

MONTHLY NEWSLETTER for JUNE 2021

Issue# 154

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Azerbaijan Micro-finance Association

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AMFA's Mission

To strengthen the capacity of micro-finance institutions and to promote effective collective action in advancing the interests of the micro-finance community and its clients

June 2021
Baku, Azerbaijan

Enhancing communication skills

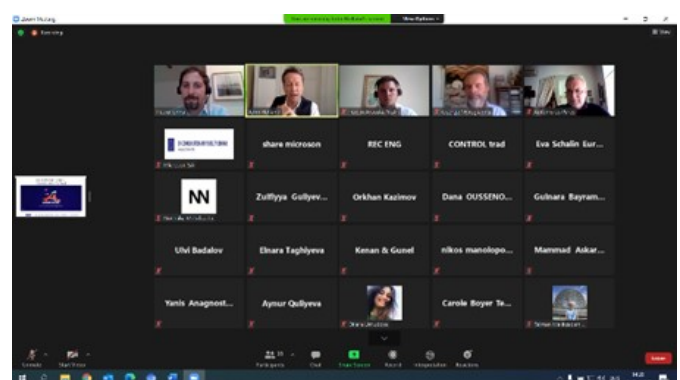
AMFA participated at Online Seminar on Communication and Visibility organized by EO during 17-18 June 2021.

Colleagues from the EU Headquarters have developed hands-on exercises to ensure even better communication and visibility of EU projects. The training was intended for key staff from partners implementing projects and programmes of the EU, including NGOs, CSOs, UN, European Financial Institutes and Member State agencies. Internal and external trainers with vast experience in the field of communication and campaigns approached multiple topics during the two days training seminar, such as:

1. communication plans and tools,
2. EU visibility key requirements,
3. communication campaigns,
4. social media.



Participants had the opportunity to exchange information, contribute with their experience and develop relations with colleagues from the EU Delegation and DG NAR as well as with project managers from partner organisations in Azerbaijan.



A training on "Securities issuance and Listing"

On June 17, 2021, Azerbaijan Export and Investment Promotion Foundation (AzPromo), Baku Stock Exchange and Central Bank held an online training on "Securities Issuance and Listing on the Stock market" for domestic companies that want to enter foreign markets.

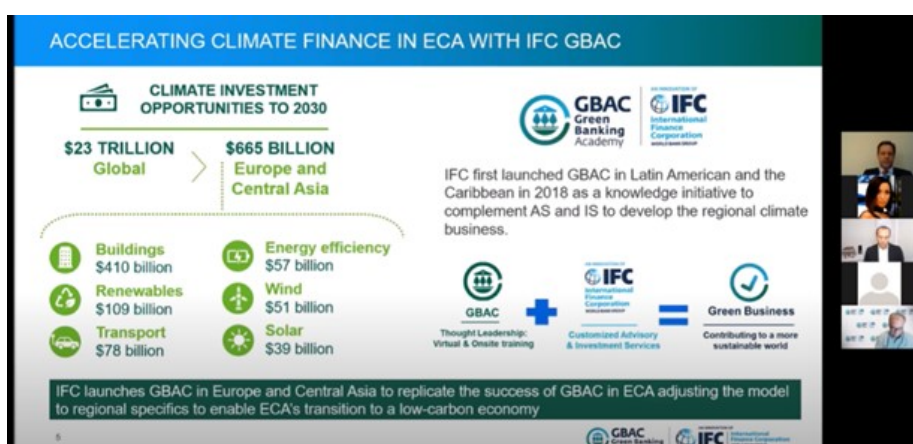
In the training, general information about the capital market, issuance of securities, the procedure for listing on the stock exchange and the Listing Consultancy Program were given. The main purpose of the event is to provide alternative financing methods for local companies to share international experience in this field.

It should be noted that Baku Stock Exchange, together with investment companies and AzPromo, regularly organizes free training sessions to raise awareness of the capital market, promote the practice of issuing securities in the local business environment, and promote listing on the stock market.



Green Banking Academy in Europe and Central Asia

On 2 June, 2021, AMFA participated at the virtual event held by IFC, that launched Green Banking Academy in Europe and Central Asia to Accelerate Green Transformation of the Banking Sector. IFC introduced new capacity-building program aiming to help banks in Europe and Central Asia scale up climate finance. The huge untapped potential for climate investments in the region presents a significant business opportunity for financial institutions. As regional economies recover from the COVID-19 crisis, the appetite for green finance is likely to grow in the coming years. The Green Banking Academy will also offer knowledge and specialized training programs to help banks speed up their green transformation. The program will also offer virtual and offline knowledge sharing events on current topics relating to climate finance with internationally renowned experts.



Field visits to the Project sites

On 8-9 June, the Delegation of the European Union to Azerbaijan organized a two-day field visit for the media representatives to the EU-funded projects in Shamakhi, Ismayilli, and Gabala regions. The Head of EU Delegation to Azerbaijan Kestutis Jankauskas also joined the visit to the project sites.

The participants had the opportunity to get acquainted with the activities and some beneficiaries of several EU-funded projects: “Community-based Value Chain Enhancement in the Greater Caucasus Mountains area in Azerbaijan”, “Ensure Teachers Readiness for Inclusive Education”, “Supporting women’s entrepreneurship during COVID – 19”, “Accelerating the development of sustainable micro-entrepreneurship in rural regions of Azerbaijan (ADSMIRRA)”, “Promoting local food production and agri-business owners through advisory services, the creation of new value chain models and agri-tourism development”.



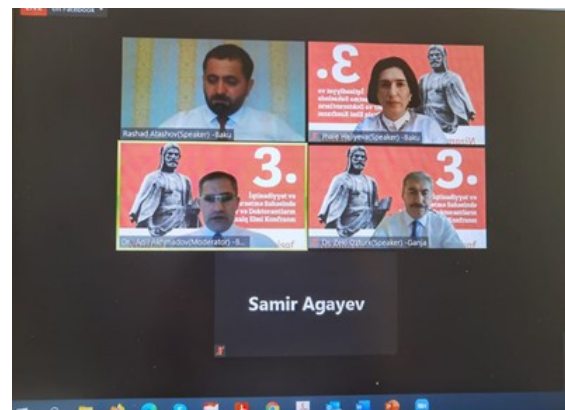
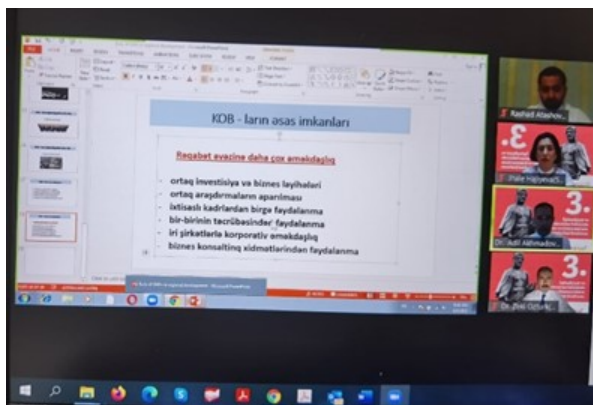
We were proud that for the purposes of the field visit out of 6 projects selected for acquaintance 2 projects were implemented by AMFA. Throughout the trip meetings were organized with the project beneficiaries in Ismayilli and Qabala regions to get acquainted with their micro-businesses and they provided interviews to AZTV, Public TV CBC TV, Baku TV and various media portals such as report.az, modern.az and apa.az.

Media representatives as well as EU delegation highly appreciated the project outcomes and recommended to increase efforts in promoting the project results more widely.



The role of SMEs in regional development

On June 6, 2021 AMFA official was a Speaker at the international scientific conference session “The role of SMEs in regional development” organized by UNEC and devoted to “Nizami Ganjavi and sustainable development”. The main topics of the conference were “Why is it crucial to support SMEs?”, “The advantages of SMEs and the business environment for them” and “AMFA's experience in developing SMEs”. Among activities offered by AMFA in supporting development of SMEs in the regions were highlighted Financial Literacy, Business Planning and Cooperative Establishment, Mentoring Services and Seed capital programs



"Be Entrepreneur!" training

The main purpose of the "Be Entrepreneur!" training, which is prepared to understand what is necessary and what activities are important before starting a business, is to provide those who want to start small business with the necessary knowledge and skills for business development. This training helps improve living conditions by enabling business ventures. Training was conducted during 3-4 June 2021 in Nakchivan city and in total 28 persons participated in the training with 14 persons in each group representing 7 regions of Autonomous Republic."



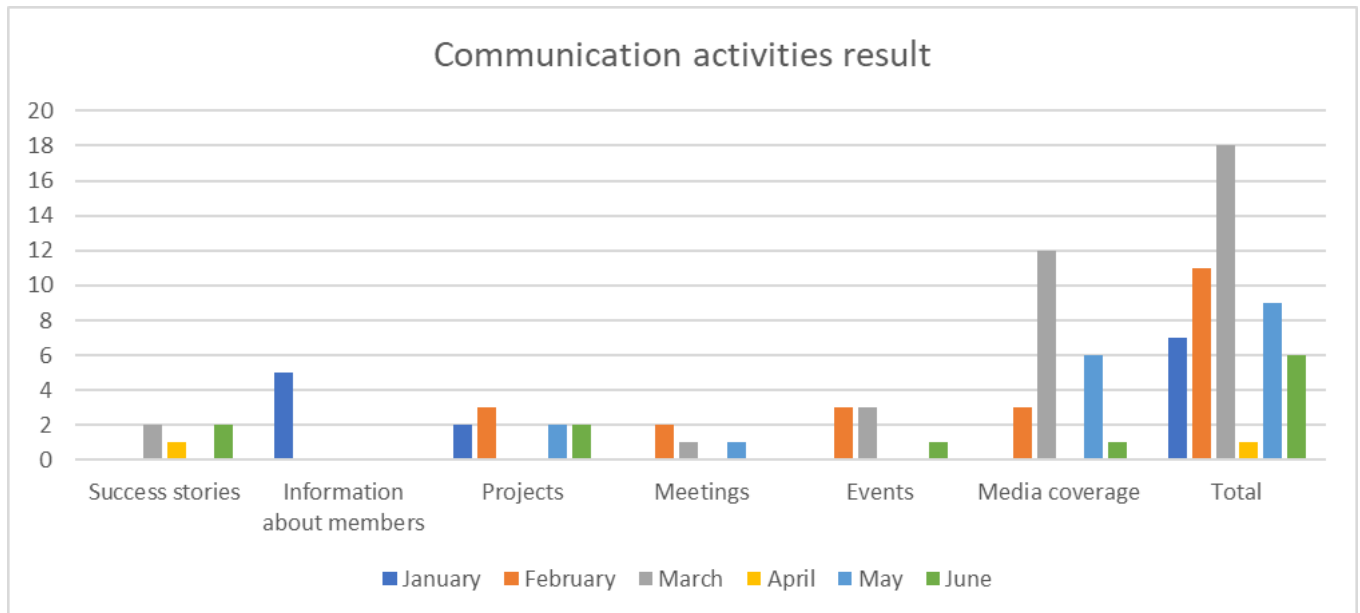
AMFA projects are featured by “EU4Business” international newsletter

#EU4Business international newsletter featured various success stories from 6 different countries (Azerbaijan, Belarus, Georgia, Ukraine, Republic of Moldova, and Armenia). In total, 32 success stories out of 260 were achieved in Azerbaijan and among those ones, 6 micro-business success stories were implemented by AMFA in respective regions, Ganja city, Nakhchivan, Tovuz, Agjabedi and Zakatala.

In Azerbaijan, AMFA was able to provide life changing opportunities to rural men and women with a tiny seed capital combined with the capacity building and mentorship program through these projects and in total, 900 persons (80% women & 20% men) benefited from the Project Action by starting income generation activities despite of pandemic challenges. The Project Action has supported the launch of 47 start-ups, the expansion of 144 micro businesses and the creation of 191 jobs in rural areas of the country, 280 families increased their monthly income, 3 rural cooperatives were established. You can read a full newsletter by clicking on the [link](#).



Outcomes of Communication activities



AMFA is using social media, good rapport established with several TV channels and economic news portals to share its initiatives and efforts with AMFA Members, Investors, as well as various stakeholders interested in its activities. This graph illustrates AMFA's presence in the field of communication area, as well as efforts devoted to educating and raising awareness among general public on typical human stories of microfinance clients. Implemented projects assisted to cooperate with media partners to present the role of Microfinance in regional development, challenges faced as well as potential solutions that were featured via print and TV media during the first two quarters of 2021. Despite of having less number of working days in March, our presence in March exceeded our expectations in terms of having higher attention of our followers and other stakeholders.

Opening a new branch



Member's Corner

FINOCO NBCO, one of the largest credit institutions of AMFA, opened another branch in the western region to expand its sales territory. Located on Nariman Narimanov Street in Khachmaz, the new Express Khachmaz branch will serve customers 5 days a week from 09:00 to 18:00. The main purpose of opening a new branch is to provide easy access to loans for the residents of Khachmaz and surrounding areas. They also want to give pledge in order to develop consuming, small entrepreneurship and credit opportunities for the civil servants on favorable terms.



Professional Development

Boulder ONLINE Microfinance programs

This August Boulder institute of microfinance is launching brand-new ONLINE training programs. Brining the best out of live versions into this new format. The Digital Transformation of MFIs Program (DT) provides participants with a guide to the essential components in this process that will help them lead in strategy conversations in their organizations. If you are interested and would like to get further:

info@bouldermicrofinance.org

Visit them at [link](#)



How Big Data Can Advance Climate Finance

The IFC Green Banking Academy in Europe and Central Asia is inviting people to an online focused discussion ***How Big Data Can Advance Climate Finance***, which will take place on Wednesday, July 14th at 15:00 - 16:30, Baku time.

The event will be of interest to leaders of the Central Banks; CEOs and senior managers of banks and other financial institutions interested in green finance.

The event is part of a series of online discussions on climate finance delivered by the IFC Green Banking Academy in Europe and Central Asia in partnership with the Government of Austria.

Join to hear more about how financial institutions in Europe and Central Asia can use big data to scale up climate investments!

Click the link to [Register](#)



Wednesday,
14 July 2021



13:00-14:30
Vienna time



[REGISTER
FOR THE EVENT](#)

Frankfurt School e-learning programmes discount for AMFA members and partners!!!



We are delighted to announce that AMFA have renewed its partnership agreement with Frankfurt School that will allow AMFA members to obtain more advantages while exploring international education opportunities!

Frankfurt School e-learning <https://www.oecd.org/financial/education/oecd-financial-resilience-webinar-series.htm>

For All programmes at <https://www.fsd/e-Campus> discount for AMFA members is 10% and 5 % is for partners!!!

Frankfurt School's Development Finance [e-Campus programmes](#)

programmes: discount for AMFA members and partners!!!

[Microfinance:](#) (English)

[Islamic microfinance:](#) (English)

[Agricultural finance:](#) (Turkish)

[Digital finance:](#) (English)

[SME finance:](#) (English and Russian)

[Financial inclusion:](#) (English)

[ESG and Impact Investing:](#) (English)

[Climate and Renewable Energy Finance:](#) (English)

[Climate Adaptation Finance:](#) (English)

[Sustainable finance:](#) (English)

For more information, please see link: [Frankfurt-school](#)

For expert e-learning courses table, please see the next page:

FSDF E-CAMPUS



Certified Expert e-Learning Courses:

Topic	Language	Partner	Credits	Regular fee	Early bird fee
Microfinance	EN, FR		3 ECTS	900 € *	700 € *
Islamic Microfinance	EN	Islamic Relief	3 ECTS	900 € *	700 € *
Agricultural Finance	EN, FR, TR		3 ECTS	900 € *	700 € *
Financing NDCs	EN, FR	ARIN	3 ECTS	900 € *	700 € *
Microinsurance	EN		6 ECTS	1,550 € *	1,350 € *
SME Finance	EN, RU		6 ECTS	1,550 € *	1,350 € *
Financial Inclusion Policy	EN	Alliance for Financial Inclusion (AFI)	6 ECTS	1,550 € *	1,350 € *
Risk Management	EN, FR, ES, RU		6 ECTS	1,550 € *	1,350 € *
Financial & Managerial Accounting	EN		6 ECTS	1,550 € *	1,350 € *
Climate & Renewable Energy Finance	EN	FS-UNEP Collaborating Centre	6 ECTS	1,550 € *	1,350 € *
Climate Adaptation Finance	EN	FS-UNEP Collaborating Centre	6 ECTS	1,550 € *	1,350 € *
Digital Finance	EN		6 ECTS	1,550 € *	1,350 € *
Sustainable Finance	EN, DE	EIT Climate-KIC	6 ECTS	1,550 € *	1,350 € *

Diploma in Financial Inclusion/Green Finance

7,890 €*
Cost

combinable discounts available

BLENDED
Location
12
Months
SEPT. & MARCH
Start

Academic programme: Master of Leadership in Sustainable Finance

17,500 €*
Cost

Scholarships & discounts available

ONLINE
Location
18-24
Months

Part-time

SEPTEMBER
Start

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