

CALL FOR APPLICATIONS: HATANA PROGRAM

Are you a Rwandan SME ready to formalize, grow, and access finance?

The Development Bank of Rwanda (BRD), in partnership with the African Management Institute (AMI), has officially launched **Cohort 1 of the Hatana-TA Program**, a four-month initiative designed to strengthen established Rwandan SMEs and equip them with the skills and tools required to access affordable finance.

As you are aware, SMEs continue to play an important role in driving Rwanda's socio-economic growth. Under Hatana, BRD is committed to building a pipeline of high-potential SMEs capable of scaling effectively and becoming investment-ready.

Through this programme, selected **SMEs** operating in the sectors of **construction materials, agro-processing, textiles, light manufacturing**, and their related value chains will receive:

- A personalised business diagnostic and tailored growth plan;
- One-on-one and group coaching sessions delivered by experienced business growth experts;
- Access to AMI's digital platform and bilingual learning tools;
- Guidance on financial structuring and improved engagement with financial institutions; and
- Peer learning opportunities with fellow entrepreneurs.

The programme is **fully sponsored** and targets SMEs registered in Rwanda (with at least 50% local ownership), operating for at least three (3) years, and employing a minimum of five (5) permanent staff. Women-led and youth-led enterprises are highly encouraged to apply.

Interested SMEs may visit <https://hatana.brd.rw> for more information or apply directly via the online form here: <https://bit.ly/Hatana-TA>. Applications close on **September 15th, 2025**

Should you require more information, please do not hesitate to contact our team via **rwanda@africanmanagers.com** or **+250 78 733 9435 (AMI) / +250 79 150 1068 (BRD)**