The program Women Accelerating Vibrant Enterprises in Southeast Asia and the Pacific (WAVES), funded by the Women Entrepreneurs Finance Initiative, aims to help unlock the growth potential of women-owned small- and medium-sized enterprises (WSMEs) in the Pacific.

WSMEs’ constraints on finance have been widely documented. These include financial institutions not recognizing their untapped business potential or providing suitable products.

To help WSMEs in the Pacific address challenges such as lack of capital, WAVES will work with financial institutions to offer blended finance products.

WAVES will also explore how digital tools can support women’s access to finance, given the growing importance of digital channels to business models and customer engagement.

In the Pacific, WAVES will focus on increasing access to finance women’s businesses, starting with the region’s two largest economies, Fiji and Papua New Guinea.

SUPPORTED ACTIVITIES
- Research and assessments
- Capacity building for financial institutions and WSMEs
- Development of blended finance solutions with financial institutions
- Identification of cutting edge technologies for gender responsive financing

POTENTIAL PARTNERS
- Financial institutions
- Associations of women entrepreneurs
- Business incubators and accelerators
- Tech companies focused on financial inclusion

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