

# MARKUP II

EU-EAC Market Access Upgrade Programme Phase II

August 05, 2025

## MARKUP II Newsletter - No. 7, 2025

Dear Reader,

We are pleased to present the latest edition of the EU-EAC MARKUP II newsletter.

Continue to connect with us via [WhatsApp](#), [email](#), and X ([Twitter](#))!

### High Achievers



## ITC Executive Director visits Equator Chocolate with MARKUP II Uganda National Focal Point, Commissioner for Economic Affairs

On her recent visit to Kampala, Uganda, Ms. Pamela Coke-Hamilton toured the Equator Chocolate premises and met with Barbara and Gustav Gonget, exporters of award-winning chocolate from Uganda. Leo Kizito Ojara, Commissioner for Economic Affairs at the Ministry of East African Community Affairs, joined the ITC Executive Director and Gustav during the visit.

[Read more](#)



## Market Linkage



## Our highlights from World of Coffee 2025

40 coffee companies participated in the World of Coffee, Europe's largest coffee trade fair, held in Geneva this year. With support from the EU-EAC MARKUP II programme, their participation facilitated valuable market linkages within the EU market and beyond. It also provided an opportunity to gather market intelligence on consumer demand trends, competitor offerings, and emerging opportunities in the global coffee sector.

We had conversations with several participants to learn about their experiences.

 [Watch here.](#)





## In Love with Uganda's coffee

Hon. Bwino Fred Kyakulaga, Uganda's Minister of State for Agriculture, Animal Industry and Fisheries, attended the Uganda coffee cupping session held at Palexpo in Geneva—the venue of the World of Coffee 2025.

 [Watch here.](#)



## Brewing Connections: A Trip to the Roasters around Geneva





Taking advantage of the presence of visiting coffee companies in Geneva for the World of Coffee, the EU-EAC MARKUP II programme organized a tour of local coffee roasters. Company representatives visited roasteries in both Geneva and Coppet, offering a valuable opportunity to explore market preferences, gain insights into roasting practices, and strengthen potential business linkages through a European market lens.



## Faces of MARKUP II



### Ernest & Pascale

Why buy coffee from Burundi, despite the challenges?

When long-time buyer Pascale Schuit sat down with Ernest Nduroraro from COCOCA—a union of coffee grower cooperatives in Burundi—she had a clear answer to that question.

[Watch here.](#)





## International Trade Centre Partnerships for Africa day

From coffee and chocolate to top-quality packaging and leather goods, the products on display at ITC Partnerships for Africa Day highlighted the practical support the project is providing to companies across the East African Community (EAC).

The display reflected the growing competitiveness of the region.

[Read more.](#)

## Business support



## EAC and ECOWA Build Stronger Bilateral Links



In efforts to strengthen trade promotion, EU-EAC MARKUP II in partnership with the East African Community (EAC) Secretariat and the ECOWAS Commission, facilitated a study visit.

[Read more](#)



## Milestone gathering of Trade Promotion Organizations' Technical Working Group

By building stronger linkages and collaborative engagement, the EAC Trade Promotion Organization (TPO) Technical Working Group (TWG) is paving the way for improved trade development actions at national, regional, continental, and global levels.

[Read more](#)



## How Rwanda is accelerating Export Reforms to support small businesses?

As Rwanda makes major strides in improving its trade environment for small exporters—particularly in sectors such as coffee, avocado, and horticulture—the [National Agricultural Export Development Board](#) (NAEB) has launched new initiatives to simplify export formalities.



[Read more](#)



## Improving spices branding in Tanzania

Here's a quick look at our efforts to help local producers position their spice products in global markets through better sector branding, labelling, and development of Geographical Indications (GIs).

[Read more](#)







## Making Burundi's Avocados, Essential Oils, and Tea Globally Competitive

MARKUP II's coaching sessions in Burundi continued, focusing on **avocado**, **essential oils**, and **tea**. These workshops are designed to enhance product quality and competitiveness, ultimately helping to establish Burundi's reputation for these products in international markets.



## Leather cluster development in Tanzania

Leather Cluster Design Workshop was held in Dar es Salaam. Participants included leather processors, footwear and goods manufacturers, academic designers, distributors, raw hide suppliers, and government officials.

[Read more](#)





## Quality Champions Pressing On

Quality Champions (QCs) from Burundi, Kenya, Rwanda, Tanzania, South Sudan, and Uganda completed a five-day training on GLOBALG.A.P. Integrated Farm Assurance (IFA) for fresh fruit and vegetables.

[Read more](#)

## Sustainability



### What is the impact of MARKUP II supporting sustainability certification across East Africa?

A post-coaching evaluation and impact assessment was conducted on the voluntary sustainability standards (VSS) training delivered in Burundi, Kenya, Rwanda, Tanzania, and Uganda.

[Read more](#)

## Women and Youth





## New Guide launched to help Trade Promotion Organizations support women-led businesses

The International Trade Centre has launched a guide to help national trade promotion organizations rethink how they support one of the most underrepresented groups in international trade: women-led businesses. It was unveiled two days ahead of the Global [SME Ministerial Meeting](#), in Johannesburg following a training session with CEOs from East African trade promotion organizations, alongside senior representatives from the East African Community (EAC) Secretariat.

[Read more](#)



## Building Gender-Inclusive Value Chains in Coffee and Horticulture

We're excited to share the achievements of three businesses we've supported. Learn how they are effectively [managing water](#), [supporting community](#), and standing strong in the [fight against climate](#)



change.

[Read more](#)



## Youth Agripreneurs build skills in Burundi and South Sudan

An intensive training programme focused on market access and business development in agriculture was held for young agripreneurs.

[Read more](#)

**JAG**



**MARKUP II at Joint Advisory Group reinforces the programme's role**



As part of the **Friends of ITC lunch at the** Joint Advisory Group (**JAG**), EU-EAC MARKUP II contributed tea from Burundi and spices from Tanzania, which were presented as gifts to ambassadors and invited guests.

[Read more](#)

## Upcoming Events

- **11–13 August 2025** – Food Safety Training for Chocolate-Making Companies – Delivered by the Quality Champions, Kampala, Uganda
- **11–15 August 2025** – Training of Trainers on ITC Market Analysis Tools in Nairobi, Kenya
- **13–21 August 2025** – Trade Portal Sensitization Workshop with EABC, Bujumbura, Burundi
- **18–21 August 2025** – Packaging Training Level 1 and 2, Bujumbura, Burundi
- **28–29 August 2025** – 18th meeting of the EAC Codex Forum, Dar Es Salaam, Tanzania
- **16–17 September 2025** – Webinar on “General Understanding and Sensitization on Metrology, Related Clauses from ISO/IEC 17025, and Measurement and Measurement Uncertainty”, Burundi, Online
- **06–23 October 2025** – Export Planning Training Uganda and Rwanda, Kampala, Uganda
- **29 October – 02 November 2025** – Salon du Chocolat 2025, Paris, France
- **02–04 December 2025** – Food Ingredients 2025, Paris, France
- **05–14 December 2025** – Jua Kali – EAC MSME Trade Fair, Nairobi, Kenya
- **05–14 December 2025** – EAC Quality Awards 2025, Nairobi, Kenya



Programme Coordination Unit  
International Trade Centre (ITC)  
EAC Headquarters, Arusha-Tanzania, AICC  
Serengeti Wing, 6th Floor, Room 679

[pcu@eacmarkup.org](mailto:pcu@eacmarkup.org)  
[www.eacmarkup.com](http://www.eacmarkup.com)

This email was sent to {{contact.EMAIL}}  
You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)

© 2025 EAC Markup II





