

JULY 2022

# MARKUP AT A GLANCE



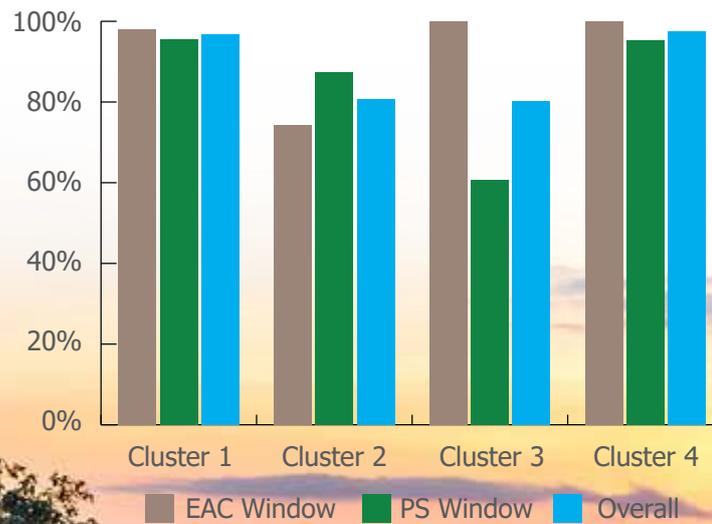
## Who is involved in MARKUP?

- EAC Secretariat
- 5 Partner States
- 7 implementing Agencies
- Trade Support Institutions
- SMEs
- Private sector

## ...and what are the priority sub sectors?

- Coffee
- Tea
- Cocoa
- Avocado
- Other Horticulture
- Spices

## MARKUP Performance June 2022



## Dear Colleagues and Partners,

We are happy to share a new summary publication with highlights of what MARKUP has achieved. When the MARKUP PCU team met for the first time on 1<sup>st</sup> October 2018, it was clear that success would depend on all stakeholders doing their part and pulling together.

Nearly four years down the road, we have not only set up operational systems, but have also collectively achieved over 80% of the intended results - and this despite two years of operations hampered by the pandemic. Today we are glad to give you a snapshot of where we are and to bring you headlines of some of the activities we have implemented over the last year or so. MARKUP Implementing Partners have successfully delivered training, networking events, innovative approaches to addressing persistent challenges such as access to finance and compliance to international standards. We have together worked towards bringing women and youth into MARKUP activities, and therefore take advantage of International Women's Day to remind ourselves of what it means for our sisters in MARKUP. As MARKUP continues to cover ground, we took the opportunity of the relaxed COVID-19 measures to interact with beneficiaries in the five Partner States and to jointly reflect on challenges and lessons to carry forward.

You will find all this in 'MARKUP at a Glance' and much more on our website - [www.eacmarkup.org](http://www.eacmarkup.org).

[Subscribe to our newsletter](#) to get future editions straight into your Inbox.



## Meet the Women in MARKUP

To mark International Women's Days, we have celebrated the amazing women across our programme and shared their stories of leadership and success.

Marked on March 8 every year, all the women featured have faced challenges and grabbed the opportunities given to them. They share their thoughts and advice on being women in Africa, in male-dominated industries, but rising up within their chosen careers and making an impact.

Our women come from all walks of life and all segments of the programme. A business woman, a programme coordinator, an NGO country manager, and many others who have all come along a unique pathway to be where they are today. We're incredibly proud to have them working with us, and to share their passion with you!



Aurore Umubyeyi  
ITC MARKUP Coordinator in Rwanda

Rwanda's agricultural export industry is one of the fastest growing in Africa, and women are playing an increasingly large part in it. After finishing her degree in Food-processing Engineering in 2010, Aurore began work with a horticultural export company, and today is using a decade of experience to empower other woman and create opportunities for their businesses to reach international markets.

"The changes in the last 10 years have happened very fast and have made a real difference. Rwanda is one African country which has been investing in both the agricultural sector, and also, more importantly, in women's rights and equality"



Teopista Nakkungu  
Head of the International Women in Coffee Alliance in Uganda

Teopista grew up surrounded by coffee on her family farm in rural Uganda, and continued her love for coffee into university, where she developed a system for improving the washing and fermenting of robusta beans. She has seen many changes in the industry over her career, but when thoughts of retirement crossed her mind she was convinced to stay on by women who wanted her to continue her leadership and share her knowledge.

As the Head of the International Women in Coffee Alliance in Uganda, she now continues to bring her expertise and extensive sectoral understanding to advancing women in coffee, and helping break down the barriers that stand in the way of an equitable industry. "I enjoy hearing the stories of women and seeing where there are opportunities to help them succeed. A majority of my and IWCA's work is training. Women are so serious and focused, they come for training and are determined to use it."



Eva Muthuri  
Founder of Eva's Coffee, Nairobi (Kenya)

"This is our decade! Everyone wants to support women, there's a gender lens on development and women-owned and run businesses are in the spotlight too. It's such an exciting period in history. The world is connected like never before, social media bringing our brands to people on the other side of the world instantly. We need to celebrate technology, our brands and ourselves!"

As the founder of Eva's Coffee, a fast-growing coffee company in Kenya, Eva is definitely grabbing every opportunity she can. Eva's Coffee – named for herself and also the biblical Eve from the Garden of Eden – markets itself as "Pure from the Women of Kenya" and this ethos is in both the coffee itself and her dealings with the women growers and their communities.

"When I was around 11 years old I remember really noticing my mother and everything she did. She was a quiet, soft spoken woman, but she was the Mayor of our town, on top of being a teacher and managing a household, sorting out the garden, caring for us. Uganda was quite a turbulent place then, and actually there were many strong women around. With husbands in exile women had to cope and get on with things. It really did show me I could do anything I wanted, and gender was not a barrier."

After a career spanning multiple countries and progressively more senior policy and advocacy roles in international organisations, Estella is today the MARKUP Programme Coordinator, a position she loves and one where she is watching change happen daily.



**Estella Ayada**  
Markup Programme Coordinator,  
Arusha (Tanzania)



**Sylvia Achebet**  
Founder and Executive Director Masha  
Coffee in Uganda

When Sylvia, founder and Executive Director of Masha Coffee goes back to her coffee farm in rural Uganda-Kween District, she always gets a sense of surprise when interacting with the community. "I am asked who is the owner of this farm, because they don't expect to meet me with my hands dirty, carrying tools among the coffee bushes, working the land." But sometimes this also reminds her how far there is to still go for women in coffee farming and business generally.

"I know as a business we have so far to go and so much to do as women, and I'm reminded almost every day, when I think about all the things we need to learn more about and get right. We've been getting involved in as many trainings as we can, thanks to the MARKUP Programme."

MARKUP - Solidaridad began working in Tanzania in 2020, and Mary, as Tanzania Country Manager, has been leading their efforts to implement a holistic program with 21,000 farmer's and communities across three commodities: coffee, tea and horticulture in the southern highlands.

"We promote household decisions and creating incomes for women. So when we talk about gender equality and run education workshops in communities, we always include men in the discussions. Discussing openly how women being part of decisions and family incomes can raise families up, and help them reach their goals. Whether it's to put their children through school, buy more land, a bigger house, whatever, raising women to equal status in decision making and earning capacity benefits the whole family."



**Mary Mkonyi**  
Solidaridad Tanzania Country Manager

# MARKUP EAC INVEST EVENT

MARKUP unlocking trade and investment opportunities in the EAC and Europe



@EACMARKUP #EACInvest

## MARKUP Organises Regional Investment Event

Policy makers, business executives and experts from across the East African Community (EAC) region and Europe gathered in the first week of March 2021 to participate in the MARKUP EAC Invest event. Participants praised the substantial dialogue during the fully virtual event and expressed optimism for the future of investment in the region post COVID-19.

Organised jointly by the EAC Secretariat and the [Sankalp Africa Summit](#) and financed by the European Union through MARKUP, the four-day virtual meeting brought together key policy makers, business leaders, entrepreneurs, business support organisations, investors, financial institutions and public stakeholders. The event aimed to create linkages and set up potential future investment deals.



More than 200 participants joined the opening sessions, which saw high level speakers including EAC Secretary General, Amb Liberat Mfumukeko, Pamela Coke-Hamilton, Executive Director of the International Trade Centre (ITC), Cédric Merel, the Head of Cooperation at the Delegation of the European Union in Tanzania, and Prof. Nshuti Manasseh, Minister of State of Rwanda in Charge of East



African Community, representing the Minister of Foreign Affairs of Rwanda and Chair of the EAC Council of Ministers. All outlined the key role of cooperation and the promise of a robust agricultural sector, which through strategic investment and infrastructure development will continue to grow and benefit the whole region. The recording of the session can be found on the MARKUP website

([www.markup.org](http://www.markup.org))

A key highlight of the week was the launch of the SME Financing Gateway, which will serve as a one-stop-shop to help SMEs in East Africa access information to identify and connect with capital providers in the region. The event also had training sessions for financial institutions on sustainable finance, business clinics on packaging and branding for SMEs and a training series for Invest Promotion Agencies, organised in partnership with the Costa Rican Investment Promotion Agency (CINDE). All sessions were developed with a view to building skills, sharing knowledge, improving value addition, increasing exports and attracting investment for horticulture and traditional commodities from the EAC. The East African Community, as the world's fastest growing trade bloc, was consistently highlighted as a prime investment destination. Session speakers emphasised adaptability and outlined how to build a business case towards supporting the private sector in agriculture.

The EAC Secretary General said, "The idea of this event contributes to the realisation of the vision of our forefathers in crafting the EAC to be private sector-driven, as articulated in Article 7 of the Treaty for the Establishment of the EAC." He urged participants to take up all the recommendations that came up from the event, to foster new investments which will accelerate productivity, industrialisation and value addition and be a growing source of revenue for EAC based agri-based SMEs.

# TRAINING

## MARKUP Trains Over 280 Experts on Development & Harmonisation of Food Standards

A series of trainings was held for over 280 stakeholders from academia, the private sector and government institutions in the 6 EAC Partner States to address a recognised knowledge gap in standards harmonisation.

The training used a variety of methods including face-to-face lectures, discussions, in-session exercises and workshops, simulations, experience sharing and demonstrations to emphasise the importance of standards harmonisation and ensure participants gained the knowledge to set in motion action for standards harmonisation.

Speaking during the training report validation workshop, Mr. David Ebuku, the lead regional trainer expressed the need for a comprehensive training of trainers to ensure that trainers have competence and confidence to continue training at national level. "This will enhance a common understanding among the trainers which can be transmitted to stakeholders at national level. The current level of competence appears to vary amongst Partner States," he added.

The global trade in food products has tripled in the last decade, with enormous impact on both the health of populations and the economies of nations. In these long, complex supply chains, it is vital that food is of good quality and kept safe for consumption when it reaches the consumer. Food safety standards and regulations are essential to ensure food is safe at all points along the supply chains, in both international and regional trade.

Harmonisation of standards at the EAC is guided by Principles and procedures for the development of East African Standard formulated in accordance with the WTO Agreement on Technical Barriers to Trade (WTO TBT Agreement). The principles and procedures to be adhered to establish a preferred style for the development of the standards thereby allowing for consistency of the documents, as well as elaborating on the methodologies for publication of standards.

[Read more about the development and harmonisation of standards in the EAC in the MARKUP Policy Briefs no. 1 - 4.](#)



## MARKUP Results

### Advocacy for Reducing Trade Barriers

**1154** private sector representatives trained on business advocacy

**10** positions/recommendation papers, reflecting private sector views on how to improve regulatory and market access procedures produced

**1** additional trade information portal established and operationalized in EAC

**42** product-specific procedures guides added to national trade facilitation portals

**9** Trade Support Institutions coached in developing effective advocacy strategies

**5** sector trade barriers' studies undertaken for MARKUP products

**998** beneficiaries trained and/or sensitised on research studies on tariff and non-tariff barriers

**302** SMEs trained on EU market requirements, demand, and market opportunities

**353** Beneficiaries trained/coached on Trade and Market Intelligence tools.

# MARKET EXPOSURE

## 21<sup>st</sup> EAC MSME Trade Fair Mwanza (Tanzania) Jua Kali/ Nguvu Kazi Exhibition

**Promoting quality and innovation to enhance EAC MSME competitiveness and post-COVID-19 recovery.**



EAC-EU MARKUP and its partners participated in the 21<sup>st</sup> EAC MSMEs Trade Fair and Exhibition from 2<sup>nd</sup> to 12<sup>th</sup> December 2021 at Mwanza. This trade fair brought together over one thousand exhibitors from across the EAC, promoting cross-border trade of regional products and services.

Key regional trade facilitation topics were discussed at side events, covering a range of topics from increasing value addition to cross-border trade to the EAC Simplified Trade Regime. MSMEs benefited from knowledge sharing, technical transfer, and the formation of new partnerships and markets.

The Trade Fair was also jam-packed with fun and action for everybody, with traditional and cultural performances from all EAC Partner States, delicious local foods and lots of entertainment.

MARKUP's booth at the EAC MSMEs Trade Fair was a meeting place for all visitors and stakeholders who were interested in EU destination markets,

Export Guides, Trade and Quality Portals and in getting to know the MARKUP successes stories, with six exhibitors drawn from Burundi, Kenya, Rwanda, Tanzania and Uganda.

The first EAC MSMEs Trade Fair took place in November 1999 in Arusha, Tanzania, with the historic signing of the Treaty for the Establishment of the East African Community. From then on it was held annually on a rotating basis among the Partner States in order to improve and revamp the socio-economic integration of East Africans.

<https://www.eacmarkup.org/flagship-event/21st-msme-fair-trade-mwanza>



## Kenyan and Tanzanian Avocado Exporters Establish Virtual Connections to Export



EU-EAC MARKUP, through ITC, brought 10 avocado exporters from Kenya and Tanzania to the virtual exhibition Fruit Attraction LiveConnect. The second edition of this trade fair took place from 5 to 7 October 2021.

The avocado exporters were among the 500 exhibitors operating in the fresh produce industry from approximately 38 different countries, including the Netherlands, France, Italy, Ecuador, Greece and Mexico. Fruit Attraction serves as a major platform and offers business opportunities at the international level for companies operating in the fruit and vegetable industry. With COVID-19 related travel restrictions in place, exporters had access to the platform for three days for stronger networking and access to products and services catalogues.

Exporters met more than 40 potential buyers and began negotiations that could lead to contracts worth approximately USD 3 million. The LiveConnect platform will remain open for the exhibitors and participating companies until 31 May 2022, which gives more time to secure new business deals.

"Fruit Attraction 2021 was a perfect platform to showcase, promote and introduce Tanzania avocados to European markets and other countries across the world despite the Covid pandemic. I learned important features to consider in terms of quality standards before exporting avocado to European markets," said Hemed Suleiman from TANCROPS TRADING LTD (Tanzania).

# ADVANCING THE REGIONAL AGENDA

## Financing Gateway for MSMEs Goes Live in Kenya



Developed through collaboration between ITC and Farwell Innovations, Nairobi, the Financing Gateway (<https://kenya.financinggateway.org/en>) was developed through MARKUP in response to overwhelming demand from thousands of Micro, Small and Medium Enterprises (MSMEs), and financial services providers following a survey in 2019 and 2020.

The Gateway allows users to see financing instruments, business and sustainable development services available in a country, filter, analyse and match them to their needs, then link directly to providers at no cost. In this way the platform is bridging the gap between MSMEs and financing and business development service providers, using a smart internet application.

The facility was introduced in Kenya in September 2021 through an interactive Webinar with more than 160 participants hosted by the Kenya Private Sector Association (KEPSA) in partnership with the Kenya Bank Association. The event was particularly aimed at giving an opportunity to banks to register, review and update their information on the Financing Gateway Platform.

The MSME Financing Gateway is now live and Kenyan companies can upload their business profiles and quickly identify service providers that match their needs.

The multi-lingual platform works on mobile phones, computers and tablets and is easy for hosts to maintain. Subscribers can receive notifications by e-mail or other media when changes occur or when new facilities and resources are announced. Providers can update their data through easy-to-use templates and an administrators' workflow system.

MARKUP, through ITC, is also supporting the development of similar Gateways in Burundi, Uganda, Rwanda and Tanzania.



## MARKUP Results

### Improving Standards, SPS Measures and National Quality Systems

- 4** harmonised standards and SPS measures revised/updated
- 3** new harmonised standards and SPS measures developed
- 7** Contaminants with regional prevalence data generated
- 4** private sector associations participating in harmonisation of food standards
- 1** manual developed for training of stakeholders on standards development and harmonization
- 280** Stakeholders trained on standards development and harmonization from 6 EAC Partner States
- 1** Food Safety system harmonized
- 5** sector specific studies evaluating compliance and domestication in selected value chains conducted
- 1** National Quality Policy (NQP) with an action plan prepared in Burundi
- 24** Enterprises supported for certification on management system / product certification in Burundi

## Green Light for the Harmonisation of Plant, Animal and Human Health Protection Measures in the EAC

### Tanzania ratifies the East Africa Community (EAC) Sanitary and Phytosanitary Protocol (SPS)



The East Africa Community (EAC) Sanitary and Phytosanitary Protocol, approved by the Council of Ministers in 2013, was ratified by the United Republic of Tanzania on 8<sup>th</sup> September 2021. This clears the way for the EAC-wide harmonisation of measures for human, plant and animal health. The SPS Protocol seeks to establish common EAC procedures and certification schemes in the regulation of the import and export of food and food products; plants and plant protection agents; and animals and animal protection products, thereby enhancing food safety, animal health and plant health in the region.

The SPS Protocol is an important milestone for MARKUP. Its implementation will go a long way in complementing efforts to harmonise standards and SPS measures with the overall objective of assuring importers that products from East Africa conform to common regulatory standards. Importantly, the Protocol paves the way for an SPS committee to be set up under the EAC Department of Productive Services to coordinate the harmonisation of measures such as pesticide registration systems. This will enable regulators to effectively monitor the use of pesticides in the region and is expected to improve overall compliance with limits of pesticide residues in food.

## PARTNER STATES UPDATES



### BURUNDI

#### 10 SMEs Honoured During Burundi National Quality Award Ceremony

Ten SMEs were recognized for promoting quality and performance in the concluded Burundi National Quality Award in an event attended by SMEs in the coffee and tea, wines and beers, varied juices; mineral water and the flour sectors among others.

The Government of Burundi through the Burundian Bureau for Standardization and Quality Control "BBN", committed to a quality promotion policy to make Burundian products more competitive on the local, regional, and international markets was supported by ITC to organize the National Quality Award ceremony on 17-18 May 2022 which aims in among other things, to promote quality and performance by recognizing the merits of the winning SMEs on the one hand, and to boost the quality approach within public and private SMEs to make them tend towards the excellence on the other hand.



This award is to sensitize enterprises to continuously improve the quality of their products by competing between themselves and at the regional level. The 10 SMEs winners at the event will participate in the EAC Regional Quality Award to be organized in September 2022. The event was graced by the European Union Delegation in Burundi, EAC Secretariat, Ministry of Trade Burundi, BBN and MARKUP Burundi.



## KENYA



### MARKUP Kenya Launches Campaign on Proper Use of Pesticides

Through MARKUP, UNIDO has launched a campaign to create awareness on the proper use of pesticides, targeting farmers and agro-dealers in a bid to enhance food safety and market access. The campaign was developed in collaboration with the Pest Control Products Board (PCPB) and the Agrochemicals Association of Kenya (AAK). Other cooperating entities include the Ministry of Agriculture, Livestock and Fisheries (MALF), the Ministry of Trade, the Kenya Plant Health Inspectorate Services (KEPHIS), the Horticultural Crops Directorate (HCD), the Kenya Agricultural and Livestock Research Organisation (KALRO), the Kenya Bureau of Standards (KEBS), the Fresh Produce Exporters Association of Kenya (FPEAK), the Fresh Produce Consortium (FPC) and the Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP).



"Horticulture is the main consumer of agrochemicals and we must therefore emphasize on practices that ensure safety for all starting with the farmers right to the consumers," says Benson Ngigi, the Stewardship Manager at AAK.

Read about the campaign at ([www.markupkenya.org/markup-kenya-launches-campaign-on-proper-use-of-pesticides/](http://www.markupkenya.org/markup-kenya-launches-campaign-on-proper-use-of-pesticides/))



## RWANDA

### Post-Harvest Facilities for Horticulture Farmers Bearing Fruits in Rwanda



Mrs Pelagie Uwamugurije (50) is a pineapple farmer and trader in Nyamagabe District in Rwanda. In 2021, she joined the new pineapple collection and selling centre there, an initiative supported by the Oxfam through MARKUP. The collection centre provides a well-aired space where farmers can keep their produce for a few days, protected from hot sun and safe from theft.

"Before we had this facility I had to sell the small harvest I used to obtain directly on the farm and buyers would give me low prices because they knew I had nowhere to store my harvest and it would spoil if I didn't sell it quickly", Pelagie said. "Access to the new storage facilities has taught us the application of new post-harvest handling practices, reduced our harvest losses, and allowed us to sell at a good market price. We are now able to store the pineapples in good condition as we wait for buyers."

In addition to high post-harvest losses due to lack of storage facilities, Pelagie was struggling with low yields, as she and most pineapple farmers in her community did not know about good agricultural practices in horticulture value chains including management of post-harvest losses.

Pelagie, a mother of six children and two grandchildren, is one of the farmers supported by MARKUP to improve pineapple production and increase her returns from the sale of produce. Initially, Pelagie and her family could not get enough yields from growing pineapples on their 3-hectare plot due to lack of appropriate skills in modern agricultural practices and techniques.

Training provided through COCOF helped Pelagie to harvest 2,000 pineapples per week instead of the 500 she used to get before.

"My household income increased since I started selling pineapples and I have been able to take up a long-term bank loan which I service with ease. I used the loan to expand my business and improve our livelihood," she said. Pelagie has been able to educate her children and buy more farming land. She and her husband were able to build their own house.

Pelagie and her family still need to make improvements to their farm, for example purchase adequate harvesting equipment and want to purchase a car to transport their produce from the fields to the collection centre.

EU – EAC MARKUP through the Horticulture Value Chain Project has been supporting farmers and other actors in the horticulture value chains in Rwanda since 2020 by providing farming technologies, improving access to post-harvest handling facilities, and facilitating market linkage of horticulture produce to local and export markets for improved livelihoods.

# PARTNER STATES UPDATES



## TANZANIA

### Smart Technology to Facilitate Compliance with Voluntary Sustainability Standards in Tanzania

In February 2022, the EU-EAC MARKUP 'To Certification and Beyond', implemented through Solidaridad, distributed smartphones to 200 lead farmers involved in the project in Mbeya, Njombe, Ruvuma, Songwe and Zanzibar in Tanzania. The farmers were trained how to use the phones to enhance compliance with voluntary sustainability standards among the coffee, tea and horticulture farmers involved in the project.

Data collected by the lead farmers provide critical evidence for voluntary sustainability certification, and bolster efforts towards attaining traceability. The farmers will use the smartphones to collect data, report and track project activities such as implementation of climate smart practices, timely sharing of information with extension officers/project team for support, distribution of seedlings, and farmer profiling.

"I am excited to receive this smartphone. Before, I was recording data manually, it was tedious and time consuming. Having smartphones will make it easy for all lead farmers to undertake data collection and tracking of the 'To Certification and Beyond' project activities," said Yohana Nduka from Ipyana Farmers' Cooperative.



## UGANDA

### Six Coffee and Cocoa Companies in Uganda Get Matching Grants to Scale up Operations



In Uganda, nearly EUR 3.5m has been provided to selected enterprises through a Matching Grant Scheme under MARKUP. The scheme aims to positively impact on smallholder coffee and cocoa farmers in Uganda, create jobs and ensure that the value chains are managed properly in order to improve access to regional and international markets.

Implemented by Uganda Coffee Development Authority (UCDA), the matching grant scheme is an additional strategy to improve market access and competitiveness of cocoa and coffee, through supporting lead companies to strengthen linkages with farmers and co-operatives in the upstream value chain. UCDA Managing Director, Dr. Emmanuel Iyamulemye, says it will go a long way in creating jobs and improving inter-regional trade.

At the end of 2021, UCDA unveiled six companies that will benefit from the matching grant scheme. The companies are Rubanga Cooperative Union, Ainea and Sons Company Ltd (Cocoa), UGACOF Ltd, New Bukumbi Coffee Processors Limited, Outspan Agric. Ltd (Cocoa) and Uganda Coffee Farmers' Alliance.

According to David Ndemeire Baingana, the Managing Director of New Bukumbi Coffee, the funding is timely. "This grant is very useful for us because it is going to enable us to put our whole system together, implement traceability aspects, get certification for principal farmers, improve the quality of coffee and ultimately raise the price that we receive for the coffee," Baingana says. "We should be able to implement a fully traceable link between the 2,500 farmers we work with and the export market."

According to Gordon Katwirenabo, the National Program Coordinator of MARKUP in Uganda, Baingana's company and the other five beneficiaries emerged successfully out of a total of 35 companies that responded to the call for proposals. The proposals were assessed and evaluated based on set guidelines, before the final six beneficiaries were selected. The grants are intended to improve production and productivity, reduce harvest and post-harvest losses, and increase market access in the coffee and cocoa value chains.

The grants will enable the beneficiaries to scale up operations and add value to their products in order to attain high premium returns on their produce and increase the price incentive through diversification into higher value export markets, especially in the EU and ACP countries.

## MARKUP Concludes Joint Monitoring Missions in all Partner States

The EU-EAC MARKUP Programme Coordination Unit, together with the EAC Secretariat, National Steering Committee members led by the National Focal Point and MARKUP implementing agencies, carried out joint monitoring and data verification missions in all partner States as follows; Tanzania 22 – 27 November 21, Kenya 13 – 18 December 21, Rwanda 28 Mar – 1 April 22, Burundi 16 – 20 May 22 and finally Uganda 13 – 17 June 2022 with the team visiting beneficiary SMEs, Government agencies and Trade and Investment Support Institutions and research organizations supported by MARKUP.

The key objectives of these missions were to verify that data gathered and fed into the MARKUP monitoring system was as accurate and consistent as possible, as well as to monitor results, including unintended results, risks and assumptions. The Joint Monitoring Missions also identified best practices for replication and up-scaling.



MARKUP Mission Team together with Solidaridad and Sambewe AMCOS members in Mbozi Tanzania on 24<sup>th</sup> November 2021

Following interaction with over 100 companies, co-operatives, policy makers and trade support institutions, the teams found that the interventions under MARKUP are addressing critical challenges that the beneficiaries face in policy, regulation and export competitiveness. Explaining the objectives of the exercise, Estella Aryada said, "The MARKUP Monitoring and Evaluation System captures and systematically tracks performance against targets as provided by our Partners. But, we know that that projects of this kind have unintended consequences, both

positive and negative which do not find their way into the System, and yet they can potentially have a transformative impact on the business or organisation."

Among others, the monitoring and data verification missions established that beneficiaries had found that the training and capacity building activities provided through MARKUP had transferred new practical knowledge, skills and tools to support re-engineering of production and business processes. SMEs that had participated in business to business events and selected international trade fairs praised the preparatory process and on-site support provided, as well as the sales, investments, and networks they had established as a result. The moisture meters and Common Reference Materials provided to SMEs and selected labs, respectively, have delivered tangible benefits- improvements in the quality of coffee, and in labs' quality assurance by the testing labs. Some of the beneficiaries had found the on-line delivery adopted during the pandemic challenging due mainly to the connectivity challenges as well as the lack of hands-on demonstrations and physical interactions. Beneficiaries pointed to areas for improvement, including in communication, sequencing and packaging support and more effective engagement of local service providers. The reports and feedback were shared with members of the respective National Steering Committees and Implementing Partners.

## MARKUP Results

### Enhancing Business Capacities for Export Competitiveness

**7** supply/demand and market studies conducted and/or updated

**1938** beneficiaries participated in training/awareness raising campaigns on standards/SPS and market requirements

**841** SMEs trained on introducing traceability, industry certifications, processing and value addition

**151** SMEs received new equipment

**627** SMEs and TISIs trained on access to finance

**86** SMEs secured finance with project support

**16** companies supported for Rainforest Alliance/HACCP and other certifications

**1416** GLOBAL GAP farmers registered and part of certified companies supply chains in Kenya

**8** Processors applying packaging technologies in horticulture produce in Rwanda

**2** new commercial partnership created between Coffee Washing Stations (CWS) and exporters in Rwanda

**7103** Value chain actors implementing, complying and certified for Voluntary Sustainable Standards (VSS) in Tanzania

**379** MT of certified tea, coffee and horticulture produced by targeted farmers in Tanzania

## MARKUP Implementing Partners and stakeholders share lessons

MARKUP interventions across the Partner States are aimed at supporting beneficiaries (including SMEs, policy makers, regulatory institutions, business support organizations) with equipment, tools, hard and soft skills, knowledge and information in order to facilitate their effective engagement in increasing market access to the EU and the EAC region. The design for MARKUP provides for regular exchanges among implementing partners and other stakeholders to share experiences and lessons learned.

20 key stakeholders from the 5 Partner States met together on 5-6 May 2022 in Kampala to share achievements, challenges and key lessons drawn from 2-4 years of implementing the Programme. The workshop also aimed to strengthen synergies and highlight systemic issues to be considered in future programmes in the EAC region with similar objectives to MARKUP.

In his remarks, Alhaj Rashid Kibowa, Director Trade EAC and Chair of the MARKUP Regional Technical Committee said, "As the first phase of MARKUP is almost coming to an end, it is paramount to think of how best to sustain the good work that has been done despite the challenges that COVID has had on programme implementation." Mr. Owango, Kenya Ministry of EAC Affairs and Chair of the MARKUP Regional Steering Committee urged the participants to focus on addressing the common challenges faced by traders and exporters in the East African region if the projects are to be relevant and meaningful to the Community.

Here some highlights of the workshop:



### What is MARKUP currently doing well?

- Gap analysis on national safety issues Coordinating implementing partners work in EAC
- Supporting access and opening up European markets to EAC products
- Training to farmers on how to access EU Market
- Capacity building to SMEs and farmers along the value chain
- MARKUP is currently providing very important support to farmers & companies in the EAC Region
- Training, coaching, market linkages and access
- Supporting producers and exporters to have access to finance and establish market linkages
- Promoting market access for EAC horticulture producers





## What underlying challenges need to be addressed to ensure that desired results are achieved?

- Engagement with policy makers
- Information sharing
- Evaluation
- Support Market linkages
- Making it easier for goods and services to cross borders
- Coordination and involvement of all key stakeholders
- Government bureaucracy
- Improve linkages among interventions
- Resource mobilisation
- Harmonize government priorities
- Limited awareness on existing market opportunities for the various agricultural value chains



## What does MARKUP need to improve?

- Access to finance
- Timely implementation of activities
- Engagement of the private sector
- Increase sharing of information
- Assess models of doing business
- Linking program with actual needs of the private sectors
- Getting more private sector organisations to participate
- Developing tailored financial products
- Facilitate Market linkages for Horticulture value chains produces
- Deal with private/voluntary standards
- Support regulators with hardware

**EACMARKUP** @eacmarkup  
 #incaseyoumissed!  
 Are you an exporter looking for information on export procedures in the #EAC region?  
 @eacmarkup through @ITCnews has produced Export Procedures Guides on coffee, avocados and cocoa for SMEs  
 Get your copy 📄 [rb.gy/5fffvu](http://rb.gy/5fffvu)



East African Community and 5 others  
 16:48 AM · Jun 27, 2022 · Twitter Web App

**EACMARKUP** @eacmarkup · May 26  
 "Access to new storage facilities has taught us new post-harvest handling practices&allowed us sell at good market price.." Pelagio Uwamugarij, trader Nyamagabe Rwanda 🇷🇼  
 The facility supported by @eacmarkup through @oofaminrwanda bearing fruits.

Read 📄 [rb.gy/nzt1vn](http://rb.gy/nzt1vn)



East African Community and 8 others  
 1 2 10

**EACMARKUP** @eacmarkup · Jun 2  
 Ties for Tea Communities in #EAC!  
 @eacmarkup through @ITCnews and the #EuropeanSpecialityTeaAssociation explores the feasibility of establishing a regular market connection service promoting direct trade with global buyers of speciality teas.

Read more 📄 [rb.gy/n3tcdb](http://rb.gy/n3tcdb)



East African Community and 8 others  
 1 4

**EACMARKUP** @eacmarkup · May 27  
 "My income has since increased and I have been able to take up a long-term bank loan which I service with ease.." Pelagio Uwamugarije - Pineapple Trader Rwanda 🇷🇼  
 Postharvest facilities provided by @eacmarkup through @oofaminrwanda are changing lives

Read 📄 [rb.gy/nzt1vn](http://rb.gy/nzt1vn)



ELI-EAC MARKUP in Kenya and 7 others  
 1 3

**EACMARKUP** @eacmarkup · May 23  
 Promoting Quality culture in EAC!  
 @eacmarkup through @ITCnews organised the National Quality Award to 10 best enterprises in Burundi 🇷🇼  
 The award is to stimulate interest in quality management  
 Present were #EAC, #MinisterofTrade 🇷🇼 & #BIBD

Visit us 📄 [rb.gy/t07w85](http://rb.gy/t07w85)



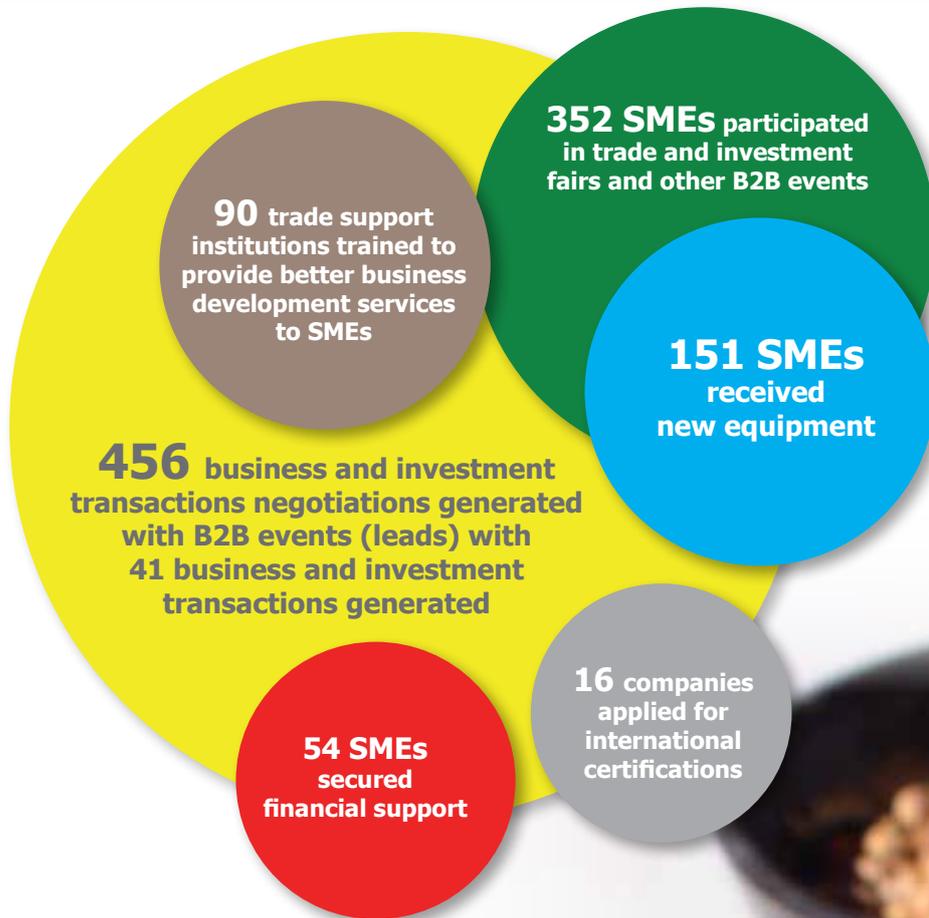
East African Community and 8 others  
 1 12



## MARKUP Results

- Communication & Visibility**
- 20** Communications Working Group Meetings
- 1** Website developed and regularly updated
- 16** Flagship events organized
- 9** e-newsletters published
- 97** articles in print and electronic media
- 2** social media platforms operational
- 1600** Followers on MARKUP twitter

## SMEs benefiting from MARKUP Support





## MARKUP Results

### Improving the business development capacities for SMEs

**404** SMEs supported to participate in trade and investment fairs and other B2B events, strategic counselling on exports

**500** business and investment transactions negotiations generated with B2B events (leads)

**119** business and investment transactions generated

**389** participated in training events for TISIs to provide better business development services to SMEs

**94** TISIs trained to provide better business development services to SMEs.

**375** Lead farmers trained in quality and sustainable production in Rwanda

**63** Government officials trained in market analysis on coffee and cocoa commodities and project cycle management in Uganda



**For more information, please contact:**

EU-EAC MARKUP  
Programme Coordination Unit  
c/o Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

P.O. Box 13854  
EAC Headquarters  
Former State Lodge, EAC Close

[www.eacmarkup.org](http://www.eacmarkup.org)  
facebook: [www.facebook.com/eacmarkup](https://www.facebook.com/eacmarkup)  
twitter: @eacmarkup

[pcu@eacmarkup.org](mailto:pcu@eacmarkup.org)

Arusha, United Republic of Tanzania

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