



Growth programmes

Summer 2024 v2



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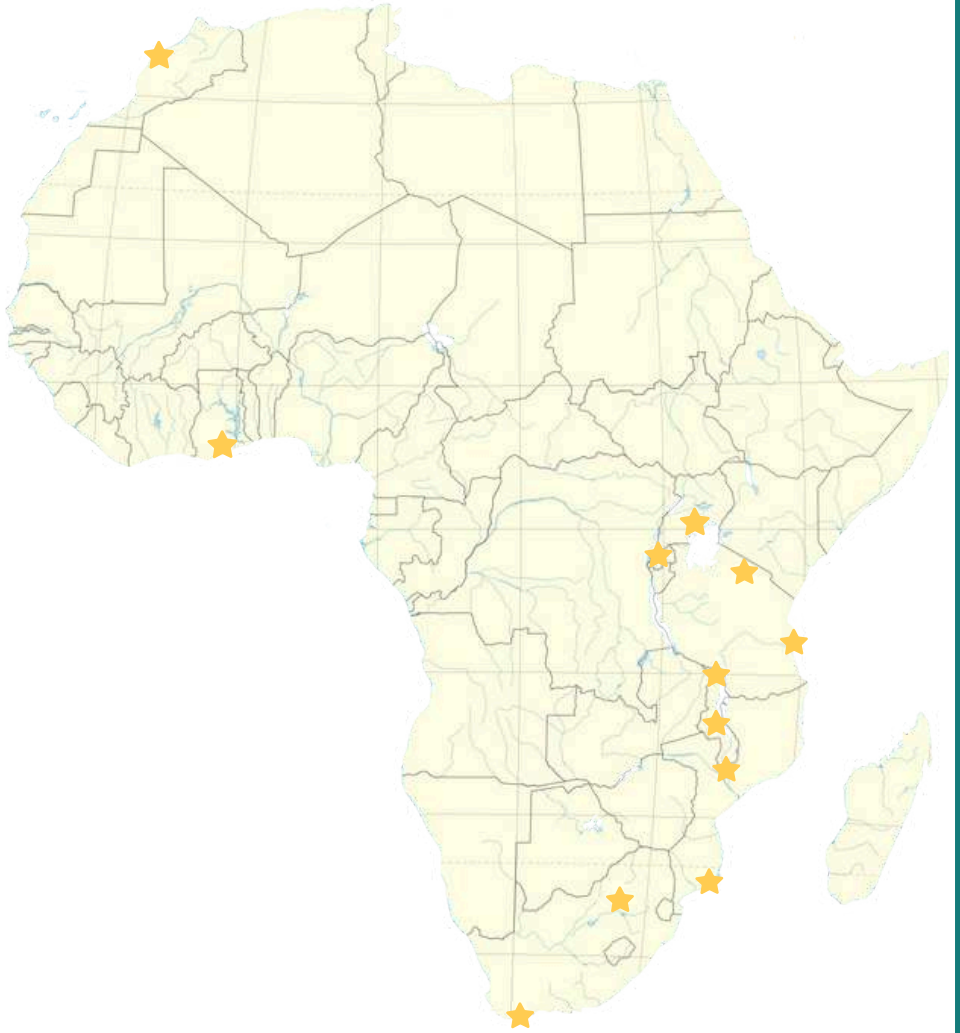
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ACTIVITY BASES



Rwanda
Kigali



Mozambique
Maputo



Morocco
Casablanca-
Rabat



Ghana
Accra



Tanzania
Arusha
Dar es Salaam



Malawi
Lilongwe
Blantyre
Mzuzu



South Africa
Kaapregio
Gauteng



Uganda
Kampala

GHANA

Business Development Manager



Francis Akondor

MNOTIFY

mNotify offers a broad range of customer engagement tools through three main products on its own SW platform. All of mNotify's offerings have the objective to increase customer loyalty, both to organizations as well as brands. Communication with (end) customers is supported by Artificial Intelligence. The end-to-end solutions include use of chatbots, bulk SMS messaging, voicemail messages and a cloud call center solution. Advanced natural language processing and machine learning allow mNotify's customers to expand their reach and engage with customers in a personalized, efficient, and timely manner. The goal is to build brand loyalty, maximize audience engagement and increase repeat sales.

Since its creation, mNotify has built a solid local and international customer base. In its mission to further grow the company, mNotify partners with Exchange in several domains, such as long-term strategic planning. In addition to local growth, the company is aiming for international expansion. The mNotify/Exchange partnership also includes examining the various options to successfully reach this goal.



RED PEAR COMMUNICATIONS

Red Pear Communications is a software company based in Accra, providing through its 'Maya' business unit an insure-tech platform for the distribution of finance related products via WhatsApp and through the use of a proprietary A.I. chatbot. Their goal is to make insurance more accessible to Ghanaian people. Red Pear offers a simple non-conventional on-demand travel insurance policy covering trips on WhatsApp, insuring the passenger against accidental injury and accidental death with premiums less than 1 USD and paying claims within 48 hours.



In short, the company offers process flow apps for micro-insurance: using your location through Google Maps, you can use the app to take out an insurance when taking a bus, for example. If you arrive late or get in an accident, the insurer can access all info through the app. Our cooperation focuses on three ambitions: making their organisation more efficient and robust, providing expertise in business development for the expansion of the app into other African markets and helping them become an agent for offshore IT-projects for Belgian marketeers. Exchange is also supporting RedPear in exploring various options to achieve its mission: to empower Africa's communities through accessible and inclusive insurance solutions.



MALAWI

Business Development Managers



Kelvin Kawamba



Chrispine Botha

TRADELINE MDC

Exchange has been working with Tradeline since 2014. The Tradeline organisation has grown and is now a Trust formed of 3 companies: the Market Development Center MDC, which is specialised in marketing agricultural products, the Microfinancing Institute COFI and a consultancy group Business Development Center or BDC.

The goal of Tradeline MDC is clear: provide sustainable access to customers, especially supermarkets, hotels and schools, for smallholder farmer families. To achieve this, Tradeline MDC wants to organise farmers in strong cooperations, build loyalty to the MDC brand for marketing their products and provide investment for the transport, storage, cooling and packing of vegetables.

While COVID-19 negatively impacted the proposed plans for Tradeline MDC, some results were achieved. Representatives of the company were brought into contact with experts from the Flemish cooperative vegetable auction REO, Tradeline MDC created the brand 'Local Buy' to remain close to institutional customers and new transport and cooling facilities were invested in. With the support of Exchange, Tradeline MDC is set to achieve strong and sustainable results in the coming years.

TRADELINE COFI

COFI, the second name in the Tradeline Group doing business with Exchange, has one goal: the development of a Micro Financing Institute or MFI. COFI - standing for Community Finance - wants to attract rural customers from all across Malawi. Through microfinancing, COFI wants to provide credit to farmers in order to increase their agricultural production.

To achieve this, COFI looked at Exchange for expertise so they can professionalise their administration and finances, grow their client portfolio and the volume of their loans and achieve the status of rural bank in Malawi.

With our support, COFI has been able to develop better procedures for loan handling and general reporting. This resulted in a very substantial increase in turnover, a higher amount of clients and a very low rate of loans with difficulties or failure in repayment.



TRADELINE BDC

The third department of Tradeline is a consultancy firm, delivering services to all kinds of national small and medium enterprises to make business plans, evaluate the functioning of the company, develop market studies and provide support in approaching institutional funders.

The Exchange volunteer expert in this field made a first exploratory mission in March 2022. Together with the Tradeline team, the priorities were defined for future coaching in terms of the need of good leadership of this growing consultancy firm. Tradeline BDC will be thoroughly coached during the next years to execute their business strategy, reach the right customers and train their staff to achieve a better quality of the offered consultancies.

HARTFIELD INVESTMENTS

Hartfield is a wholly indigenous Malawian company established in 2012. The company is based in Blantyre, the commercial city of Malawi. The company started with just 5 employees but has grown to a staff compliment of 44. Hartfield offers Offset printing, digital printing, screen printing and embroidery. Its clientele ranges from individuals, government institutions, corporate clients, medical institutions, educational institutions and non-governmental organizations.

Hartfield Investment supports democratic processes in the country by offering printing services to the Malawi Electoral Commission. The industry has seen a huge demand for printing services and coupled with the government policy in supporting indigenous businesses, the potential is huge.

It is for this reason that Hartfield Investment has decided to partner with Exchange to help in sourcing better machinery to offer the different printing services. Through this partnership Hartfield is looking to benefit from training of its staff on the new machinery and to offer first level support of maintenance.



KOMBEZA

Kombeza is a dairy processing company, buying milk from around 200 smallholder farmers and producing delicious yoghurt. It is their ambition to grow in their processing capacity through improving their infrastructure and machines, achieve higher profits by expanding their product lines and train smallholder farmers and milk suppliers to produce high quality milk year-round.

Exchange provided expertise in the form of Inex, a large Flemish milk processing factory. Kombeza COO James Ngulube came to Belgium for a 10 day internship at Inex, providing him with the skills to bring Kombeza's production to a higher level.

Because of this, Kombeza has already managed to achieve strong results: their volume of milk processing has more than tripled (3.000 to 10.000 litres per day), the key process of pasteurization is no longer done on traditional charcoal burners and their production has been diversified; besides yoghurt, Kombeza now also produces cream, gea and milk in small bricks for young students.



ALINAFE

Alinafe is a young business that started 5 years ago in the Malawian capital of Lilongwe. With 3 part-time and 8 full-time staff, the company offers services in 4 categories: an online marketplace for business transactions; digital energy solutions by online sales of Solar Photovoltaic (PV) technology, supplying reliable and affordable energy to low-middle income bracket, mainly rural communities; ecotourism, with a license of Tour Operator issued by Malawi Government through the Department of Tourism to carry out activities of ecotourism with the goal of biodiversity conservation; International Trade Fair, which also aims at building and exposing Malawian SMEs in line with the governmental Buy Malawi Strategy.

At the request of Alinafe, Exchange has found a company in Belgium with similar goals and expertise that is willing to coach Alinafe in its growth path. The Belgian partner specializes in developing brand strategies and was already instrumental in supporting one of our previous growth programmes, Satemwa, to increase its market share in Europe.

Future collaboration will concentrate on the webdesign for their e-commerce and ecotourism, organising the trade fair and improving the business plan for the sales of solar panels.



HORTINET

Hortinet, a company situated 25km from the Malawian capital of Lilongwe, wants to stop the downfall of Malawian banana cultivation. After the outbreak of the banana bunchy top disease, almost 80% of Malawian banana crop was destroyed. Hortinet CEO Frankie Washoni, searching for solutions on the internet, founded the first commercial lab in Malawi that produces virusfree bananas based on tissue cultures.

Sadly, the lab did not remain virusfree. Hortinet called upon Exchange; our experts brought the lab in touch with Nigerian Delphine Amah from the International Institute of Tropical Agriculture, who visited the lab and arranged extra training of the Hortinet staff in Nigeria. The expertise provided by the Exchange experts focused on the creation of a sustainable businessplan, the training of Hortinet's lab technicians and technical recommendations to further professionalise the lab itself.



ZIWETO

Ziweto is a collective of about a dozen veterinarians that distributes veterinary medicine throughout Malawi's territory, thanks in part to financial support from Flanders. But Ziweto sees another opportunity to make a leap forward concerning Malawian livestock farming: the collective wants to make and distribute livestock feed using local raw materials, so that livestock farmers do not remain dependent on expensive, imported feed.

Ziweto called on the services of Exchange to help to start up their feed production facility. Experts from the Belgian Farmers' Cooperative feed production company AVEVE, part of the second largest European animal feed concern Arvesta, were contacted; one expert was sent to Malawi, the other offered his support online. With their support, 3 efficient formulas for feed were developed, samples were brought to Belgian labs to help test the reliability of Ziweto's lab equipment and 3 key staff were trained at the Arvesta site in Belgium. Finally, together with the technicians of Ziweto, the company's industrial mill was put in working order.



FADETH FURNISHERS

Located in Blantyre, one of the major cities in Malawi, Fadeth Furnishers is the pioneer of contemporary furniture manufacturing in Malawi. Fadeth prides itself in only using local Malawian wood in its furniture. This mission and strategy is in line with the Buy Malawi Strategy that the government is promoting. The company manufactures various types of furniture such as school desks, beds, ceiling fittings, door frames, kitchen units, sofas, and office desks. Fadeth has a wide range of customers across Malawi, private customers as well as corporations, NGO's, hospitals, government departments and schools.

Fadeth is partnering with Exchange to support its overall organic growth, which in turn will increase employment. One of the drivers for growth will be optimizing and increasing the production equipment and provide expert training to introduce advanced production methods and further increase quality throughout the product range.



MZUZU DAIRY

Mzuzu Dairy is located in Mzuzu, in the northern region of Malawi. Mzuzu Dairy buys raw milk from over 5000 farmers, of which 80% are women and over 70% youth, and makes Yoghurts, Chambiko and Fresh Pasteurized milk. Mzuzu dairy works with smallholder dairy farmers providing support in sustainable farming for increased productivity. The support includes trainings in animal health, nutrition, breeding, climate smart livestock farming, milk handling and food safety.

A fast-growing company, Mzuzu is partnering with Exchange to define a multi-year strategic business plan. The strategy includes addressing new markets for its products and introducing advanced production methodologies.



KWITHU KITCHEN

Based in Mzuzu, capital of the northern region of Malawi, Kwithu Kitchen originated as a social project offering nutritious meals to poor children. Since then, this initiative has developed into a small but continuously expanding business that processes tomatoes and honey.

Kwithu Kitchen is the largest producer of honey in Malawi; their products can be found on the shelves of the Shoprite and Chipiku department store chains in Malawi. Until recently, the same supermarkets only carried processed tomato products - ketchup, mashed and canned tomatoes - imported from South Africa. With the devaluation of the Malawian currency, it is much more advantageous to process local tomatoes. This economic activity is bursting at the seams: with a team of 30 employees, 3 tonnes of honey and 2 tonnes of processed tomatoes are sold every month. Kwithu Kitchen has asked Exchange to support them in this economic leap forward.

Over the past months Kwithu Kitchen and Exchange have been working on a growth plan for the next years. Kwithu has very recently been recognized by the Malawian government for its contribution to the community and realizations in the Malawi SME market. This great recognition was celebrated with a Presidential visit in March 2024.



MOROCCO

Business Development Manager



Rajaa Belfkih

MOBIBLANC

Mobiblanc is an IT company in Casablanca rendering Enterprise Services to financial/banking, telecom and public sectors. Its focus lies on enhancing digital systems by designing and implementing platforms, incorporating data intelligence and process digitization.

More concrete services already delivered are among others digital solution integration, cloud hybrid migration, Salesforce customization, development & mid-term outsourced IT services.

After Covid, remote services became incrementally established, which led to to Mobiblanc's recent double-digit growth. Now the company is looking at the European market, whose large scale and long term capacity provide great opportunities.

While Mobiblanc is already a mature company (both in turnover, margin and staffing), they want to stay 'on top' of the European market. We will be assisting Mobiblanc with obtaining its ISO 27001 certification, lifting its HR strategy up to International/European standards and finding matches with a compatible (financial) partner through the Belgian federal and regional governments.



MOZAMBIQUE

Business Development Managers



Mulweli Rebelo



Elena Gaffurini

MOZAMBIKES

Mozambikes, established in 2010, is a social enterprise based in Maputo, Mozambique, that has revolutionised access to transportation through its innovative bicycle manufacturing and distribution model. By selling branded bicycles that carry the logos and colors of companies, NGOs, and institutions, Mozambikes has created a dual-revenue stream that allows for the distribution of high-quality bicycles at reduced prices to rural markets. This model not only promotes company brands and important social messages but also empowers low-income Mozambicans with increased mobility, thereby significantly improving their social and economic conditions. Mozambikes focuses on community development by training technicians in rural areas, the majority of which are women, to ensure better bicycle care and create job opportunities.

Since 2018, Exchange has supported Mozambikes with expertise in international communication, management planning, fundraising, ambassadorship, online presence, and marketing. For 2024, Exchange plans to further support Mozambikes in attracting funding and supporters through grant applications, fundraising campaigns, and developing a partnership strategy to further scale its impact.



GUANOMOZ

Guanomoz, officially known as Guano Fertilizantes Moçambique Lda, operates in the agricultural sector by extracting, processing, and commercialising bat guano as an organic fertilizer. This product, rich in macro and micro-nutrients essential for healthy plant growth, has been pivotal in enhancing soil productivity across Mozambique. Guanomoz's operations, based in Maputo and extending to the Inhassoro district of Inhambane province and Cheringoma in Sofala province, focus on providing 100% organic fertilizers that improve soil conditions, drainage, texture, and act as a natural fungicide.

In collaboration with Exchange, Guanomoz aims to develop high-quality, nitrogen-rich organic fertilizers, expand guano collection sites, and assess the sustainability of guano extraction and bat preservation in Gorongosa National Park. Additionally, plans are in place to set up a processing plant and enhance marketing efforts to solidify its position in the market and explore new export opportunities. As an example of Exchange's significant contribution to favour SME development across Africa, Guanomoz has started providing fertilizer to another successful growth programme of Exchange: Satemwa, a company producing organic tea in Malawi.



KOSMOZ

Kosmoz is a pioneering company in Maputo dedicated to catalyzing sustainable development and community empowerment. Founded in 2008 by visionary entrepreneur Elisangela Rassul, Kosmoz operates through two main divisions: Kosmos Catalyst for Sustainability and Kosmos Holistic Platform.

The Sustainability division provides training, consulting, certification support, and innovative programs like territorial accelerators and sustainable agriculture funds. Kosmoz aims to improve profitability, streamline processes, and enhance expertise in areas like carbon credits and regenerative agriculture. Exchange vzw has initiated a collaboration by facilitating a professional exchange between Elisangela Rassul and Gudula Naiga Basaza, CEO of Gudie Leisure Farm – Exchange's successful social enterprise partner in Uganda.

This cross-pollination aligns with Exchange's South-South cooperation model. It aims to combine Elisangela's visionary approaches and network with Gudula's business acumen. By fostering this synergy, Exchange seeks to amplify Kosmoz's impact in driving sustainable development across Mozambique and the region.



FUTURE PROOF BUILDING

Future Proof Building (FPB) is a leading Mozambican company specializing in integrated electronic security. Based in Maputo, FPB delivers cutting-edge systems for CCTV, access control, and fire alarms to primarily corporate clients. Established in 2010, the 100% family-owned FPB has rapidly grown into the Grupo FPB, comprising the core FPB Security division, KIVA for technical equipment management, and FPB-iOT serving the residential IoT and home automation market. With a team of 50 full-time employees and a 2023 turnover exceeding 3 million USD, FPB has built an impressive client base, including a leading European multinational and a major bank.

Recognizing solar energy as a strategic growth area, FPB is keen to expand its product range, customer segments, and geographical reach, even aiming to follow its major clients abroad. To support these ambitious goals, FPB has partnered with Exchange vzw for a long-term growth programme. A key initiative that will be conducted in the second half of 2024 is the support in developing a business strategy outlining a comprehensive 10-year expansion plan.



RWANDA

Business Development Managers



Gaston Niyonzima



Igor Kana

MANUMETAL

Founded in 1967 by Cubacier, a now bankrupt Belgian group, Manumetal is one of the oldest companies for the manufacture of furniture in Rwanda. With a metal workshop, a carpenter's workshop, 50 experienced technical staff and 10 management team members, Manumetal is a sizable organisation with well aligned goals. Due to its historical context and the diversity of products, Manumetal needed support to define their strategy and restructure their business operations. Thanks to the daily endeavor of the team and owner Robert Bayigamba, and with the continuous support of our coach, Manumetal is profitable for a third year in a row and is becoming a leading supplier for the public sector, private schools and other private companies.

Their challenges for the next few years are those of relocation, expansion and exploring new markets. To do this, Exchange has provided experts in production planning and digital marketing. They will also be supported in buying new machines and developing new product lines. Manumetal is growing fast, and with the right logistical expertise, their expansion will lead to an even brighter future.



EVENTS FACTORY

Events Factory was founded in 2006 by Celestin Makuza and has since grown into a healthy company with 20 employees. Although Makuza initially marketed his company as an event coordinator, local clients can now turn to Events Factory for a full service package: not only organising events - digital and otherwise - but also setting up expositions, providing simultaneous interpreters, arranging accommodation, and equipment rental are now part of Events Factory's offering.

In recent years the company has made great strides, and now Events Factory is looking to Exchange for expertise and guidance. Makuza wants to professionalise processes in order to become an accredited PCO and grow in the regional market of large scale 360 PCO events, streamline the rental of material and equipment, and optimise digital products and systems to make the organizational structure and processes future proof. The Exchange coach is supporting them to streamline their current operations. Exchange has sent an expert in market research, which helped Events Factory make great strides by fine-tuning their digital event systems and strategies.

The logo for Events Factory, featuring the word "Events" in white on a red rectangular background, followed by the word "Factory" in black on a white rectangular background.

Events Factory

...we make it happen



KIME

The Rwandan company Kime has grown from a small fish processor to a supermarket, butchery and soon slaughterhouse. Like many companies, Kime has grown organically and is now growing fast. Their next project is to start a slaughterhouse at the border with Congo, so as to serve the Rwandan and Congolese markets. There is a big shortage of protein food in Rwanda, which is why Kime is of strategic importance for the Rwandan government. The team is now in a phase where they need structure and professional expertise, both in meat processing and in managing a midsize decentralized company. Exchange will support Kime with technical assistance and expertise concerning, among others, the production of meat derivatives, financial organisation, retail operation, marketing, commercial management and environmental impact.



RWANDA CLOTHING

Rwanda Clothing was founded in 2015 and came into contact with Exchange in 2019, when two of our experts helped CEO and designer Joselyne Umutoniwase structure her production through the systematisation of processes. The company has started a fashion revolution by establishing an own Rwandan style and fashion identity. Joselyne is producing high-quality products that change the perception of fashion and the buying behavior of people in Rwanda.

Since our last visit, Joselyne was visited by experts in lingerie, leatherworking, woodworking and upholstery. Since the first training, Joselyne has launched a line of furniture with her own signature Rwandan touch.



INGABO

Ingabo is a small cheese and yoghurt factory in Bigogwe, founded in 2011 and currently run by around 20 employees. The company is expanding its production capacity and wants to diversify its production lines to include feta, mozzarella, butter, UHT milk, and processed cheese. Through Exchange, they will receive expertise on business strategy and planning, production, pricing and profitability, as well as on branding strategy.

The Exchange coach and expert collaborated on a growth plan including working on milk production and supply. The expert in cheese production will focus on setting up new production lines and on quality management, while experts from comma, brand strategists will contribute to reshaping the Ingabo brand. Ingabo has grown organically so far but has ambitious plans. To make these plans become reality, Exchange will support them in a true partnership.



TODDLE CARE

Toddle Care Ltd is an innovative company born out of a mother's frustration. In 2016 Ritah Uwera was inspired to start the company when she couldn't find suitable educational toys for her child. Ritah knew that the skilled Rwandan seamstresses and artisans were more than capable of making the wonderful toys and accessories that she saw in Europe and so, Toddle Care was born. Today, Toddle Care creates high-quality, educational toys for B2C and B2B customers, using locally sourced materials such as wood and fabric.

After winning a tender from UNICEF to produce 2900 packages for Rwandan schools in 2023, Ritah needs support in managing her exponential growth and sustaining this growth going forward. Naomi Smith is coaching Toddle Care, prioritizing quality standards, waste reduction and standardization and developing a B2B strategy. Exchange experts have supported in strategy and digital marketing.



IHURIRO DRINKS

Ihuriro Drink Ltd. is a woman-led Rwandan social enterprise dedicated to promoting and preserving traditional banana beverages while creating job opportunities and empowering women. Founded by the youngest in the family Marie Aimee, Ihuriro draws upon a rich family history in banana beverage production dating back to 1986. This expertise, combined with Rwanda's strong support for women and youth entrepreneurs, has enabled the company to achieve significant success.

Their flagship product, YULIYANA Urwagwa Nyarwanda, became Africa's first commercially boxed banana beverage in 2016 and is known for its quality and commitment to indigenous East African traditions. Today the Exchange coach, who is also the owner of Bar Belge, is coaching Ihuriro Drinks to promote Yuliyana Urwagwa Nyarwanda and help Umuhire Marie Aime to achieve her goals.



PIG FARM ON A GRAND SCALE

Four years ago, Peace Niyoyita started a pig farm in Ntarama without and experience or training in this field. Being a very determined person, she soon had all the information needed to start. Peace wants to grow her farm and has started building a slaughterhouse. Later, she will proceed to meat processing and the production of different kinds of sausages and hams, which she will sell to modern butcheries as well as hotels in Kigali.

As the need for protein food is high in Rwanda, she is supported by the government to produce and sell semen of her top breeds to local famers. The semen is then delivered via drones. The main objectives of this growth programme are to support the building of a slaughterhouse and decentralise part of business; grow the production and rentability of pigs and sperm; support their business growth with management skills and processes; and define and implement a marketing and sales plan.



SOUTH AFRICA

Business Development Managers



Zodidi Duze



Lindy Mkhize

FOUR SQUARE GROUP

Four Square Group is a 100% black-owned Business Process Outsourcing company founded in 2016, owned and operated by professionals with a wide range of expertise and experience in financial services and telecommunications. Three call centers Johannesburg currently provide outbound sales services to telecommunications and insurance companies.

They train young people in disadvantaged communities with the right skills to become efficient call center agents and support large national and international companies. The company has the ambition to go national and ultimately become a global player.

The Exchange programme aims at improving the business strategy, enhancing operational effectiveness, business development, site expansion and online marketing. Exchange offers expertise through a partnership with the Belgian company THoCC (The House of Contact Centers) to help Four Square to grow and create new jobs.



MAMAMACS BAKERY

Mamamacs Bakery in Prince Alfred's Hamlet (Witzenberg) is a small bakery with a big heart. The bakery believes in having a sustainable impact on their community and relies on traditional recipes for their high quality biscuits and rusks. They only use fresh ingredients and are one of the few bakeries using no preservatives at all in their hand rolled creations. As their business grows and online commerce is taking off, Mamamacs is looking for expertise concerning business strategy, marketing and production optimization.

An expert mission by local consultancy Bam-sa has led to a market study, designating the key domains where Mamamacs operations can improve. The Exchange coach has worked with Mamamacs on the optimization of the operational processes, improvement of products and developing new products. A new volunteer coach joined the programme in the summer of 2023 and now assists the company in developing their business plan, expansion into new premises, and sales and marketing expertise.



JACOBS JAM FACTORY

Jacobs Jam factory, established in 2018 in the Ceres Valley, has produced over 50 tons of jam over the last three years. The high quality jam, made without artificial preservatives or additives, has led them to make a deal with Shoprite, opening them up for further potential investors. Operating in a highly competitive market, Jacobs Jam's main challenge will be to make themselves known to the South African consumer. An initial market study by local consultancy Bam-sa has shown that Jacobs Jam will need a bold and coherent communication strategy to build their position in the South African market. The Exchange coach is helping them to develop a solid business and communications plan and start their search for diversified funding.



TANZANIA

Business Development Managers



Makambi Kihomano



Denis K.G. Kibuga

SMARTCORE

Smartcore, established in 2017, is an enterprise based in Arusha specialising in digital education through its innovative learning platform, KISOMO. The platform, which means "learning" in Swahili, offers a range of educational content and skills training, aiming to tap into the largely unexplored Tanzanian market, where only an estimated 2% of the population is currently reached. Smartcore operates as a social enterprise, producing both general curriculum-based content and entrepreneurship training materials, as well as tailored content for partner organisations. Despite facing challenges such as resistance to new technology adoption by teachers, Smartcore has demonstrated strong cohesion within its young and ambitious team, which possesses excellent communication skills and a clear vision for growth.

The company plans to expand its reach throughout Tanzania and eventually to other African countries, focusing on ICT in the educational sector. Exchange has identified Smartcore as a growth programme partner and is set to provide support focused on enhancing the company's business plan, human resources management, marketing strategies, and overcoming challenges related to the adoption of AI in education.



CHASSOL GROUP LTD

Chassol Group LTD, operating in the Dar Es Salaam region, is a Tanzanian company providing hygiene and pest control solutions. The company stands out for its innovative online certification methods, which have been recognised by the government and are being considered for mandatory implementation. The company's strengths lie in its local knowledge, well-structured operations, and foresight in anticipating higher standards in Tanzania. However, it faces challenges such as motivating employees and vulnerability to external price fluctuations due to its reliance on imports.

Exchange has chosen to support Chassol endeavours to create a long term business strategy and strengthen the company's economic position. In addition, Exchange will support Chassol in navigating the complexities of product registration, and enhancing the company's manpower management strategies.



ROTAI

Rotai has developed an innovative platform, MkulimaHub, which revolutionizes the way farmers access the market. Established to address the challenges faced by farmers in getting fair prices for their produce, Rotai's platform ensures transparency and fairness in agricultural transactions. MkulimaHub provides a comprehensive solution by integrating an electronic weighing scale, smartphone, printing machine, small solar panel, and central software. This setup not only facilitates accurate data collection on crop weight and moisture content, but also shares this crucial information with buyers, credit providers, and farming input suppliers. By doing so, Rotai empowers farmers with the tools they need to secure better prices for their produce, access financial services, and purchase affordable agricultural inputs.

The platform's success is evident in its reach, with up to 6,000 scales distributed, demonstrating Rotai's commitment to enhancing the economic conditions of farmers. In collaboration with Exchange, Rotai aims to expand its services, covering more crops and reaching more farmers, thereby solidifying its role in transforming Tanzania's agricultural sector. Exchange's support in 2024 will focus on scaling Rotai's impact through increased funding, marketing efforts, and the development of partnerships.



KAZICONNECT

KaziConnect is a dynamic human resources company based in Dar es Salaam, Tanzania. Founded in 2017 by sisters Gizzel and Gillian Mbaga, KaziConnect has been actively operating since 2020, offering innovative HR solutions in a rapidly growing economy.

The company focuses on three main services. As a recruiter, they utilize an online platform where companies and job seekers can connect, with tiered service options ranging from basic job postings to executive headhunting. Their HR Consultancy branch provides solutions for companies facing various HR challenges, and through their Employability Programs, KaziConnect offers training to job seekers to enhance their success in the job market.

KaziConnect's strengths lie in its competitive pricing model, quality work, and innovative use of technology. However, the company faces challenges in brand awareness, team retention, and business process documentation. The collaboration with Exchange vzw aims to enhance the company's technological capabilities, improve recruitment strategies, and strengthen brand positioning. With this support, KaziConnect aims to double job placement volumes by end of 2025, solidifying its position in Tanzania's booming HR market.



UGANDA

Business Development Managers



Fredrick Kyeyune



Hanifah Kasule

GUDIE LEISURE FARM

Gudie Leisure Farm is a city farm comprised of no less than 275 employees focused on the training of Agripreneurs (entrepreneurs in agriculture). Under the leadership of its managing director Gudula Basaza, Gudie Leisure Farm wants to be the leading trainer for business managers in agriculture. These business managers are to become YAC (Youth Agripreneur Champions) in their villages.

Having partnered with Enabel and Mastercard Foundation, Gudie Leisure Farm is set for strong growth. Together with experts Exchange provided in the fields of strategy and sustainable business modeling, finance and marketing and education, Gudie has made great strides in scaling up their organisation sustainably and becoming a more than promising agripreneurial incubator.



MAMALAND SAFARIS

Tourism is one of the most important sectors of income to Uganda. Mamaland Safaris is a local tour operator established in 2005, located in Entebbe, offering budget and luxury safaris as well as community tourism in Uganda and surrounding countries. They also operate a chain of small scale safari lodges in Uganda under the chain "Woodland Lodges". Their main values are to spread the benefits of tourism to the local communities and to work towards conservation of nature.

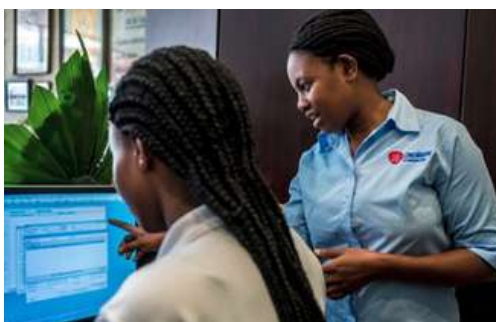
This new Exchange programme will focus on capacity building in management of the company, finetuning of lodge properties and increase online sales (digital marketing).



CLINICMASTER INTERNATIONAL

As an IT-player, Clinicmaster International develops software packages in the health sector. Providing Health Information Management software and efficient billing systems, Clinicmaster's software aids in following up patients in hospitals and clinics. Located in Kampala and founded in 2013, the company currently has more than 90 hospitals and doctor's offices in its portfolio and sells software to clients in Uganda, Kenya and South Sudan.

Exchange's support for Clinicmaster International lies in the strengthening of the organization through sales and management support, the development of new modular Web based software releases and the improvement of their customer service. The company has been very successful so far: the Ugandan Ministry of Health has rolled out the Electronic Medical Records system will several regional clinics.



RABBONI GROUP LTD

Founded in 2014, Rabboni Group Ltd. is a transport, distribution, trading and processing company of dry agricultural commodities. Its core products are corn and derivatives. Providing the entire supply chain from producer to consumer, Rabboni has grain processing plants, but also provides cleaning, drying, transportation and storage of goods in Uganda and even across borders (Rwanda, DRC, Burundi).

The goal of Exchange's support is both qualitative and quantitative growth of Rabboni Group's activities. Quantitative in the construction of a new process plant and storage silos, qualitative in Quality Assurance of its processes and products in their in-house laboratory. Through these steps, we aim to help reduce inefficiencies in the agribusiness value chain and increase the income of farmers and their families.



HOGMAU

HOGMAU, which stands for the Hotel General Managers Association Uganda, aims to professionalize the hotel sector in Uganda. We came in touch with them through AUTO (Association of Uganda Tour Operators), the leading tourism interest group in Uganda whose programme was put on hold because of the pandemic.

Through the exchange of expertise via training, HOGMAU wants to focus on "capacity building" by training hotel managers of 4 and 5 star hotels. A first training in communication and management, given by an Exchange expert in hospitality in April '22, generated enough interest among journalists to be featured on national Ugandan television and in several newspapers.



Trainings in HR and financial management are also planned. These trainings will ensure that HOGMAU reaches its goal of professionalising the Ugandan hotel sector.



MASINDI FARMERS AGRO BUSINESS LTD.

As the corporate wing of the Masindi District Farmers Association, Masindi Farmers Agro Business Ltd. adds value to farmers' agricultural products, especially maize. However, because of the small margins on maize, the company started contracting small farmers to grow rice. Rice is seen as a strategic venture with high potential, improving farmers' income and food security; today, 40% of rice in Uganda is imported.

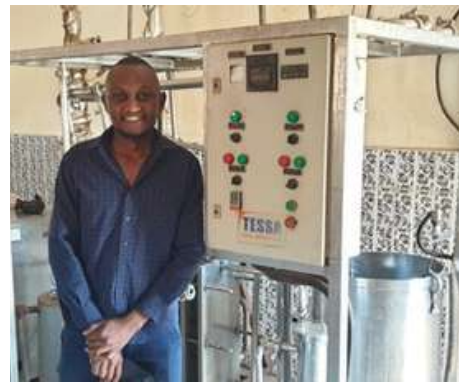
The goals of Masindi Farmers Agro Business Ltd. are to transform 6,000 smallholder farmers into commercial producers of high quality rice and process and distribute 5,000 tons of rice per year by the end of 2024, achieve and maintain product certification, and work on market penetration and branding. Exchange is supporting the company in finetuning a 3-year business plan and a marketing strategy. Our partner Trias will be focusing on increasing the number of farmers and volumes of rice, as well as assisting in product certification.



MADDO DAIRIES

Maddo Dairies is a dairy processing plant with 29 employees, established in 2003 and owned by the Catholic Diocese of Masaka. It produces pasteurized milk and yoghurt, working together with farmer cooperatives. Maddo's ambitions are to produce high quality dairy products while improving farmers' livelihoods and providing training to the farmer cooperatives.

Exchange supports the implementation of a strategic plan, providing expertise in the training of personnel in maintenance and supervision of machines, product development, marketing skills and sales training. The focus of the support in the next years will be on sales strategies to penetrate the market in the greater Masaka region and Kampal, and training the sales force and distributors to match the increased production resulting from newly installed machinery.



BWAMBA COOPERATIVE UNION

Bwamba Cooperative Union (BCU) was formed in 2020 by Bundibugyo Cocoa Farmers with the aim of getting a platform for better price negotiations and to collectively address problems facing the Cocoa sector in the area. The Union is found in Bundibugyo district, an area popularly known for cocoa growing in Uganda. Currently, Bwamba Cooperative Union has a total of 64 primary cooperatives comprising of 13.240 farmers, 63% of which are women, producing 10.000MT of cocoa.

The main objective of the Exchange programme is to design a strong business model. Exchange will also provide capacity building of management, advice on organic and fairtrade certifications of cocoa, cost price management, sales and advice for getting working capital.

Exchange has established a partnership with Trias to work on this programme. Trias mainly provides training for farmers. Other partners are the Belgian consultancy company Zoto within the G-STIC Climate Action Programme and the company Silva Cacao as Belgian importer of sustainable specialty cacao.



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Contact us at info@exchangevzw.be

Or visit our website at www.exchangevzw.be/en/



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