

# WOMEN ENTREPRENEURS FINANCE INITIATIVE

## Middle East and North Africa (MENA) Fact Sheet

### WE-FI IMPLEMENTING PARTNERS IN MENA

- > African Development Bank Group (AfDB)
- > Islamic Development Bank (IsDB)
- > World Bank Group (WBG; World Bank and IFC)

### WE-FI RESULTS IN MENA TO-DATE

Since its inception, We-Fi has worked in MENA through projects implemented by the World Bank, IFC, Islamic Development Bank, and the African Development Bank. We-Fi is currently supporting women entrepreneurs in 20 countries in the MENA region. Total funding allocated across four implementing partners amounts to \$58 Million, or 18% of total We-Fi funding.



**20**

COUNTRIES SUPPORTED IN THE MENA REGION



**\$58 Million**

WE-FI FINANCING ALLOCATED TO WSMEs



**1,647**

TOTAL NUMBER OF WSMEs REACHED



**\$87 million**

ADDITIONAL FUNDING MOBILIZED

### MENA PROJECT HIGHLIGHTS

Across the MENA region, the World Bank has continued promoting the integration of WSMEs into e-commerce through country-tailored advisory, capacity-building, and hands-on coaching to WSMEs in seven countries. After identifying the key challenges and constraints faced by women entrepreneurs in each context, the project has mobilized more than \$70 million in additional financing for projects to foster WSMEs' access to e-commerce in 5 countries. [Learn more.](#)

In 2022, IFC launched She WINS Arabia, a We-Fi-supported initiative to spur the growth of existing female startups and enterprises in Arab countries. The initiative helps women-led startups across MENA get the advice, mentorship, and finance they need to grow. The project draws from the content and implementation experience of the World Bank We-Fi Pakistan program and covers eight Arab countries including Morocco, Tunisia, Algeria, Egypt, Palestine, Jordan, Yemen, and UAE. [Learn more.](#)

In Yemen, the IsDB's We-Fi program BRAVE Women is working to enhance the resilience of WSMEs in fragile contexts through specialized business training, coaching, and matching grants. These activities have helped 1,501 WSMEs in Yemen and Nigeria gain knowledge and improve their skills in finance and accounting, administration, procurement sales, and marketing. As a key complement to the capacity building activities, the program also provided matching grants to 842 WSMEs who have successfully completed the training and developed business plans. The matching grants provide the financial resources necessary for the women entrepreneurs to implement the growth plans they have developed during the business trainings. [Learn more.](#)