

About Us

Driving Growth & Agribusiness Transformation in Africa

Since 2003, Match Maker Associates Limited (MMA) has been a driving force behind private sector growth, agribusiness transformation, and inclusive economic development across East and Southern Africa. We empower emerging businesses to grow and create impact through innovative advisory services and access to finance.



Mission

Catalyse business growth and sustainable economic development through advisory services, market intelligence, investment readiness, and innovative business models.

Vision

Be an internationally recognised leader in value-adding business development and financial services, pioneering market-driven solutions that fuel sustainable business growth in Africa.

Core Values

Respect for Diversity

We celebrate different perspectives, cultures, and ideas

Integrity & Professionalism

We uphold the highest ethical and professional standards

Value for Money & Team Spirit

We go beyond expectations to deliver real impact. We foster collaboration, ensuring that every stakeholder contributes to success.

What We Do

Empowering African Enterprises Through Strategic Development

Match Maker Associates Limited (MMA) is a leading private sector development (PSD) consultancy firm that empowers emerging businesses, agribusinesses, and SMEs to thrive in Africa's dynamic market landscapes. Founded in 2003, MMA has built a solid reputation for delivering value-driven business development services, market intelligence, and impact-driven financial solutions across East and Southern Africa.



Where We Work

Regional Expertise, Global Impact

Our expanding presence in multiple countries throughout the region allows us to provide consulting services that are deeply rooted in local knowledge yet competitive on a global scale. This regional expertise ensures that the businesses, SMEs, and agribusinesses we work with are well-equipped to thrive in dynamic and evolving markets, operating with a keen understanding of local contexts, a commitment to global standards, and a strategic vision for the future.



Impact

Empowering Sustainable Growth Across East & Southern Africa

At Match Maker Associates Limited (MMA), impact and sustainability lie at the heart of our work. For over two decades, we have been committed to empowering businesses, agribusinesses, SMEs, and producer organizations across East and Southern Africa. Through our expertise in value chain development, inclusive contract farming, business advisory services, and investment facilitation, we work alongside our clients to drive sustainable economic growth and create meaningful opportunities for communities, ensuring inclusivity with a special deliberate effort to integrate young people, women, and people with disabilities (PWD) into value chains to create jobs and incomes for improved livelihoods.

Key Achievements & Milestones

Delivering impactful research and feasibility studies that inform policy decisions, investment strategies, and market development initiatives across multiple sectors.

Advancing women and youth economic empowerment, promoting skills development, market access, and enterprise growth in collaboration with partners and community-based initiatives.

Facilitating access to finance for agribusinesses and SMEs by initiating funds and working with partners to support SMEs accessing attractive investment facilities.

Expanding regional presence through projects and partnerships in Tanzania, Kenya, Uganda, DRC, Rwanda, Mozambique, Zambia, Ethiopia, and beyond, ensuring local expertise and global standards.

Supporting smallholder farmers and producer organizations through inclusive contract farming models, value chain integration, and tailored business services.

Promoting sustainable business practices by supporting climate-smart agriculture, digital innovation, and inclusive economic growth across East and Southern Africa.

Our Team & Expertise

Driving Sustainable Growth Across Africa.

We are a diverse team of experts, industry leaders, and innovators with deep expertise in private sector development, value chain consulting, agribusiness, financial inclusion, and digital transformation. With a collective passion for economic growth, sustainability, and market-driven solutions, our team combines global perspectives with local knowledge to drive real, measurable impact across Africa.

Leadership

Edmond Joseph Ringo (Tanzanian)

MANAGING DIRECTOR & BUSINESS DEVELOPMENT LEAD

Edmond is a seasoned entrepreneurship and enterprise development specialist with over 20 years of experience across Africa and Europe. Edmond has excelled in private sector development, agribusiness strategy, and impact investment and has played a pivotal role in shaping inclusive business models, market system development, and SME financing. As MMA's Managing Director, he leads strategic growth initiatives, high-impact projects, and global partnerships that have positioned MMA as a leader in economic transformation across Africa.

Henri van der Land (Dutch)

DIRECTOR & ACCESS TO FINANCE LEAD

Henri is a seasoned Private Sector Development expert with over 35 years of experience across Africa, Europe, and Asia. With an MBA and expertise in value chain development, he co-founded Match Maker Associates and Match Maker Fund Management, pioneering innovative financial services for SMEs in agricultural value chains. Henri excels at building value adding partnerships, designing credit mechanisms for agribusinesses, and implementing sustainable business development strategies. His extensive field experience spans diverse cultural contexts, focusing on economic impact and sustainable growth.

Hugo Van de Voorde (Belgian)

DIRECTOR & STRATEGY DEVELOPMENT LEAD

Hugo is a seasoned business development strategist with 30+ years of experience supporting social organisations and agricultural enterprises across Africa and Europe. With expertise in "farm-to-fork" strategies, he specialises in creating inclusive agricultural value chains that prioritise sustainable relationships with smallholder farmers. Hugo's postgraduate qualification in Horticultural Industrial Engineering underpins his innovative approaches. His extensive field experience across diverse cultural contexts enables him to adapt proven methodologies while maintaining a focus on good agricultural practices, sustainability, climate change adaption, fair compensation, and reliable market access for farmers.

Let's Connect!

Match Maker Associates Limited (MMA) delivers strategic solutions for businesses, development agencies, and financial institutions seeking sustainable growth in African markets. Our collaborative approach combines deep market insights with proven methodologies to help organizations achieve their objectives. Our engagement process is designed for efficiency, transparency, and maximum value creation. Partnering with us means accessing world-class expertise, strategic advisory services, and innovative business models that help you scale, invest, and compete in today's dynamic markets.

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