FinDev Canada's Market Development Approach

Market development is one of FinDev Canada's development impact priorities. Our investments contribute to developing markets, supporting quality job creation, capital markets and access to finance, products and services that raise living standards and add value to local and regional economies.

Our market development portfolio

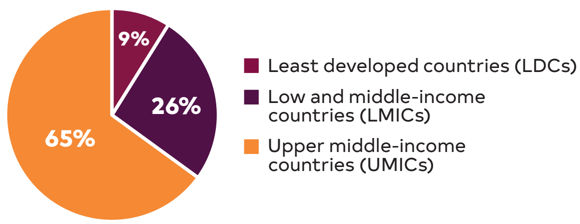
As of March 31, 2026 | All figures stated in USD*

223,259	325,611	15%
direct jobs supported**	micro, small and medium-sized enterprises financed**	least developed countries (LDC) and small island developing states (SIDS)

** Figures only include active transactions. **as of FY2024*

Market development breakdown

OFFICIAL DEVELOPMENT ASSISTANCE (ODA)**



*** FY2024*

Client stories

BANCO NACIONAL DE COSTA RICA (BNCR)

BNCR is Costa Rica's largest commercial bank and a leader in inclusive finance. It partnered with FinDev Canada and IDB Invest to launch the country's first social bond, focused on supporting MSMEs and women-led businesses. This initiative expanded access to finance in Costa Rica and strengthened BNCR's commitment to gender equality.

FINDEV CANADA'S FINANCIAL COMMITMENT: USD $30M

BNCR's impact

- Fully disbursed the bond's US$75 million to 4,400 MSMEs through over 5,600 loans.
- Forty-one percent of the funds went to WMSMEs, surpassing bond's 40% target.
- 605 staff members trained in inclusion and gender equality.
- Exceeded the 2X Challenge's gender representation benchmarks from 2022

PRODUBANCO

Founded in 1978 and consolidated with Banco Promerica Ecuador in 2014, Banco de la Producción S.A. (Produbanco) is the third largest private commercial bank in Ecuador. The bank is present in 17 of the 24 provinces in the country and it serves individual, SME, middle market and corporate clients.

FINDEV CANADA'S FINANCIAL COMMITMENT: USD $10M

Produbanco's impact

- In 2023, Produbanco's SME portfolio reached USD 538 million, encompassing 4,304 operations.
- The bank opened 7,294 new accounts for SMEs nationwide in 2023.
- Disbursed USD 689 million across 698 projects (2016-2023) within its Sustainable Portfolio.
- Developed a Technical Assistance (TA) project in collaboration with FInDev Canada, to pilot a business development services (BDS) program with selected SME clients in its Sustainable Portfolio. Click here to view the results.