



**AGS** | BUILDING BUSINESSES  
AND PARTNERSHIPS

**Accelerate your Growth.**



Ministry of Commerce, Trade  
and Industry of Zambia



Ministry for Foreign  
Affairs of Finland

## WHO WE ARE

Looking to improve your business skills and accelerate your growth? Interested in new partnerships and markets? Accelerated Growth for SMEs (AGS) Programme helps you reach your full business potential.

Funded by the Ministry for Foreign Affairs of Finland and implemented in partnership with the Ministry of Commerce, Trade and Industry (MCTI) of Zambia, AGS aims to accelerate the growth and competitiveness of Micro, Small and Medium Sized Enterprises (MSMEs) and start-ups in Zambia. We want to play our part in building MSMEs that contribute to the creation of jobs, well-being and inclusivity in the Zambian economy.

Our eye is on the up-and-comers: the MSMEs that show promise in Lusaka, Copperbelt and North Western Provinces. AGS focus sectors include Agribusiness, Forestry, Renewable Energy, Circular Economy and Mining Services (with ICT and Education as cross-cutting sectors).

AGS builds business partnerships between Zambian and Finnish players, promoting market access and opportunities in Zambian, regional and international markets.

All AGS services are free of charge for MSMEs and start-ups. Apply on [www.agsprogramme.org](http://www.agsprogramme.org) and join us to #accelerateyourgrowth

## WHAT WE OFFER



### ↑ **LEARN – Business Development Training**

A training programme including two 5-day in-class trainings for enterprise owners or directors, with follow-on coaching and mentoring to catalyse sustained business development. LEARN helps growth-minded businesses at different stages to improve their technical and managerial skills, using internationally recognised training methods.



### ↑ **LEVEL UP – Accelerator**

A steep learning curve for high-potential businesses prepared to grow and become investment ready. LEVEL UP combines tailored training, coaching and mentoring, and offers best performing businesses financial support through procurement of machinery or productive assets.



### ↑ **LINK UP – Matchmaking**

AGS connects MSMEs with Zambian, Finnish or regional partners to promote business opportunities and collaboration across borders.



### ↑ **LEAP – Co-creation and Innovation Challenge**

A guided, demonstration driven process where professionals and students from diverse backgrounds put their bright minds together to create new, innovative products and solutions. LEAP aims to foster the Research, Development and Innovation culture in Zambia.



### ↑ **LAUNCH – Market Access Services**

Technical and financial support for MSMEs exploring the feasibility of their product in a new local, regional or international market. Experts identified by AGS will help selected businesses to navigating the regulatory environment of the desired market. Finnish-Zambian partnerships are supported in joint exploration of market opportunities in Zambia.

# AGS

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## Accelerated Growth for SMEs in Zambia (AGS) Programme

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