



# MARKETCONNECT

## About ZATP II

The Zambia Agribusiness and Trade Project II (ZATP II) is a joint initiative of the Government of Zambia (GRZ) under the Ministry of Commerce, Trade and Industry (MCTI) and the World Bank Group aimed to contribute to increased access to markets, finance and promote agribusiness firm growth in Zambia. With a duration of five (5) years (2024-2028), ZATP II is a scale up project aimed to build on the experiences of the Zambia Agribusiness and Trade Project (ZATP Project) implemented from 2017 to 2024 by GRZ through the MCTI with support from the World Bank Group. While ZATP covered 5 provinces (Central, Copperbelt, Eastern, Lusaka and Southern), ZATP II's coverage is national in all the ten (10) provinces of Zambia. With a total budget of US\$170.00 Million, the Project is anchored on three mutually reinforcing Components: 1) Support access to markets and finance; 2) Promote Trade and Agribusiness Competitiveness; and 3) Project Management.

## COMPONENT 1: SUPPORT ACCESS TO MARKETS AND FINANCE

### Subcomponent 1(a) : MarketConnect

The MarketConnect program is implemented under Subcomponent 1.a. of Component 1 on Support Access to Markets and Finance with an allocation of USD 20.00 million. The objective of this subcomponent is to provide tailored technical assistance to Producer Organizations (POs) and growth-oriented agribusiness firms to 'upgrade', improve market linkages and foster partnerships with off takers and buyers. Agribusinesses and POs

will be eligible to participate in MarketConnect based on their commitment to growth, alignment with project objectives, financial viability and technical feasibility of their business models. All activities under MarketConnect are open for both Firms & POs except provision of incubation and acceleration support, which is specific to early-stage agribusinesses.



The objective of this subcomponent will be achieved through;

- Provision of Business Development Services (BDS) that are holistic, demand driven and address identified challenges.
- Financing new product certification, food safety standards and applications for new/ renewal of export licensing for eligible agribusinesses and POs.
- Provision of business incubation and acceleration support to early stage businesses to enable them to better leverage on digital technologies to enhance productivity and profitability
- Development of “Centres of Excellence” for demonstration and knowledge spill overs from the project or training youth (with a focus on women) as agriculture entrepreneurs (referred to as “Agripreneuers”)

## Eligibility and Selection Criteria

Key selection criteria for all activities under this subcomponent will broadly include:

- a) Current financial, operational and market positions;
- b) Potential demand for products or services;
- c) Market competitiveness and potential for advancing business growth;
- d) Financial viability and technical feasibility of business models;
- e) Willingness to take up climate adaptation and mitigation measures; and
- f) Additional preferences for women and youth-owned or youth-led businesses

## On-Boarding Process



## High- Level Selection Criteria

All beneficiaries will be required to demonstrate they fulfil the following:

- Business must be operational for minimum of 2 years consecutively;
- Business is registered (formalised) in line with legal provisions in Zambia;
- Annual turnover is between USD 15,000-1,000,000;
- Business has a product and is ready to sell;
- Business is willing to participate in a Success Sharing Scheme.



## Firm Selection Criteria

### 1. **Personal characteristics**

- a. Do entrepreneurs really have what it takes to succeed in business (drive, attitude and commitment)?
- b. Do entrepreneurs have at least basic business management skills?
- c. Are they willing to take on board recommendations to improve their business?
- d. Do they have the right level of personal and financial commitment?

### 2. **Business Operations Characteristics**

- a. Does the business have a convincing business plan, production capacity and how has the business performed over the past 2 years?

- b. Any greening or climate smart interventions?

### 3. **Financial characteristics**

- a. What is the annual sales turnover, is the business profitable and to what extent are financial records being kept?
- b. Digitalization of records?

### 4. **Market characteristics**

- a. Is there a demand for the product?
- b. Has the demand been growing, steady or declining?
- c. And other aspects like export opportunities, new markets, etc.

**Note:** A score out of 200 points will be awarded to each beneficiary. The final scoring for each beneficiary needs to be justified by the Assessor in front of a Technical Service Provider (TSP) Evaluation Panel of three. This panel consists of the TSP Lead and Two other TSP Consultants. The panel will review the scoring sheet and will request clarification and justification for the scores from the Assessor. The final score needs to be agreed upon by the internal evaluation panel.

## Categorization against Selection Criteria

Based on the scoring against the Selection Criteria, TSPs will group the beneficiaries into 2 different tiers :

- **Tier 1:** Beneficiaries that score 75% and above (150-200)
- **Tier 2:** Beneficiaries that score btw. 50-75% (100-150)

Both Tier 1 & Tier beneficiaries, will receive support from TSPs and will count towards Output Indicators agreed in contracts with the TSPs. The MarketConnect (MC) type of support beneficiaries will receive will be determined by their Tier category.

Potential beneficiaries that score less than 100 (less than 50%) will have failed to meet MC criteria for

support but will be advised on the areas for improvement. After six months (or in special circumstances sooner), beneficiaries can be reassessed if they demonstrate that they have addressed the shortcomings identified previously. These will also be recorded in the Pipeline Tracker.

Based on the Tier level, MC will undertake the following:

- **Tier 1:** Beneficiaries receive 360 diagnostics to develop a Technical Assistance / Growth Plan and BDS services.
- **Tier 2:** Beneficiaries receive cohort trainings and usual BDS services to improve business capacities.



## Expected Outreach

MarketConnect is expected to reach a total of 1,750 growth-oriented agribusinesses and 1,400 Producer Organisations (POs) in terms of outreach. Of these POs, 900 are expected to graduate to the Productive Alliance subcomponent while agribusiness firms are likely to access the Line of Credit (LoC) facility.

### For more details Contact:

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