

# Learning Journeys on financial inclusion for entrepreneurs

# Senegal



## PURPOSE

### The bottom of the pyramid

Direct dialogue at grass roots level with financial institutions, MSMEs, and their clients

## FOCUS

### The funding gap

Discover how financial institutions combat poverty by meeting the needs of their clients

## IMPACT

### Financial inclusion for entrepreneurship

Empower female entrepreneurs in urban and rural areas

## PURPOSE AND OBJECTIVE

The objective of the Learning Journey is to provide an immersive experience highlighting the importance of financial inclusion. Symbiotics Capacity Building is organizing the Learning Journey to Senegal, designed to offer participants firsthand insights into the microfinance landscape and its impact on local economies.

The Learning Journey aims to provide participants with valuable insights into the microfinance sector, set against the backdrop of Senegal.

With a specific focus on financial inclusion for women entrepreneurs, the program will explore the challenges and opportunities faced by MSMEs in Senegal and the broader impact of microfinance on livelihoods and sustainable business practices.

## PROGRAM STRUCTURE

The Learning Journey will span five days, incorporating a blend of workshops, field visits, and interactive sessions. Participants will have the opportunity to engage with local microfinance institutions – which are active investees of Symbiotics – and interact with micro-entrepreneurs, especially women.

The program is designed to be flexible, with specific activities and sessions tailored to emerging themes and insights in microfinance.

Throughout the week, participants will explore key themes:

- » The role of microfinance in empowering micro-entrepreneurs
- » Challenges and opportunities in financial inclusion within urban and rural contexts
- » The impact of financial literacy tools and digital innovation for microfinance products for MSMEs
- » The role of impact investment firms in supporting financial inclusion through funding and Technical Assistance

## A UNIQUE EXPERIENCE

Participants will enjoy the opportunity to:

- » Delve into Senegal's social and economic landscape, along with an overview of its microfinance ecosystem
- » Experience Senegal's rural ecosystem firsthand with visits to two distinct regions
- » Witness deployment of financial literacy tools in rural areas
- » Experience Senegal's urban ecosystem with visits to two financial institutions specialized in financial inclusion
- » Meetings with clients of financial institutions
- » Visits to enterprises managed by women
- » Meetings with young entrepreneurs and successful startups

## LOGISTICS AND PRACTICAL ARRANGEMENTS

- » Participants should arrive in Dakar, Senegal by Sunday, November 24, 2024, at the latest
- » Participants will be accommodated in the same hotel for logistical reasons\*
- » Airport transfers will be organized for all participants
- » Lunch and refreshments during program activities will be provided
- » Social excursion: Visit to Gorée Island
- » Departure as of Friday evening, November 29, 2024
- » See annexed tentative programme for more details (subject to changes, final version will be shared in due moment)

### Dates

November 25 – 29 2024

### Location

Senegal (Dakar and surrounding regions) providing both urban and rural exposure

### Impact objectives (SDGs)



## ABOUT SYMBIOTICS CAPACITY BUILDING

Symbiotics Capacity Building is the consulting firm of Symbiotics Group specialized in capacity building for sustainable development. Since 2011, we have managed over USD 19 million in donor commitments, generating more than 170 projects and benefiting 75 portfolio investees across 37 countries.

Our offer comprises qualitative and highly customized services in the space of technical assistance, training & knowledge transfer, and strategy consulting in critical sectors such as agriculture, digital innovation, green energy, inclusive finance, and the empowerment of women and youth.

## More information

To learn more about this Learning Journey, please contact:



**Philippe Allen**

[philippe.allen@symbioticsgroup.com](mailto:philippe.allen@symbioticsgroup.com)

# Learning Journeys Senegal



## PROGRAMME KEY FEATURES

- » **Objective:** Explore the challenges and opportunities faced by MSMEs in Senegal and the broader impact of microfinance on livelihoods and sustainable business practices.
- » **Insights and exchanges provided to the participants:**
  - Delve into Senegal's social and economic landscape, along with an overview of its microfinance ecosystem
  - Experience Senegal's rural ecosystem firsthand with visits to two distinct regions
  - Witness deployment of financial literacy tools in rural areas
  - Experience Senegal's urban ecosystem with visits to two financial institutions specialized in financial inclusion
  - Meetings with clients of financial institutions
  - Visits to enterprises managed by women
  - Meetings with young entrepreneurs and successful startups.

## LEAD FACILITATOR LEARNING JOURNEY PROGRAMME

### Mwila Maseka

Senior Technical Assistance Analyst  
Symbiotics Capacity Building

[mwila.maseka@symbioticsgroup.com](mailto:mwila.maseka@symbioticsgroup.com)



## LEARNING JOURNEY ON FINANCIAL INCLUSION FOR ENTREPRENEURS: SENEGAL - NOVEMBER 2024

Tentative Programme (subject to changes)

Sunday 24 Nov.  📍 Saly	Monday 25 Nov.  📍 Saly	Tuesday 26 Nov.  📍 Saly	Wednesday 27 Nov.  📍 Saly / Dakar	Thursday 28 Nov.  📍 Dakar	Friday 29 Nov.  📍 Dakar	Saturday 30 Nov.  📍 Dakar
<b>Arrival</b> Arrival at Blaise Diagne International Airport, transfer to Saly, Check in at the Royam Hotel	<b>9:00–10:00</b> Onboarding Session	<b>09:00–16:00</b> <b>Learning Journey 1</b> Rural Ecosystem: Immersions in the Sandiara, Ndiaganao and Nguekhokh areas	<b>09:00–10:00</b> Transfer from Saly to Dakar	<b>09:00–16:00</b> <b>Learning Journey 2</b> Urban ecosystem: Vist to urban branch to meet women and witness deployment of financial literacy tools in rural areas	<b>09:00–10:30</b> Final debrief session	<b>Departure</b> Check out from Novotel and transfer to Blaise Diagne International airport
	<b>10:30–11:30</b> Introduction to Senegal		<b>10:00–10:30</b> Hotel Check-in at Novotel			
	<b>12:00–13:00</b> Senegal's micro-finance ecosystem		<b>11:00–11:30</b> Debrief of LJ 1		<b>11:00–18:00</b> Gorée Island	
	<b>14:00–15:00</b> Visit to Pamecas regional branch in Mbour		<b>13:30–14:30</b> Baobab session and presentation			
			<b>15:00–17:00</b> Workshop session			
		<b>16:30–17:30</b> Debrief at hotel		<b>16:30–17:00</b> Debrief at hotel		
<b>18:00–Late</b> Welcome dinner at hotel (TBC)				<b>18:00–Late</b> Cocktails and drinks with La Taniere startup (TBC)	<i>*Participants may checkout as early as Friday evening and be transferred to Blaise Diagne International airport</i>	