



**USAID**  
FROM THE AMERICAN PEOPLE

# ALLIANCES IN ACTION

## AFRICAN DIASPORA MARKETPLACE ALLIANCE

### DEVELOPMENT CHALLENGE

Poverty across the African continent is tremendous. But in sub-Saharan Africa, the challenge is especially great, with an estimated 218 million people living in extreme poverty. Exacerbating this trend is the fact that many in this region do not have secure sources of income. And while unemployment rates across the region vary, even richer countries such as South Africa report unemployment rates of 21.5%. Moreover, unemployment among Africa's 200 million youth (ages 15-24) is particularly significant with an estimated three in five young people of working age currently unemployed. USAID believes the fight against poverty in Africa can largely be won by addressing this unemployment challenge.

### PARTNER CHALLENGE

Western Union and the Western Union Foundation have made a five-year, \$50 million commitment to facilitating economic opportunity for the world's mobile workforce. Through its business and Foundation, Western Union seeks to provide its consumer base--mobile workers--with the tools and resources to launch successful businesses which enable jobs and opportunity in their home countries.

### APPROACH

The African diaspora is a deeply committed, yet largely untapped, source of innovative, entrepreneurial solutions to poverty and economic development in Africa. Through the African Diaspora Marketplace (ADM), USAID, Western Union and the Western Union Foundation seek to support the entrepreneurial activities of the African diaspora community in 19 countries in sub-Saharan Africa. The ADM is a business entrepreneurship program that will culminate in a two-day marketplace and seminar in Washington, DC where finalists will have the opportunity to apply for grant funding. Ten to twenty small- and medium-size businesses will receive matching grants of \$50,000 to \$100,000. At the marketplace, finalists will also attend sessions on enterprise development and learn about various financing options that will help them develop and grow their small businesses in Africa.

### PARTNERS



To see more Alliances In Action, visit [www.usaid.gov/gda](http://www.usaid.gov/gda)



### RESULTS

- 60 finalists were chosen from a pool of 733 applicants by an independent panel of 80 volunteer judges.
- The ADM's 60 finalists represent more than \$22 million of potential diaspora business investment to spur job creation in their countries of origin.
- Finalists represent 14 sub-Saharan African countries and a range of business plans – from agri-business such as food oil processing and fish farming to healthcare and IT service providers.
- 10-20 grant recipients will be announced at the African Diaspora Marketplace awards ceremony on January 13, 2010 in Washington, DC.

### FAST FACTS

START: 2009      END: 2010

PARTNER CONTRIBUTIONS:  
\$1.5 MILLION PLUS  
ENTERPRISE DEVELOPMENT  
ASSISTANCE