



International
Trade
Centre



EAC MARKUP II Newsletter 9, 2025

December 16, 2025

Dear Reader,

As the year draws to a close, we are delighted to present this year's last edition of the EU-EAC MARKUP II Newsletter. It is a collection of stories that reflect not only our achievements, but also the people behind them.

We take the opportunity to express our sincere thanks to all our partners who have collaborated with us to make these results possible.

We also wish you a happy festive season.

Wishing you an enjoyable read!

From your MARKUP II team.

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

High Achievers

How did Braimpire Ltd turn conversations into commercial wins?

The Intra-African Trade Fair (IATF 2025) opened new doors for Braimpire Ltd.

[Read more](#)





Who won the EAC Regional Quality Awards 2025?

The East African Community (EAC) Regional Quality Awards 2025 ceremony was held in Nairobi, honoring organizations that have demonstrated outstanding achievements in quality management across the region.

[Read more](#)



Hannie Chocolate Ltd. Wins First Runner-Up for Best Exhibitor at EAC MSME Trade Fair

An achievement that reflects the results of our support.

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Faces of MARKUP II



Real progress with real people

As the year comes to a close, we are pleased to share a glimpse of the people at the heart of EU-EAC MARKUP II. These are the voices shaping our journey.

[▶ Watch here](#)

Market Linkages



25th EAC MSME Trade Fair held in Kenya

50 EAC SMEs from the leather, essential oils, packaging, coffee, and cocoa sectors including 38 enterprises from Kenya participated in the Fair with EU-EAC MARKUP II support.

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AU-EU Business Forum 2025 in held in Luanda, Angola

At the Forum , a key spotlight was on the personal journeys of three coffee businesses from Tanzania and Kenya.

[Read more](#)

Ugandan Chocolate shines in Paris at Salon du Chocolat 2025

Top-quality chocolate from Uganda was a hit in Paris!

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Taste of Harvest: Showcasing Africa's Finest Coffees Across Burundi, Uganda, and Tanzania

The Taste of Harvest competition, organized in partnership with the African Fine Coffees Association (AFCA), was successfully held across Burundi, Uganda, and Tanzania, showcasing the region's highest-quality coffees. Kenya National Taste of Harvest Competition is scheduled to take place from January 3–16, 2026, in Nairobi, Kenya.

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Business Support



Global SME Ministerial

On the sidelines of the Global SME Ministerial meeting held in Johannesburg earlier in July, the International Trade Centre 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.

The session was delivered under the European Union (EU) funded EU–EAC Market Access Upgrade Programme (MARKUP II).

[Read more](#)



Burundi Trade Information Portal to advance trade competitiveness

The [Burundi Trade Information Portal](#) (TIP) has recently been upgraded as part of the broader EU-EAC MARKUP II initiative, which aims to boost intra-African and EU-Africa trade by improving market access and enhancing SME competitiveness.

[Read more](#)



A unique online directory of SME-friendly packaging suppliers

We have launched a new and first-of-its-kind online directory of packaging suppliers who have been verified as SME-friendly.

This tool, developed through EU-EAC MARKUP II, aims to make it easier for SMEs in Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda to access trusted packaging partners.

[Read more](#)



New Quality Champions trained to boost Uganda's Agro-Industries

Applying Lean principles, waste management, Six Sigma, root cause and risk analysis, process mapping, and exploratory data analysis: these were some of the key skills imparted to nine participants during a week-long Lean Training held in Uganda.

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How One Barista is Elevating Tanzanian Coffee

When Evans Jonas Maleo, a barista and founder of Kahawa Studio in Dar es Salaam, struggled to consistently deliver the perfect cup, he knew it was time to go deeper.

[Read more](#)

Uganda launches Avocado Roadmap and Platform to unlock sector's potential

Uganda officially launched the Avocado Roadmap and Platform; a strategic initiative aimed at expanding the country's avocado value chain and tapping into growing regional and global markets.

[Read more](#)



South Sudanese SMEs benchmark Chad's Gum Arabic Sector to boost exports

Five SMEs from South Sudan's Gum Arabic sector participated in a benchmarking mission to Chad, aiming to gain technical insights on export readiness, compliance, and international marketing.

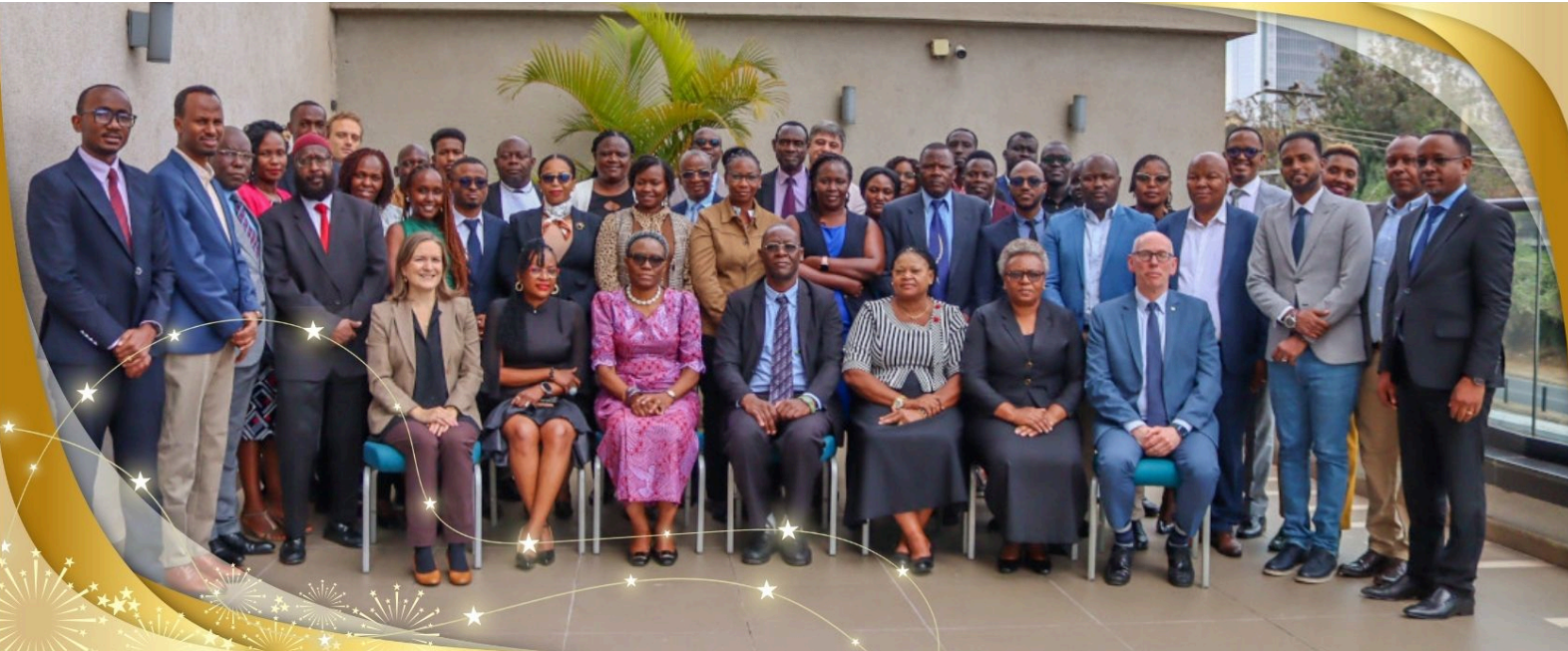
[Read more](#)



New course on access to finance for East African entrepreneurs

We are pleased to announce the addition of a new course designed specifically for startups and small and medium-sized enterprises (SMEs) seeking to strengthen their financial skills and better prepare for engagement with financiers and investors.

[Read more](#)



EAC Regional Trade Facilitation events strengthen digital integration and simplification agenda

Trade facilitation was in focus as over 60 participants from eight East African Community Partner States as well as EAC Secretariat and Development partners attended a Technical Peer Learning Workshop and Regional Sub-Committee meeting on Trade Facilitation.

[Read more](#)

Diploma in International Trade Launched for Trade Promotion Officials in East Africa

20 participants drawn from various East African Community (EAC) countries are set to take part in the inaugural cohort of the Diploma in International Trade for Trade Promotion Organisations (TPOs) in the region.

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Sustainability



KENYA
ACCREDITATION
SERVICE

CERTIFICATE OF ACCREDITATION

Kenya Bureau of Standards Testing scheme accredited to International Standards

The National Accreditation Body for Kenya, [KENAS](#) has accredited [Kenya Bureau of Standards](#) (KEBS) Proficiency Testing (PT) Scheme to ISO/IEC 17043.

A joint effort by EU EAC MARKUP II, Trademark and PTB supported the process that enabled KEBS to attain 21 accredited proficiency testing programmes.

[Read more](#)



Growing Awareness and Compliance: EUDR eLearning Course Gains Momentum in the EAC

The MARKUP II programme launched the [EU Deforestation Regulation \(EUDR\) eLearning course](#) to help stakeholders across the East African Community (EAC) prepare for new sustainability requirements in EU markets. In 2025, the course

continued to attract strong interest across the region. A total of 73 participants from the EAC enrolled across the four sessions. Certification rates also showed encouraging progress, with 21 participants successfully completing the course. This growing uptake reflects the region's increasing commitment to understanding and meeting EUDR standards. The MARKUP II programme will continue to expand access to practical training tools that support greener, more competitive trade across the EAC.

Women and Youth



Master trainers' workshop to empower women entrepreneurs in the EAC

EU-EAC Market Access Upgrade Programme (MARKUP II), the SheTrades Initiative and the East African Women in Business Platform (EAWiBP) collaborated to roll out the "Communicating for Market Success" training across East Africa. Delivered through a network of 12 master trainers, the programme has so far reached women-led businesses in Rwanda, Uganda, Tanzania, South Sudan, and Burundi, with Kenya scheduled to join in February. To date, the training has reached approximately 150 women-led businesses, based on an average of 30 participants per country across five countries. Participants reported increased confidence and practical ability to apply the tools directly to their businesses

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MARKUP II Youth accelerator programme in Uganda, Kenya and Rwanda

MARKUP Youth Agribusiness Accelerator officially launched between 8–16 September with an ambitious goal: to equip young agripreneurs across Kenya, Rwanda, and Uganda with the skills and market exposure needed to build scalable, competitive agribusinesses.

[Read more](#)

Upcoming Events

- **19–30 January 2026** – Training on CRM - ISO 17034 for EAC Partners' States, Kigali, Rwanda
- **27–29 January 2026** – German - East African Business and Investment Forum, Germany
- **19 January–06 February 2026** – Awareness-raising Webinar Series: Navigating Quality Requirements with the EAC Quality for Trade Platform and the Role of Quality Associations, Online
- **26–30 January 2026** – Coffee - Packaging - Training and coaching phase 2 for SMEs in Kigali, Rwanda
- **27 January 2026** – Consultative stakeholder meeting in Bujumbura, Burundi
- **04–06 February 2026** – Fruit Logistica 2026, Germany
- **02–06 February 2026** – Coffee - Packaging - Training and coaching phase 2 (for SMEs from Burundi and Kenya), Nairobi, Kenya
- **11–12 February 2026** – Digitalization training in Kenya for coffee SMEs
- **23–27 February 2026** – Harmonisation meeting #1 for two gum arabica standards (specifications and a code of practice), Zanzibar/URT or South Sudan
- **03–04 March 2026** – Value Chain Financing – Regional Validation Workshop, Nairobi, Kenya
- **03–05 March 2026** – PROPAK in Kenya, Nairobi, Kenya

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