

Dear Colleagues and Partners

July 2020

Welcome to MARKUP's quarterly newsletter, now in its new online format!

As the COVID19 pandemic continues to disrupt many aspects of our lives, locally and globally, we've been heartened to see how innovation and inspiration have prevailed and our organisations and individuals have stepped up in these challenging times. MARKUP is nothing if not innovative and partners and stakeholders have continued to adapt to ensure we've barely missed a beat in trainings and mentoring and bringing growers and buyers together. The inability to meet or attend events has seen a move online – like the recent United Fresh Live, the fresh produce virtual trade fair - with some great results proving networking can also be done digitally. Also being carried out digitally are workshops and webinars as well as surveys around Resource Efficiency and Circular Production, and Trade and Investment support. While restrictions in the Partner States have slowed down consultations on draft standards, the East African Standards committee has conducted its business virtually. In Kenya the Food Safety Awareness campaign emphasised the need to take precautions in food production and delivery and Access to Finance work continues with One on One Bootcamps looking at financial forecasting and insurance terms, crucial in these uncertain times for businesses. As some EAC and EU countries are opening up, postponed events here and in Europe are locking in new dates which we all hope will take place safely. We look forward to our Partners and stakeholders continuing to learn, share and network, and most importantly grow and capitalise on new markets as the whole world shifts and reorganises.



COVID 19 Threat and Food Safety Awareness

EAC MARKUP Kenya, implemented by the United Nations Industrial Development Organization (UNIDO) has embarked on a food safety awareness campaign to counteract possible dangers of getting infected through contaminated food.

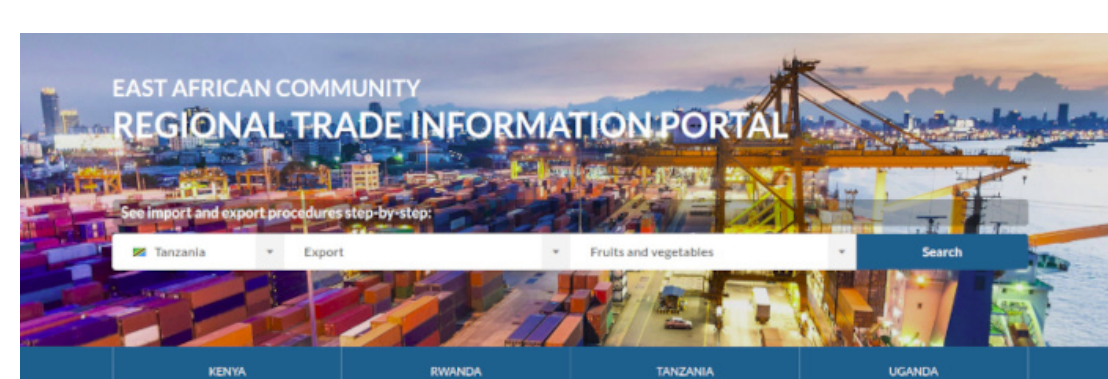
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Training

COVID-19: from managing loans to renegotiating contracts and new funding opportunities

MARKUP training through ITC for SMEs to improve their access to finance continue under the COVID19 crisis. Online bootcamps will launch a fresh round of Access to Finance (A2F) in July 2020. In the meantime, business development service (BDS) providers are offering advisory services to small and medium enterprises (SMEs) they have been working with over the past year. MARKUP trained over 115 SMEs across the five EAC countries and some of them successfully received loans from financial institutions. COVID-19 has raised a new series of questions for companies. BDS providers are remotely advising SMEs not only on ways to ensure that their financials are up to date, monitoring their numbers, renegotiating payment terms and discussing loan commitments with banks, negotiating with debtors but also updating cash flows to forecast the impact of cuts on sales.

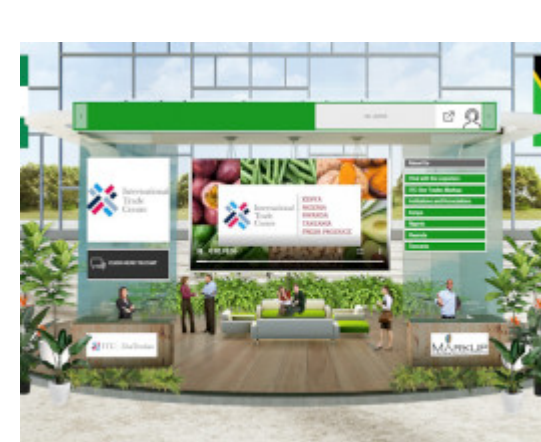
Market Exposure



Trade Portal and Quality Portal

Accessing information about exports has never been this easy for SMEs, thanks to the EAC Trade and Quality Platform portals. You can now find the links to these portals on the EAC MARKUP website.

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United Fresh Live

United Fresh showcases fresh produce from across the world online, and SMEs from EAC partner states, particularly in the fresh produce and avocado value chain...

[Read more...](#)

Advancing the Regional Agenda



Bringing business back from the brink

Interview with Peter Mathuki, CEO of EABC

"Our focus has been on trying to work out a recovery strategy across multiple sectors in the Partner States."

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Speciality Coffee networking

Originally slated for June, the event has been moved to 15-17 October 2020. Prior to joining the event, companies will go through targeting training to ensure that they make the most of their participation.

From 20-22 July, twenty five SME's in the EAC's Speciality Coffee export sector will take part in Marketing and Communications Training ahead of the Warsaw SCA event.



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Assessment of potential impact of Covid-19 Pandemic on the EAC Coffee Sector

This paper is based on assessment from April 2020 intended to forecast the potential economic impact of the Covid-19 pandemic on the coffee sector in the EAC countries, by reviewing effects on global demand for EAC coffee, effects on coffee production in EAC countries, and effects of bringing EAC coffee to the key markets.

[Download full report here...](#)

Sharing is caring: Quality Champions building a support community

But they were not left alone.

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Partner States Updates

Kenya

Precautions to Take at The Market

Maintain a distance of 2 meters between you and the next person when shopping at the market.



Ensure Food Safety at Home

Wash vegetables thoroughly under running water before cooking.



Ensure Food Safety at Home

Clean food preparation surfaces with warm soapy water and rinse them before and after use.



MARKUP Kenya supports World Food Safety Day 2020

MARKUP Kenya supported the World Food Safety Campaign through a huge media campaign. With funding from the European Union (EU), the United Nations Industrial Development Organisation (UNIDO) through the Market Access Upgrade Programme (MARKUP), MARKUP Kenya was running a series of activities as the World Food Safety Day (WFSB).

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Tanzania

Solidaridad

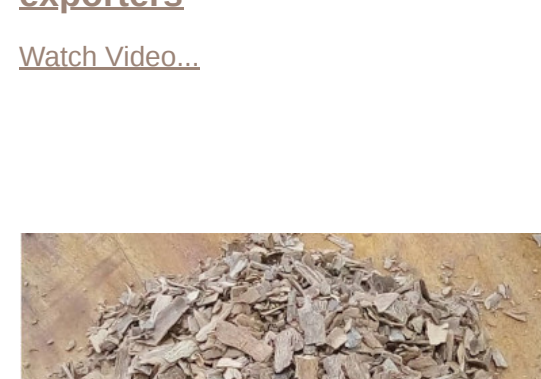
Solidaridad - a new Partner of MARKUP

MARKUP's newest implementing partner is Solidaridad, the international civil society NGO, has begun work on Result 2 in Tanzania, working in the horticulture, tea and coffee sectors.

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Trianon: Opening world markets for Tanzanian spice exporters

[Watch Video...](#)



Embracing challenges to resume business

The logistics of sourcing products from farmers remains a major challenge for Trianon Investments.

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News from the PCU Arusha

Sylvester Malowa joined the MARKUP Team in Arusha on 1 April 2020. He took over the post of Monitoring and Evaluation and Communications expert. Sylvester holds a Master of Science Degree in Applied Statistics from Maseno University, Kenya, as well as a BE Science (Double Mathematics) from Egerton University, Kenya and is currently a PhD candidate in Population and Demography at the Population Studies and Research Institute, University of Nairobi Kenya.

He brings with him over 12 years' progressive working experience in Agriculture, Food Security, Community Development, Gender, and Rural Development, with special focus on value chain approaches. Sylvester is well conversant with evaluation designs, development and implementation of M&E strategies and plans, designs of quantitative and qualitative protocols, analysis, reporting and Research. Before joining MARKUP, he worked as Regional Advisor, Monitoring, Evaluation & Digitalization for the GIZ Agriculture Cluster, Kenya/Somalia Program.



Thank you so much for your support

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