



Company Profile: Trade Afrika

Mission & Vision

Trade Afrika is a continental B2B platform dedicated to empowering African Small and Medium-sized Enterprises (SMEs). Our core mission is to enable SME trade by building a robust ecosystem, not just a marketplace. We envision a future where African SMEs can connect, transact, and grow seamlessly across the continent, becoming the driving force of intra-African trade.

Our Strategic Approach: The "SME Trade Enabler Ecosystem"

We position Trade Afrika as a comprehensive SME trade enabler ecosystem, built on a foundation of training, matchmaking, storytelling, and digital verification. This approach allows us to attract SMEs who may not yet be ready for B2B exports, as well as attract key partners such as banks, donors, and corporates who are looking to fund SME growth. This strategy also makes our brand more trusted and sticky across the continent.

Our scaling strategy is built on a lean, "hub-and-spoke" model, which enables cheap and fast expansion. We begin with flagship programs in a pilot hub country, such as Uganda. Once perfected, these programs are packaged into toolkits and replicated via local partners (the "spokes") in other countries like Nigeria, Kenya, and Ghana.

Signature Programs

We leverage our core programs to create a repeatable and scalable model that can be "franchised" across Africa.

- **SME Spotlight Africa:** A storytelling platform that features African SMEs, building brand visibility across the continent.
- **Trade Afrika Verified:** A pan-African digital verification service that provides SMEs with a trusted badge they can proudly use, and creates a continent-wide database accessible to buyers and governments.
- **Trade Afrika Pitch Days:** Low-cost showcases hosted by local partners where SMEs can connect with local banks, development agencies, and buyers.
- **Pan-African SME Academy:** A scaling of our training initiatives into a continental online academy offering courses on trade, AfCFTA protocols, finance, and branding.

- **Trade Afrika Annual Expo:** A hybrid (physical and digital) pan-African trade expo to attract SMEs, corporates, governments, and investors.

Partnerships & Funding

Our scaling engine is driven by strategic partnerships. We partner with local accelerators, trade associations, banks, and government bodies like AfCFTA country programs to run our initiatives. This partnership model demonstrates continental reach with low overheads, which is attractive to funders. We also understand that donors and development financiers are more inclined to fund **SME capacity-building programs, youth and women-led digital inclusion initiatives, and cross-border trade integration** rather than just a marketplace. We position ourselves as Africa's SME trade empowerment platform, where the marketplace is just one tool within our ecosystem.

Our Scaling Roadmap

Our 3-year roadmap is designed for fast, credible, and capital-efficient expansion.

- **Year 1: Foundation (Uganda)** - We prove our model, build SME traction, and attract initial partners and funders with lean programs like SME Verification & Profiles, SME Spotlight, and mini Pitch Days.
- **Year 2: Regional Expansion** - We replicate the model in 3-4 regional hubs (e.g., Kenya, Nigeria, Ghana, South Africa) through our "hub-and-spoke" partnership model, not heavy investment.
- **Year 3: Pan-African Scaling** - We consolidate our continental presence with signature programs like the Pan-African SME Academy, the Continental Verified Network, and the Trade Afrika Annual Expo.