



**Hanga
Ahazaza**



FOR IMMEDIATE RELEASE

AMI partners with Mastercard Foundation in \$4.5M drive to increase opportunities for youth in Rwanda's tourism sector

Kigali, Rwanda – April 24, 2019 – African Management Initiative (AMI), a pan-African workplace learning organisation, has partnered with the Mastercard Foundation on a \$4.5M programme supporting around 7,000 young Rwandans to build their skills and businesses in the hospitality and tourism sector.

AMI is joining Hanga Ahazaza, a US \$50 million initiative from the Mastercard Foundation focused on increasing employment opportunities for young people while expanding the hospitality and tourism sector in Rwanda. Hanga Ahazaza will equip 30,000 young men and women with the skills they need to transition into jobs, as well as strengthen small businesses in this sector.

AMI will be contributing to Hanga Ahazaza through two programmes over five years. The 'Inspiring Managers' programme will support 3,800 supervisors and aspiring supervisors in the hospitality and tourism sector to develop their management skills. The 'Grow Your Business' programme will help 3,120 entrepreneurs build their small and micro businesses, leading to further growth and job creation.

Both programmes will kick off in May 2019 and run for four to six months. Each programme combines a series of interactive in-person workshops alongside practical online tools and courses to help participants apply what they are learning directly in their jobs and businesses. The focus is on helping employees improve their performance at work and entrepreneurs increase their business revenue and profits.

"We are thrilled to be partnering with the Mastercard Foundation to help build skills and opportunity for Rwandan youth at scale," said AMI's Co-Founder and CEO, Rebecca Harrison. "Skills development is critical for Rwanda's economic development, and we know that practical and scalable solutions like this can transform businesses and create real opportunity for young people."

AMI is pioneering a scalable approach to business skills development for Africa, that combines online learning with interactive training workshops and ongoing support for participants as they apply what they learn in their jobs and businesses. AMI has trained more than 26,000 people in 15 African countries since its launch in 2014 through company training as well as entrepreneurship and employability programmes.

"Rwanda's hospitality and tourism sector is experiencing significant transformation and growth, offering high potential for youth employment opportunities," said Rica Rwigamba, Senior Program Manager at the Mastercard Foundation. "We look forward to collaborating with AMI as part of this initiative. We believe their unique approach to business management and leadership skills training will further expand professional and entrepreneurial opportunities for young Rwandans, especially young women, in this sector."

AMI is accepting applications for the Inspiring Managers and Grow Your Business programmes, and encourages applications and inquiries from:

- Young people employed in the hospitality and tourism sector who want to accelerate their careers;
- Employers in this sector who want to build the skills and capacity of their staff; and
- Entrepreneurs running small and micro businesses in the hospitality and tourism sector.



Hanga
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For more information:

Visit the AMI Hanga Ahazaza website: <https://ha.africanmanagers.org/>

Contact AMI Rwanda by email: rwanda@africanmanagers.org

Call AMI Rwanda: +250 787 339 435.

About AMI

AMI is pioneering a scalable approach to skills development and workplace learning for Africa. AMI combines a mobile app with in-person workshops and on-the-job practice with a focus on practical management and business skills. AMI helps businesses develop productive and motivated workforces, entrepreneurs build thriving enterprises, and job seekers advance their careers.

Since its launch in 2014, AMI has developed Africa's first social learning platform, successfully raised investment, and trained over 26,000 individuals through more than 70 blended learning programmes in 15 African countries. Clients and partners include the Mastercard Foundation, Shell Foundation, KLM, SC Johnson, GIZ, the Arab Women's Enterprise Fund, Equity Group and KCB. AMI has offices in Nairobi, Kenya, Johannesburg, South Africa, Port Louis, Mauritius and Kigali, Rwanda.

More details about AMI can be found at www.africanmanagers.org.

About Mastercard Foundation

The Mastercard Foundation seeks a world where everyone has the opportunity to learn and prosper. The Foundation's work is guided by its mission to advance learning and promote financial inclusion for people living in poverty. One of the largest foundations in the world, it works almost exclusively in Africa. It was created in 2006 by Mastercard International and operates independently under the governance of its own Board of Directors. The Foundation is based in Toronto, Canada. For more information and to sign up for the Foundation's newsletter, please visit www.mastercardfdn.org. Follow the Foundation at [@MastercardFdn](https://twitter.com/MastercardFdn) on Twitter.

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