

# Call for Agri-entrepreneurs Certificate Course

## An Exciting Opportunity to Learn, Connect and Grow your Agribusiness Enterprise!

The United States International University – Africa’s Global Agribusiness Management and Entrepreneurship (GAME) Center and Farm Concern International (FCI) are offering a participatory and experiential agribusiness certificate course. The objective of this course is for agri-entrepreneurs to learn, connect with other value chain peers and grow their agribusiness enterprises by enhancing quality and productivity within the agricultural systems

### Eligible Candidates and Target Group:

1. Owners or managers of small and medium-sized agro-processing businesses
2. Experience running or managing an agribusiness enterprise or organization
3. The business must be actively seeking for opportunities in the agricultural supply chain
4. The applicant should demonstrate entrepreneurial ability and passion to grow the business

### Structure of the Program

The program will have three phases and applicants are free to join all the phases or the specific phase that is suitable for them. Phase I and II involves participatory and experiential learning in the following areas:

**Phase 1**

- ✓ Agri-entrepreneurial mindset
- ✓ Your current agri-business approach
- ✓ Identifying, assessing and taking advantage of agri-business opportunities
- ✓ Analyzing the market for agribusiness products

**Phase 2**

- ✓ Being bankable and attracting finance for your agri-business
- ✓ Enhancing manufacturing efficiency for your agri-business
- ✓ Managing people and being successful in negotiations
- ✓ The loan application clinic
- ✓ Action for Growth

**Phase 3**

Involves joining a network of agri-business entrepreneurs where specialists work with you to solve your individual business problems. You will also be invited to attend occasional seminars on agri-businesses focusing on topics such as financing, pricing, dealing with counterfeits and building lasting businesses amongst others.



### Timelines:

For the year 2019; the dates for the program are:

Phase I – May 22- 26 and September 23-26;

Phase II – June 24- 28 and October 21-25; and

Phase III – July 1- 31 December 2019;

### Grab this Exciting Opportunity

The program allows you to join any phase that is appropriate for you. Those who have not attended prior training in agribusiness are advised to attend all three phases.

Please register for the program through the following link

<https://www.usiu.ac.ke/agribusiness-certificatecourse>

**For further information, please contact:**  
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