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.

The Hub showcases East African capabilities and positive development outcomes through the below AGOA sourcing videos.
Click on the country names to view

Ethiopia
Kenya
Madagascar / Mauritius

Linking U.S. Buyers with East African Manufacturers

Hub Apparel Sourcing Videos

Watch our complete list of AGOA sourcing videos by clicking here.
Click on the video stills to view

AGOA IN MADAGASCAR
Creating jobs, changing lives

TRANSFORMING LIVES THROUGH AGOA

AGOA IN ETHIOPIA
Growing businesses, transforming lives
Click on the country names to view

EAST AFRICAN COFFEE
HAVE IT ALL. SEE WHY

East Africa

Rwanda

Kenya

Ethiopia