





## **MARKUP Training Outreach - Facts and Figures**

Total number of SMFs reached 29,205

**GLOBAL GAP** farmers registered and part of certified companies' supply chains

1,416

Training and/or sensitization on tariff and non-tariff barriers

998

Beneficiaries trained/ coached on Trade and Market Intelligence tools

Private sector representatives trained on business advocacy

1,092

Members of Standards Technical committees 280 trained

SMEs trained on traceability, industry certifications, processing, and value addition

404

841

SMEs and Trade and Investment trained on access to finance

627

SMEs trained on EU market requirements, demand, and market opportunities

302

Value chain actors complying and certified under the Voluntary S ustainable Standards in Tanzania

8,964

Lead farmers trained on quality and sustainable production in Rwanda

Establishments compliant

10

with EC market requirements (GLOBAL GAP Certified farms) in Kenya

Farmers selling on in Rwanda

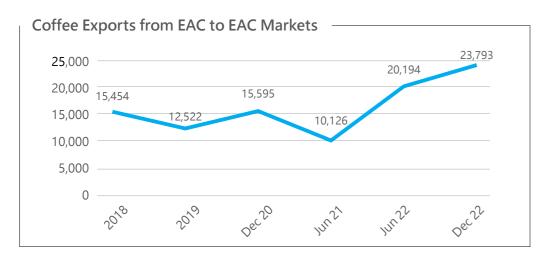
> SMEs securing finance with project support

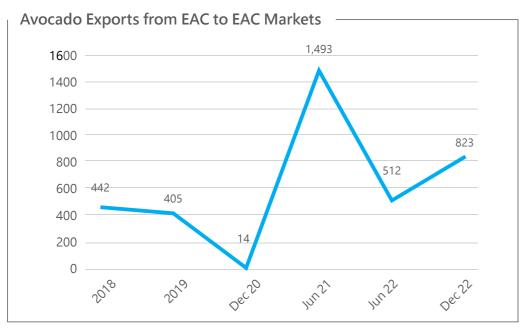
Farmers implementing traceability systems in cocoa and coffee traceable from famers

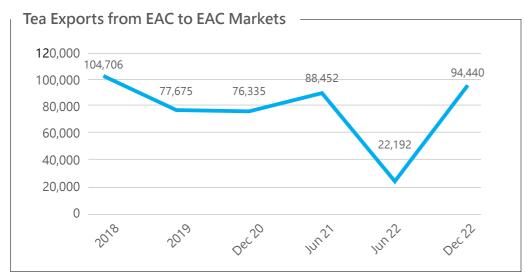
3,300

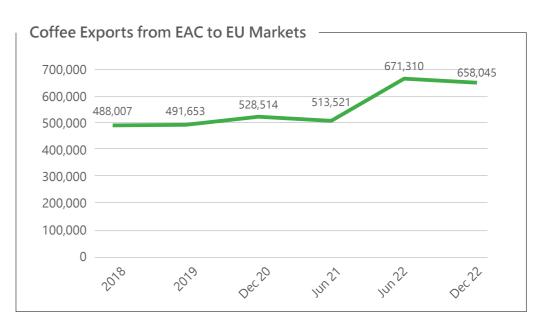


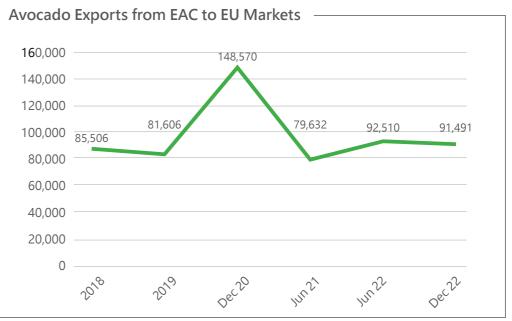
## Trade Values for Coffee, Tea and Avocados, July 2018 to December 2022 (in USD thousand)

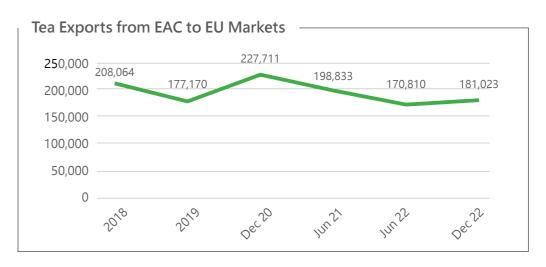












The overall objective of activities implemented through MARKUP is to increase the volume and value of exports, and to improve movement of the priority value chains within the EAC. The region was not spared the far-reaching effects of the COVID-19 pandemic. Despite these challenges, great milestones on exports of agri-based products, including MARKUP priority value chains, were recorded. Extra-regional trade values, in particular exports to Europe, significantly increased for coffee and avocado. Coffee exports to Europe grew by 35% and avocado exports by 7% compared to the baseline figures. Trade within the EAC also improved for the two commodities by over 50%. On the other hand, both intra-regional and external trade with tea declined.

## Achievements at Policy, Institutional and SME Level

Outcomes	Baseline 2018	2019	Dec 20	Dec 21	Jun 22	Dec 22
No. of trade-related policies improved with business sector input as a result of MARKUP support	0	0	0	11	15	15
No. of institutions reporting improved operational and managerial performance as a result of MARKUP support	0	0	9	10	21	42
No. of enterprises from each EAC countries transacting international business as a result of MARKUP support	0	0	5	51	115	115



For more information, please contact:

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