



International
Trade
Centre

ALLIANCES
FOR ACTION



Funded by the
European Union



Organisation of African,
Caribbean, and Pacific States

GLOBAL EXPRESSION OF INTEREST BY AGRIBUSINESSES

Unlocking Investment Opportunities for Agribusinesses



About ITC

Headquartered in Geneva, Switzerland, the International Trade Centre (ITC) is a specialized joint agency of the United Nations (UN) and the World Trade Organization (WTO) dedicated to enhancing the competitiveness of micro, small, and medium-sized enterprises (MSMEs) in global markets. With six decades of experience, ITC works at the intersection of trade development, policy, and business support to create opportunities for inclusive economic growth. ITC recognizes MSMEs as the backbone of economies and works in over 120 countries across various sectors to empower these enterprises to drive employment and reduce poverty. By leveraging global networks, market intelligence, and technical expertise, ITC connects MSMEs to resources and partnerships that promote innovation, resilience, and alignment with the Sustainable Development Goals (SDGs).

About Alliances for Action (A4A)

Alliances for Action (A4A) is an ITC flagship initiative dedicated to transforming global food systems by fostering sustainable and inclusive agricultural value chains and advancing the SDGs. Operating in over 45 countries globally, the A4A team brings farmers, processors, buyers, cooperatives, and capital providers together to create networks that enhance resilience and competitiveness for agribusinesses and smallholder farmers. It emphasizes ethical, climate-smart practices aligned with the UN's Sustainable Development Goals (SDGs) to promote sustainable growth and advance social equity. Through tailored tools, resources, and capacity-building initiatives, the program empowers agribusinesses to thrive in competitive markets, unlocking their full potential while creating shared value across the agricultural value chain.

Agribusiness Investment Promotion Approach - Addressing the Gap

Despite their critical role in global food systems, agribusinesses face a substantial financing gap that hinders their growth and sustainability. According to industry estimates, approximately 66% of their annual financing needs – equivalent to USD 106 billion – remain unmet due to demand and supply challenges. Closing the funding gap requires innovative financing solutions, targeted technical assistance, and stronger collaboration between capital providers and agribusinesses.

The Agribusiness Investment Promotion Strategy aims to bridge the gap between capital seekers (MSMEs) and capital providers (investors) by acting as a trusted facilitator and unlocking the potential of agribusiness value chains with increased investment. Acknowledging the unique challenges on both the demand and supply sides, the

Agribusiness Team employs a phased, multi-faceted approach that includes:

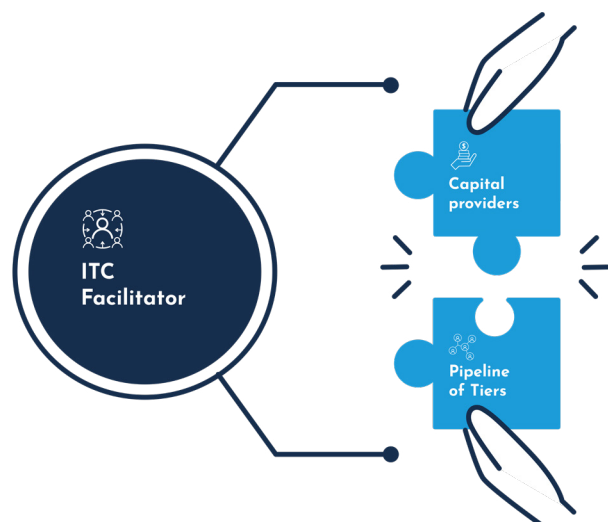
1. Engaging and Supporting agribusinesses and value chains operators

Working across various agriculture value chains and countries, A4A segments the agribusinesses in its portfolio into three tiers based on their investment readiness, allowing for customized, local support from team members and investment experts. While high-readiness MSMEs receive targeted assistance with fundraising and scaling operations, moderately ready enterprises benefit from financial management support and capacity building for investment planning. Meanwhile, low-readiness MSMEs are offered foundational support, including financial literacy and governance training, ensuring a structured pathway to investment readiness. Tailored interventions, including workshops, one-on-one mentorship, training, and technical assistance, provide a long-term path to success for MSMEs across the readiness spectrum.

2. Engaging and Supporting Capital Providers

ITC actively engages various capital providers and investors by leveraging its extensive network, decades of experience, and involvement in key international organizations, conferences, and events. ITC identifies investors' priorities, financial products, and investment guidelines through proactive landscape mapping. This intelligence matches qualified MSMEs with the most suitable capital providers, ensuring mutually beneficial partnerships.

ITC facilitates direct interactions between investors and MSMEs through conferences, roadshows, and digital matchmaking platforms. It supports capital providers by ensuring transparency, monitoring outcomes, and de-risking investments through technical assistance pre- and post-investment.



Overview

The 2025 Expression of Interest (EOI) is a key component of A4A's Investment Promotion Approach. Beyond strengthening its current portfolio, this initiative aims to expand the pipeline of qualified agribusinesses to meet the needs and requirements of capital providers. The EOI will facilitate increased connections between investment-ready agribusinesses and investors through investment facilitation support that enhances investment readiness and access to funding opportunities, creating broader sector impact.

What's the Focus?

The EOI focuses on advancing investment readiness and facilitating investment promotion for agribusiness investment opportunities in specific value chains in eligible countries (stated below). Specifically, agribusinesses are for-profit entities, businesses, cooperatives, and entrepreneurs seeking investment capital, including angel investment, venture capital, equity, or debt.

Key areas of interest include sustainability, food security, digitalization, circularity, and renewable energy. Special attention will be given to agribusinesses that are:

- Led and/or owned by women
- Led and/or owned by youth
- Seek to reduce climate change impact through their activities or investment proposal
- Positively impact smallholder farmers' livelihoods

Who Can Apply?

- 1 For-profit agribusiness entities – MSMEs, smallholder farmers, entrepreneurs, and cooperatives operating in one or several countries listed in the eligible list.
- 2 Operate on these specific value chains and associated crops: Coffee, cotton, fashion, cocoa, handcraft, livestock, and agricultural products.
- 3 Offering products and services across the entire agribusiness value chains, including production, processing, logistics and transportation, infrastructure, etc.
- 4 Applicants actively seek investment capital (debt or equity):
 - a. Between USD \$100 and USD \$300k
 - b. Between USD \$300k and USD \$1 million
 - c. Between USD \$1 million and USD \$3 million

- d. Between USD \$3 million and USD \$8 million
- e. Above USD \$8 million

Why Apply?

Selected participants will:

- Gain access to ITC's global network of capital providers
- Access ITC's extensive resources, trade tools, research, capacity building, and training
- Receive tailored support to refine business plans, pitch materials, and investment strategies, enhancing investment readiness and market positioning
- Learn about best market practices for raising capital, including navigating investor expectations, and improving competitive advantage
- Receive training in pitch-delivery and best-in-class marketing materials
- Participate in matchmaking opportunities with aligned investors
- Join a cohort of global agribusinesses seeking capital, fostering peer learning and collaboration opportunities to enhance collective success
- Showcase and pitch at investment forums and events, enhancing visibility and fostering partnerships

General Eligibility Criteria

To qualify, applicants must:

- 1 **Be located in eligible countries:** Agribusinesses in Africa, the Caribbean, and the Pacific. Please see Annex 1 - page 5.
- 2 **Be a for-profit enterprise:** The Agribusiness seeking funding must be a for-profit entity.
- 3 **Submit in an acceptable language:** Applicant proposals must be submitted in English, French or Spanish to be considered.
- 4 **Special attention:** Proposals submitted by youth or female-led or owned agribusinesses, and/or those demonstrating a commitment to reducing climate change impact or positively impact smallholder farmers' livelihoods.
- 5 **Operate in eligible agricultural value chains:** In agribusiness sectors, enterprises work in farming,

production, value addition, and distribution. Specifically, those agribusinesses that operate on these value chains and associated crops: Coffee, cotton, fashion, cocoa, handcraft, livestock, and agricultural products. Please see annex 1.

6 Seek investment capital: Agribusinesses seek investment capital in debt or equity under one the following categories

- a. Between USD \$100 and USD \$300k
- b. Between USD \$300k and USD \$1 million
- c. Between USD \$1 million and USD \$3 million
- d. Between USD \$3 million and USD \$8 million
- e. Above USD \$8 million

Please note: No grant funding applications will be accepted.

Financial & Investment Criteria

To apply, you must satisfy the following financial and investment requirements,

- At least two years of business operation
- Certificate of registration or equivalent documentation from the applicant's country
- Availability of audited or unaudited financial statements for at least the past year
- Demonstrated profitability and/or a clear path to profitability in the near term, and a scalable and sustainable business model
- Defined investment proposal, with a budget detailing the use of funds and a timeline with key milestones
- Two-year Financial Projections: forecasted revenues, expenses, and profits
- Compliance with all national legal, governance, and environmental standards
- Evidence of management team experience and capacity. Include team biographies and current roles

- A business plan and/or pitch deck
- Share ITC's ethos and demonstrate a commitment to environmental and social impact in alignment with the Sustainable Development Goals (SDGs)



Timeline

- 1 **Launch Date:** 6 March 2025
- 2 **Full Application Deadline:** 16 April 2025 at 11:59 pm – GMT+1
- 3 **Selection Announcement:** June 2025

How to Apply

Applications can be submitted electronically via [this link](#).

For inquiries, contact:

 **The Alliances for Action team**
 alliances@intracen.org

Important Notes:

1. ITC does not directly provide any funds.
2. Participation in the program does not guarantee investment, technical assistance, or investor meetings. ITC reserves the right to modify, cancel, or suspend the initiative without prior notice. Additionally, ITC may remove applications that do not meet eligibility criteria or comply with the program's requirements.
3. ITC will not sign individual NDAs with applicants. All submitted data will be handled per ITC's privacy policies, ensuring confidentiality and appropriate use for evaluation purposes.
4. ITC also does not guarantee responses or feedback to applicants regarding why a proposal was not selected.

Annex 1

List of eligible countries and value chains

Countries	Value chain
AFRICA	
Angola Cameroon Central Africa Republic Côte d'Ivoire Democratic Republic of Congo Ethiopia Gabon Ghana Liberia Madagascar Mozambique Sierra Leone Togo Uganda	Coffee and associated crops
Burkina Faso Benin Tanzania Zambia	Cotton Ethical Fashion Textile and clothing
Ghana Uganda	Cocoa and associated crops
Eswatini	Arts and handcraft Creative industries Livestock Leather and leather products Agricultural products Processed food and beverages Tourism and travel related services
Mauritius	Sugar and value-added products
CENTRAL AMERICA	
Honduras	Coffee and associated crops
CARIBBEAN	
Antigua and Barbuda Bahamas Barbados Belize Dominica Dominican Republic Grenada Guyana Haiti Jamaica Montserrat St Kitts and Nevis St Lucia St Vincent and the Grenadines Suriname Trinidad and Tobago	Fruit and Vegetables Blue Economy Roots and tubers Cocoa and associated crops Sugar and value-added products
ASIA - PACIFIC	
Fiji Vanuatu	Kava and associated crops
Papua New Guinea	Coconut and associated crops
Vanuatu	Cocoa and associated crops
Vietnam	Coffee and associated crops



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