







The EU-EAC Market Access Upgrade Programme is a regional development initiative that provides support to small and medium-sized enterprises (SMEs) in the East African Community (EAC). The four-year programme works to increase exports of agricultural products, improve competitiveness and promote regional integration.

MARKUP targets coffee, tea, cocoa, spices, avocado and other horticultural products in Burundi, Kenya, Rwanda, Tanzania and Uganda. Collaborating closely with SMEs, policy makers, investors and a wide range of partners, the programme works to improve competitiveness, raise quality and compliance with international standards, and to identify and tackle barriers to trade and access to finance.

Jointly designed by the European Union (EU), the EAC Secretariat and the EAC Partner States, MARKUP is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the International Trade Centre (ITC), the United Nations Industrial Development Organization (UNIDO), Solidaridad East Africa, Oxfam Ireland, Istituto per la Cooperazione Universitaria-Onlus (ICU) and the Uganda Coffee Development Authority (UCDA). MARKUP is funded by the European Union under the 11th European Development Fund.

MARKUP directs support through two focal windows, the Regional Window and the Partner States Window.

- Through the Regional Window, MARKUP supports the EAC efforts to increase regional trade and exports to international markets.
- The work in the Partner States Window is tailored to the specific needs of each Partner State.

Targeting SMEs, sector associations and government institutions, MARKUP supports initiatives to address selected supply side constraints and enhance competitiveness. These include improvement of quality infrastructure, development of legal and regulatory frameworks, improved awareness to voluntary sustainability standards, certification, training and capacity building for improved market access.

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OBJECTIVES

Harmonise EAC standards

MARKUP supports EAC's efforts to harmonise selected standards and Sanitary and phytosanitary (SPS) measures and align them with international market requirements.

The EAC Secretariat is supported to develop new standards and review existing ones as well as to harmonise critical regulatory procedures in line with international protocols. Key stakeholders including private sector associations and national standards bodies have been engaged to ensure full implementation.

Strengthen advocacy capacity of SMEs

MARKUP supports the EAC to identify trade barriers, and work towards addressing them in order to reduce trading costs and make it easier for goods to move across borders. MARKUP also works to increase transparency on trade procedures and enhance private sector capacity to advocate for the removal of trade barriers, and to take advantage of the opportunities offered through the WTO Trade Facilitation Agreement.

Enhance export competitiveness for SMEs

MARKUP supports SMEs through a range of activities, including fostering market diversification, value addition, and improved access to finance. This involves awareness creation of market requirements, improving compliance with compulsory and voluntary standards, capacity building and facilitating linkages with providers of finance.

Improve business development capacities for SMEs

MARKUP works with Trade and Investment Support Institutions (TISI) and Business Support Organisations (BSO) in the region to strengthen service delivery to SMEs and other stakeholders. In addition, MARKUP supports selected SMEs to secure markets and investment through participation in key international events.

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EU-EAC MARKET ACCESS UPGRADE PROGRAMME

Regional Window

- Coordination and steering
- Standards and SPS harmonisation
- Communication and information for SMEs
- Advocacy for the removal of trade barriers
- Capacity development of SMEs

Partner States Window

- Improving compliance to quality standards
- Increasing value addition and export diversification
- Improving access to market information
- Strengthening SME business capacities

MARKUP aims to contribute to the economic development of the EAC region by increasing the value of both extra- and intra-regional agricultural exports, with a focus on exports towards the European Union.

KEY ACTIVITIES

Training

With workshops and extended trainings covering issues such as EU market requirements, trade and market intelligence tools, access to finance, industry certifications and value addition, the knowledge base across the region continues to grow.

For select SMEs, MARKUP provides customised training in packaging, branding and marketing to ensure that the products showcase the best of East Africa, and the packaging reflects international standards.

Procedure guides for business owners with information on licences, permits and clearance steps to be fulfilled before exporting a consignment are produced for the various MARKUP products. One-on-one coaching and mentorships are provided through the Quality Champions scheme. It matches SMEs with experts to advise and guide them on improving quality and better target international markets.

Market exposure

Supporting SMEs to participate effectively in selected international trade shows and online networking events has been a cornerstone of MARKUP. By exposing companies to buyers and investors, and bringing together players across product value chains to network and exchange, MARKUP has supported SMEs to secure new markets and investment.

Advancing the Regional Agenda

With a focus on removing trade barriers and harmonizing standards across the EAC, MARKUP has identified multiple areas for improvement and is working with stakeholders towards streamlining import and export procedures and regulations in the region.

Working through the East African Standards Committee, MARKUP also supports regional integration through aligning national and regional standards with international standards in order to reduce costs, enhance compliance and foster new trade opportunities.

The EAC Regional Trade Information and Quality Portals inform SMEs about requirements, processes and procedures for import and export of goods.



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PARTNERS AND IMPLEMENTERS



Supporting the implementation of MARKUP in Kenya, UNIDO is working with stakeholders to improve awareness and regulation of priority horticultural products. UNIDO is working with 28,000 farmers and 500 extension officers in twelve counties to build sector capacity across horticulture value chains and increase competitiveness on the global market.



Uganda Coffee
Development Authority

UCDA is supporting private operators in the coffee and cocoa sectors in Uganda to improve quality and quantity in order to retain premium prices. They are also developing legal and regulatory frameworks and technical market-led guidelines for the cocoa sector in the country.



International
Trade
Centre

ITC is working in the five Partner States to improve competitiveness of SMEs through training, advocacy, as well as market exposure and investment linkages. Over 2,500 exporters, service providers and policy makers have been trained on a diverse range of topics. 30 product specific procedures have been added to the EAC Trade Portal and a Quality Portal has been developed to help SMEs find information on international quality requirements. ITC is also working with stakeholders in Burundi and Tanzania to improve the quality infrastructure, and build capacity in market intelligence and analysis, respectively.





Implemented by:
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

GIZ is working to reduce the gaps in and harmonise regional standards across EAC Partner States while also improving SPS measures to build a more conducive environment for trade. In addition, GIZ supports the EAC Secretariat on MARKUP co-ordination, communication and visibility, as well as monitoring and evaluation.



ICU works across both the supply and demand side of the coffee market in Rwanda, targeting 20 coffee washing stations and 14,000 coffee growers to increase incomes and raise the profile of the country's coffee in international markets.



Oxfam is working with 20,000 smallholder farmers in Rwanda, strengthening the value chain in the horticulture sector to ensure the supply of high quality and safe products to local, regional and international markets.



Solidaridad

Solidaridad is targeting 21,000 smallholder coffee, tea and horticulture farmers in Tanzania in Mbeya, Njombe and Zanzibar, with the aim of improving competitiveness and securing markets through observing voluntary sustainability standards.



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