



Dear Colleagues and Partners

April 2021

MARKUP Newsletter - January to March 2021

This latest edition of the MARKUP newsletter leads us into year 2 of working under COVID-19 conditions and restrictions. In the meantime, we have all become used to the technicalities of virtual meetings and have learned to keep them shorter and more to the point. However, we probably all sorely miss direct face-to-face meetings where networking happens on so many more levels.

The MARKUP teams have been able to conduct most trainings and workshops successfully through online meetings, including large events such as the EAC Invest event, a fully virtual event with high-ranking participation that stretched over four days.

The Tanzania National Stakeholders Consultative Meeting on Non-Tariff Measures was another successful large-scale event that was successfully carried out in a hybrid format of virtual and physical engagement.

The EAC Codex Forum, with participants from all EAC Partner States, had its 2nd Extra-Ordinary Meeting from 23rd to 26th March 2021 with national teams connecting virtually.

That said, some events cannot be virtual – just think of training in sensory skills and tasting. We are pleased that MARKUP experts could provide on-site coaching for farmers and manufacturers while fully observing Covid-19 measures. There is no denying the impact of the pandemic not only on our work, but also on the lives of people all over the world. Still, we continue to tirelessly explore ways to support SMEs and policy makers to improve market access in this greatly changed business environment.

As we go forward, we'll be sure to keep you updated on the many exciting events happening in MARKUP, and we always value your ideas and feedback through our social media platforms on [Facebook](#) and [Twitter](#).

Training

Private voluntary standards and certifications: the importance of a comprehensive Internal Management System

Certifications are becoming a pre-requisite to access European markets. In order to be eligible for most certification schemes, companies will need to have a specific Internal Management System (IMS), which sets a standard quality of operations and working procedures. As companies often aim at acquiring multiple certifications, adopting an IMS for each can become a real headache... [Read more...](#)





EU Market Requirements and Opportunities for Tanzanian Exporters

The International Trade Centre organised a four-day webinar series that addressed the requirements, opportunities and sustainability trends for SMEs to access the European market. The webinar series was organised for Tanzanian SMEs active in the avocado...

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The screenshot shows a slide with the following content:

- Logos for International Trade Centre, MARKUP (EU-EAC Market Access Upgrade Programme), and the European Union.
- Section title: **Sample Case Study & Discussion**
- Three small images: a meeting, a person at a computer, and a person at a computer.
- Text: "For a business to get to be considered digitally sound online requires that it presents cleanly online as it does offline; be in tip top shape to allow for the brand to have a reputable and functional digital presence."
 - See case study.

Round Two of Access to Finance Starts to Bear Fruit

After running national bootcamps focusing on addressing the key challenges to access finance, around 100 companies across the region were selected for individual coaching. Business Development Service providers conducted webinar series...

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Market Exposure



Ugandan Cocoa Exporters Join the First Online Edition of the Chocoo Trade Fair Amsterdam

This year, the renowned Chocoo Trade Fair Amsterdam went fully virtual. MARKUP, through the International Trade Centre, supported the participation of more than 10 Ugandan cocoa exporters and institutions to the virtual trade fair. At the event, exporters have been able to access new markets and attract new investors.

[Read more...](#)

Advancing the Regional Agenda

The banner features the following elements:

- Section title: **MARKUP EAC INVEST EVENT**
- Subtitle: MARKUP unlocking trade and investment opportunities in the EAC and Europe
- A row of five small images showing people engaged in various activities: a man holding a plant, people working together, a man holding a plant, a woman working in a field, and a woman working in a field.
- Hashtags: **@EACMARKUP #EACInvest**

MARKUP Organises Regional Investment Event

Stakeholders from across the East African Community (EAC) region and Europe gathered in the first week of March to participate in the MARKUP EAC Invest event. Participants praised the substantial dialogue...

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Impact Assessment of COVID-19 on the East African Coffee Sector updated

Since April 2020, International Trade Centre through MARKUP has been closely monitoring the impact of the pandemic on the East African Community's coffee sector. ITC conducted an impact assessment through a business survey...

[Read more...](#)



Moving Towards a Common EAC Position on Matters in the Agenda of Upcoming Codex Committees

One of the objectives of MARKUP is to improve the harmonisation of standards for the priority value chains. Under the leadership of GIZ, one of the avenues to achieve this objective is through effective participation...

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MARKUP Conducts Training for Development and Harmonisation of Standards in Burundi

Why do we trust that the coffee, tea, cocoa or food items we buy at supermarkets will be fit for human consumption, that it is free from contaminants or pesticide residues and other hazardous substances?

[Read more..](#)



EU-EAC MARKUP Policy Brief No. 4: EAC Harmonised Criteria for Registration and Certification of Pre-Packaged Foods

MARKUP, through GIZ, has developed a Policy Brief to outline the key harmonised requirements, processes and procedures as set in the EAC harmonised criteria for registration and certification of pre-packaged foods.

[Read more...](#)



Guide to Using Images on Social Media for Coffee SMEs

Nowadays more than ever, learning how to take quality photographs and videos for social media and other branding communications is a valuable business skill. MARKUP via the International Trade Centre is happy to present...

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How an Agro-Producer Strikes International Business Deals

If you ask June Gathoni today how her business is going, she will beam with confidence. But not long ago, she would have reacted differently. One of her company's consignments to Korea was returned and the prospects...

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East African Exporters Look Forward to the WTO Trade Facilitation Agreement

Awareness about customs controls and improved coordination between border agencies can help manage the costs of doing business. Small and medium-sized enterprises (SMEs) are the most affected and often miss...

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Partner States Updates

Burundi



Burundi's Trade Facilitation Portal

Through MARKUP, ITC and UNCTAD are working with Burundi Revenue Authority (OBR) to set up a national Trade Facilitation Portal (TFP). Following an initial training delivered to the Burundi Trade Portal Team...

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Laboratories in Burundi Equipped to Support Agricultural Exports

In January and February 2021, International Trade Centre (ITC) through MARKUP organised a series of training workshops on the ISO 17025 for a team of technicians of laboratories, quality managers and laboratory...

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SMEs in Burundi Receive Moisture Meters

Burundi is renowned worldwide for the quality of its coffee. However, at times lack of efficient control practices for humidity levels can lead to surprises for the clients. In fact, moisture and humidity levels...

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Kenya



Market Linkages Will Save Farmers from Cartels, Says Nakuru Deputy Governor

A team of experts from EU-EAC MARKUP in Kenya (implemented by the United Nations Industrial Development Organisation (UNIDO) in partnership with the government and the private sector) went on a tour...

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MARKUP Kenya to Train and Support Small-Scale Horticulture Farmers in Trans Nzoia County

Trans Nzoia County is one of the 12 counties earmarked by the United Nations Industrial Development Organization (UNIDO) under EU-EAC MARKUP to train and support small scale-farmers in the horticulture...

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Makueni Farmers Eyeing European Markets for their Fresh Produce

Maina Karuiru, the National MARKUP Project Coordinator said that mango farmers in the county will be trained on how to produce quality mangoes for both domestic and international markets. "We are keen to ensure..."

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Rwanda



Novel Training for Avocado Exporters in Rwanda

In consultation with the National Agricultural Export Development Board (NAEB), International Trade Centre identified avocado as a key horticultural product bearing the potential to generate more revenue for the country and for a considerable number...

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Tanzania



Tanzania National Stakeholders Consultative Meeting on Non-Tariff Measures

Obstacles hindering trade can take many forms - from custom tariffs, to quotas, to non-tariff barriers (NTMs) - but the result is always the same: exporting and importing goods is complex...

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Examining Tanzania's trade performance and opportunities during COVID

It is undeniable that the COVID-19 pandemic shook up global supply chains. From shifts in demand, to logistical and labour challenges on the supply side, things have not stayed the same. But to what extent...

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To Certification and Beyond

MARKUP, through Solidaridad East Africa, conducted a Voluntary Sustainability Standards (VSS) training to 24 (17 males, 7 females) government officers and other stakeholders including Local Government Authorities (LGAs), Ministry of Agriculture, Zanzibar Agricultural...

MARKUP is happy to present our newest update: '2 Years of MARKUP – Achievements and Impact'
It's been an exciting two years of events, trainings, publications and networking opportunities, all leading to some excellent...
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MARKUP - Women in Leadership

To mark International Women's Day this year, MARKUP is celebrating the amazing women across our programme and sharing their stories of leadership and success.
[Read more...](#)

Thank you so much for your support!

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