



For Immediate Release

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PRESS RELEASE

Zambia Development Agency and MUSIKA Seal Deal to Boost the Performance and Competitiveness of MSMEs for Women and Youth in the Agricultural Sector

LUSAKA– THE Zambia Development Agency (ZDA) and MUSIKA Development Initiatives Limited, have signed a Memorandum of Understanding aimed at improving the performance and competitiveness of Micro Medium and Small Enterprises (MSMEs), through the provision of various Business Development Support Services. The cooperation will focus on women and youth, particularly in the Agricultural Sector.

ZDA will collaborate with Musika when applicable on joint awareness and sensitization programmes pertaining to the private sector's role in women and youth empowerment and agricultural development.

The Agency will also provide and facilitate a conducive environment for private market actors in mainstreaming gender and ensuring access to and benefit from agricultural related products and services for women and youth.

In addition, ZDA will monitor activities of MSMEs, provide business development support services and collaborate in developing a sustainable mentorship and coaching programme for MSMEs.

MUSIKA will on the other hand, determine its own corporate strategy in terms of market engagement and where appropriate, foster investments in facilitating the development of the lower end of the agricultural market to benefit smallholder farmers mainly women and youth.

The agricultural development organization will also offer technical assistance through its technical staff to ZDA on matters relating to women and youth smallholder farmers and private sector led agricultural markets.

Further, MUSIKA will provide where applicable, linkages between ZDA and private market actors in the agricultural sector and recommend MSMEs that require Business Development Support Services to ZDA, in order to improve the business acumen of the MSMEs.

The other obligation of MUSIKA will be to cooperate with ZDA in conducting joint programmes in facilitating Business Linkages for MSMEs which include among others access to markets, business finance and technology. Musika will also collaborate with ZDA

in developing a sustainable mentorship and coaching programme for growth oriented MSMEs.

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About the Zambia Development Agency www.zda.org.zm

The Zambia Development Agency is Zambia's premier economic development Agency with a multifaceted mandate of promoting and facilitating trade, investment and enterprise development in the country. The Agency is also responsible for building and enhancing the country's investment profile for increased capital inflows, capital formation, employment creation and growth of the Medium Small and Micro Enterprise (MSME) Sector.

About the MUSIKA Development Initiatives Limited www.musika.org.zm

MUSIKA is a Zambian non-profit company with a mandate to stimulate and support private investment in the Zambian agricultural market with a specific focus on the lower end of these markets. The goal is to achieve poverty reduction by making sure agricultural markets work for all stakeholder and in particular the rural poor in Zambia. Musika's approach to reducing poverty and creating wealth in rural Zambia involves stimulating the development of a supportive market environment that provides long term and sustainable opportunities for farmers to invest in their own production and to use the markets to graduate out of poverty.