

AN EXCITING OPPORTUNITY TO LEARN, CONNECT & GROW YOUR AGRI- BUSINESS ENTERPRISE!

The United States International University – Africa's Global Agribusiness Management and Entrepreneurship (GAME) Centre and Farm Concern International (FCI) are offering a participatory and experiential agribusiness certificate course. The objective of this course is for agri-entrepreneurs to learn, connect with other value chain peers and grow their agribusiness enterprises by enhancing quality and productivity within the agricultural systems

ELIGIBLE CANDIDATES AND TARGET GROUP

1. Owner of small and medium-sized businesses involved in agricultural product processing
2. Manager of small and medium-sized businesses involved in agricultural product processing
3. The prospective entrepreneur must be actively seeking for opportunities in the agricultural supply chain
4. Any other person with the passion for agribusiness knowledge and skill

PROGRAM BENEFITS

- Monthly meetings with expert mentors to ensure progress and keep you on track to improve your business
- Access to the USIU-Africa's Innovation and Incubation Center
- Opportunity for cross learning at the FCI's digital platform
- Linkages with potential investors and
- Provide technical assistance to the entrepreneurs

GRAB THIS EXCITING OPPORTUNITY!

The program allows you to join any phase that is appropriate to you. Those who have not attended prior training on agribusiness are advised to attend all three phases.

Please register for the program through the following link
<https://www.usiu.ac.ke/agribusiness-certificatecourse>

For further information, please contact;
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STRUCTURE OF THE PROGRAM

The program will have three phases and applicants are free to join all the phases or the specific phase that is suitable for them. Phase I and II involves participatory and experiential learning in the following areas:



PHASE 1 (21st – 23rd April 2020)

- Agri-Entrepreneurial Mindset
- Your current Agri-business approach
- Identifying, assessing and taking advantage of agri-business opportunities
- Analyzing the market for agribusiness products

COST: KES 45,000



PHASE 2 (25th – 29th May 2020)

- Being bankable and attracting finance for your agri-business
- Enhancing manufacturing efficiency for your agri-business
- Managing people and being successful in negotiations
- The Loan Application clinic
- Action for Growth

COST: KES 60,000



PHASE 3 (July/August 2020)

Involves joining a network of agri-business entrepreneurs where specialists work with you to solve your individual business problems. You will also be invited to attend occasional seminars organized on agri-businesses focusing on topics such as financing, pricing, dealing with counterfeiters and building lasting businesses amongst others.

COST: KES 120,000

VENUE: USIU - AFRICA