Learning Journeys on financial inclusion for entrepreneurs

Senegal









PURPOSE

The bottom of the pyramid

Direct dialoue 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

IMPAC

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 microentrepreneurs
- » 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)	1 NO 1 POVERTY	1 POVERTY 5 GENDER TY THE

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

symbioticsgroup.com

^{*} Hotel Royam in Saly, Novotel in Dakar.

Learning Journeys

Senegal



PROGRAMME KEY FEATURES

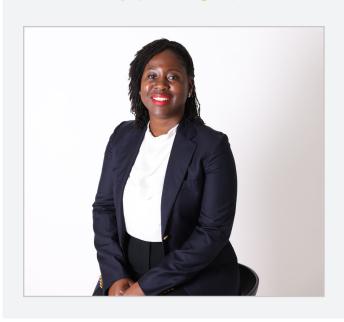
- » Objective: Explore the challenges and opportunities faced by MSMEs in Senegal and the broader impact of microfinance on livelihoods and sustainable business practices.
- » Insights and exchanges provided to the participants:
 - Delve into Senegal's social and economic landscape, along with an overview 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
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LEAD FACILITATOR LEARNING JOURNEY PROGRAMME

Mwila Maseka

Senior Technical Assistance Analyst Symbiotics Capacity Building

mwila.maseka@symbioticsgroup.com





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

Tentative Programme (subject to changes)

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