



JANUARY 2019



## East African Livestock Traders Forge Business Relationships for Trade

East African livestock traders forged new business relationships at four livestock business-to-business (B2B) forums in Northern Kenya organized by the USAID Hub and the International Livestock Research Institute (ILRI), in collaboration with Partnership for Resilience and Economic Growth (PREG) partners. Buyers and sellers from the region exchanged market information and created business connections that led to almost \$7.2 million in trade commitments for over 28,000 animals. Greater livestock trade improves the livelihoods of rural households in Kenya, where livestock accounts for approximately 40 percent of agricultural gross domestic product (GDP), and in neighboring countries like Ethiopia, Uganda and Somalia.

To learn more, read our [photo story](#) or [fact sheet](#)



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**NEW ETHIOPIAN AGOA STRATEGY  
IN FULL SWING**

The USAID Hub's lead African Growth and Opportunity Act (AGOA) strategy consultant was in Ethiopia this month to gather supply-side information and conduct a sector analysis for a new Ethiopia National AGOA Strategy. The Ethiopian government requested the Hub to provide technical assistance on the Strategy, which will set strategic actions and targets for significant growth in exports from Ethiopia to the U.S. by 2025.

The Hub began the strategy in October 2018 with a review of the macro-economic environment and Ethiopia's trade performance globally and with the U.S. The Hub is now refining competitive export sectors and reviewing supply-side capacity. The Strategy process will include stakeholder validation meetings in Ethiopia before concluding the drafting process at the end of March 2019, when the Hub will submit a completed draft to the Ethiopian government.



The Strategy will focus on priority sectors, such as floriculture.

[Read more](#)

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## OPPORTUNITIES AT THE KENYA-ETHIOPIA TRADE CORRIDOR

The Hub recently completed a study on the Kenya-Ethiopia agricultural trade corridor, also known as the Moyale Corridor. According to the African Development Bank, investment in the greater corridor area is expected to increase trade between Kenya and Ethiopia five-fold by 2019, rising from \$35 million to \$175 million. Within this framework, the study analyzed how the corridor could deliver on its potential to improve regional agricultural trade and facilitate the movement of surplus staple foods to deficit areas.

The study underlines the Hub's efforts to improve food security in the greater East Africa region by facilitating the trade and movement of staple foods from surplus to deficit regions. It contains actionable recommendations for the Kenya and Ethiopia governments, USAID and other partners.

Read a summary of the findings [here](#)  
Read the complete study [here](#)

The image shows the front cover of a report. At the top left is the USAID logo with the tagline 'FROM THE AMERICAN PEOPLE'. At the top right is the 'EAST AFRICA TRADE + INVESTMENT HUB' logo. Below the logos is a photograph of a long, straight asphalt road stretching into the distance, flanked by green hills and a clear sky. Below the photo, the title 'STUDY OF THE KENYA – ETHIOPIA TRADE CORRIDOR' is written in bold red letters. Underneath the title, the subtitle 'A PATHWAY TO AGRICULTURAL DEVELOPMENT, REGIONAL ECONOMIC INTEGRATION AND FOOD SECURITY' is written in smaller black letters. At the bottom right, it says 'Final Report December 2018' in red.

# East Africa Advantage

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## DUTY FREE

Importation of goods to the U.S. under AGOA

Madagascar Garments • DESTA PLC • Shona EPZ • Leather Masters Limited • Robin Zoe • Rift Valley Leather Limited • Root in Style

Visit the Africa Pavilion at  
**Sourcing @MAGIC**  
LVCC • North Hall • Las Vegas •  
NEVADA • February 4-7

For Trade Inquiries:  
info@eatradehub.org



## SAVE THE DATE: SOURCING @ MAGIC, February 4-7

Visit top East African apparel, footwear and fashion accessories firms at this year's trade show! Check out the trade show [booth guide](#) to learn more about Madagascar Garments, DESTA PLC, Shona EPZ Limited, Leather Masters Limited, Robin Zoe, Rift Valley Leather Limited and Root in Style – exhibiting in booths 80803-80809 – and Meron by Leather Exotica, IKWETTA and Amazestep in 64500, A-C.

The companies come from Ethiopia, Kenya, and Madagascar -- all African Growth and Opportunity Act (AGOA) countries that benefit from duty-free access to the U.S. on over 6,400 tariff lines. Run by talented entrepreneurs, they are creating much needed jobs in their countries and contributing to sustainable economic growth.

Learn more about the companies [here](#)

## Discover high-quality, duty-free home décor and fashion accessories from East Africa at **AMBIENTE 2019**



Ivahona, Uganda Crafts, Sabahar, Mohazo, CRACODE, Undugu Fair Trade, Kwanza Collection, Womencraft, Chako & Bawa Hope

**Booth C41 Hall 9.3**

**February 8-12 Messe Frankfurt**



## SAVE THE DATE: AMBIENTE 2019, February 8-12

The USAID Hub is thrilled to support ten talented East African firms at Ambiente 2019 in Frankfurt, Germany. Check out the Hub's [booth guide](#) to learn more about CRACODE, Ivahona, Mohazo Eximpo, Sabahar PLC, and Uganda Crafts (exhibiting in Hall 9.3 Booth C.41), and Bawa Hope, Chako, Kwanza Collection, Undugu and Women Craft (Hall 9.3 Booths B40, B42 and B44). These companies produce a range of home textiles and personal accessories, from throws, rugs, hammocks and shawls to

baskets and bags using natural fibers, soap stone décor pieces, and functional up-scaled glass items and hand-made jewelry. They are also AGOA-eligible and export products to the U.S. duty-free.

Learn more about the companies [here](#)

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## WHERE WE WORK:

The East African Community countries - Burundi, Kenya, Rwanda, Tanzania and Uganda - and, Ethiopia, Madagascar, and Mauritius.

[Find out more about our work by clicking on the social media and website links below.](#)



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