CALL FOR EXPRESSION OF INTEREST TO BE A COUNTRY HOST ORGANIZATION OF THE MSME FINANCING GATEWAY

Background

Under the auspices of the East African Community (EAC) - Market Access Upgrade Programme (MARKUP) funded by the European Union (EU), the International Trade Centre (ITC) has developed the MSME Financing Gateway for the EAC.

ITC would like to hear from **apex organisations** that serve the **MSME business community** in **Burundi**, **Uganda**, **Rwanda**, and **Tanzania** and who would be interested to **"host" the MSME Financing Gateway** platform. To be eligible, interested organisations should have existing in-house experience of content and member registration management with their own Internet sites.

The MSME Financing Gateway

The MSME Financing Gateway allows users to see financing instruments, business, and sustainable development services available in a country, filter, analyse and match them to their needs, then link directly to providers at no cost. This multi-lingual platform works on mobile phones, PC/Mac or tablets and is easy for hosts to maintain. Subscribers can receive notifications by e-mail or other media when changes occur or when new facilities and resources are announced. Providers can update their data through easy to use templates and an administrators' workflow system.

ITC provides graphics customization for each country host, technical support, and training through the MARKUP project. The host organization needs to have its own team for content management and semi-automatic registrations administration – estimated at a few hours per week. Major benefits for government agencies, financing and business development support services providers include:

- Financing and business development support providers get enquiries direct to their customer service desk from enterprises whose needs match their facilities, improving efficiency

- Anonymised data reports show providers enterprise enquiry activities and characteristics

- Financing and business development support providers can design or adapt facilities to close gaps in services.

The technical platform is maintained by ITC on the United Nations International Computing Centre cloud database facility where data can reside in security.

How to apply

Please indicate your expression of interest to host the Financing Gateway by completing the Jotform questions at: https://form.jotform.com/211573797947069 by 14 June 2021. Please contact Ian Sayers, Senior Adviser, Access to financing and investment, International Trade Centre, Geneva at E: sayers@intracen.org for any clarifications.