Discover East Africa
the new hub for footwear and accessories

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Wazawazi • Ubuntu Made • Ikwetta • Uzuri K&Y • New Wing Shoe • Debssie Beads •
Peacock Shoe Factory • Anbessa Factory • Anzuki Recycle Designers • Eco Sandals •
Kangaroo • Tikur Abbay Shoe S.C. • Sheba Leather Industries • Fontanina Footwear
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 - Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Tanzania, and Uganda - 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. By August 2019, the Hub expects to facilitate a 40 percent increase in value-added exports under AGOA and create 18,500 full-time equivalent jobs.

To date, the Hub has facilitated $284 million in value of AGOA exports and supported the creation of 38,564 full-time equivalent jobs.

The Hub works in the following sectors/products: specialty foods, horticulture, coffee, tea, textile and apparel, home décor and fashion accessories, and footwear.

This catalogue focuses on footwear, particularly sourcing opportunities in Kenya and Ethiopia.

Ethiopia is a significant shoe producer and the top African exporter of shoes to the U.S. under AGOA. Kenya and other countries in the region are also revitalizing the leather and footwear industry to take advantage of export opportunities in the U.S., EU, regional and other international markets.
East Africa is entering a new era of intelligent mobility that will revolutionize trade logistics as more countries embrace the onset of new transport and logistics technologies.
Africa’s youthful population is often touted as a major advantage for the continent.

An increasing working-age population is a major opportunity for economic growth in Africa.

The World Bank estimated that this demographic dividend could generate 11-15 percent GDP growth between 2011 and 2030. The leather and footwear industry, which is a labor intensive sector, has the potential of helping Africa realize this demographic dividend by creating youth employment.

Eastern Africa is investing heavily to strengthen the transport and logistics network. Kenya and Ethiopia have just completed a standard gauge railway. Tanzania and Kenya are currently upgrading the ports to enhance trade logistics.
ANZUKI RECYCLE DESIGNERS
Anzuki Recycle Designers specializes in high-quality sandals made out of recycled car tyres and leather materials. The company previously operated under the Malindi Tourist Market, an association that started in 1984 and to bring together various sandal dealers.

Anzuki Recycle Designers reduces the impact of dumped used car tyres on the environment and creates job opportunities for youth. Ordering sandals from Anzuki Recycle Designers creates jobs on the coast of Kenya and supports environmentally friendly production.

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**DEBSSIE BEADS**

Debssie Beads is a crafty handmade enterprise that develops and manufactures stylish leather-crafted beaded sandals. The company’s team of hard working craftspeople are based on the south coast of Kenya.

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ECOSANDALS
Ecosandals is based in a Nairobi, Kenya. The positive resilience of Nairobi communities is incorporated in the shoe’s design and branding. The company’s goal is to provide consumers with fashionable, quality footwear and other products – creating happiness for the consumers and providing for Kenyan families.

Contact:
+254 723716212
PEACOCK SHOES
Peacock Shoe Factory, established in 1994, is a subsidiary of Dire Industries. Dire Industries has been a leader in processing and exporting finished sheep and hide skins since 1972. The firm exports shoes to the American and European markets. Over the years, the company has built its image and reputation in international market through its consistent delivery of quality-finished leather and leather shoes products. Using supply chain synergies and modern equipment, the factory can produce 2,000 pairs of leather shoes daily.

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Kebele 04 H. No. 507
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Email: dire@yahoo.com
dire@ethionet.it

Website:
www.dire-industries.com

Products:
Shoes, belts, gloves
SHEBA LEATHER COMPANY

Sheba Leather Company, located in Tigray state, was founded in 2004. The company produces both finished leather and final products. With a state-of-the-art facility of 45,000 ft², the firm can produce 800-1,200 pairs of shoes a day. 80% of production is exported to Italy, Sweden, France, Belgium, China, Russia, India, Pakistan and Turkey. Sheba accounts for 5-10% of the leather exports from Ethiopia.

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Marketing and Sales Department
Mobile +251 913 116354
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Addis Ababa, Ethiopia
Email: info@shebaleather.com

Website:
www.shebaleather.com

Employees: 800

Products:
Finished leathers sheep and goat uppers, sheep glove, goat suede sheep and goat garment, hide lining, shoe and leather products

Women’s: Ballerinas, boots, sandals, classic and fashion casuals
Men’s: Formal boots
Other products: Dress belts, wallets, purses, industrial shoes and boots
NEW WING FACTORY SHOE FACTORY

Year of establishment: 2011 G.C
Daily stitching capacity: 5000 pairs
Daily lasting and finishing capacity: 7000 pairs
Main products: Men and Women shoe
Main raw materials for Upper: Leather
Main raw materials for outsole: TPR/PU, can import other materials on demand.
Main supply for accessories: Import from Italy
Main supply for packaging: Import
No of Employees: 1500

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Saris, Addis Ababa, Ethiopia
TIKUR ABBAY SHOE S.C.
Tikur Abbay Shoe Share Company, with a factory in Tigray state and a branch office in Addis Ababa, was established in 1948 and privatized in 2006. The factory has the capacity to produce 832,000 pairs a year. With a focus on export, Tikur Abbay exports to the United States, Europe, Asia and other parts of Africa.

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**Website:**
www.tikurabbay.com

**Employees:**
760

**Production:**
5400 pairs/day

**Products:**
Military, safety shoes, gentlemen’s shoes, ladies shoes, finished leather
This company, established in 2013, is a subsidiary of Ethio-Leather Industry Plc (ELICO), which was established in 1997 to produce finished sheepskin and goat skin leather in Ethiopia. It has provided about 1,300 employment opportunities, 40% of whom are women including 74 degree graduates and 272 semi-professionals. ELICO has a capacity to produce approximately 25 square feet of leather on average from each bovine hide manufacturing unit, 4.5 square-feet from sheepskins and about five square-feet from goat.

Fontanina is a reliable source of raw materials to produce men’s and ladies shoes for the international and domestic markets. It has the most up-to-date technologies available for the production of shoes, in conformity to the envisaged quality of leather shoes expected by customers. The plant uses the thermoplastic cement which could be directly applied by the lasting machineries and thermoplastic coated counters and toe puffs. Fontanina has the necessary production materials and technologies with qualified experts to meet the standards of the most up-to-date and advanced shoe manufacturing industry.

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**Products:**
Gents Shoes, ladies shoes, children shoes

**Production Capacity:**
The factory has an installed capacity of 1,000 pairs of leather shoes per day, with the production of 500 pairs of each category (for men’s and ladies’). The total annual production capacity of Fontanina Shoe Factory is 300,000 pairs of shoes.
IKWETTA

Ikwetta is inspired by Kenya’s great heritage and abundance of artisans who are skilled in the traditional Maasai beadwork. Bold colors define the brand’s aesthetic and the natural leather ages beautifully with time and wear. Ikwetta sandals are handmade in Kenya by skilled craftsmen combining the latest innovations in footwear with traditional techniques that have existed for centuries.

Products:
Handcrafted leather goods and footwear for women, men, and children

Production Capacity:
5,000 pairs per month

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CEO & Founder
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Email: shop@ikwetta.com

Website:
www.ikwetta.com
Wazawazi Co. was intended to create African-inspired pieces thereby creating employment for talented Africans. Today, Wazawazi Co. is poised to be one of Africa’s luxury leather brands that knows how to merge form and function with style.

Wazawazi Co. not only creates superb designer handbags and accessories for ladies but for the stylish man, there is an eclectic products range available to suit casual or business events.

Each piece allows individuals to celebrate their individuality and make statements reflecting their personalities.

**Products:**
Luxury leather bags

**Production Capacity:**
1,000 units per month

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**Website:**
www.wazawazi.co.ke
Ubuntu Made is a non-profit fashion brand based in Maai Mahiu, Kenya and Austin, TX. Our handmade bags and accessories empower our Maker Mums and support healthcare for their children with special needs. Ubuntu Made and the Ubuntu Foundation grew out of a friendship between Jeremiah Kuria and Zane Wilemon, pastors from Kenya and Texas. Meeting weekly over lunch in Mai Mahiu, a small town an hour outside Nairobi, they debated faith, growth, and aid. Together they created a center for children with disabilities, providing life-changing therapy and medical care for kids who suffer from physical challenges and social stigma.

Caring for these children had been a full-time job for their mothers. Soon their Mums started a new conversation with Jeremiah and Zane: “Now that our kids are out of the house, can you help us do something productive with our time?”

**Products:**
Luxury Leather bags and jewelry

**Production Capacity:**
1,000 units per month

**Website:**
www.ubuntumade.com

**Contact:**
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UZURI K&Y

UZURI K&Y is an African inspired shoe brand and manufacturer established in Rwanda in 2013.

The brand is a combination of a contemporary touch and a millennial hint added to its colorful designs.

UZURI uses organic and environmental friendly materials to create the shoes authentically made using Rwandan basket weaving techniques.

Products:
Ladies sandals and footwear

Production Capacity:
2,500 units per month

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www.uzuriky.com
Seizing AGOA Opportunities in East Africa

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By August 2019, the Hub expects to facilitate a 40 percent increase in non-oil exports to the U.S. under AGOA and create 18,500 full-time equivalent jobs.

To date, the Hub has facilitated $415.7 million in value of AGOA exports and supported the creation of 43,040 full-time equivalent jobs.
For further information contact

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To learn more about the East African leather sector, visit [www.eatradehub.org/ask_an_agoa_expert](http://www.eatradehub.org/ask_an_agoa_expert)