



February 2022

MARKUP Newsletter - October 2021 - January 2022

Dear Colleagues and Partners,

We are excited to mark three full calendar years of working with enterprises, policy makers and business leaders to identify and address obstacles to export competitiveness in the EAC region. We are starting to wind down a few activities where objectives have been met, and are encouraged by the positive uptake and concrete results realised - from increased exports and new investments to tools, skills and competences built as a direct result of MARKUP.

The skills and competences transferred through MARKUP can be seen through the 80 'Quality Champions' that have successfully completed the programme and are already working with SMEs to tackle obstacles faced in improving efficiency and growing their businesses. Similarly, more than 260 officials have been equipped with knowledge and skills necessary for developing and harmonising standards.

We continue to press ahead with training, providing critical market information and creating opportunities for businesses to network and grow.

Training

Quality Champions Programme Successfully Concluded

In December 2021, EAC-EU MARKUP through ITC concluded the Quality Champions (QCs) training. more than 80 certified quality champions across the EAC have graduated from this training. This marks a long adventure where experts were capacitated in the area of quality undertakings to support industry.

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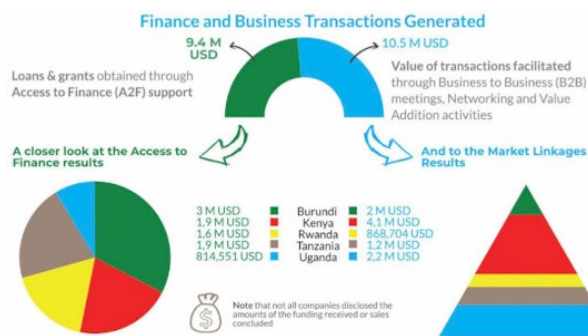


MARKUP Trains Over 260 Standard Developers and Trainers on Development & Harmonisation of Food Standards in EAC

A series of trainings for 261 stakeholders across sectors including academia, the private sector and government institutions have been completed across East African countries to address a recognised knowledge gap in standards harmonisation.

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Celebrating Results of the Access to Finance Support



Under the Access to Finance Support, EAC-EU MARKUP, through ITC, has availed loans and grants to small and medium-sized enterprises in the five Partner States amounting to a total of 9.4 million USD.

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Keeping Step with Innovations in Specialty Coffee

The collaboration between EAC-EU MARKUP, through the International Trade Centre (ITC), and the Specialty Coffee Association (SCA) continues to flourish contributing to the progress of the specialty coffee industry in the EAC region.

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Market Exposure



2nd-12th December 2021

The 21st EAC MSME Trade Fair Mwanza (Tanzania) | Rock City Grounds
 Theme: Promoting Quality and Innovation to Enhance EAC MSMEs Competitiveness and post-COVID19 Recovery



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

EAC-EU MARKUP and its partners participated in the 21st EAC MSMEs Trade Fair and Exhibition from 2nd to 12th 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.

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Kenyan and Tanzanian Avocado Exporters Establish Virtual Connections to Export

U-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.

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Advancing the Regional Agenda

Facility Name	Provider	Purpose	Max	Business Eligibility	Minimum Documentation Required	Collection / Payback (months)
Accion Global Investments	Accion	Accion Global Investments invests in established financial institutions and innovative financial service providers that leverage				60

Financing Gateway for MSMEs Goes Live in Kenya

The MSME Financing Gateway (<https://kenya.financinggateway.org/en>) was developed with support from EU-EAC MARKUP by the International Trade Centre in cooperation with Farwell Innovations, Nairobi. The platform was developed in response to overwhelming demand..

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Partner States Updates

Burundi



Institutions and Small Businesses Explore New Markets

20 executives from government institutions and SMEs, including the Investment Promotion Agency, OTB, Prothem, COCOCA, and KALICO, received a certificate after completion of a 4-day training on trade promotion.

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MARKUP Conducts ISO Standards Training and Mock Audit in Burundi



MARKUP through ITC conducted trainings on certification according to ISO 17 021, ISO 17 065, ISO 9001: 2015 and ISO 19 011: 2018 (all dealing with requirements for bodies certifying products, processes and services) between 22 November and 3 December 2021 to 24 participants.

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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..

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Capacity Building for Higher Quality Laboratory Services

Through UNIDO, MARKUP has been training laboratory staff on the requirements of ISO/IEC 17025:2017. This ISO standard specifies the general requirements for the competence, impartiality and consistent operation of laboratories. It is applicable to all...



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Training Farmers on Group Dynamics and Good Governance

Small-holder farmers form an important part of Kenya's agriculture sector, but their size and limited influence hampers their access to markets. Working together in groups is an excellent solution in this situation as it enables small farmers to secure and sustain markets,

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Rwanda



Embedding Organic Farming

Organic agriculture aims to produce food while establishing an ecological balance to preserve soil fertility. Organically grown agricultural produce can be sold as much higher prices than traditionally grown food.

[Read more...](#)

Tanzania

Farmers Training on Avocado Seedlings Grafting in Njombe and Mbeya

In early October, Solidaridad, through the To Certification and Beyond Project financed by MARKUP, conducted a training on good practices for grafting of avocado seedlings. The training was organized jointly with Uyole agricultural institute. Three nursery attendants and two extension officers...



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Farmers in Mbeya Learn About Rainforest Alliance Standards

Through MARKUP, Solidaridad organised a Rainforest Alliance (RA) workshop in Mbeya in mid-October 2021. The workshop aimed at familiarising participants with new Rainforest Alliance standards requirements.

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Uganda



From Cocoa Bean to Chocolate Bar

From 14-16 October 2021, small cocoa businesses in Uganda attended a training on producing chocolate for export.

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



MARKUP has allocated nearly EUR 3.5m to be provided to selected enterprises through a Matching Grant Scheme. 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...

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News from the PCU

EU-EAC MARKUP Releases Videos on Achievements and Results

As MARKUP's project period is nearing its end, the Programme Coordination Unit commissioned the production of two longer and five

short videos showcasing what SMEs, leaders of the EAC Secretariat, trade and investment support institutions as well as policy...

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MARKUP Concludes Joint Monitoring Missions in Tanzania and Kenya

The EU-EAC MARKUP Programme Coordination Unit (PCU), 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...

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Upcoming Regional Steering Committee

The 6th Regional Steering Committee of the EU-EAC Market Access Upgrade Programme (MARKUP) is scheduled for 3 - 4 March 2022. The RSC is a platform for policy makers and the private sector from the Partner States to interact with Implementing Partners and the EU...

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Thank you so much for your support!

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