

*Amahoro Coalition, in partnership with PSA BDP, runs a Founder Enablement and Enterprise Scaling Program that connects SMEs in displaced communities across Africa with global executive leaders to share practical experience, tackle real operational challenges, and apply proven business practices.*

## THE IMPACT



**48** SMEs matched



**16** Countries covered



**1,256** Jobs created

## SCALING AND ACCELERATING FDPs ENTERPRISE GROWTH THROUGH GLOBAL EXPERTISE

Entrepreneurs face a myriad of challenges, from securing funding to navigating market complexities. For FDPs, these hurdles are amplified by the unique circumstances of displacement. While these entrepreneurs possess immense courage, resilience, and an “ability to operate in ambiguity and chaos”, they often lack the networks and access to resources needed for success. The Amahoro Coalition’s Fellowship program was designed to bridge this gap by partnering with FDP leaders to create transformative change. It is in the pursuit of this goal that the need for technical assistance from seasoned professionals became apparent.

Research has shown that 70% of small businesses that receive these assistance in various forms including mentoring survive for five years or more, which is double the rate of those that do not receive such support. Amahoro Coalition designed this program in partnership with PSA BDP to pair Amahoro Fellows with senior business

leaders from PSA BDP and its global network. Each mentor commits an average of two to four hours per month and delivers at least one tangible value-add aligned with the Fellow’s specific business needs.

The mentorship program is mutually beneficial to the mentors and the mentees. For the MSMEs in the program, they are able to benefit from personalized guidance from experts with years of experience under their belts. Allowing them to overcome some of the pitfalls many SMEs fall into in business and grow to achieve their potential.

When Zang Luka was paired with Colm McElroy under this mentorship program, Zang was able to benefit from Colm’s experience in global supply chains. McElroy facilitated the acquisition of automated machinery from Asia for Zang Global’s production facility allowing Luka to transition from manual production to industrial scale.



I see waste as treasure instead of seeing waste as trash.

Zang Luka | Founder, Zang Global

In its first cohort, the programme delivered approximately:



**102** Hours of mentorship



**\$287K** In direct value



Beyond the technical guidance, Colm was instrumental in our organizational formalization process. His strategic advice on structure, growth and long-term development provided the clarity we needed to strengthen our internal systems and position the organization for sustainable expansion.

**Zang Luka**  
Founder, Zang Global



"It has been a phenomenal experience and a really educational one for me. It is very easy for people to go on with their daily lives and put this experience behind their back. For me, I do not think my life will ever be the same after this experience." **Colm McElroy**

For the mentors, through interacting with MSMEs from all over the world, this partnership with FDP leaders provides them with an opportunity to directly contribute in building livelihoods and seeing their expertise lead to real-world change. As Nina Olatoke, VP of HR EMEA at PSA BDP, states, "[If you have knowledge, let others light their candles in it](#)". The mentors also have the opportunity to deepen their understanding of how businesses operate across different regulatory, economic, and market environments.

Because the program is rooted in emerging markets, it offers practical insight into how companies navigate these contexts and build resilience while growing and scaling. Building on the programme's early success and the strength of its global network, the partnership with PSA BDP has enabled the expansion of the advisor pool beyond its core

executives to include accomplished leaders from diverse sectors and geographies. By leveraging their relationships, PSA BDP has mobilised experienced business, creatives and public-sector leaders whose practical insights significantly enrich the programme and enhance the quality of guidance available to Fellows.

This expanded group brings real-world experience across different market, regulatory, and operating environments, ensuring that FDP-led enterprises benefit from credible, relevant, and high-calibre business advice that supports sustainable growth and long-term impact. The program is championed by Executive Sponsors at PSA BDP, Colm McElroy and Andy Tan Kian Tat, who advocate for the collaboration while serving as mentors themselves.

[See the full list of mentors and the Fellows they are paired with.](#)

If you are a forward-looking business interested in partnering with Amahoro Coalition to create jobs and economic opportunities for displaced people and host communities across Africa, we invite you to connect with us.

Reach out at [info@thecoalitionforafrica.com](mailto:info@thecoalitionforafrica.com) or visit <https://amahorocoalition.com/> to start the conversation.

To stay informed and learn from what works, you can also [subscribe](#) to upcoming editions of Partnerships in Practice, where we share real-world examples, insights, and lessons from private-sector engagement across the continent.