Driving Investment in East Africa

USAID trade and investment programs, like the USAID East Africa Trade and Investment Hub, mobilize new investors and private capital to under-served sectors and geographies, and they support investment closure. To date, the USAID Hub has facilitated $171.4 million in new private sector investment. This support helps U.S. and international companies broaden their markets and it helps East African companies access the capital they need for sustained, economically impactful growth -- driving job creation and enhancing access to and quality of services for local communities.

Driving Investment in East Africa looks at four case studies that illustrate what these funds can achieve.

Read or watch to learn more about the USAID Hub's investment facilitation services.

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GRAIN TRADERS STRIKE $196.5M IN DEALS AT THE LARGEST HUB-FACILITATED B2B FORUM TO
Regional traders made 113 trade commitments for 454,532 metric tons (MT) of commodities valued at $196,478,900 at the fifth – and largest – B2B forum hosted by the USAID Hub in partnership with the USAID Southern Africa Trade and Investment Hub and Eastern Africa Grain Council (EAGC). Of these deals, 105,394 MT valued at $96,789,300 were staple foods (maize, mixed beans, rice, sorghum and green grams). Other traded commodities included pigeon peas, sesame seeds and sunflower seeds. To date, Hub-sponsored B2B forums have facilitated regional trade commitments for over 1.93 million MT of grains and pulses. Read more.

The B2Bs seek to increase the access, availability and utilization of staple foods across the regions for greater food security. Read the USAID Hub’s B2B Compendium here.

UGANDA TO INCREASE PARTICIPATION IN INTERNATIONAL STANDARDS MAKING WITH ISOLUTION SYSTEM

On June 13, the Uganda National Bureau of Standards (UNBS) formally adopted the ISOlution system and accompanying videoconference facility which were installed through a grant from the USAID Hub. ISOlution is a web-based global system used by International Standards Organization (ISO) members to develop standards that facilitate international trade. With access to the system and a videoconference facility, Uganda will be able to comment remotely on international standards that are up for revision or creation, saving the country money from travel expenses and increasing the ease and efficiency of its participation. Read more.

“IT adds a lot of value when it comes to the operations of this organization,” said Eng. Dr. Manyindo. “We can do even more with this facility than just sending one or two people from the region. Now we can get the private sector also on board and participate in some of the critical areas of standards harmonization.”

KENYAN YOUTH BUILD SKILLS TO SECURE APPAREL JOBS

The USAID Hub’s grant to Generation Kenya prepared 1,724 young Kenyans to gain employment as sewing machine operators (SMOs). Of this total, 1,372 already have jobs at apparel factories, using their newfound skills to earn wages and boost growth in Kenya’s apparel manufacturing industry, a critical economic sector. The program has empowered young women in particular, who represent 75 percent of graduates and 73 percent of hired graduates.

The pilot training program’s success has generated additional support. The Swedish International Development Agency’s $4.5 million grant for five years and IKEA Foundation’s $2.38 million grant for three years will enable the program to reach 32,500 youth distributed across at least 50 percent of Kenya’s counties and to improve program quality to achieve a goal of 90 percent placement. Read more.

By building a stronger workforce, Kenya will have more efficient and productive factories that can meet buyers’ needs and compete in the U.S. market. At the same time, Kenyans – particularly women and youth – will now have the skills needed to gain employment that will boost their incomes, livelihoods and self-sufficiency. Watch what trainees have to say about the program.
KENYA PREPARES FOR EXPORT GROWTH UNDER AGOA

The USAID Hub provided technical support at a two-day training on AGOA organized by Kenya's Ministry of Industry, Trade and Cooperatives, which raised early career trade officers' understanding of the trade preference program. One of the 54 participants remarked, "The most valuable things I learned from the workshop were what AGOA really is and how I can build the capacity of others in my office and in the counties." Read more.

To learn more about Kenya's strategies to maximize exports under AGOA, please see the following Hub-supported materials:

- Kenya National AGOA Strategy, 2018-2023
- Kenya AGOA 101
- End market reports for coffee, tea, textiles and apparel, home décor and fashion accessories, and cut flowers

WHERE WE WORK:


Find out more about our work by clicking on the social media and website links below.