The USAID East Africa Trade and Investment Hub (the Hub) is the one-stop shop in the East African region for businesses and national governments seeking to take advantage of the African Growth and Opportunity Act (AGOA).

In collaboration with key institutions, the Hub develops and tailors trade-enhancing activities to specific countries and sectors, as informed by national AGOA strategies. It also identifies and works with private sector associations and companies to foster impactful trade and investment in the region. The Hub supports Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Tanzania, and Uganda to increase their exports to the U.S. through AGOA.

Web page: The Hub's work in trade promotion and AGOA
Partner spotlight: American Apparel & Footwear
The Hub increases East African exports to the U.S. through AGOA and creates jobs by providing technical assistance in the following areas:

- Information dissemination and training
- Firm-level technical assistance
- Country-level strategy development
- Market-linkage support
CREATING JOBS THROUGH AGOA

42,734 Jobs created through Hub support since Sept. 2014
EXPORTING THROUGH AGOA

A Kenyan factory expands with AGOA

INCREASING EXPORTS THROUGH AGOA

$452 million
Hub-supported exports since Sept. 2014
LINKING U.S. BUYERS WITH EAST AFRICAN MANUFACTURERS

HUB APPAREL SOURCING VIDEOS

Watch our complete list of AGOA sourcing videos by clicking here.

1,546 Firms receiving capacity building assistance to export.
TRANSFORMING LIVES THROUGH AGOA

AGOA IN MADAGASCAR
Creating jobs, changing lives

AGOA IN ETHIOPIA
Growing businesses, transforming lives
TRANSFORMING LIVES THROUGH AGOA

ANECDOTES

- Entrepreneurial Youth Gain Through Access to the U.S. Market
- U.S. Apparel Demand Drives Job Creation in Kenya
- Kenyan Jeweler Breaks into U.S. market through USAID Trade Show Support
- Transforming Lives through Vanilla Cooperatives
- Kenyan Woman-Owned Home-Décor Company Enters Mainstream U.S. Market
ENTERPRISE-DRIVEN SOLUTIONS TO UNLOCK AFRICA’S GROWING MARKETS
The manufacturing sector drives job creation and economic growth. In Ethiopia, new apparel factories like Velocity are offering jobs and income that were not previously available for women and creating a path toward upward mobility. USAID supports companies like Velocity to make buyer linkages and improve its capacity for export. View this photo story to learn how Ethiopian women are taking on senior management and engineering positions with the help of apparel demand driven by AGOA. (Photo story)
In Madagascar—where 80 percent of the world’s vanilla is sourced—USAID partnered with NCBA CLUSA and McCormick Corporation to counter the exploitation degrading the quality and price of vanilla exports. This provides farmers with better wages and buyers with direct access to high-quality product.

Velafo Rene, a 51-year-old vanilla farmer says the cooperative has been a game changer in his life. He received a $350 cash advance from the cooperative to prepare his rice field and tend his vanilla crop. His earnings this year were $14,000, three times the income he earned last year. With the income, he purchased one dairy cow and two oxen. He also built a new house and is leasing his old home for additional income.
In February 2017, USAID, through its East Africa Trade and Investment Hub, entered into a partnership agreement with the American Apparel & Footwear Association to improve East Africa’s best practices and competitiveness as a reliable sourcing destination. The American Apparel & Footwear Association represents 1,000 world-famous brands and contributes $361 billion in annual U.S. retail sales. The partnership is supporting a workforce development program in Kenya and business-enabling policy throughout East Africa, ultimately making it easier for U.S. companies to do business in East Africa.
The youngest member of the family-run LULEA accessories company in Kenya designed a parachute bag that became the hot-selling item at Sourcing at Coterie trade show. The East Africa Trade and Investment Hub supported LULEA's attendance at the show and linked the company with U.S. buyers. To meet U.S. demand, LULEA is expanding its operations and hiring young women just out of university. The LULEA brand is taking off and so are employment opportunities with the company.

The USAID Hub has provided export assistance to 1,546 firms since October 2014; LULEA is just one example. These firms have achieved $358 million in exports under AGOA.
It was Fuhiya Kishimbo’s dream to attend Ambiente, the largest sourcing platform for consumer goods outside Asia, and introduce buyers to her company CRACODE Quality Crafts based in Tanzania. USAID supported Fuhiya’s goal by paying for her booth and providing coaching on how best to select, display, price and engage buyers with her scarves and throws. Fuhiya secured $125,000 in potential orders from major U.S. buyers like Bed Bath & Beyond, helping expand her market to U.S. consumers through AGOA. (Blog, Photo, Photo, Photo)
SEIZING AGOA OPPORTUNITIES IN
African Growth & Opportunity Act
(AGOA)

TRADE PROMOTION & AGOA

The Hub is one stop shop in the East African region for business and national governments seeking to take advantage of AGOA. The Hub supports Ethiopia, Kenya, Mozambique, Rwanda, Tanzania and Uganda to increase their exports to the US through AGOA.

By the end of the project, the Hub expects to increase new and existing exports to the US by 40%, in its first three years of operation, the Hub supported nearly $300 million in AGOA exports to the US.

In collaboration with key institutions, the Hub develops and delivers trade-promoting activities in specific countries and sectors, as informed by national AGOA strategies. It also identifies and works with private sector associations and cooperatives to foster impactful trade and investment in the region.

The Hub focuses on trade promotion and AGOA support in the following areas:

- Country-level strategy development and implementation
- Market intelligence, trade shows, and buy-side/rotate
- Information dissemination and training

In the following sections:

- Textiles
- Leather and leather goods
- Footwear
- Furniture and housewares
- Apparel

WHAT IS AGOA?

AGOA is a US trade preference program that provides incentives for sub-Saharan African countries to become more globally competitive by making economic and structural reforms. The main incentive is the opportunity to export goods, free of tax of nearly 7,000 products, to the US without paying import duties. In 2013, AGOA was reauthorized.

COUNTRY ELIGIBILITY

There are 46 AGOA eligible sub-Saharan African countries. (This number changes from time to time.) To remain eligible for AGOA, each country must work to increase the share of goods that are suitably processed and tradeable.

AGOA eligibility requirements are set out in Title 16 of the AGOA legislation. The US determines annually whether countries have met the published eligibility requirements. Benefits may vary from country to country, so it is important to consult the US legislation.

AGOA PRODUCT ELIGIBILITY

AGOA eligible products may enter the US free of all import duties. Products must comply with the relevant food processing (rules of Origin) as well as country's requirements. Further information on AGOA product eligibility is available at:
https://www.trade.gov/gtaa/eligibility

FOOTWEAR

All footwear from AGOA countries is duty-free provided it is made from leather or rubber and meets the tariff class heading of 6401 or 6402, and has 100% regional value or significant regional content. This 33% regional value comprises raw or value of materials produced in one or more AGOA countries, plus charges of processing performed in one or more AGOA countries, with no more than 15% coming from the US.

TEXTILES INCLUDING HOME TEXTILES

Textile and apparel articles originating wholly or partly from AGOA eligible countries are duty-free provided they meet the value of origin. These goods are found in tariff headings 5285 and 4401.

HOW TO EXPORT UNDER AGOA

Register the business for purposes of demonstrating the credibility and legality of the business entity and satisfy these general stages:

- Exporter applies on Form 1121
- Exporter obtains AGOA Visa (Valid for up to 12 months)
- Exporter obtains certification of AGOA compliance

Additional information on the export process and AGOA is available at:
https://www.trade.gov/gtaa/eligibility
AGOA SUPPLIERS DATABASE

BY COUNTRY

BY PRODUCT LINE
HELPFUL LINKS

HUB SOCIAL MEDIA

Eastern Africa AGOA Exporters Group
USAID Hub Facebook Page

HUB WEBSITE

Ask an AGOA Expert
Apparel Suppliers Database
AGOA Exporters Directory