



MarChE will increase domestic and export sales 20% annually for traditional products and services, and 30% for non-traditional products and services.

MarChE is a US\$24 million, five-year program in Haiti, that will reduce poverty by increasing the productive participation by Haitians, primarily low income groups, in the economy.

MarChE's results will be achieved by: promoting the competitiveness of Haitian enterprises; expanding local and export market opportunities; promoting value-added production and promoting private investment.

Improved productivity will generate increased incomes, better wages, higher levels of trade and investment, improved sustainable livelihoods, and wiser natural resources management.

MarChE's strategy:

A network of commercial and institutional partners will deliver more cost-effective services to strengthen SMEs in leading market chains and to accelerate their competitive growth.

This network will also attract resources from other projects financed by the Haitian government and the donor community.

The participating SMEs will gain competitiveness and increase profitability and employment in MarChE's value-chains.

CNFA's approach to MarChE:

MarChE is organized along a dual approach: cutting edge knowledge through Business Development and access to Capital and Credit through Financial and Investment services.

Business Development Services: assist promising SMEs within selected Value-Chains; foster profitable linkages along and across Chains; improve SME services to enterprises and associations.

Finance and Investment Services: launch a \$3.6 million investment matching grant fund; attract credit to ventures in VACs; link SMEs with solid business plans to financial sources.

MarChE's Targeted Value Chains:

During the next 3 years, CNFA and its regional partners and international partners will target:

- **Agriculture (CNFA):** Mango, Coffee, Cocoa, Essential Oils & complementary agro-systems such as yams, bananas and sweet potatoes.
- **Tourism:** Hotels, Tour Operators; Restaurants; and other Hospitality Services.

Project Outcomes, 2009 -2011

- Transform at least 12 separate, high value market chains.
- Improve production technologies in 1,500 SMEs.
- Increase access to credit for no less than 500 SMEs.
- Disburse the Grants under Contract to sustainable enterprises and organizations
- Leverage at least \$5 million in private sector resources.
- Launch new financial products in 2 financial institutions.
- Improve natural resources management by SMEs and farmers.