

**ALLIANCE FOR COMMODITY TRADE IN EASTERN AND SOUTHERN AFRICA  
(ACTESA)**



**MARCHE COMMUN DE  
L'AFRIQUE DE L'EST ET  
AUSTRALE**



**السوق المشتركة للشرق  
والجنوب الأفريقي**

**CALL FOR APPLICATIONS FOR MATCHING GRANTS UNDER THE CEHA PROGRAM**

The Alliance for Commodity Trade in Eastern and Southern Africa (ACTESA), a COMESA Specialized Agency through the COMESA-EAC Horticulture Accelerator (CEHA), invites agribusinesses in **Kenya, Uganda, Tanzania, Ethiopia, and Rwanda** to apply for Matching Grants designed to accelerate the growth and sustainability of horticultural value chains. This is in line with the CEHA Matching Grants Facility Implementation and Award Modality (MG FIAM) aiming to support innovative agribusiness projects that contribute to the improvement of farming household incomes, rural economic development, and gender equity via horticultural value chains across the region. In addition to financial support, the programme offers tailored non-financial assistance, including business development advice, value chain integration, and market access facilitation.

**GRANT DETAILS**

- **Funding Range:** USD 25,000 to USD 100,000.
- **Matching Requirement:** Applicants must contribute a minimum of **50% of the total project cost**, either in cash or in-kind.

In addition to funding, successful applicants will gain access to:

- **Business Development Support:** Training on business planning, financial management, and inclusive horticulture strategies.
- **Market Access and Partnerships:** Opportunities to link with regional buyers, suppliers, and logistics providers.
- **Capacity Building:** Technical assistance to improve productivity, post-harvest handling, and food safety systems.
- **Investor Readiness:** Matchmaking with local and regional investors, as well as ongoing investment mentorship for select grantees.

**ELIGIBILITY CRITERIA**

To qualify for the CEHA Matching Grant, your business must meet the following criteria:

1. **Sector Focus:**
  - Operate within the horticulture value chain, including production, processing, aggregation, or export of fruits and vegetables.

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2. **Geographic Scope:**
  - Operate in one of the following countries: Kenya, Uganda, Tanzania, Ethiopia, or Rwanda.
3. **Commercial Viability:**
  - Demonstrate financial stability with robust systems for timely reporting.
  - Have a scalable and sustainable business model aligned with CEHA's objectives.
4. **Co-Investment Capacity:**
  - Provide a matching contribution of at least 50% of the total project cost, either in cash or in-kind.
5. **Social and Environmental Responsibility:**
  - Comply with local laws, labor rights, environmental regulations, and ethical business practices.
  - Promote gender equity, youth inclusion, and climate-smart practices.

## FOCUS AREAS

Projects must align with one or more of CEHA's strategic priorities:

- **Farmer Income Growth and Stability:** Enhance farming household incomes through higher yields, quality improvements, and better market access.
- **Gender Equity:** Promote women's participation and empowerment in the horticulture value chain.
- **Climate Resilience:** Adopt climate-smart practices, such as using resilient seeds, sustainable irrigation, and renewable energy solutions.
- **Market Development:** Strengthen market linkages, improve post-harvest handling, and enhance product quality and standards compliance.

## ASSESSMENT CRITERIA

Proposals will be evaluated based on:

1. **Company Profile:** Experience, capacity, and readiness to implement the proposed project.
2. **Innovation:** Use of new products, services, or business models that address sector challenges.
3. **Social and Economic Impact:** Potential to create jobs, improve incomes, and enhance gender equity.
4. **Environmental Sustainability:** Adoption of practices that mitigate climate change and conserve natural resources.
5. **Scalability and Sustainability:** Potential for growth and long-term impact.
6. **Cost-Effectiveness:** Efficient use of resources and alignment with CEHA objectives.

## INELIGIBLE ACTIVITIES

- Activities already funded by other partners.
- Administrative costs unrelated to the proposed project.
- Purchase of vehicles or major equipment not solely for the project.
- Activities undertaken prior to grant approval.

## HOW TO APPLY

Interested businesses are encouraged to submit a comprehensive proposal that includes:

1. A detailed business plan outlining objectives, timelines, and financial projections.
2. Documentation of matching contributions (50% minimum of the requested grant).
3. Evidence of legal registration and compliance with regulations.

This Matching Fund or the MG FIAM call is focused on Irish Potato, Avocado and Onion value chains to be transformed through strong business linkages and competitive at each segment of the chain.

Note that this is a multi-stage application process, proposals will be accepted from Ethiopia, Kenya, Rwanda, Tanzania and Uganda and reviewed simultaneously. Initially, all applicants are required to submit a **short proposal**. For those applying as part of a consortium, a **letter of intent and** signed by all members of the consortium.

Template for the short proposal and letter of intent are provided separately and available to download

**Submission Deadline: 14th February 2025, 17:00 hrs EAT.**

### **Submission Process:**

All applications should be submitted BY EMAIL, under the subject line: **APPLICATION FOR THE CEHA MATCHING GRANT to:** [procurement@comesa.int](mailto:procurement@comesa.int) All applications must be submitted within the stipulated time frame. Only one application may be submitted by each applicant.

Guidelines for the preparation and submission of applications, along with application forms, can be accessed on the **COMESA websites** or obtained from National Chapter leads in the targeted countries of Ethiopia, Kenya, Rwanda, Tanzania, and Uganda.

### **Selection Process**

- Applications will be reviewed by the CEHA National Chapter's Technical Committee.
- Shortlisted proposals will undergo a due diligence process to be undertaken by the ACTESA Secretariat.
- Final selection will be made by the CEHA Board, with priority given to impactful, innovative, and scalable projects.