



22ND MFC
ANNUAL CONFERENCE
**DEMYSTIFYING DIGITAL
IN MICROFINANCE**
ISTANBUL 2019

MAY 30-31, 2019
ISTANBUL, TURKEY
#2019MFC



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Practical Guide to EaSI Financial Instruments for Microfinance

Investment Readiness Training

Panelists:

Justyna Pytkowska, Microfinance Centre

Simone Uccheddu, EIF

Altin Muca, BESA

Moderator:

Grzegorz Galusek,
Microfinance Centre

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Assessing the European market potential of business microcredit and the funding needs of non-bank MFIs for providing it

A study for the European Microfinance Network (EMN)
and the Microfinance Centre (MFC)

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Objectives

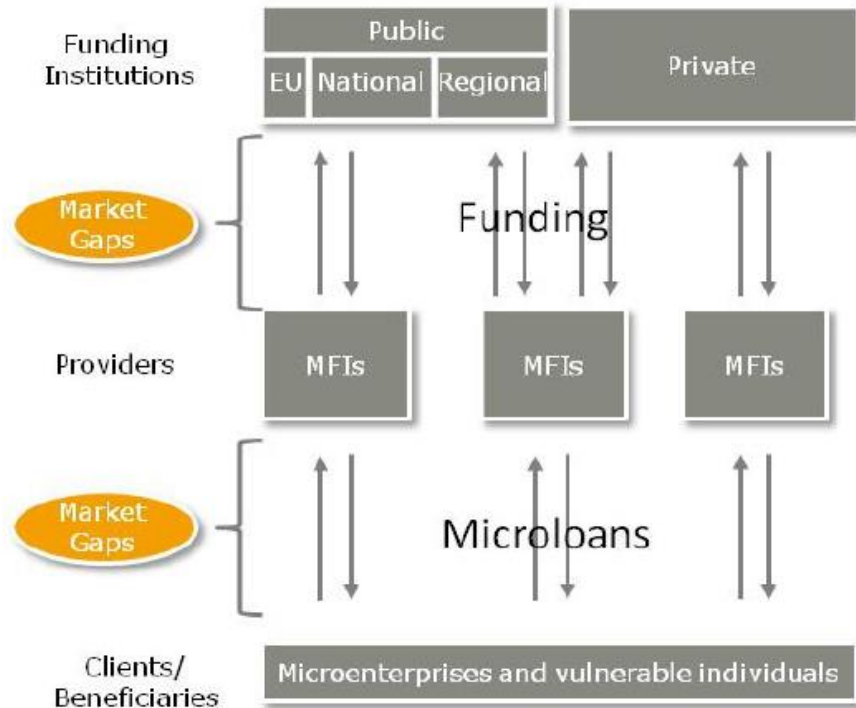
- Assessment of market size and potential
- Role of non-financial services
- Estimation of the sector's funding needs
- Projection towards 2020

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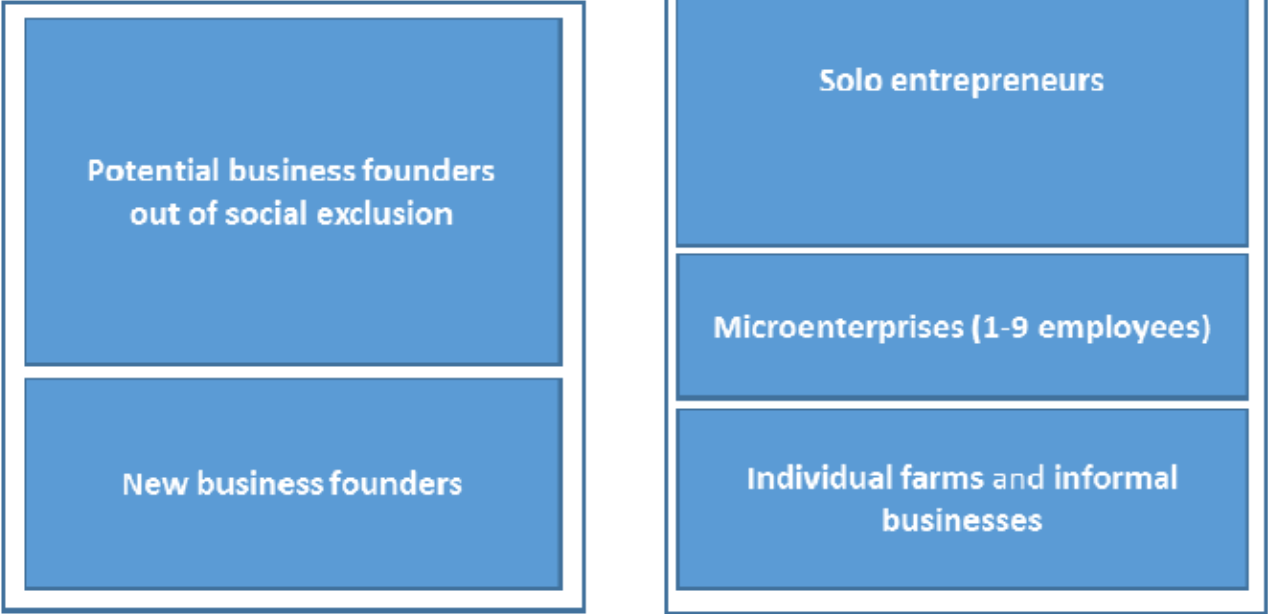
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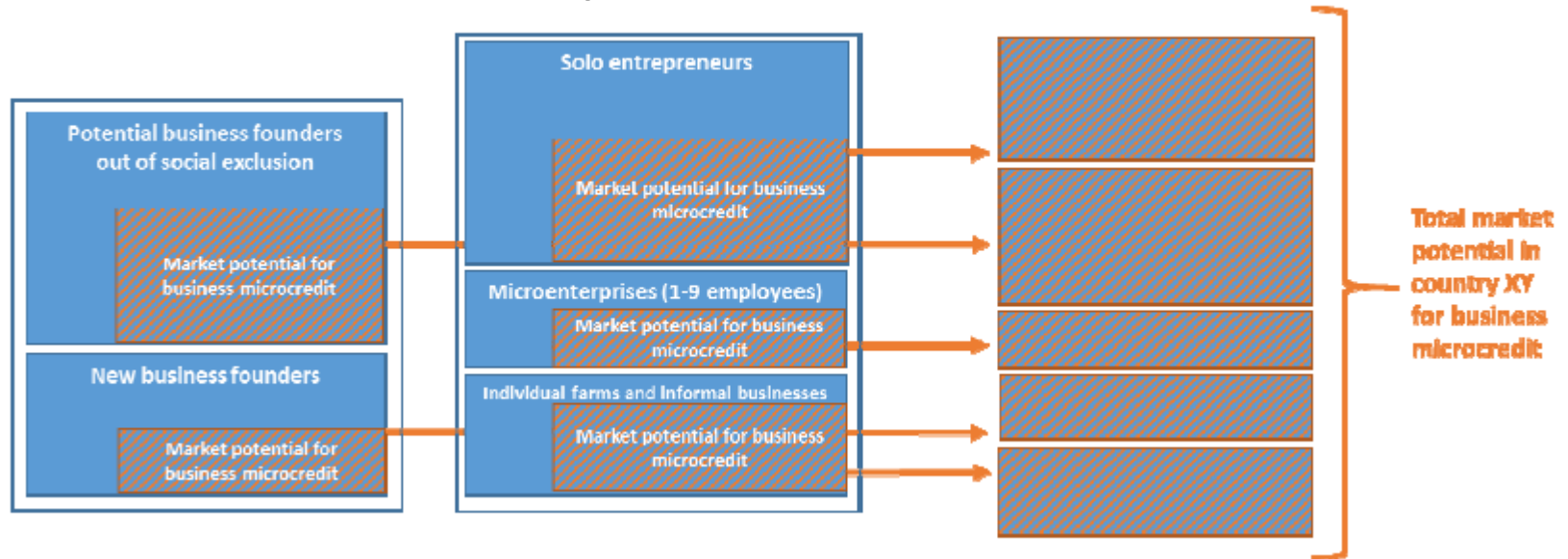
Top-down assessments



Top-down assessments

**Client group 1 : (Potentially) new
business founders**

**Client group 2: Existing
microenterprises**



Top-down assessments

Target group	Approximation methodology
Potential new business founders out of social exclusion	GEM Reports
New business founders	GEM Reports
Existing solo entrepreneurs	ECB/SAFE
Existing microenterprises	ECB/SAFE
Existing individual farms and informal businesses	Experiences of MFI practitioners

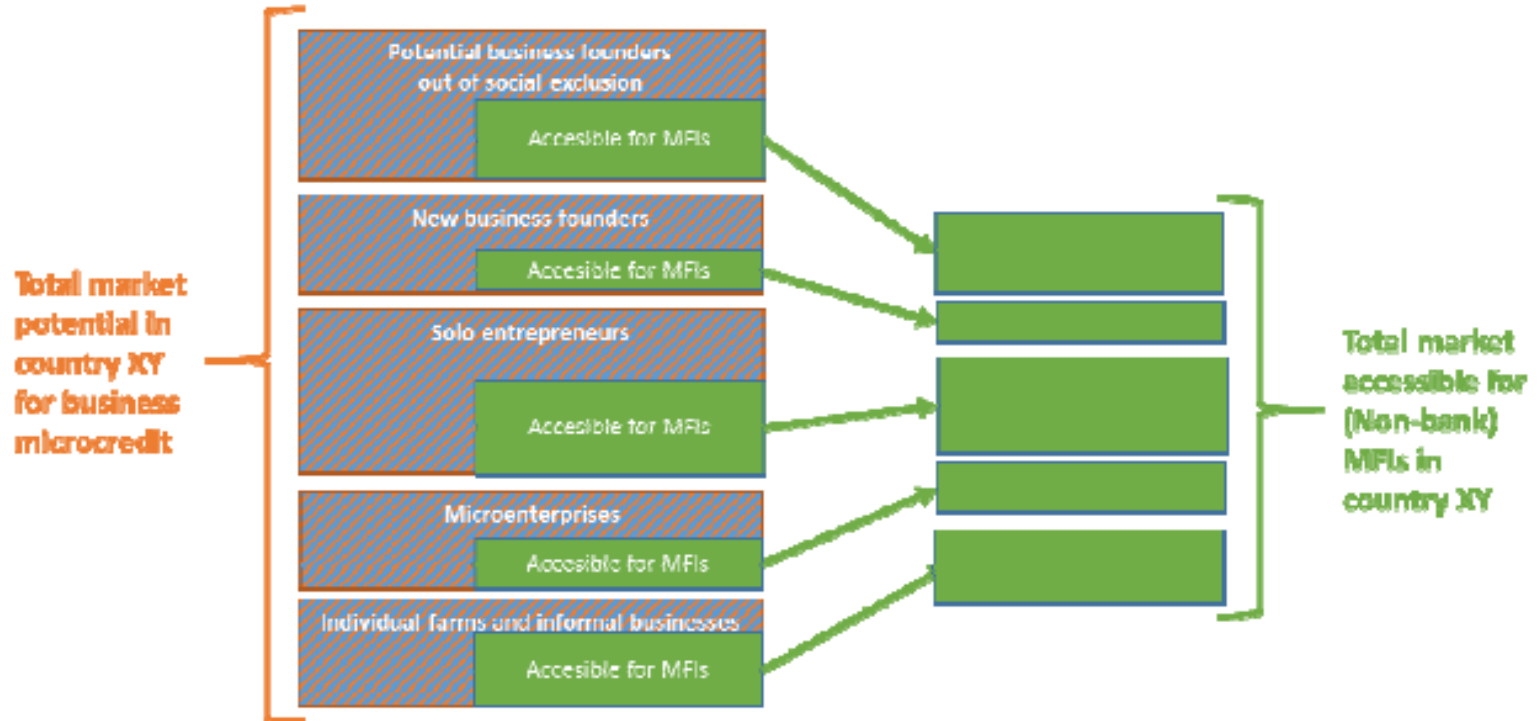
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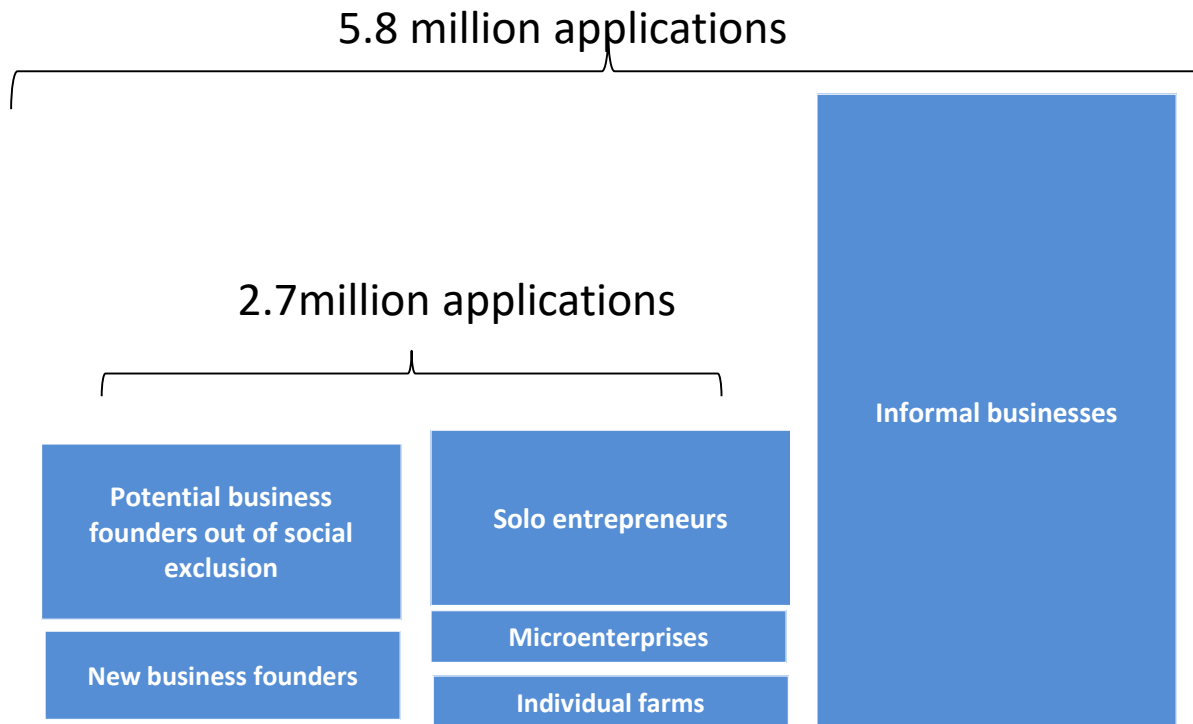


Bottom-up analysis



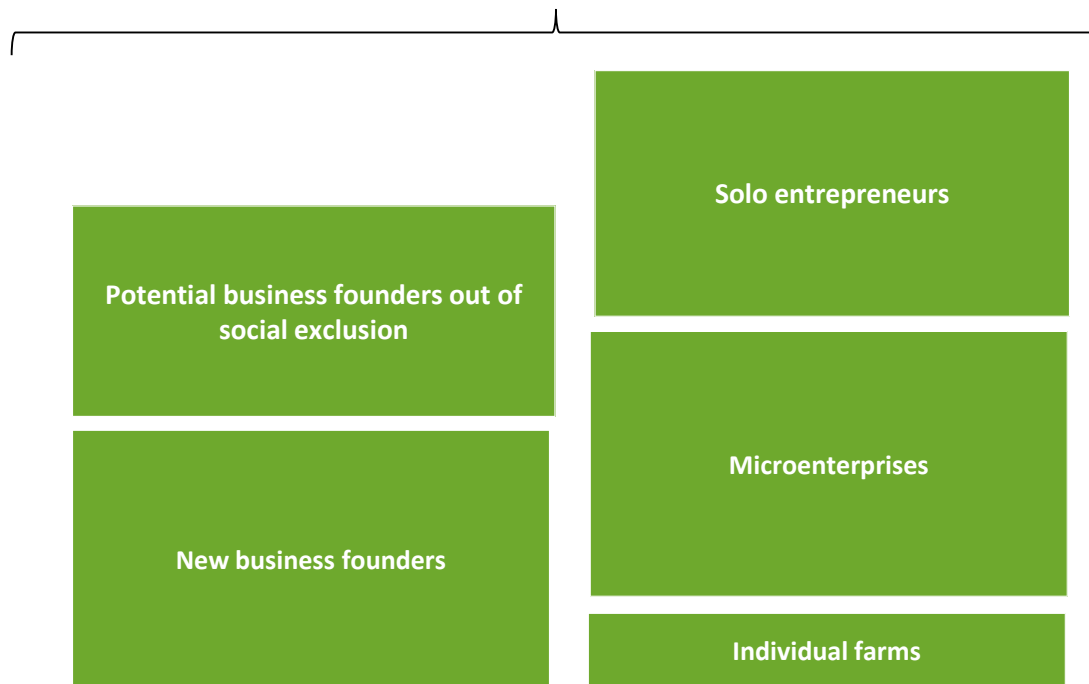
Analytical step	Information required	Analytical tools
Assessing total market size in focus of national microcredit sector	Total potential market size in target groups for business microcredit	Updated top-down Calculation (EMN/MFC)
	Specific target groups in focus of national microcredit providers	Interviews with providers (national networks/MFIs)
Assessing share of current users in national target group markets	Current usage of business microcredit in target groups (n/%)	EMN/MFC Overview survey results
	Trend in usage of business microcredit in target groups	Interviews with providers and stakeholders (national networks/MFIs)
Assessing national market and framework conditions for using business microcredit	Current product features and framework conditions related to using business microcredit products in the national sector/market	Interviews with providers and stakeholders (national networks/MFIs)
	Development of product features and framework conditions	Interviews with providers and stakeholders (national networks/MFIs)
Assessing market segments of non-users (current and in the future)	Profile of current non-users of business microcredit	Surveys, panel discussions of providers and stakeholders (national networks/MFIs)

Pilot calculation and projections towards 2020



Pilot calculation and projections towards 2020

17 billion Euro



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