



BizWise^{NEWSLETTER}



**Rwanda: Women Entrepreneurs
Mark International Women's Day**

March 2025

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Rwandan businesswomen came together to acknowledge the continued difficulties they confront and celebrate their accomplishments on International Women's Day. In Rwanda, the International Women's Day was marked on 27 March 2025.

Diane Kamanzi, who manages a prosperous garment factory in the Masoro Industrial Zone with more than 500 employees, was one of the important individuals honored.

Despite the progress, Kamanzi emphasized the ongoing obstacles that women face.

"There are still those people who don't think women are capable. They frequently believe that we are only suitable for tiny enterprises, which hinders the advancement of African women. "This mentality needs to shift," she stated.



In order to increase their reach both domestically and abroad, Kamanzi urged businesswomen to stand by one another by supporting goods created by Rwandan women.

Women now make up 46% of Rwanda's business sector, according to Thérèse Sekamana, Executive Director of Specialized Cluster, for women, youth, and disabled entrepreneurs.

She gave her peers the reassurance that their difficulties will be resolved, especially with regard to obtaining financing and breaking into other markets.

Sekamana emphasized the value of men and women cooperating, with men appreciating the potential of female business owners.

In order to remove barriers and open doors for women in business, she also demanded more government assistance.

In his reflection on Rwanda's 50th anniversary of International Women's Day, Silas Ngayaboshya, Director of Gender Equality and Women Empowerment at the Ministry of Gender and Family Promotion (MIGEPROF), highlighted the remarkable advancements made in the last 30 years, especially since the country's liberation.



“Women have made significant strides in leadership, the economy, education, and business,” he said. He added that the future of women’s empowerment should focus on achieving economic independence and gender equality across all sectors.

Ngayaboshya acknowledged the accomplishments but underlined that women must be in charge of household finances in addition to being financially independent.

He urged a change in mindsets that continue to limit women’s potential and advocated for cultural improvements that enable women to assume leadership and commercial responsibilities.

He also talked on the “Triple Responsibility” theory, which supports an equitable division of domestic responsibilities between men and women, including raising children.

In order to prevent women from being burdened with household responsibilities while pursuing jobs, he emphasized that both parties should share responsibility.

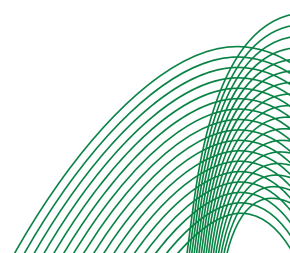
To encourage men and boys to support gender equality, national measures have been implemented.

In addition to supporting their spouses’ businesses and occupations, these tactics encourage men to help out around the house for free.

During the day, several ladies received recognition for their contributions to employment generation, innovation, and business.

The crucial role that women would play in furthering Rwanda’s NST2 agenda and supporting the country’s Vision 2050 was emphasized by the Ministry of Trade and Industry (MINICOM).

The event highlighted the necessity of ongoing cooperation and empowerment to guarantee that women continue to play a key role in Rwanda’s economic development.



Rwanda: PSF, FAO Discuss Agri-food Systems

Rwanda developed its National Pathway, which highlights four priority areas for the country towards 2030, for instance ensuring food security and nutrition for all, while increasing demand for healthy diets.

To achieve this milestone, Private Sector has a role to play, with several partnerships and discussions thought to be a breakthrough.

The recent being the consultative meeting between Private Sector Federation (PSF) CEO— Stephen RUZIBIZA and Nomathemba Mhlanga—the representative of Food and Agriculture Organization (FAO) in Rwanda.





The consultative meeting held on 10 March 2025, focused on leveraging private sector synergies in agri-food systems, aiming at creating better agricultural opportunities.

Last year, the government published the 5th Strategic Plan for Agriculture Transformation (PSTA5) that targets to build resilient, and sustainable agri-food systems.

The financial framework for PSTA 5 outlines a well-structured allocation of resources to achieve transformative growth in Rwanda's agriculture sector, with its five-year implementation period (2024-2029) requiring a total budget of RWF 6,622.6 billion (USD 5,117.9 Million).

The private sector is expected to contribute Around 44.2% of the total budget over five years, amounting to significant investments in infrastructure, value chains, and climate-smart initiatives.



PSF-AVEGA: PSF Receives Social-Economic Development Recognition Award



This month, the Association of Genocide Widows Agahozo (AVEGA) presented to Private Sector Federation (PSF) A partnership and Unwavering Support Award, for relentless support towards uplifting social-economic welfare of vulnerable Genocide survivors, across the country.

The award was offered during event where PSF members handed over a three-bedroom house to Dorotia Mukakamari - a vulnerable Genocide survivor, located in Nduba sector, Gasabo district.

The award was received by Felix Mutagoma, Director of Human Resource at PSF, and Tharcisse Ngabonziza, PSF chairperson City of Kigali.

When the Genocide against the Tutsi started in 1994, Mukakamari's husband was the first on the death list, and was killed with some of his family members.

The donation presented on 20 March 2025, was part of Private Sector philanthropist annual activities, that aims to uplift people's social welfare across the country including Mukakamari.



PSF CEO Visits Albert Supply Textile Limited



On 27th March 2025, Private Sector Federation (PSF) CEO, Stephen Ruzibiza visited Albert Supply Textile Limited, located in Kigali Special Economic Zone. The PSF CEO discussed with Albert Sengiyumva, owner of Albert Supply Textile Limited, the potential ways to further expand the textile industry in the country.

Albert Supply Textile Limited is an affiliate of Guangzhou textile factory, located in Guangzhou, China. The visit is part of PSF strategic policies that aim to visit PSF members; discuss business related challenges, opportunities, among others.

FUCORIRWA: Rice Growers Discuss Market access, Crop Insurance

Rwanda's government has prioritized agriculture for investment, making the sector its largest economic driver. It accounts for 31% of its annual GDP and has contributed to a 22% reduction in poverty levels over the last two decades.

With domestic rice production having risen 16% over the past five years, rice growers are discussing how to further invest in rice value chain, Market access, and obtaining crop insurance to minimize losses.



The General Assembly for Federation of Rice Growers Cooperatives in Rwanda (FUCORIRWA) was held at Olympic Hotel on 28th 03 2025. The General Assembly also discussed Annual reports, Action Plan 2025, Audits and evaluation made by both RCA and their internal committees.

They also had the room to discuss Statue registration under PSF, Health protection Scheme and membership fees through which they are ready to pay for 2025. Their key issues have been also identified including limited investment outside their value chain, Market access, Crop insurance and non-Active members.

According to the released 2024 Seasonal Agricultural Survey (SAS) by the National Institute of Statistics of Rwanda (NISR), paddy rice recorded an increase in production, with a 4% rise in Season B 2024, totaling 72,834 metric tons.

Not with standing these advancements, the same research still identifies important obstacles. Improved agricultural inputs like seeds, fertilizer, and herbicides are still not always used consistently.

In Season A 2024, just 39.7% of farmers utilized enhanced seeds; in Season B, adoption fell to 18%. Two major obstacles mentioned are high prices and restricted accessibility, especially for small-scale growers.

Ngoma District: Private Sector Compensate a Farmer After His Cows Were Barbarically Killed



Two months after NAHIMANA Innocent's six cows were killed by three detained suspects in Ngoma district, Eastern Province, the private Sector members have compensated him with two Friesian Cows worth Rwf1.5M.

The barbaric action took place in Cyurusambu village, Kigoma Cell, Jarama Sector, Ngoma district, Eastern Province on 25 February 2025. On 01 04 2025, NAHIMANA was handed over two cows in an event attended by several government and private sector officials including the district Mayor, and Rwanda security organs.

During the event officials emphasized maintaining security for both people and their properties, Preparing for the 31st commemoration of the 1994 Genocide against the Tutsi 1994, the unity and integrity of Rwandans.



Upcoming Exhibitions Calendar

Organized by the Private Sector Federation

DATE	NAME	LOCATION
02 - 14 JUL 2025	Northern Province Expo	Musanze Stadium (Musanze, North)
17 - 28 JUL 2025	Southern Province Expo	Muhanga City (Muhanga, South)
29 JUL - 17 AUG 2025	28 th Rwanda International Trade Fair	Gikondo Expo Ground (Kigali, Rwanda)
20 AUG - 02 SEP 2025	Eastern Province Expo	Police Playground (Rwamagana, East)
17 - 19 DEC 2025	Western Province Expo	Kivu Beach (Rubavu, West)
03 - 21 DEC 2025	Kigali International Shopping Expo	Gikondo Expo Ground (Kigali, Rwanda)

For further inquiries and registration for any expo, contact Ruth BAYERA:
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BizWise newsletter is a publication of the Rwanda Private Sector Federation (PSF). Design, editing & production by Continuity Group, Ltd. Send comments and suggestions to info@psf.or.rw and one@continuitygroup.africa.

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