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East African entrepreneurs and businesses exhibiting African cotton, textiles, and clothing at a regional trade event. Photo credit: USAID/East Africa Trade and Investment Hub 2014

EAST AFRICA

EAST AFRICA TRADE PROMOTION AND AGOA

The U.S. Government is committed to supporting East Africa regional economic integration and strengthening mutually beneficial two-way trade and investment between the U.S. and Africa. The East Africa Trade Promotion and African Growth and Opportunity Act (AGOA) project supports the goals of the AGOA, a U.S. Trade Act that was enacted in 2000 and renewed until 2025, to provide exporters from eligible African countries with preferential access to the U.S. market.

The project also advances the U.S. Government's Prosper Africa initiative, which seeks to unlock opportunities that increase trade and business opportunities between the U.S. and Africa, benefiting U.S. and African companies, investors, and workers. USAID supports these goals by enhancing business-to-business linkages, standards, market access, and policy reforms coupled with removal of barriers to trade to enable a fair business enabling environment, and trade relations.

The project advances these objectives in five East African countries: Tanzania, Ethiopia, Kenya, Rwanda, and Uganda. It also builds on activities undertaken under the East Africa Trade and Investment Hub (EATIH), a five-year USAID project that facilitated \$599.9 million in exports to the U.S. under AGOA and \$173.6 million of investment and trade finance. The project works in partnership with over 20 private and public sector organizations that have a mandate to promote trade, targeting sectors that have high export volumes and higher growth rates.

OBJECTIVES

The project has two main objectives:

- To build the capacity of the private sector and public institutions to support two-way trade and investment between the U.S. and East Africa, especially exports under the AGOA. This includes facilitating investment transactions that support and encourage trade.
- To deliver trade policy research to reduce barriers to regional trade and to inform USAID's support and the region's evidence-based development interventions.

OUR APPROACH

Exporters and importers face several challenges in the complex business and regulatory environment. The project focuses its efforts on firms in target sectors that have the capacity to quickly scale up and generate exports to the U.S. market. The project provides technical assistance through U.S. and local sector experts, current market information, practical sector based AGOA and U.S. market requirement training, and one-on-one coaching on product development, marketing strategy, and compliance with U.S. standards. Selected firms are matched with U.S. buyers and assisted to engage in discussions, leading to orders and eventually exports.

The project focuses on three thematic areas:

Knowledge sharing for East Africa-U.S.

businesses - By providing updated AGOA-related information to East African and U.S. businesses, including practical training to exporters on AGOA and U.S. market requirements, sharing information about technology and finance in the U.S., and providing firm-level coaching to select East African exporters.

Deepening business linkages between East Africa and the U.S. - Through matchmaking, trade shows, and business-to-business events. The project also works to foster cooperation between U.S. and East African private sector members' associations to promote U.S.-Africa trade.

Supporting policies that improve trade - Supporting policy development for expanded U.S.-East Africa trade relations and reduced regional barriers to trade. This includes conducting trade policy analysis to reduce barriers to regional trade within Eastern Africa.

BUDGET: USD \$1.48 million

DURATION

2020-2021

ACTIVITY LOCATIONS

Ethiopia, Kenya, Rwanda, Tanzania, and Uganda

TARGET SECTORS

Apparel (including personal protective equipment (PPE)), Specialty Foods, Tea, Coffee, Home Decor, Fashion Accessories, Footwear, Essential Oils, and Natural Extracts

IMPLEMENTING PARTNER

DAI

KEY PARTNERS

National, sectoral, and regional trade promotion institutions

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