

March 28, 2024

MARKUP II Newsletter - No. 1, 2024

Dear Colleagues and Partners,

We are excited to commence the second phase of EU-EAC MARKUP II which was launched at a ceremony held in Arusha on 3rd October 2023. The new phase will be implemented in the 6 EAC Partner States of Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda.

Building on the successes of MARKUP I, the new phase will focus on EAC priority sectors including avocado, cocoa, coffee, essential oils, French beans, gum arabic, horticulture, leather, packaging, spices, and tea – with an emphasis on processing, value addition, diversification, investment, and export linkages.

A new development in MARKUP II is the inclusion of packaging as a standalone and crosscutting value chain, addressing the unique challenges of micro, small and medium-sized enterprises in the EAC.

We continue to capacity build, provide critical market information and create opportunities for businesses to network and grow.

We are always happy to hear from you via email, Twitter and Facebook!





Formal launch of EU-EAC MARKUP II

The second phase of the European Union (EU) -East African Community (EAC) Market Access Upgrade Programme (MARKUP II) was launched at a ceremony held in Arusha on 3rd October 2023.

Building on the successes of MARKUP I, the new phase will focus on EAC priority sectors including avocado, cocoa, coffee, essential oils, French beans, gum arabic, horticulture, leather, packaging, spices, and tea – with an emphasis on processing, value addition, diversification, investment, and export linkages.

Read more ...

Speeches from Keynote Speakers during the launch of Second Phase of MARKUP



Dr Peter Mathuki EAC Secretary General



H.E. Christine Grau EU Ambassador to Tanzania



Ms Pamela Coke-Hamilton ITC Executive Director

Read all the Speeches



EU – ITC witness an example of MARKUP success

Ms Christine Grau, Ambassador of European Union Delegation to Tanzania and the East African Community and Ms Pamela Coke-Hamilton, Executive Director of the International Trade Centre visited the premises of Med-Foods Arusha Co. Ltd in Arusha.

They met Ms Joyce Mmari, co-founder and Managing Director of the company set-up in 2016. <u>Read more...</u>



Compliance with quality and standards in the East African Community (EAC): Regional consultative workshop

Representatives of six Partner States of the East African Community (EAC) - Burundi, Kenya, Rwanda, South Sudan, Uganda, and Tanzania, the East African Community Secretariat, Delegation of the European Union to Kenya, representatives of the East African Business Council (EABC) as well as technical advisors on quality compliance and standards from the International Trade Centre (ITC) committed to bolster efforts aimed at improving quality compliance and standards in the EAC region. Read more...



Webinar: EU Deforestation-free Regulation (EUDR)

With deforestation identified as a critical global challenge with significant implications for the environment, society, and the economy, the new EU Deforestation-free Regulation (EUDR) entered into force on 29 June 2023.

The regulation seeks to significantly mitigate the repercussions of deforestation and forest degradation.

Read more



Burundi laboratories gain international recognition.

In an historic achievement for Burundi's Quality Infrastructure System, the Laboratory for Soil Analysis and Food Products (LASPA) of the Institute of Agriculture Science of Burundi (ISABU) and the Chemistry Laboratory of Burundi Bureau of Standards and Quality Control (BBN) have been accredited on the first key parameters to comply with international standards.

The accreditation lends credibility and generates confidence about the lab results at the global level.

MARKUP II Key upcoming events

- 3rd to 5th April 2024 Presentation of the MARKUP II Programme and the TPO Network at the EAC Regional Export Promotion Sub-Committee, Arusha, Tanzania.
- **4th April 2024** Regional Trade Facilitation Committee Meeting of the EAC, online.
- 8th to 12th April 2024 Training workshop for Burundi Trade Portal team, Bujumbura, Burundi.
- **15th to 17th April 2024** First Consultative Meeting on the Establishment of the EAC IPA Network, Nairobi, Kenya.
- **9th to 10th May 2024** Workshop on the Voluntary Sustainable Standards implementation.

MARKUP II



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