides opportunities for sustainable growth. However, the biggest barrier to success is the lack of centralised, relevant, easily accessible, user-friendly information, as well as solutions to common cross-border trading issues.



The Pan African Chamber of Commerce (PACCI) and the Shared Value Africa Initiative (SVAI) have, through their work and research, identified this invisible barrier to trade confronting our SME members. The resulting information gap and lack of knowledge impair opportunities for cross border trade and creation of new markets.

Enter JamiiTrade! A user-friendly digital application developed for entrepreneurs, which espouses the ethos of community and collaboration. Jamii is a Swahili word meaning community.

jamii [swahili - noun j(a)-mii jam-ee]
community, communities, society, societies



Digital Platform

JamiiTrade will be a curated, collaborative community of SMEs trading in Africa and beyond

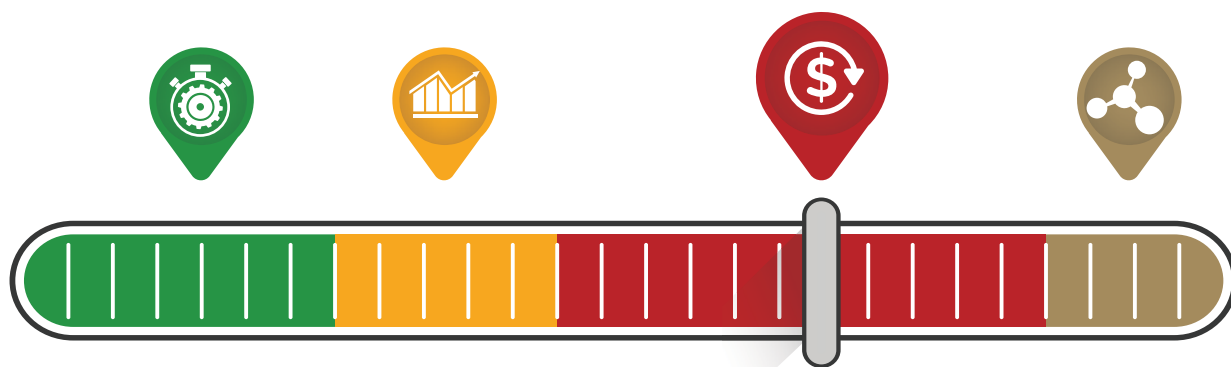
JamiiTrade is an SME trade community where challenges, experiences and best practice of cross border trade are shared. The application gathers knowledge and information on SMEs and their experiences, thus providing valuable data that can inform policy change, create new markets and provide new opportunities for African SMEs.

The concept was presented and favourably acknowledged by the World Trade Organisation, the Africa Development Bank and the Swiss Ambassador's Committee as having the potential to make an invaluable contribution to entrepreneurship on the continent.



Partnership Opportunity

To realise this opportunity of creating a trade community across Africa for small to medium enterprises and young businesses, the PACCI and SVAI are seeking a funding amount of \$250,000 for the current phase of development.



EMPOWER

Be among the "first" to empower and enable SMEs across the continent.

SUPPORT

Support African SMEs on their journey towards building sustainable enterprises.

PARTICIPATE

Funding from \$50,000 upwards will secure your participation in this initiative.

BUILD

Funding will be used to create one of Africa's largest SME trade communities.

