

MARKUP II

EU-EAC Market Access Upgrade Programme Phase II

June 19, 2025

MARKUP II Newsletter - No. 6, 2025

Dear Reader,

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

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Faces of MARKUP II

Barbara Gonget, Director Equator Chocolate, Uganda

Meet Barbara Gonget, co-founder and Director of award-winning company Equator Chocolate. The company exports to buyers in Europe.

[Read more](#)

[▶ Watch interview here.](#)





Special guest: Adrian R Njau, Executive Director, East Africa Business Council (EABC)

We spoke to the Executive Director of East Africa Business Council for ITC's Trade Forum magazine about value chain integration in the region, trade barriers that prevent exports, as well as solutions to overcome these barriers.

[Read more](#)

High Achievers



Martha Wandera, KIMCO Coffee

How is Martha Wandera delivering top-quality coffee and bringing Uganda's coffee to the world?

[Read more](#)

Market Linkage



Africa Sourcing and Fashion Week held in Nairobi

We brought 17 leather businesses from Tanzania, Kenya, Uganda, and South Sudan to showcase their footwear and accessories at the Africa Sourcing and Fashion Week (ASFW) that was held in Nairobi.

[Read more](#)

▶ [Watch interviews here.](#)



Regional workshop explores the future of East Africa's Regional Leather Industry

On the sidelines of ASFW, a panel discussion highlighted the challenges and opportunities presented to the leather industry in East Africa region.

[Read more](#)

▶ [Watch report here.](#)

MARKUP II at African Fine Coffees Association (AFCA) Conference



From 26-28 February 2025, the 21st edition of the African Fine Coffees Association (AFCA) Conference was held in Dar es Salaam, Tanzania, brought together key coffee champions. In addition to discussions about [Optimizing coffee trade under AfCFTA](#), [De-risking the coffee trade in Africa](#), and [Simplifying coffee export](#) in East Africa, EU-EAC MARKUP II also organized a Policy Dinner.



African Farmer Day marked at AFCA Conference

On the first day of the conference, the EU-EAC MARKUP II organized the African Farmer Day with the theme: "Spirit of Coffee," in partnership with the African Fine Coffees Association (AFCA) and Ethos Agriculture.



Delegation from the European Union meets MARKUP II collaborators

A roundtable discussion at AFCA conference provided a platform for MARKUP collaborators to share the impact of the initiative since its inception.

[More here](#)

[Read more](#)



Uganda-EU Business Insights 2025

Five companies participated in the European Union's industry-driven platform for fostering investment and export growth, with EU-EAC MARKUP II support.

[Read more](#)

Impressive Rwandan businesses at Fruit Logistica in Berlin

Zesah Ltd along with five other companies from Rwanda participated in 2025 edition of Fruit Logistica, the world's top trade fair for fresh produce, in Berlin, Germany in February.

[Read more](#)





We were at the G25 African Coffee Summit

At the G25 African Coffee Summit in Dar es Salaam, Tanzania, our engagement focused on policy reform, capacity building, and improving access to finance for SMEs—particularly those led by women and youth.

[Read more](#)

Business support

Achieving the highest standards in coffee processing

19 participants from 17 companies in Uganda were selected to participate in the “Theory principles of Coffee Processing, prep for Coffee Quality Institute (CQI) Processing” level 2 training in Mbale, Uganda.

The participants were chosen from a pool of 28 participants who had participated in the introductory workshop earlier in Kampala.

[Read more](#)





How to make smooth and rich chocolate?

Stakeholders in the cocoa value chain convened to enhance their knowledge of chocolate production through immersive, hands-on training and expert facilitation.

[Read more](#)



Training the trainers: Market Analyses Tools

A training on the International Trade Centre's Trade Map and Market Access Map was held in March, at the University of Dar es Salaam Business School (UDBS).

[Read more](#)



Improving Quality infrastructure across East Africa

MARKUP II actively participated in key EAC standards subcommittees, including the Quality Assurance, Metrology, Standards Management, Codex, TBT, and Testing subcommittees. Eight laboratory scientists from across the EAC were also provided hands-on training on the production of Certified Reference Materials (CRMs) held at the National Metrology Institute of South Africa

[Read more](#)



The EAC Regional Quality Awards 2025 are now open

The awards are designed to promote and celebrate a culture of quality across the Partner States, and were launched at the EAC Headquarters in Arusha, Tanzania.

[Read more](#)



Access to Finance bootcamp

Twenty SMEs from Kenya's coffee and leather industries successfully completed the bootcamp, which was designed to equip SMEs with the knowledge and skills necessary to secure funding for growth, bringing together entrepreneurs and leading financial and legal experts.

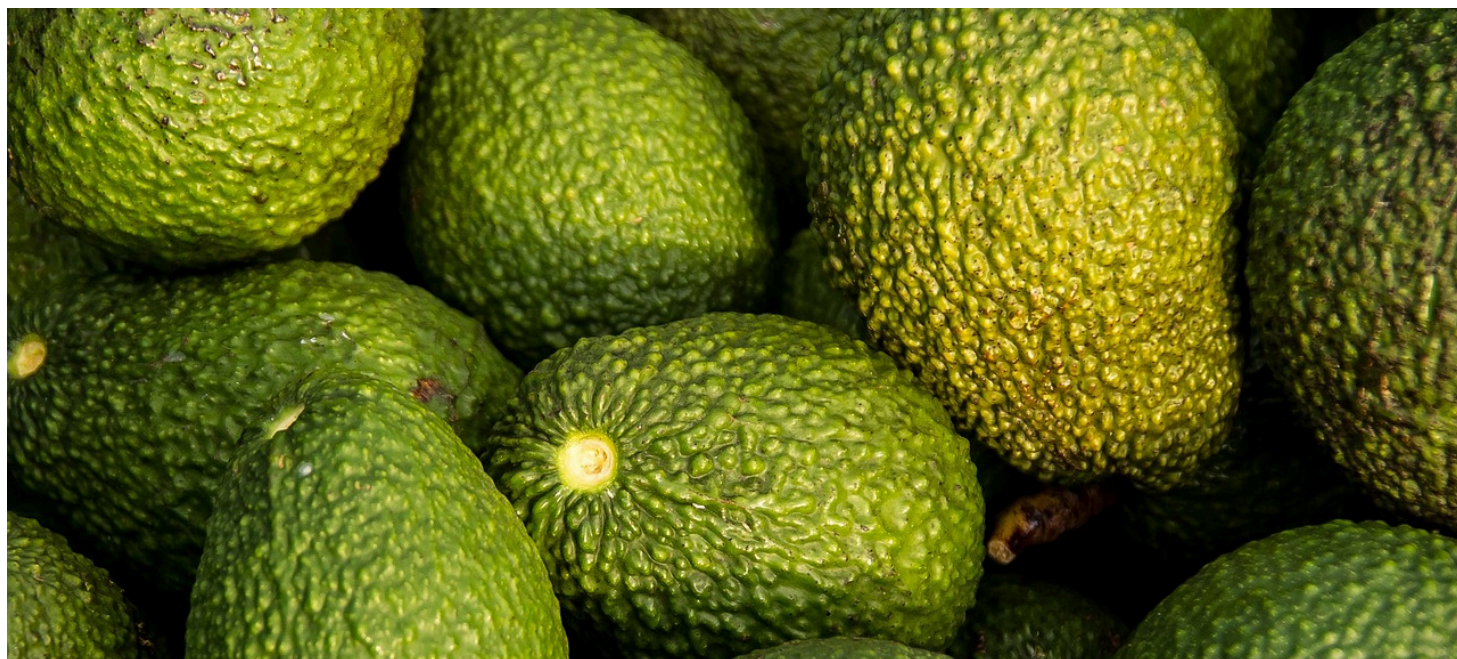
[Read more](#)



EAC Regional Leather Platform meeting held in Kampala

This hybrid event aimed to accelerate the implementation of the EAC Leather and Leather Products Strategy 2020-2030 and identify key priority interventions for 2026-2027.

[Read more](#)



Three-year roadmap validated to strengthen the avocado sector

The milestone marks the culmination of a series of collaborative efforts led by the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF), with support from the EU-EAC MARKUP II.

[Read more](#)

Women and Youth



International Women's Day 2025 in South Sudan

Women entrepreneurs made sales worth thousands of dollars at a mini bazaar organized to mark the International Women's Day.

[Read more](#)

Sustainability



Geolocation training in Rwanda to facilitate EUDR Compliance

Geolocation Data Collection Workshop to prepare Rwandan coffee producers for compliance with the EU Deforestation Regulation (EUDR), was held in Huye, Rwanda.

[Read more](#)



Green success

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](#).



Peer-to-peer learning on sustainable coffee innovations

Nine coffee companies from across Rwanda participated in a hands-on learning visit to the coffee washing station of Gitesi Coffee Company in Karongi District.

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Programme coordination meetings



3rd Regional Steering Committee

Kampala hosted the third EU-EAC MARKUP II Regional Steering Committee meeting.

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Upcoming Events

- **23–27 June 2025** – Youth training, Juba, South Sudan
- **23–27 June 2025** – 18th Codex Committee on Contaminants in Foods(CCCF18), Bangkok
- **23–27 June 2025** – Design, manage, and implement clusters workshop, Juba, South Sudan
- **23–24 June 2025** – Training on branding and marketing for new batch of SMES, Dar Es Salaam, Tanzania

- **24 June 2025** – *World of Coffee* side event at ITC – *Empowering SMEs: Navigating Trends and Regulations, Managing Risks, and Promoting Competitiveness in the Coffee Value Chain*
- **25 June 2025** – *World of Coffee* side events including café/roastery study tour, Coffee Association CRM briefing, and Coffee Advocacy Working Group in East Africa
- **26–28 June 2025** – *World of Coffee*, Geneva, Switzerland
- **30 June – 01 July 2025** – Training for Basic Coffee SMES, Nairobi, Kenya
- **30 June – 01 July 2025** – Packaging training Level 1, Dar Es Salaam, Tanzania
- **30 June – 04 July 2025** – Proficiency Testing Provision and QMS Documentation Retreat, Bagamoyo, Tanzania
- **30 June – 05 July 2025** – CQI Coffee processing training at coffee washing station level, Bujumbura, Burundi
- **02–06 July 2025** – Packaging coaching (follow-up to Level 1 training), Dar es Salaam, Tanzania
- **07–08 July 2025** – Packaging training (Level 1), Nairobi, Kenya
- **07–11 July 2025** – Training of Trainers on market access and related online tools in, Kilgali, Rwanda
- **09–11 July 2025** – Packaging coaching (follow-up to Level 1 training), Nairobi, Kenya
- **09–10 July 2025** – Policy Dialogue on the AfCFTA Protocol on Women and Youth, Juba, South Sudan



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