

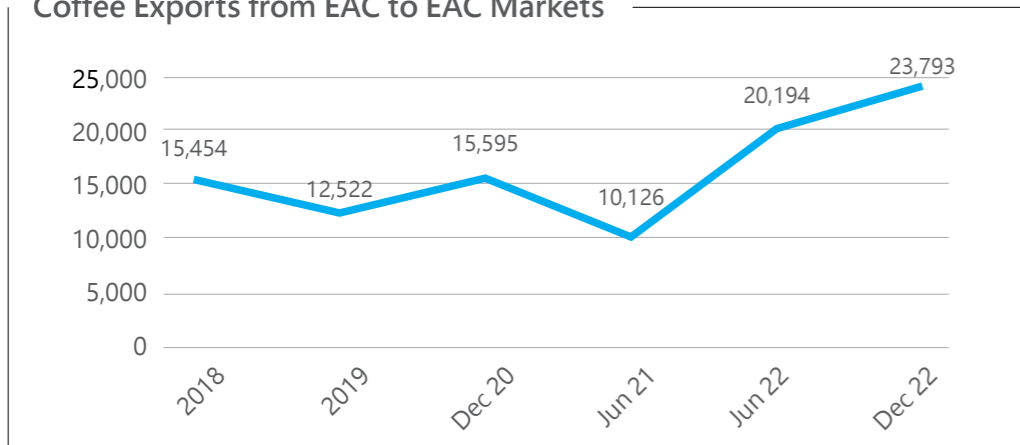
MARKUP Training Outreach - Facts and Figures

Total number of SMEs reached **29,205**

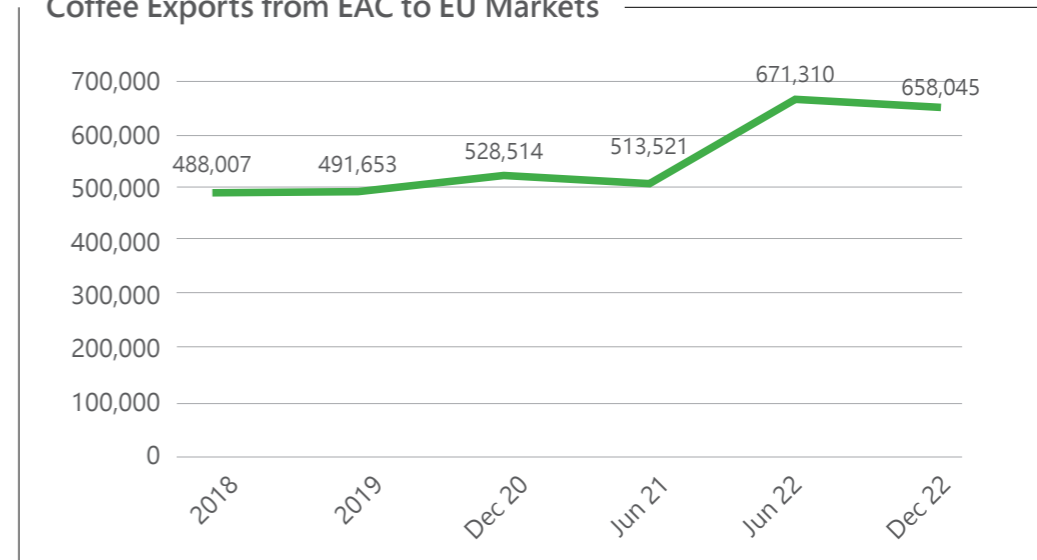


Trade Values for Coffee, Tea and Avocados, July 2018 to December 2022 (in USD thousand)

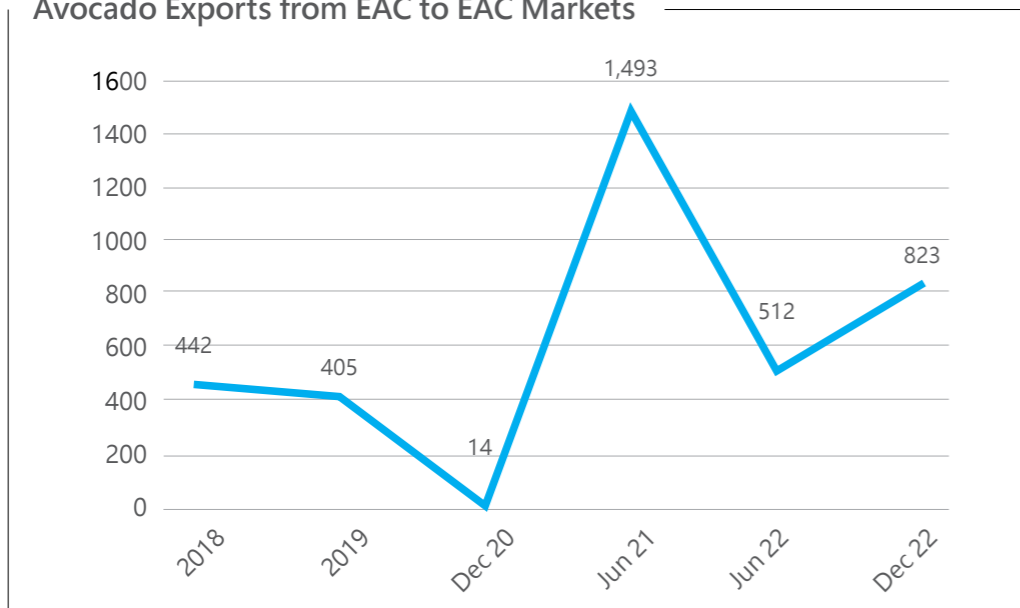
Coffee Exports from EAC to EAC Markets



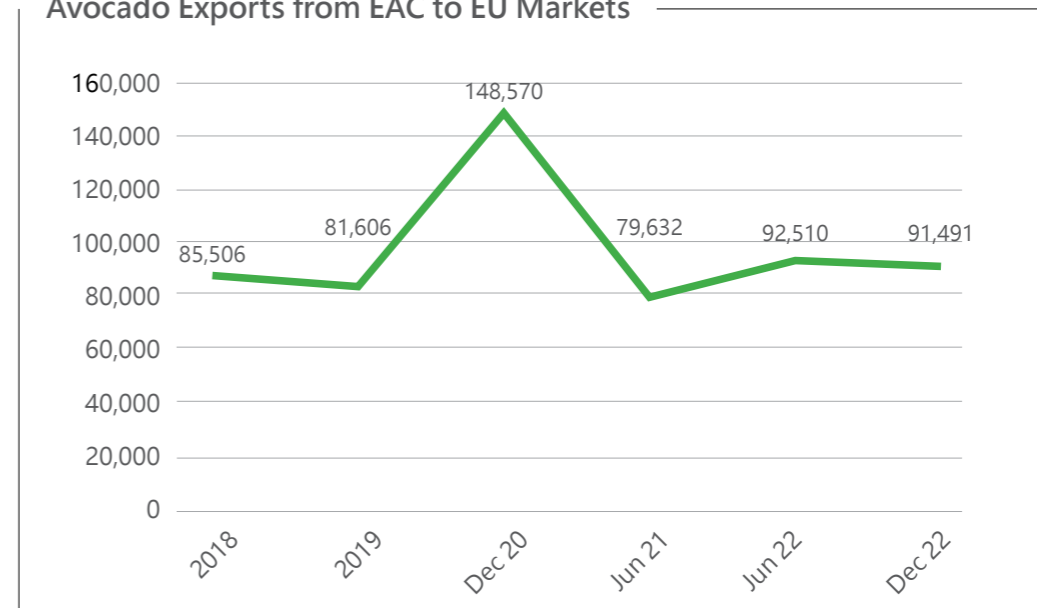
Coffee Exports from EAC to EU Markets



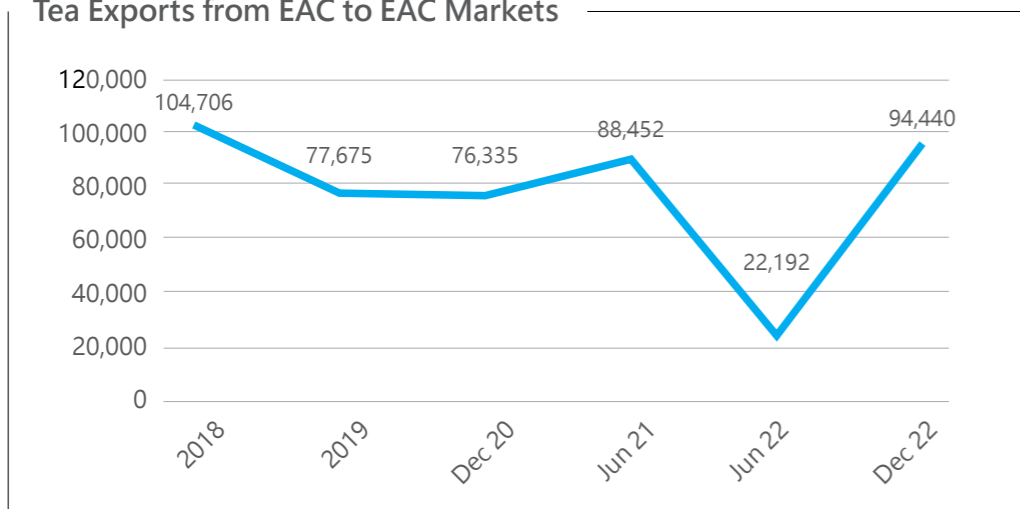
Avocado Exports from EAC to EAC Markets



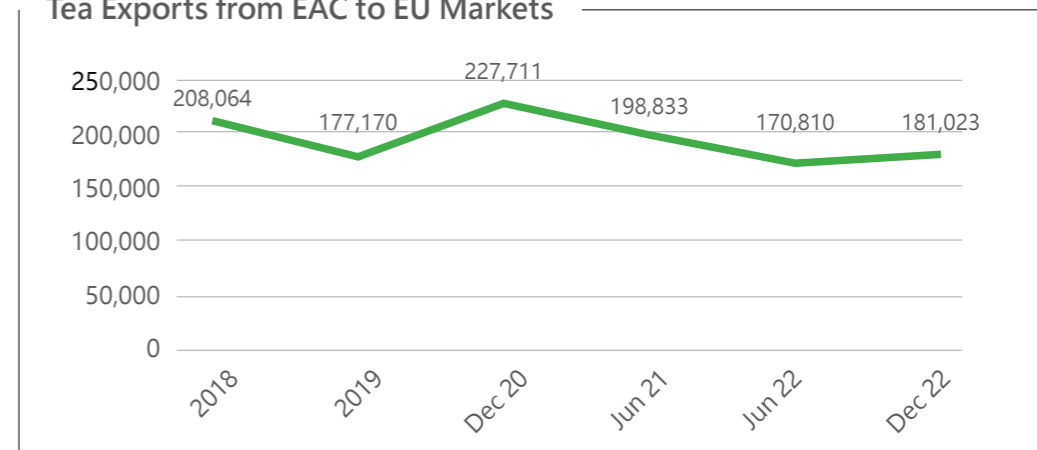
Avocado Exports from EAC to EU Markets



Tea Exports from EAC to EAC Markets



Tea Exports from EAC to EU Markets



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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