



## Supporting microenterprises with Advans Cameroon

12/15/2021 – Date of signature of the project

BANKS AND FINANCIAL SERVICES – Sectors

CAMEROON – Location

GUARANTEE – Financing tool

2 000 000 EUROS – Amount of funding

XAF 1,311,914,000 GUARANTEE – Financing details

ADVANS CAMEROUN – Client

### Client presentation

Advans Cameroon belongs to the international network of Advans microfinance institutions which AFD Group has been supporting for many years. Advans Cameroon offers sustainable access to financial services tailored to the needs of entrepreneurs, traders and the self-employed in Cameroon. Its professional clientele is made up of microentrepreneurs and SMEs. Through its action, it makes a significant contribution to the development of financial inclusion in urban and rural areas.

### Project description

Proparco has signed a partnership with Advans Cameroon, on behalf of AFD, under the Choose Africa Resilience program. The objective is to allow Advans Cameroon to offer financing to microenterprises, which are not generally served by the traditional banking system.

Advans Cameroon will thereby be able to allocate micro-loans for a total amount of XAF 1,311,914,000 (EUR 2m).

### Project impact

As microenterprises are the most vulnerable segment in times of crisis, this new countercyclical solution will support their financing (some 60 people or microenterprises will have access to microfinance products and services) and help maintain and develop jobs (the guaranteed loans will help create or maintain some 180 jobs in the country).

