

MARKUP II

EU-EAC Market Access Upgrade Programme Phase II

September 24, 2024

MARKUP II Newsletter - No. 4, 2024

Dear Reader,

We are pleased to present the fourth edition of the EU funded EU-EAC MARKUP II Programme newsletter! In this issue, you will find highlights of our progress towards promoting exports and investment by addressing trade barriers, enhancing value addition, ensuring quality compliance, facilitating trade, and fostering technology transfer in the EAC recipient countries.

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MSME Financing Gateway launched in two EAC countries

The MSME Financing Gateway, an innovative digital platform designed to tackle the unique challenges MSMEs face in securing financing. Developed by ITC as part of the first phase of the EU-EAC Market Access Upgrade Programme (MARKUP), funded by the European Union, the Gateway has now been launched, under the second phase of the MARKUP programme, at two events in [Kenya](#) and [Uganda](#).

In Kenya, it will be hosted by the [Kenya Private Sector Alliance](#) (KEPSA) in Kenya and [Private Sector Foundation Uganda](#) (PSFU) in Uganda. The MSME Financing Gateway in Uganda aligns with the EU funded SB4U platform.



World of Coffee in Copenhagen

26 coffee exporters from Burundi, Kenya, Rwanda, Tanzania and Uganda converged in Copenhagen to showcase in World of Coffee, Europe's biggest annual coffee event.

Massawe Edward Edeus from Edelweiss Oldeani Estates Ltd in Tanzania now has an enhanced understanding of global specialty coffee market trends and demand characteristics and specifically the EU markets.

"This is our first time attending World of Coffee, an event that offers numerous opportunities across the entire coffee value chain through innovation and technology. Being here provides a unique chance to connect with major green bean importers, establish relationships with regular buyers, and ensure that our products meet the quality standards required for international markets."

26 companies from Burundi, Kenya, Rwanda, Tanzania and Uganda converged in Copenhagen to take part in Europe's biggest annual coffee event, World of Coffee.

Coffee exporters showcased their work to new markets at the event with support from EU-EAC MARKUP II programme.

[Read more.](#)



EAC Deputy Secretary General visits ITC

Annette Mutaawe Ssemuwemba, Deputy Secretary General of the East African Community (EAC) visited the Geneva headquarters of the International Trade Centre (ITC) and met with Deputy Executive Director ITC, **Dorothy Tembo**.

ITC acknowledged EAC's support in the joint efforts to support SMEs in the region through the EU-funded EU-EAC MARKUP II program.



Development of leather sector crucial for enhancing regional integration

The East African Community (EAC) countries are committed to developing a competitive national leather sector, with the goal of driving significant economic growth and fostering regional development.

In July, consultative workshops were held in **Kenya, Rwanda, and the United Republic of Tanzania** to assess and monitor the progress in implementation of the EAC Leather and Leather Products

Strategy, driving strategic sector development and enhancing regional collaboration.
[Read more.](#)



All about coffee roasting

The Rwanda Coffee Roasting Training covered the theory of roasting and roasting management, and practical sessions on roasting and assessment of roast quality. All participants passed written exams and received certificates from the Specialty Coffee Association which are highly prized to confirm skills gained for career progression and customer assurance of products.

Ikuzwe Raissa from Ino Coffee Series said after attending the training that "It will boost my business's competitiveness in the market by refining my coffee-making knowledge, which I will also transfer to my team for lasting impact. We will be able to consistently deliver top-notch quality that stands out in the market."

[Read more.](#)



Progressing towards simplification of export procedures in Rwanda

MARKUP II organised in collaboration with the Rwanda Revenue Authority (RRA) a simplification workshop to examine new proposals to simplify coffee, avocado, and horticulture export procedures in Rwanda.

It built on the work initiated in 2021 during the first simplification workshop that helped identify the reforms needed to reduce steps in export procedures, as mapped on the [Rwanda Trade Portal](#).
[Read more.](#)



Taking Resource Efficiency and Circular Production in East Africa to the next level

A diverse cohort of professionals from environmental sustainability, energy and the coffee sectors attended Training of Trainers workshops in Kenya and Rwanda.

Mijele Washington from the State Department of Trade, Ministry of Investments, Trade and Industry Kenya said: “The training is critical as it fosters sustainable production which is in line with the climate adaptation and mitigation measures – a high priority at the national and global level.”

Over 30 experts in Kenya and over 20 in Rwanda participated in two Training of Trainers (ToTs) sessions on the International Trade Centre’s (ITC) Resource Efficiency and Circular Production (RECP) coaching methodology. These sessions were conducted as part of the EU-EAC MARKUP II programme, funded by the European Union.

[Read More.](#)



Training on non-tariff measures and market access held in Burundi

A training workshop that focused on non-tariff measures (NTMs) and Market Access, was delivered in Burundi to 20 participants from trade support institutions, policy makers and business entities in Burundi.

Relevant international trade concepts including live demonstrations of selected ITC Tools in the export market analysis of priority Burundian products were delivered in the training that contributed to improve the capacity of trade professionals in the country.

The training was held under the EU-EAC MARKUP II programme funded by the European Union.

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MARKUP II Key upcoming events

- **30 September – 1 October 2024** – ISO/IEC 17043 General requirements for Proficiency Testing - Awareness, Online, All Countries
- **30 September – 4 October 2024** – Formation d'introduction sur les outils d'analyse de marchés d'ITC: Trade Map et Market Access Map, Bujumbura, Burundi
- **1 – 5 October 2024** – Workshop and monitoring visits on 1st and 5th of October, Kigali, Rwanda
- **7 – 12 October 2024** – Roasting training, Nairobi, Kenya
- **14 – 17 October 2024** – Investment Facilitation and Promotion activities for South Sudan, Juba
- **15 – 17 October 2024** – Marketing and branding training for advanced SMEs, Kigali, Rwanda
- **15 – 18 October 2024** – Introductory Training of Trade Portal Technical Team in Trade Portal Management, Juba, South Sudan

- **21 – 25 October 2024** – Coffee and cocoa advanced trading, Kampala, Uganda
- **23 – 24 October 2024** – Regional Codex Forum meeting to prepare EAC common positions for matters in the CAC 47 agenda, Nairobi, Kenya
- **26 October – 5 November 2024** – 24th EAC MSMEs Trade Fair in Juba, South Sudan
- **27 October – 1 November 2024** – Coffee Advanced Training, Nairobi, Kenya
- **28 October – 1 November 2024** – ISO/IEC 17043 General requirements for Proficiency Testing and ISO 13528- Hands on Interpretation and practical application at KEBS, Nairobi, Kenya



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