

FONDO

mujer

LIBRE Y PRODUCTIVA



Vicepresidencia



Our Approach

Segments

FONDO MUJER in its comprehensive interventions strengthens women's entrepreneurship, enterprises and/or women organizations for human development, making stronger their **economic autonomy** and productive growth.



Popular
economy



Strengthening



Growth and
multiplier

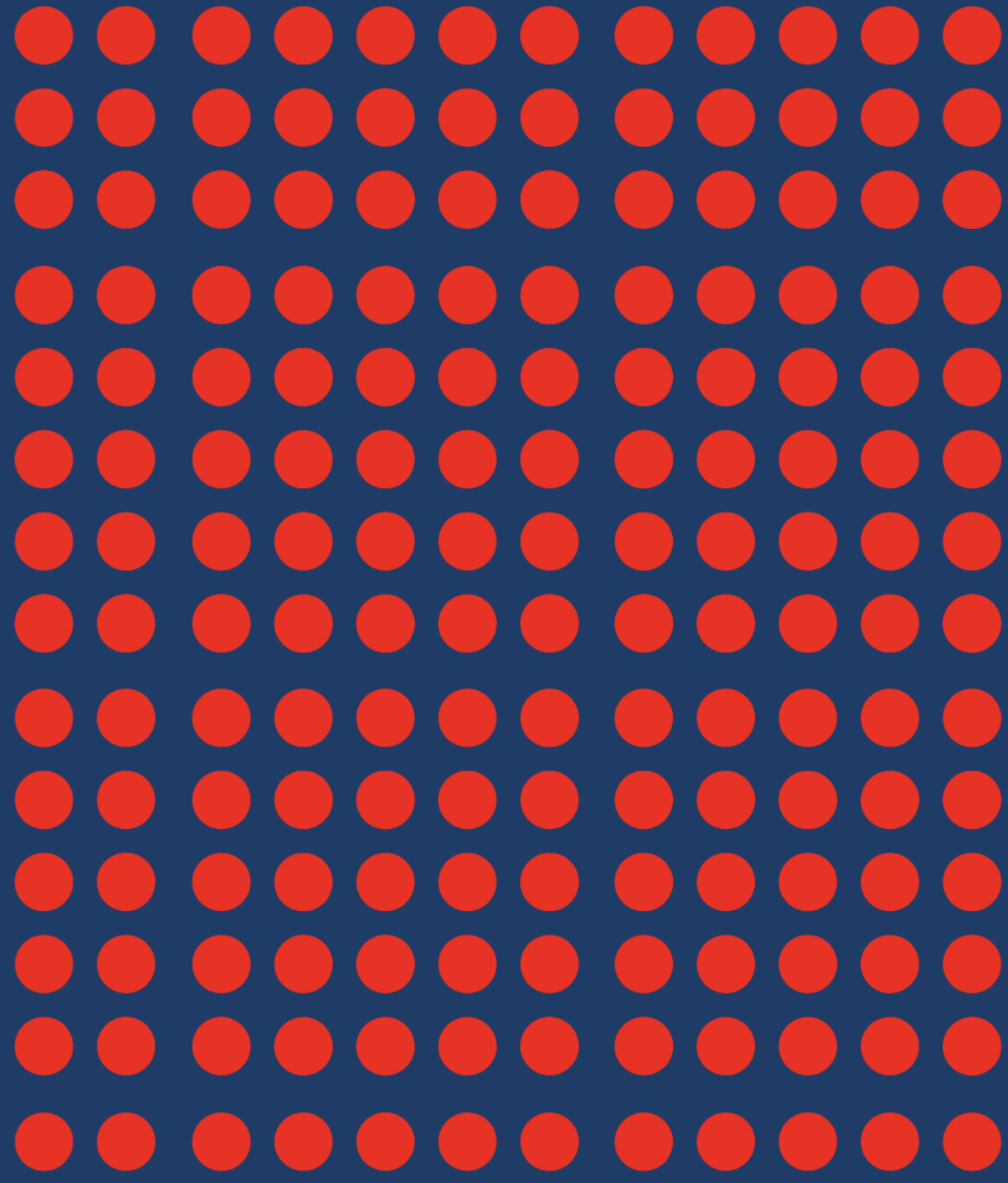
Prioritization

Territories, population groups and segments will be prioritized in consideration of:

- PND - **Law 2294 of 2023**
- National Entrepreneurship Policy, **CONPES 401 of 2020**
- Public Policy on Gender Equity for Women: Towards the Country's Sustainable Development, **CONPES 4080 of 2022**
- National Re-industrialization Policy **CONPES 4129 of 2023**



Fondo Mujer Achievements



64,000

Four-year goal

38,223

2024 goal

40,191

WOMEN BENEFIARIES

August-2022 - August-2024

*Women and territories in their diversity
from differential approaches.*





100%

Coverage

32 Departments

934 Municipalities



USD 58,685.46*

Total Investment

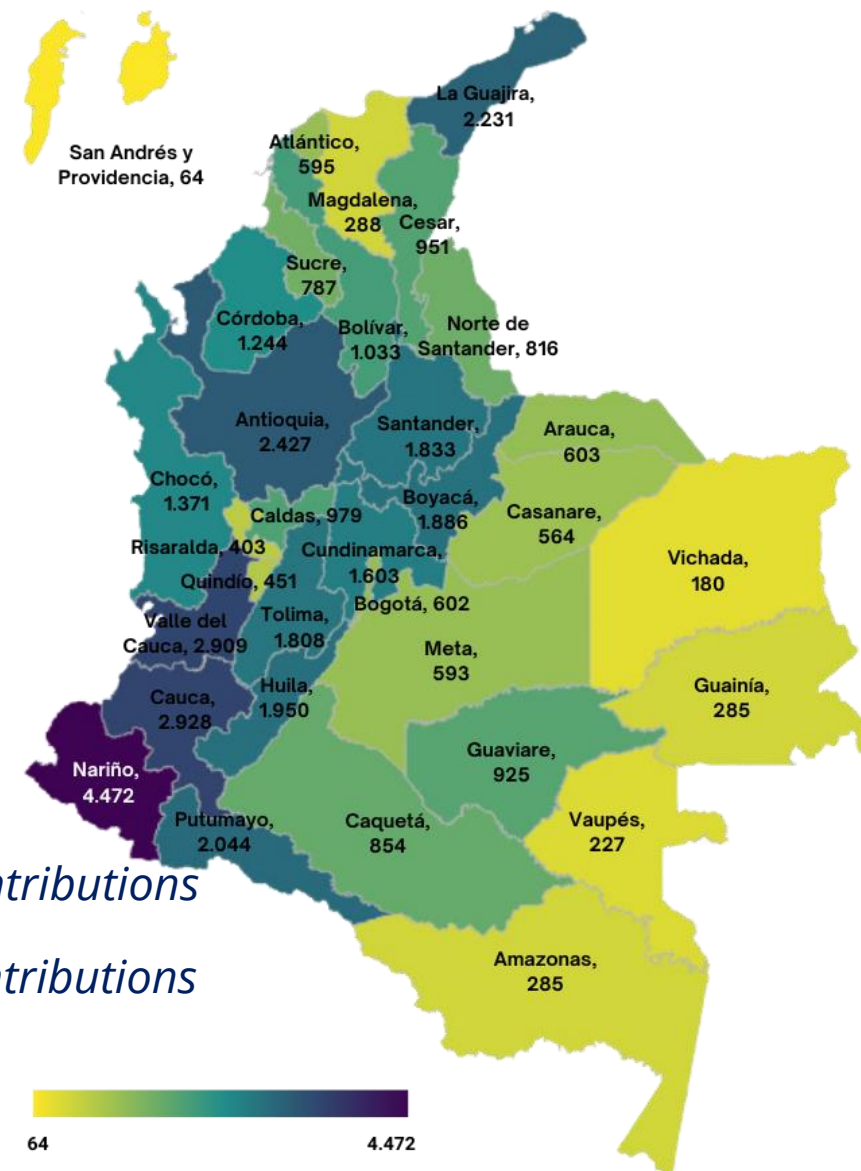
USD 21,604.5 *

Fondo Mujer Contributions

USD 37,080.9 *

Third-Party Contributions

*Unit: US Dollar thousand



Economy Autonomy

To generate her own income and make decisions about it, to be an active agent of change for herself and her community and to have the freedom to exercise control over her body (she can exercise her autonomy).



Crosscutting strategies



Data & Analytics



Advocacy and Engagement



Africa SSC

Approaches

Gender

Interseccional

Racial justice

Territorial equality



ELLA EXPORTA A
ÁFRICA





What is the program about?

The program *Ella Exporta a África* is a Colombian national government initiative, led by the Vice-Presidency, through **Fondo Mujer** and in **partnership with ProColombia**, which seeks to support women-led enterprises to promote their exports to the African market.





What are we looking for?

- Close gender and SMEs gaps in international trade for Colombian enterprises.
- Promote growth and export opportunities for Colombian women-led enterprises .
- Foster the diversification of distribution channels.
- Facilitate the insertion into African markets.
- Expand trade relations with Africa, to strengthen South-South relations and to reconnect the African Diaspora.



» What does Ella Exporta a África consist of?



1st cohort: Selection of **30 women-owned companies** with export potential



With interest and potential **to export to Africa**



Accompanied by **12 months**

» It includes four components:



I.
Internacionalization
Technical assistance
(ProColombia)



II.
Provision of
productive assets
and/or specialized
services
(Fondo Mujer)



III.
Woman
empowerment and
soft skill training
(Fondo Mujer)



IV.
Exploratory trade
mission
(Fondo Mujer and
ProColombia)



GENDER FOCUS

1

Diagnosis of gender equity strategies

Tools generation

2

Network between women beneficiaries

Promotion of Associative Models: The program encourages the creation of **export consortia**, enabling women entrepreneurs to:

- Share costs and risks.
- Optimize Logistical Resources
- Access Broader Networks:

Strengthens **collective growth** and **improves competitiveness** in international markets.

3

Soft skills training

- Facilitate the **exchange of knowledge and experiences.**
- **Tools** and resources needed **to compete and thrive** in international markets.
- Diagnosis of **fair trade practices.**
- Workshops aimed at **strengthening economic autonomy**, self-confidence and decision-making skills covering topics such as gender equality, personal leadership, time management and financial skills.



Exploratory Mission to Africa

What was done with the companies?

1) Sessions with local experts and advisors



Results:

Training and key information on: phytosanitary and sanitary requirements, customs, laws and regulations, tax ecosystem, intellectual property, digital marketing, social media, banking system, local market trends, among others.

2) Product validation



Results:

- 2 exclusive sessions for B2B meetings by production chain (Johannesburg and Cape Town)
- Over 90 meetings with product validators
- Feedback on products and packaging
- Reports from businesswomen will be provided, along with follow-up on commercial connections (ProColombia)

What was done with the companies?

3) Field visits



Results

Visits and exchanges with representatives from:

- Riversands Incubation Hub (Entrepreneurship and SME center)
- Africawide Group (Consulting company offering customized technological solutions)
- Networking space with representatives from Nedbank
- TRANSNET and a visit to the Cape Town port
- WESGRO (Trade promotion agency in Cape Town)
- Woolworths Distribution Center (Retail chain)
- The Watershed (Local market)