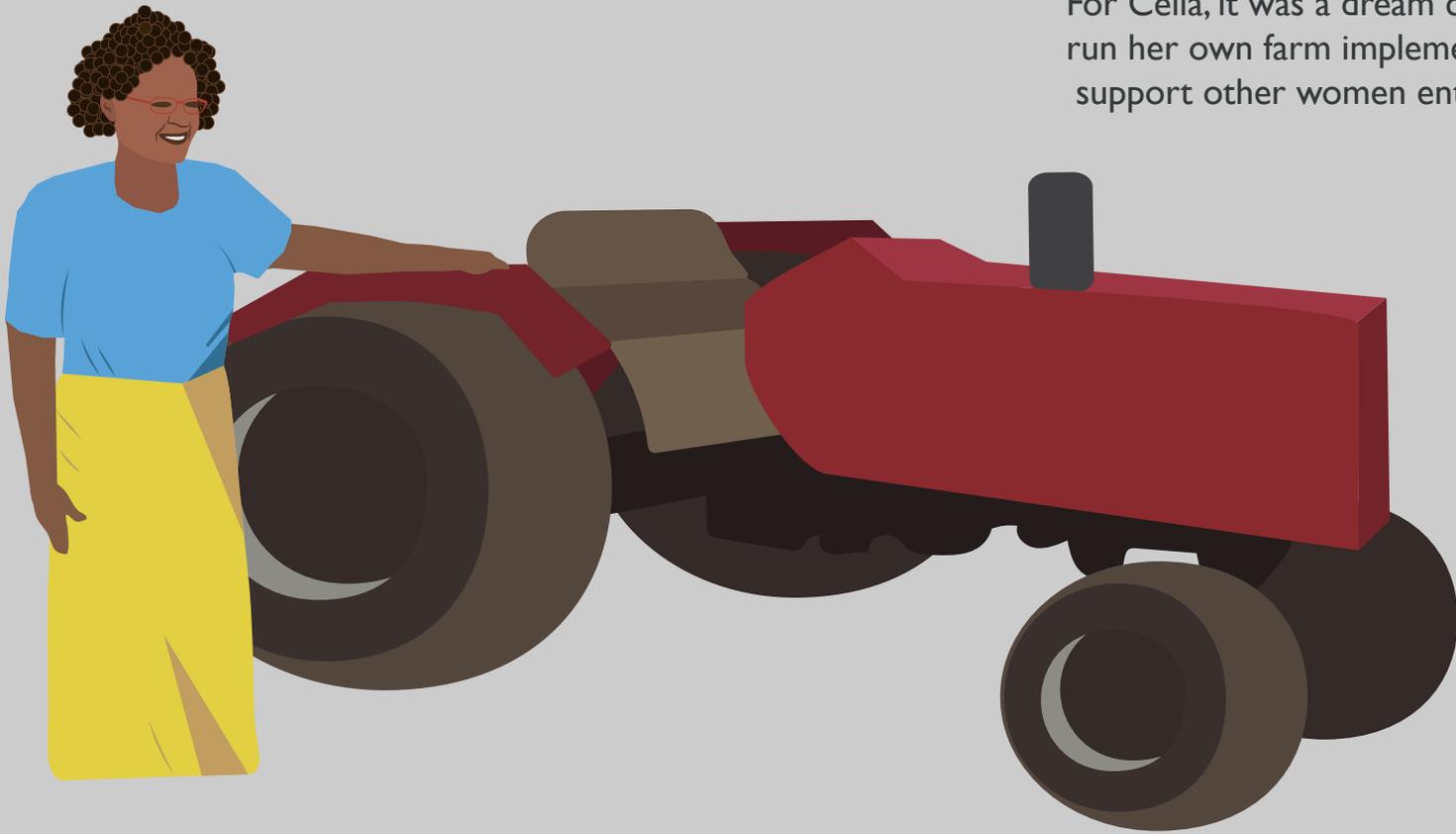




## Partnering for Innovation

### *Meet Celia*

For Celia, it was a dream come true to run her own farm implement shop and support other women entrepreneurs.



Celia Ribeirio is a 52-year-old woman from Chimoio, who had moved to Maputo for work. Celia had a good career with a local seed company as well as with some international NGOs working in agricultural development, but longed to be an entrepreneur driving her own destiny. When she came across a newspaper advertisement from Export Marketing Company Limited (EMCL) looking for entrepreneurs to run the input supply shops at its new agricultural hubs, she jumped at the opportunity and applied.

Celia's farm implement shop now serves more than 3,000 farmers in her community, providing them with access to mechanization and other tools that they previously did not have access to. Not only is Celia running a successful business, she is also mentoring other women entrepreneurs and employing women in her shop. Celia plans to expand her business, increasing not only her own income, but the income of those she employs and the farmers her shop serves.

In Celia's words:

"Today I'm successful and I give all credit to EMCL because when I was looking for opportunities and was not able to find any, EMCL supported me. EMCL gave me a shop with a set of implements and very good quality training, which enhanced my personal abilities and polished my business skills. I already had experience on farmers support mechanisms, had interacted with many farmers in my previous work, and knew the requirements of their business. With my existing experience I started expanding my business. Today I'm associated with more than 3,000 farmers and many farmers associations. I feel proud and blessed when other entrepreneurs selected under the project in the Manica province come to me and seek my help in structuring and running their business. Thank you EMCL for showing faith in me and making me successful. I promise I will always work with my full dedication."

*--This story was originally posted on the AgTechXChange by Export Marketing Company Limited.*