



EU-EAC Market Access Upgrade Programme Phase II

December 19, 2024

MARKUP II Newsletter - No. 5, 2024

Dear Reader,

We are pleased to present the latest edition of the EU-EAC MARKUP II newsletter, which is also the last issue for 2024.

Our team extends to you sincere season's greetings!

Continue to connect with us via [email](#), [Twitter](#) and [Facebook](#)!

Faces of MARKUP II

Agnes Mukamushinja , Managing Director NOVA Coffee Limited

Agnes Mukamushinja, is giving back to the community that works hard to produce high quality coffee. How is she succeeding in her efforts?

[Watch here for more.](#)





Emmanuel Rusatira, CEO Baho Coffee Company

Emmanuel Rusatira started the company 20 years ago in Rwanda. He recently sat down with us and shared his dreams, successes and challenges.

[Read more](#)

High Achievers & Trade Fairs



EAC Regional Quality Awards held in Uganda

The EAC Regional Quality Awards that aim to celebrate excellence in quality, featuring categories such as Company of the Year, Service Company of the Year, and Product of the Year, with recognition given at both the MSME and Large Enterprise (LE) levels were held in Uganda.

The regional awards ceremony featured nominees who emerged as winners from National Quality Award competitions conducted across EAC member states: Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda.

Meet the winners, [here](#).

[Read more](#)



Jua Kali trade fair held in South Sudan

11 MSMEs showcased their products at the 24th East African Community (EAC) MSMEs Trade Fair formally known as the EAC Jua Kali Nguvu Kazi Exhibition, in Juba.

[Watch here.](#)

[Read more](#)



Congratulations to the big winners: Rugaya Richard and Mbula Musao

Rugaya Richard

We are also thrilled for Rugaya Richard, coffee producer from Uganda. He won at the 24th EAC MSME Trade Fair in Juba, South Sudan in October.

Mubula Musao

Mubula Musao's Kenya based company, Utake Coffee won accolades at the Kenya Beverage Excellence Awards 2024 held in November.

[Read more about their achievements here.](#)



Tanzanian spices win buyers at FI Exhibition, Germany

The Food Ingredient (Fi) exhibition has been uniting the world's leading food and beverage suppliers, buyers, R&D experts and production specialists for over 30 years. Spices from Tanzania, contributed to a vibrant and diverse display at the Exhibition with the support of [European Union \(EU\)](#) funded project [EU-EAC MARKUP II](#). [Watch here.](#)

Business support



Boosting coffee business quality and competitiveness in Kenya

Amid the growing Nairobi coffee scene, a group of dedicated small roasting business owners and roasting artisans gathered for an invaluable training session.

[Read more](#)

Manufacturing top quality leather bags and accessories

18 participants including 3 Kenya Industrial Research and Development Institute (KIRDI) staff members attended a training that covered assembly and construction techniques for manufacturing leather belts and bags.

[Read more](#)



Consultative meeting focuses on Gum Arabic in South Sudan

A workshop focusing on processing and trade aspects of the Gum arabic sector in South Sudan was held on 7 November in Juba.

27 participants from the public and private sector engaged in the consultative sessions.

[Read more](#)





MSME Financing Gateway launched in another two EAC Partner States

The MSME Financing Gateway, a revolutionary digital platform tailored to address the unique challenges faced by MSMEs in securing financing was developed by ITC under the first phase of the EU-EAC Market Access Upgrade Programme (MARKUP) funded by the European Union.

Now, under the second phase of the MARKUP programme, the Gateway was launched at two separate events in Rwanda and Tanzania.

It will be hosted by Private Sector Federation [Rwanda](#) (PSF) in Rwanda and Tanzania Bankers Association (TBA) in [Tanzania](#).

Sustainability



Complying with European Union's deforestation rules in Burundi

In the beautiful hills of Ngozi province, [Burundi](#), coffee farmers are taking on a new challenge: aligning their production with the European Union's Deforestation Regulation (EUDR).

How is EU-EAC MARKUP II supporting the farmers in meeting their related needs?

[Read more](#)



How to comply with sustainability standards?

More than 250 participants from the coffee and horticulture sectors in Kenya, Uganda, Tanzania, Burundi and Rwanda attended **workshops on compliance with sustainability standards**.

[Read more](#)

Women and Youth



Empowering youth to create a new era of cross-border trade

Training boot camp titled “Export Readiness for Youth-Led SMEs under the African Continental Free Trade Area (AfCFTA)” covered various key topics such as navigating the AfCFTA protocols, understanding export procedures, leveraging digital platforms for exports, and utilizing trade information resources.

[Read more](#)



Leaving no one behind

Providing women with the knowledge and enabling access to resources including digital tools, market insights, and funding opportunities that they need to succeed on a global scale is at the heart of EU-EAC MARKUP II.

How are we working to achieve these goals?

[Read more](#)

Upcoming Events

- **15 – 31 January 2025** – Training and Coaching on Resource Efficiency, GMP, Quality, and Product Development, Burundi
- **27 – 31 January 2025** – Quality Champions Event, Juba, South Sudan
- **03 – 07 February 2025** – SCA Coffee Roasting Workshop, Bujumbura, Burundi
- **04 – 05 February 2025** – Joint EAC/ITC Regional MARKUP II Year 2 Planning Meeting on Quality, Packaging, and E-Commerce, Kampala, Uganda
- **05 – 07 February 2025** – FRUIT LOGISTICA Trade Fair, Berlin, Germany
- **10 – 15 February 2025** – SCA Coffee Roasting Workshop, Kampala, Uganda
- **23 – 25 February 2025** – AFCA 2025 Annual Coffee Conference, Packaging, and E-Commerce, Arusha, Tanzania



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