

# CHOOSE —AFRICA2

— A FRANCE INITIATIVE —

**ACCELERATING THE GROWTH OF SMALL  
AND MEDIUM-SIZED ENTERPRISES IN AFRICA  
BY FACILITATING ACCESS TO FINANCE**

 **SUPPORTING PUBLIC INSTITUTIONS  
THAT FINANCE AND PROMOTE ENTREPRENEURSHIP**

# ➤ CHOOSE AFRICA

## A FRENCH INITIATIVE TO SUPPORT ENTREPRENEURSHIP

Choose Africa is a French initiative aimed at accelerating **the growth and promotion of small and medium-sized businesses in Africa**. During an initial phase led by Proparco from 2018 to 2022, **nearly €3.5 billion in financing was allocated to more than 40,000 businesses and more than 2 million direct and indirect jobs were created and maintained** in Africa. A second phase, Choose Africa 2, was launched in 2023.

## ➤ CHOOSE AFRICA 2: AN INTEGRATED OFFER WITH 3 COMPONENTS

In Choose Africa 2, Proparco continues to provide financial and technical support for African SMEs while adding two new components:

- Improve targeting of very small and medium-sized businesses by facilitating their access to credit and bolstering public support mechanisms (by AFD, Expertise France, and Bpifrance)
- Providing support for French companies wishing to expand their activities in Africa (by Bpifrance)



**Support  
for public institutions  
that finance and promote  
entrepreneurship**



**bpi**france****



**Guidance for public and private  
financial institutions dedicated  
to African SMEs**



**Support for French companies  
in Africa, from prospecting  
to setting up operations**

**bpi**france****



### SUPPORTING PUBLIC INSTITUTIONS THAT FINANCE AND PROMOTE ENTREPRENEURSHIP

Our offer is designed to stimulate entrepreneurship in Africa and strengthen the capacities of organizations that finance and support entrepreneurship. The types of support we provide involve:

- Financing public institutions that finance and promote entrepreneurship
- Improving financial and non-financial products targeting African SMEs
- Creating or strengthening local public institutions to support entrepreneurship, using a one-stop shop approach (e.g., One-Stop Shop for SME Development in Côte d'Ivoire, Delegation for Rapid Entrepreneurship for Women and Youth in Senegal, etc.)
- Supporting multi-stakeholder public policy dialogue to increase the attractiveness of the entrepreneurial ecosystem

## ➤ CHOOSE AFRICA 2: AN INNOVATION TO BOOST AFRICAN ENTREPRENEURSHIP



A sovereign loan granted by AFD  
(possibly accompanied by a grant)



A technical assistance facility  
that can be used to strengthen  
the capacity of the public  
organizations supported



Financial mobilization with  
technical and financial partners  
(AfDB, EU, private sector,  
philanthropic organizations, etc.)

## RESOURCES MOBILIZED WITH OUR PARTNERS

Pilot countries in 2024  
Target countries for 2025-2026

### Co-financing with AfDB

#### SENEGAL

African Development Bank co-financing: €73M



AFD sovereign loan: €25M

#### CÔTE D'IVOIRE

African Development Bank co-financing: €43.5M



AFD sovereign loan: €80M

#### TOGO

African Development Bank co-financing: €23M



AFD sovereign loan: €30M

AFD grant: €4M

### Co-financing with the EU

#### BENIN

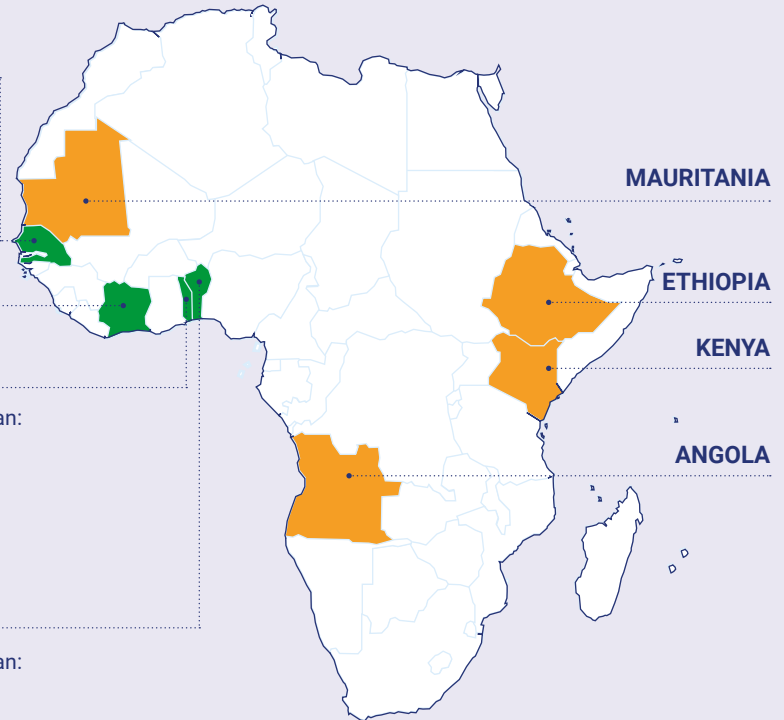


European Union co-financing: €7.2M



AFD sovereign loan: €45M

AFD grant: €12M



## OPERATIONAL ACTIVITIES PROPOSED THROUGH TEAM FRANCE

### 1. FINANCING

of public institutions that finance and promote entrepreneurship

### 2. ADVICE AND TECHNICAL ASSISTANCE

for the actors of the African entrepreneurial ecosystem (public organizations, incubators, accelerators, banks, microfinance institutions, etc.)

### 3. SUPPORT

in drawing up and implementing a strategy of developing entrepreneurship in an inclusive way

### 4. ASSESSMENT

of the entrepreneurial ecosystem and help in establishing what support and financial or non-financial products SMEs need during their development stages (one-stop shops)

### 5. MULTI-STAKEHOLDER DIALOGUE

on public policies with the authorities of the countries involved, the actors in the ecosystem, and the entrepreneurs

## OUR BENEFICIARIES



Public institutions that finance and promote entrepreneurship



Private banks



Microfinance institutions



Actors in the entrepreneurial ecosystem (chambers of commerce and industry, incubators, accelerators, etc.)

## FINANCIAL INSTRUMENTS USED



Loans



Grants



Equity investments



Guarantees



AFD Group finances and drives the transition to a fairer, safer and more resilient world, working with its partners to support communities all over the world. Drawing on the complementary strengths of its entities – Agence Française de Développement for public financing, Proparco for responsible private investment, and Expertise France for technical expertise – the Group is ideally positioned to meet all sustainable development challenges.

Working in over 160 countries, including France's Overseas Territories and Departments, the Group adapts its operations to the realities on the ground, actively supporting local initiatives. With over 4,000 projects, whose objectives are aligned with the Sustainable Development Goals (SDGs), AFD Group works on behalf of the French people, together with all stakeholders committed to economic development and the preservation of common goods: climate, biodiversity, peace, gender equality and global health. Working by your side, toward a world in common.

[www.afd.fr](http://www.afd.fr)



Bpifrance was created in 2012 by the French government to support the development of French companies of all sizes. Bpifrance finances and supports companies with credit, guarantees, innovation and equity capital. In doing so, Bpifrance supports the public policies pursued by the French government and its regional authorities.

Bpifrance works with recognized consulting firms and training organizations to offer support solutions tailored to the needs of start-ups, VSEs, SMEs and ETIs.

Thanks to Bpifrance and its 50 regional offices, entrepreneurs benefit from a close and efficient contact to support them in the sustainable growth of their business.

[www.bpifrance.com](http://www.bpifrance.com)