

MARKUP EAC Invest Event

1-4 March 2021
Virtual Event

MARKUP unlocking trade and investment opportunities in Europe and East Africa

CONTEXT

Investment in agriculture, particularly in small and medium-sized enterprises (SMEs), is key for economic growth and job creation in the East Africa Community. However, significant constraints remain before the sector can fulfil that potential, including lack of access to affordable finance, a non-conducive business environment and the poor quality of physical infrastructure in the region. The current world economic slowdown caused by the coronavirus pandemic has impacted more the SMEs because they remain vulnerable to supply chain disruption, logistics shutdowns and closing markets.

Increasing investment in horticulture (avocado, spices, fine beans) and traditional commodities (coffee, cocoa and tea) in Burundi, Kenya, Rwanda, Tanzania, and Uganda will play an important role in the recovery of SMEs when the pandemic is over. Having access to finance and contact with investors could help companies to overcome the sales losses caused by the crisis, but also the typical challenges they face related to quality compliance, limited value addition and difficulties to access new markets. Investment and exports are interlinked and a growing source of revenues for EAC based SMEs.

The Market Access Upgrade Programme ([MARKUP](#)) is an initiative conceived by the EAC Secretariat in partnership with the European Union (EU) and implemented by various agencies, including the International Trade Centre and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The four-year programme is funded by the EU. MARKUP aims to increase exports of agribusiness and horticultural products and promote regional integration and access to the European market by addressing specific challenges that SMEs, Trade and Investment Support Institutions (TISIs) and policy-makers face in access regional and EU export markets.

THE EVENT

The MARKUP EAC Invest Event is a four-day online event organised by the International Trade Centre in collaboration with the EAC Secretariat, GIZ and with the [Sankalp Africa Summit 2021](#), a large annual investor gathering in the EAC region organised by Intellectap. The event will bring together SMEs, regional and international investors, financial institutions, BSOs and public stakeholders to network for investment to drive trade and to discuss concrete solutions to attract investment, boost value addition and increase exports of horticulture and traditional commodities from the EAC.

Objectives:

- (1) **Facilitate investment deals between SMEs in the MARKUP target sectors and investors;**
- (2) **Equip Financial Institutions to better understand the growing market opportunity of providing sustainable financing solutions to agribusinesses;**
- (3) **Through Investment Promotion Agencies (IPAs), facilitate customer-centric services for investment attraction and promotion;**
- (4) **Advise SMEs on specific technical constraints with a view of accessing investment to address them in areas of packaging, branding and marketing, quality improvement and investment readiness through workshops and business clinics.**

PROGRAMME

MARKUP EAC INVEST EVENT

MONDAY, 1 MARCH 2021

10h00-10h30 (EAT) WELCOME AND OPENING REMARKS



Speakers:

- Amb. Liberat Mfumukeko, Secretary General, East African Community
- Pamela Coke-Hamilton, Executive Director, International Trade Centre (ITC)
- Cédric Merel, Head of Cooperation of the Delegation of the European Union to Tanzania and the East African Community
- Prof. Manasseh Nshuti, 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

10h30-12h00 PANEL: POST-COVID 19 INVESTMENT PRIORITIES

Description: Regional and sector leaders engage in a discussion on the key investment priorities for the agricultural sector in East Africa in the post-COVID 19 world.



Speakers:

- Clare Akamanzi, Chief Executive Officer, Rwanda Development Board (tbc)
- Dr. Peter Mathuki, Executive Director, East African Business Council
- Christophe Bazivamo, Deputy Secretary General, East African Community
- Dorothy Tembo, Deputy Executive Director, ITC
- Jumoke Jagun-Dokunmu, Regional Director for Eastern Africa, IFC / World Bank
- Godje Bialluch, EAC-GIZ Cluster Coordinator and Programme Manager SEAMPEC

Moderator: Kenneth A. Bagamuhunda, Director General Customs & Trade, East African Community (tbc)

12h00-12h30 LAUNCH OF THE FINANCING GATEWAY



Description: Launch of the Financing Gateway an online one-stop-shop that will help SMEs in East Africa access information to search, find and connect with capital providers in the region. This tool was developed by ITC under the EU-EAC MARKUP project in collaboration with Kenya Bankers Association, Private Sector Foundation Uganda, Kenya Enterprise and Private Sector Association, Kenya Association of Manufacturers, Rwanda Business Development Organisation, Tanzania Bankers Association, and SIDO.

Presenters:

- Ian Sayers, Head Access to Financing, International Trade Centre
- Carole Kariuki, CEO, Kenya Private Sector Alliance (KEPSA)
- Polycarp Igathe, Group Chief Commercial Officer, Equity Group

12h30-12h45 **Closing remarks for Opening Session:** Mr. Rashid Kibowa, Director of Trade, East African Community

12h45-13h30 **Networking Break**

13h30-14h45 WORKSHOP: INVESTMENT READINESS FOR SMEs



Description: Prepare companies in raising external capital and managing a successful relationship with investors. The workshop is organized by ITC for the SMEs that have applied to participate in the MARKUP EAC Invest Event.

15h00-18h00 WORKSHOP: INTRODUCTION TO "CREATING A HIGH QUALITY INVESTMENT JOURNEY" (by invitation only)



Description: Assist IPAs in supporting international investors through the creation of a high quality investment journey. The workshop is organized by ITC in collaboration with Costa Rican Investment Promotion Agency, (CINDE) which was ranked as best world's institution in attracting Foreign Direct Investments (FDI) in 2019. This event is organized for IPAs of Burundi, Kenya, Tanzania, Rwanda, and Uganda.

MARKUP EAC INVEST @SANKALP AFRICA SUMMIT

TUESDAY, 2 -4 MARCH 2021: MARKUP DIGITAL BOOTH



Description: MARKUP will organize a digital booth as a one-stop-information point for investors, development finance institutions, and corporates interested in learning about the project and connect with MARKUP SMEs seeking capital and partnerships.

TUESDAY, 2 MARCH 2021

09h00-10h30 SANKALP AFRICA SUMMIT OFFICIAL OPENING



Description: (**disclaimer: format and role of speakers still tbc with Sankalp, i.e. speech / high-level panel*). As partners in the Sankalp Africa Forum, MARKUP will participate in the official opening of the forum and will be represented by the following potential speakers:

- H.E. Quartey Thomas Kwesi, Deputy Chairperson, African Union
- Dorothy Tembo – Deputy Executive Director, ITC

11h00-12h30 SPOTLIGHT SESSION: WHY EAST AFRICA SHOULD BE YOUR NEXT INVESTMENT DESTINATION?



Description: Join this session at the Sankalp Africa Forum organized by ITC. This session aims at opening up discussion on the EAC region as an investment destination, provide evidence of investable opportunities and sectors and outline a business case towards supporting private sector in agriculture. During this session we will explore innovative financing schemes and how they can serve the agricultural sector.

Brief Presentation of the EAC Agriculture Investment Plan: Jean Baptiste Havugimana, Director Productive Sectors, East African Community

Speakers:

- Cédric Merel, Head of Cooperation of the Delegation of the European Union to Tanzania and the East African Community
- Jim Brands, Business Development Officer, Blended Finance, FMO
- Léo Eugene, AgreenFI, Agence Française de Développement (AFD)
- Gloria Mamba, Director General, East Africa Trade Development Bank
- Charles Omusana, Principal Economist, East African Community Secretariat

Moderator: Representative of the Kenya Bankers Association (TBC)

12h30-13h00 Networking Break

13h00-14h30 BUSINESS CLINIC ON BRANDING



Description: Practical mini-workshop organized to inform exporters on how to be more competitive by addressing specific bottlenecks.

15h00-16h30 WORKSHOP: SUSTAINABLE FINANCE - PARTNERSHIP OPPORTUNITIES IN HEALTH, PAY-AS-YOU-GO, YOUTH ECONOMY & BLOCKCHAIN (by invitation only)



Description: ITC experts will lead a workshop for Financial Institutions on innovative sustainable finance products and solutions to invest in agri-value chains in the EAC. This workshop is organized to only for financial institutions invited by MARKUP.

15h00-18h00 WORKSHOP: INTRODUCTION TO "CREATING A HIGH QUALITY INVESTMENT JOURNEY" (by invitation only)



Description: Assist IPAs in supporting international investors through the creation of a high quality investment journey. The workshop is organized by ITC in collaboration with Costa Rican Investment Promotion Agency, (CINDE) which was ranked as best world's institution in attracting Foreign Direct Investments (FDI) in 2019. This session will focus on key concepts on productive linkages. This event is organized for IPAs of Burundi, Kenya, Tanzania, Rwanda, and Uganda.

17h00-18h30 ENTREPRENEUR & INVESTOR DEAL ROOM

Description: Closed-door meetings between selected SMEs with Investors.



WEDNESDAY, 3 MARCH 2021

09h00-10h30 OPENING PLENARY: WOMEN LEADING COMMUNITY CHANGE

Description: 90 minutes plenary organised by Sankalp.



11h00-12h30 BUSINESS CLINIC ON QUALITY

Description: Practical mini-workshop organized to inform exporters on how to be more competitive by addressing specific bottlenecks.



11h00-12h30 WORKSHOP: SUSTAINABLE FINANCE - E&S RISK MANAGEMENT TOOLKIT FOR FINANCIAL INSTITUTIONS (by invitation only)

Description: The objective will be to explore how Financial Institutions are developing Sustainability Strategies to monitor and report on their environmental, social and governance (ESG) practices but also how they can support SMEs to establish ESG risk management system.



12h30-13h00 Networking Break

13h00-14h30 JOIN ONE SANKALP SESSION

Description: Closed-door meetings between selected SMEs with Investors



15h00-16h30 FEMALE FUNDERS DEAL ROOM: SMEs MEET INVESTORS

Description: Closed-door meetings between selected SMEs with Investors.



15h00-18h00 WORKSHOP: INTRODUCTION TO "CREATING A HIGH QUALITY INVESTMENT JOURNEY" (by invitation only)

Description: Prepare IPAs in supporting international investors through the creation of a high quality investment journey. The workshop is organized by ITC in collaboration with Costa Rican Investment Promotion Agency, (CINDE) which was ranked as best world's institution in attracting Foreign Direct Investments (FDI) in 2019. This session will focus on key concepts on productive linkages with discussion facilitated between IPAs and SMEs to understand how IPAs can support in-country SMEs. This event is organized for IPAs of Burundi, Kenya, Tanzania, Rwanda, and Uganda.



THURSDAY, 4 MARCH 2021

09h00-10h30 OPENING PLENARY: CLIMATE CHANGE



Description: 90 minutes plenary organised by Sankalp.

11h00-12h30 BUSINESS CLINIC ON PACKAGING



Description: Practical mini-workshop organized to inform exporters on how to be more competitive by addressing specific bottlenecks. Each new packaging design for a product entails costs on specific materials and equipment, graphic design, printing, logistics, and laboratory testing, all with advance payment. ITC experts will share and discuss a methodology to design a packaging system right the first time and make a sustainable smart investment.

12h30-13h00 **Networking Break**

13h00-14h30 WORKSHOP: SUSTAINABLE FINANCE - GREEN PRODUCT CONCEPT DEVELOPMENT (by invitation only)



Description: The objective will be to train Financial Institutions to enable them to come up with a concept for a Green Credit Line targeting the SME Sector or Climate Insurance Product targeting the Agriculture Sector.

15h00-18h00 WORKSHOP: INTRODUCTION TO "CREATING A HIGH QUALITY INVESTMENT JOURNEY" (by invitation only)



Description: Prepare IPAs in supporting international investors through the creation of a high quality investment journey. The workshop is organized by ITC in collaboration with Costa Rican Investment Promotion Agency, (CINDE) which was ranked as best world's institution in attracting Foreign Direct Investments (FDI) in 2019. This session will focus on measuring performance.

18h30-19h00 CLOSING SESSION – OUR SHARED IMPACT FUTURE

