

 Early Warning System

IFC-605926

MaxAB Women's Retailer Development



## Quick Facts

<b>Countries</b>	Egypt
<b>Financial Institutions</b>	International Finance Corporation (IFC)
<b>Status</b>	Approved
<b>Bank Risk Rating</b>	U
<b>Voting Date</b>	2021-05-05
<b>Borrower</b>	MaxAB
<b>Sectors</b>	Industry and Trade, Technical Cooperation
<b>Investment Type(s)</b>	Advisory Services
<b>Investment Amount (USD)</b>	\$ 0.50 million
<b>Project Cost (USD)</b>	\$ 0.50 million



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## Project Description

According to bank provided information, the objective of this project is to deepen MaxAB's understanding of the profile of women retailers in Egypt that use their platform, to identify opportunities for improving the professionalization of the platform's users, and to implement capacity building activities for women retailers.



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## Investment Description

- International Finance Corporation (IFC)



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### Private Actors Description

As stated on the company's website, MaxAB is a leading retailer super app that offers more than 3,000 SKUs of food and groceries, as well as embedded finance solutions and data analytics. It operates in Egypt and Morocco, and aims to change how the supply chain works in the region.



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Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	MaxAB	Client	-

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## Contact Information

*\*Contact information not provided at the time of disclosure\**

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