



TRAIDE

## About TRAIDE Ethiopia

National and international companies are the backbone of emerging economies. Companies bring expertise and resources that are instrumental for sustainable private sector development.

TRAIDE creates impact by empowering companies to develop sustainable solutions for local development challenges.

More information: [traide.org/about](https://traide.org/about)

“The private sector must play a larger role in the sustainable development of emerging markets”

## Approach

TRAIDE engages in a series of activities to help companies to reach their impact potential.

Ranging from healthcare to agriculture, our in-country teams continuously spot local development challenges, extract business opportunities, design business models, invite companies and connect them to financial instruments.

Adaptive programming enables us to quickly adjust to changing national and international circumstances – all while maintaining rigorous reporting standards.

### TRAIDE Ethiopia program impacts (2021–2023)

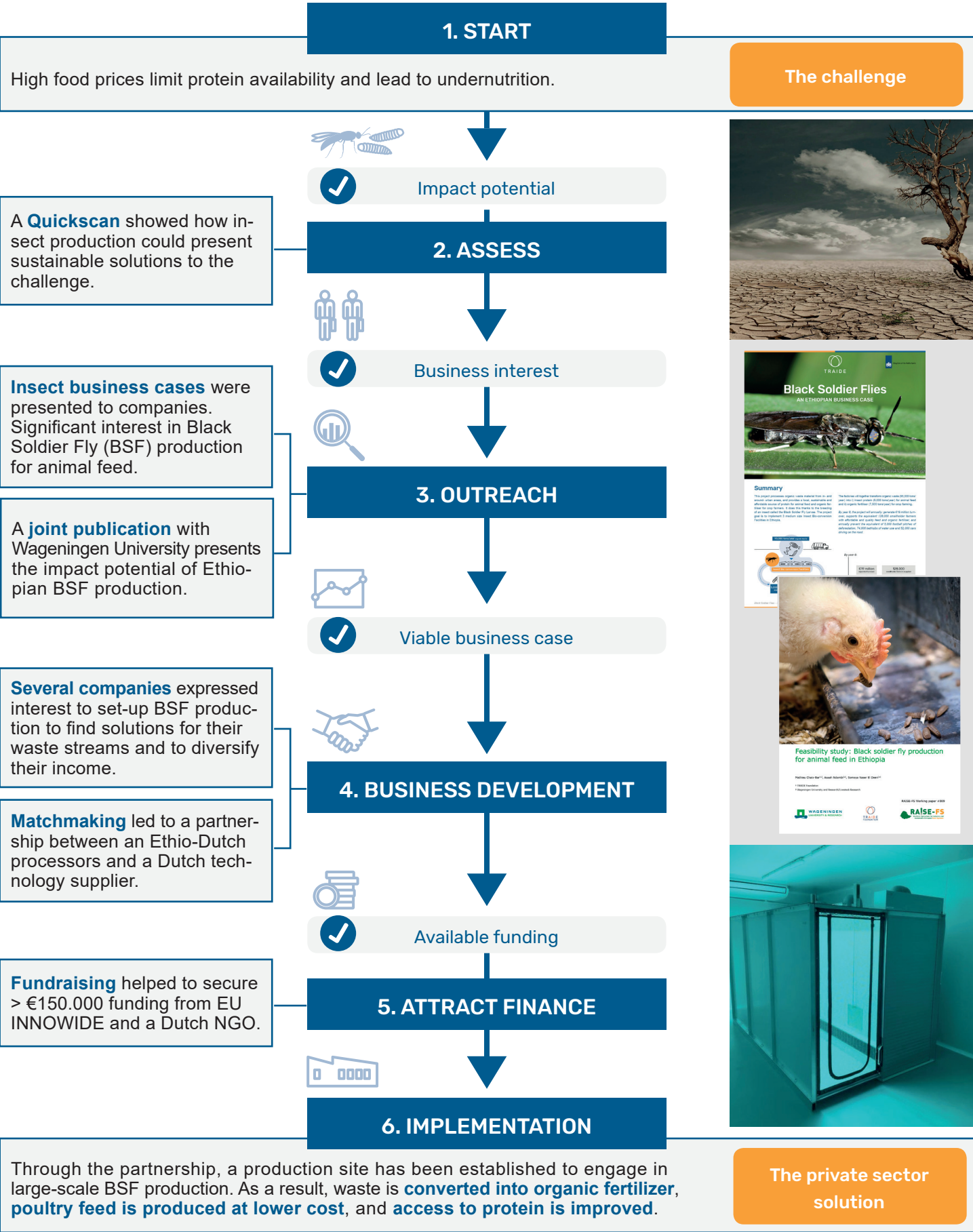
**440** Micro, Medium and Small Enterprises (MSMEs) that have utilised business development services.

**77** companies with a supported plan to invest, trade or provide services.

**39** companies supported to improve their Responsible Business Conduct.

# How does it work?

The TRAIDE methodology enables us to engage in a series of activities to empower companies to reach their impact potential. The example below shows how we moved from a challenge to a private sector solution.

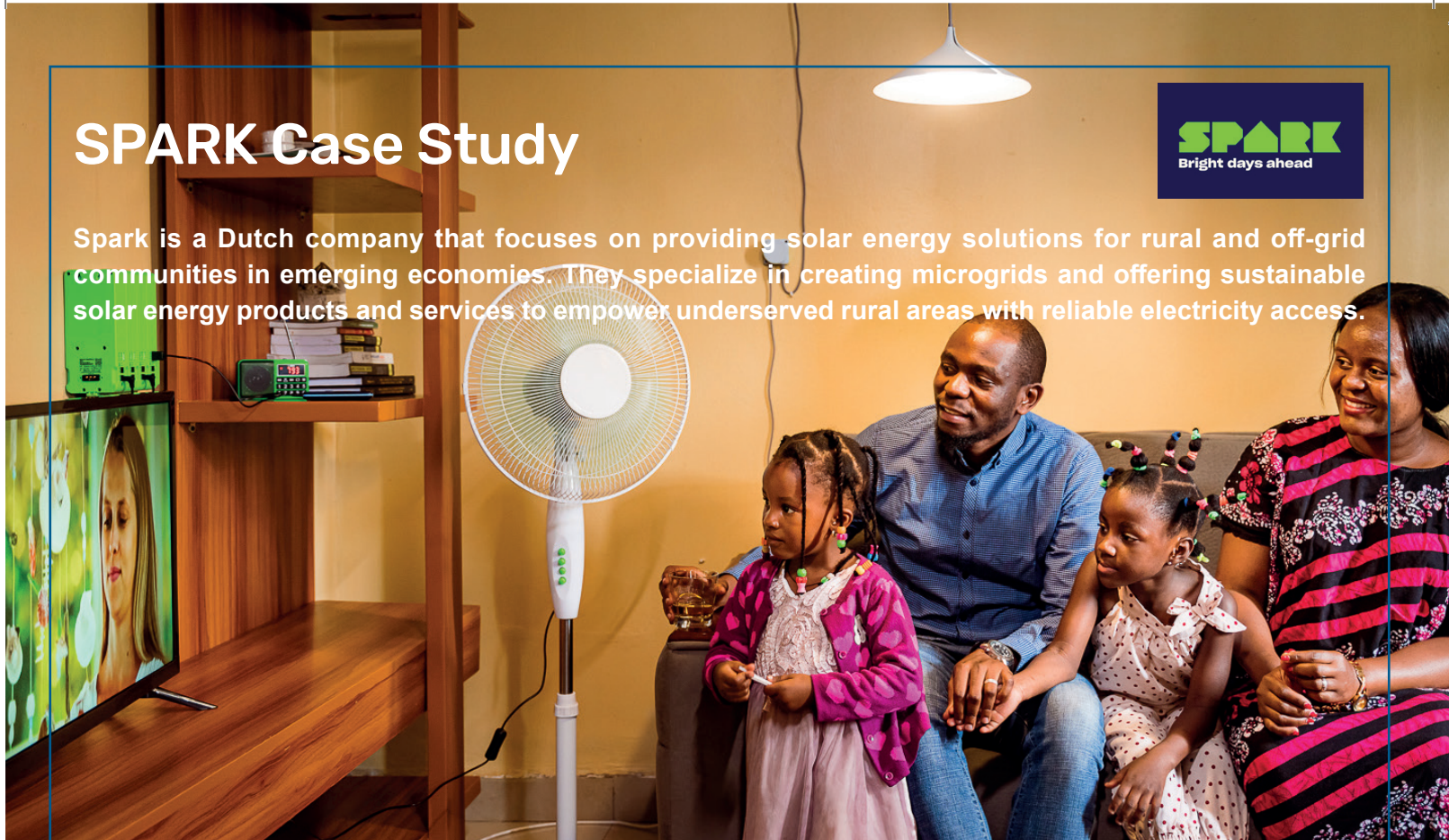




# SPARK Case Study

**SPARK**  
Bright days ahead

Spark is a Dutch company that focuses on providing solar energy solutions for rural and off-grid communities in emerging economies. They specialize in creating microgrids and offering sustainable solar energy products and services to empower underserved rural areas with reliable electricity access.



## Our approach

Entering the Ethiopian market, Spark wanted to navigate cultural nuances and establish reliable partnerships. After assessing their potential impact and commercial viability, TRAIDE assisted by providing market insights and guidance on the financial landscape, validating the business case, and connecting them with potential partners and distributors.



## Impacts

Our support has led to a partnership between Spark and Modify (local distribution firm). Over 3,000 families now have access to clean energy in their homes through Spark's solar kits, ensuring uninterrupted studying, business, and entertainment even after sunset.



## A challenging context

Only 48% of Ethiopian households currently have access to electricity, a figure expected to increase due to population growth. The Government aims for complete electrification by 2030, presenting challenges but also opportunities. Private sector involvement could accelerate electrification, create employment and income, and mitigate CO<sub>2</sub> emissions.



## TESTIMONIAL

“More than just a service provider, TRAIDE stands as a **true partner in responsible business development**. Their dedication, knowledge, and passion for connecting us with relevant stakeholders were **instrumental in our smooth integration**”

Shagun Jain, Commercial Director Spark Energy

## 2023 results in Ethiopia

**40 companies empowered to make an impact.** We pro-actively supported companies with their plan to invest, trade, or provide services that can make a meaningful and responsible contribution to Ethiopia's sustainable development

**222 business development services provided.** Companies approached us for connections to reliable partners, advice how to navigate the business climate and how to increase their impact



**23 sector and business relevant publications developed and distributed.**

From business opportunities in health and coffee, to sustainable wages and accessing foreign currency

**9 companies** appreciate our support with an average **score of 9** (1=poor, 10=excellent)

PRO-ACTIVE well-embedded tailored  
**knowledgeable dedicated**

is how companies evaluated our work in 2023

[View all results: traide.org/impacts](https://traide.org/impacts)

## Contact us

Would you like to know more about our work?  
Please connect with us or visit our office!

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