



EAST AFRICA TRADE + INVESTMENT HUB



USAID EAST AFRICA TRADE AND INVESTMENT HUB

Boosting trade and investment with – and within – East Africa

The USAID East Africa Trade and Investment Hub (the Hub) is a regional mechanism for innovation that enables the private sector to increase trade, attract investment, create jobs and reduce food insecurity. The Hub accomplishes this by promoting two-way trade with the United States (U.S.) under the African Growth and Opportunity Act (AGOA), providing targeted investment facilitation, supporting adherence to intra-regional and international trade agreements and standards and removing barriers to regional trade in staple foods. A stable, business-friendly Africa provides economic opportunities for U.S. companies and workers and reduces irregular migration and violent extremism.

FAST FACTS

FUNDING LEVEL: \$64 million

PRESIDENTIAL INITIATIVE: Feed the Future

DURATION: September 2014 to August 2019

PROJECT LOCATION: East African Community (EAC) countries – Burundi, Kenya, Rwanda, Tanzania and Uganda – and in Ethiopia, Madagascar and Mauritius

KEY PARTNERS: EAC Partner States, the East African and U.S. private sector, U.S. government agencies, regional trade associations and other development partners

IMPLEMENTING PARTNER: DAI Global, LLC

ACCOMPLISHMENTS TO DATE

- **\$415.7 million** value of hub supported exports through AGOA
- **\$143.2 million** in new private sector investment
- **44,104** new jobs (full and part-time)
- **25** policy and regulatory reforms
- **3,730** export buyer-seller linkages
- **875** food security producers and organizations supported
- **104** trade and investment missions
- **1,635** firms receiving capacity building assistance to export



SEPTEMBER 2018

FOCUS AREAS

ATTRACTING INVESTMENT TO EAST AFRICA

The Hub attracts, mobilizes and sustains new private-sector investment within the East African region. Investment is a core ingredient for firms of all sizes to innovate, grow and ultimately sell their products locally, regionally and internationally. **To date, the Hub has facilitated \$143.2 million in investment.** The Hub offers neutral investment advisory services and market linkage support to reduce the risk, cost and deal time of transactions in the region. The Hub also sources needed investments in the region's agribusiness sector and facilitates access to trade finance. To ensure that East Africa continues to attract and maintain investment, the Hub provides customized technical assistance and training to investment promotion agencies, building governments' abilities to profile investment opportunities and facilitate deals.

BOLSTERING REGIONAL TRADE IN STAPLE FOODS FOR FOOD SECURITY AND STABILITY

Efficient agricultural markets enable cross-border trade in staple foods and contribute to economic growth and food security. According to COMTRADE data, **the Hub has contributed to a 69% increase in volume and 18% increase in value of staple foods traded within the EAC between 2014-2017.** The Hub works to align regional policies and remove trade bottlenecks by partnering with governments, strategic private sector actors and institutions to harmonize regional staple food standards, support access to finance to large, grain trade deals and build in-country knowledge of and compliance with food, plant and animal safety standards. The Hub also addresses fundamental challenges in crop production, post-harvest handling and trade information by offering capacity building trainings to traders, particularly women, and facilitating the adoption of innovative U.S. technologies.

PROMOTING INTRA-REGIONAL AND EXPORT TRADE, PARTICULARLY THROUGH AGOA

Exports, especially value-added exports, raise profits and create jobs. **To date, the Hub has facilitated exports to the U.S. under AGOA worth \$415.7 million, creating over 44,000 jobs.** The Hub supports buyer-seller export linkages, buyer missions and business-to-business events for U.S. companies looking to source from and invest in East Africa. The Hub also provides firm-level technical assistance to East African businesses across five sectors – textiles/apparel, footwear, cut flowers, home décor/fashion accessories and specialty foods – to improve their export capacity and prepare them to meet U.S. buyers' demands. To position firms to take advantage of AGOA's duty-free access to the U.S. market, the Hub trains firms on AGOA benefits and sector-specific export requirements and supports governments to develop and implement national AGOA strategies.

CREATING AN ENABLING ENVIRONMENT FOR TRADE AND INVESTMENT

Predictable, transparent and enabling business environments boost trade, competitiveness and investment. The Hub supports countries' compliance with intra-regional and international trade agreements and international standards (namely the U.S.-EAC Cooperation Agreement on Trade Facilitation, Technical Barriers to Trade and Sanitary and Phytosanitary Measures and the EAC Common Market Protocol) to promote the free movement of goods, services and capital. The Hub also works with a network of private businesses, investment firms and trade associations to gather and assess evidence that can be used to advocate for trade policies and regulatory reforms that foster a business-enabling environment. These activities have generated **25 reforms** that enable U.S. and East African companies to take greater advantage of opportunities in one of the world's fastest growing frontier markets.

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