

MARKUP II

EU-EAC Market Access Upgrade Programme Phase II

May 9, 2024

MARKUP II Newsletter - No. 2, 2024

Dear colleagues and partners,

We are pleased to present the second edition of the EU-EAC MARKUP II newsletter. Here is a quick look at our efforts to promote exports and investment through addressing trade barriers, value addition, quality compliance, trade facilitation and technology transfer in the EAC recipient countries.

We would also be always happy to hear from you via [email](#), [Twitter](#) and [Facebook](#)!





Year 1 workplan adopted at the Regional Steering Committee

The first Regional Steering Committee (RSC) meeting was held in Arusha, Tanzania from 18 - 20 March.

The EAC Deputy Secretary General in-charge of Customs, Trade and Monetary Affairs, Hon. Annette Ssemuwemba inaugurated the meeting.

The RSC reviewed and adopted the EU-EAC MARKUP II Year 1 workplan.

Sixty participants including Mr. Sagoh Djete, Programme Manager, Regional Cooperation-Infrastructure from the EU Delegation to Tanzania and EAC, Ms. Dorothy Tembo, the Deputy Executive Director of the International Trade Centre (ITC) and Mr. John Bosco Kalisa, the Executive Director of East Africa Business Council (EABC) attended the meeting.

Delegates from the project's implementing agencies from the first phase including Solidaridad in Tanzania, Uganda Coffee Development Authority in Uganda and ICU in Rwanda were also present.

The RSC also adopted the terms of reference for the programme's governance structures.

The EU-EAC MARKUP II governance structure provides **strategic guidance** for programme implementation. It holds a pivotal role in ensuring country level ownership, monitoring performance and comprises of National Steering and Technical Committees at Partner State level and Regional Steering and Technical Committees at the Regional level.



Simplifying coffee and tea export procedures in Kenya

“Administrative costs related to exports are often not obvious costs, but they hinder businesses. For me, it was exciting in this workshop to unpack the costs of doing business for the exporters and discuss with the governmental agencies ways to reduce these burdens, these costs for the exporters,” says Sarah Nyagah, General Secretary, Kenya Coffee Producers Association.

Ms. Nyagah attended the workshop organized by the European Union- East African Community MARKUP II programme to examine new proposals to simplify coffee and tea export procedures in Kenya was held in Naivasha along with other participants including Josiah Syanda, Deputy Director Phytosanitary, Kenya Plant Health Inspectorate Service.

“During this workshop, the necessity of all agencies to be involved in simplifying value chains emerged, and we were able to critically interrogate most of the critical aspects that are required: knowledge transfer and awareness on simplification processes, so that the traders can know and participate in the advocacy for these changes that are necessary to make business easier,” Joshua said.

Held in March, the workshop reviewed the current coffee and tea procedures, as mapped on the InfoTradeKenya Portal and identified new areas for simplification to reduce duplications and complexities of export processes.

Building upon the achievements of the on-going work led by KenTrade and Kenya National Trade Facilitation Committee and the latest sectoral reforms, participants also discussed strategic steps for trade facilitation and advocacy in the sectors.

The forum facilitated informed discussions, knowledge-sharing and consensus-building on current as-is processes and allow crafting to-be business processes. The expected outcome is an efficient and cost-effective process, a balanced position to address the intricate challenges posed by global trade dynamics, especially in the country.



Efforts underway to develop Trade Facilitation Portal for small businesses in South Sudan

18 April 2023 (Juba) – A National consultation session was held in Juba to expedite the development of a Trade Facilitation Portal (TFP) in the Republic of South Sudan.

The International Trade Centre (ITC), with support of the Government of South Sudan, convened the session under the European Union (EU)- East African Community (EAC) Market Access Upgrade Programme (MARKUP II).

Funded by the EU and implemented by the International Trade Centre (ITC) in collaboration with the EAC Secretariat, MARKUP II aims to strengthen EAC's small businesses through enhanced regional and international trade in close partnership with the East African Business Council, EAC Partner States, business support organizations, and local institutions.

Once launched, the Portal will provide a user-friendly online platform, including a step-by-step guide to ensure compliance with import, export, and transit formalities. Bridging the information gap, it will enable small businesses to access documents and forms required for international trade and comply with applicable regulations.

A clear roadmap for the launch of new Trade Facilitation Portal by 2026.

The national consultation brought together more than 30 representatives from key stakeholders including the Ministry of Trade and Industry, the South Sudan Revenue Authority, border regulatory agencies and business support organizations.

The consultation led to a clear roadmap to ensure an efficient establishment of the Trade Facilitation Portal and build consensus among participating border regulatory agencies and private sector entities on an inclusive governance structure. It was also instrumental in identifying key priorities and selected products, which will serve as strong foundations for the development and implementation of the Trade Facilitation Portal in the country.

Trade Facilitation Portals in the EAC have been key success factors in fostering a conducive business environment by supporting simplification and digitalization efforts and reaching impressive results in other partner states.



Increasing the on-line presence of Kenyan small businesses.

“The workshop has been educative, engaging, eye-opening, and informative for enterprise development. Looking forward to seeing the outcome of the program through micro, small and medium-sized enterprises (MSMEs) support.”

Barile Korme from Strathmore University said after conducting E-commerce training for Business Support Organizations focusing on MSMEs.

Richard Rwoti from Uwezo Fund after attending the training said, *“We thank all those who worked to make the training a success. We appreciate the facilitators and great organisation in this training.”*

A training for Kenyan business institutions on e-commerce for small businesses was held in Nairobi as a collaboration between the International Trade Centre (ITC) and Strathmore University Business School, with funding from the USAID and the European Union (EU) as part of the East African Community (EAC) Market Access Upgrade Programme (MARKUP II) and ITC’s Digital Moonshot.

Market research for e-commerce, content creation using generative AI tools, selecting the relevant online sale channel and activating the channel to gain maximum visibility were some of the topics covered in detail during the training.



Expanding the reach of ITC trade intelligence tools by local certified trainers

A webinar was held to re-engage the network of certified trainers including trade experts, market specialists and academia in Tanzania on 19 March 2024.

In the run-up to the session, an online survey was also conducted to gauge the level of interest in the ongoing activities and in future collaboration to accelerate the multiplier effect in Tanzania. 83% of the trainers who responded to the survey stated that they have delivered at least one training on ITC Market Analysis Tools since their certification in 2019.

Participants in the session automatically became eligible to join the second training and subsequent certification programme on Market Access and Non-Tariff Measures.

Building upon the achievements of the first phase of EU-EAC MARKUP in Tanzania, the second phase is now extending capacity building on market analysis and trade-related information to other EAC partner countries.

The strategy is not only to reinforce the capacity of trade advisors and trade experts to conduct data-driven market research, but also to establish a network of certified trainers in each partner country. Such a network will be instrumental in bringing about valuable autonomy in trade advocacy and in export development. It will be apt to deliver training that benefits all stakeholders for years to come.



Burundi laboratories gain international recognition

In an historic achievement for Burundi's Quality Infrastructure System, laboratories have been accredited on the first key parameters to comply with international standards.

[Watch the video](#)

MARKUP II Key upcoming events

- **8 – 10 May 2024** – Introductory Workshop on ITC Market Analysis tool, Tanzania, Mwanza
- **9 – 10 May 2024** – Workshop on Internal Management System for Voluntary Sustainable Standards implementation - coffee sector, Rwanda, Kigali

- **9 May 2024** – Presentation of the MARKUP II to Geneva-based Permanent Representatives / Ambassadors from its beneficiary countries, Switzerland, Geneva
- **15 – 17 May 2024** – Training on MSME diagnostic Tool and the Export Accelerator Programme, Rwanda, Kigali
- **15 – 16 May 2024** – First training for cocoa stakeholders, Uganda, Bundibungyo
- **16 – 17 May 2024** – Participation of MARKUP beneficiaries at the Belgium-Tanzania Business Forum - to promote Tanzanian SMEs, Brussels, Belgium
- **20 – 21 May 2024** – Training on MSME diagnostic Tool and the Export Accelerator Programme, Uganda, Kampala
- **21 – 22 May 2024** – Workshop on sustainability standards, Tanzania, Moshi
- **24 – 25 May 2024** – East African Textile and Leather Week (EATLW) event for leather companies (participation of companies to exhibit and side-events)
- **24 – 28 May 2024** – Training of Trainers on ITC Market Analysis tool, Tanzania
- **28 – 29 May 2024** – Workshop on sustainability standards, Tanzania, Mbeya
- **28 – 29 May 2024** – Workshop on sustainability standards, Burundi, Ngozi



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