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Trade Africa is a U.S. Government Initiative to boost trade and investment with and within Africa.

Trade Africa Goals:

- Double intra-regional trade in the EAC
- Increase EAC exports to the U.S. by 40%
- Reduce by 15% the average time to import or export a container from the ports of Mombasa or Dar es Salaam to land-locked Burundi and Rwanda
- Decrease by 30% the average time a truck takes to transit selected borders.

Trade Africa Locations:

East African Community (EAC) countries: Burundi, Kenya, Rwanda, Tanzania, Uganda. Plus AGOA-related support in Ethiopia, Madagascar, Mauritius and South Sudan.

Key Partners:

The East African Community Partner States, the East African and U.S. private sector, U.S. Government agencies, regional trade associations, and other development partners (e.g. TradeMark East Africa)

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OVERVIEW

On July 1, 2013, President Obama announced a major initiative to improve U.S.-Africa trade. The Trade Africa Initiative supports greater U.S.-Africa trade and investment, regional integration, and trade competitiveness. It focuses initially on the Partner States of the East African Community (EAC): Burundi, Kenya, Rwanda, Tanzania, and Uganda.

Trade Africa supports regional initiatives to improve market information, increase access to inputs, and reduce non-tariff barriers that can hinder trade across borders. It advances the Feed the Future Initiative goals to increase access and use of East African-grown staple foods in the region.

FOCUS AREAS

USAID collaborates with multiple U.S. Government agencies to advance Trade Africa goals. Activities include:

- Helping the EAC to advance implementation of the WTO Agreement on Trade Facilitation, Sanitary and Phytosanitary Measures, and Technical Barriers to Trade
- Establishing a U.S.–EAC Commercial Dialogue to bring the private sector together with policy makers and increase opportunities for trade and investment
- Launching the East Africa Trade and Investment Hub to provide trade capacity building and investment facilitation assistance
- Advancing the “Doing Business in Africa” campaign to encourage U.S. businesses to take advantage of growing trade and investment opportunities and to promote trade missions, reverse trade missions, trade shows, and business-to-business matchmaking in key sectors
- Partnering with TradeMark East Africa on reducing barriers to transit and at borders, including by moving to single border crossings, implementing customs modernization programs, reducing the number of roadblocks and the amount of time spent and fees paid to move products from the ports to neighboring borders.
- Helping East African countries better utilize the African Growth and Opportunity Act (AGOA) trade preference to increase exports and create jobs.

TRADE AFRICA IMPACT

TradeMark East Africa reduced end-to-end corridor transport time by 8.7%. The time and cost of transit along East Africa’s

USAID's Support to AGOA in East Africa:



To ensure sustainable impact from gains under AGOA, USAID introduced new initiatives to deepen the commercial relationship between East African and U.S. companies including:

Origin Africa awareness campaign to change perceptions about doing business in Africa,

put Africa on the map as a preferred sourcing destination and demonstrate to international buyers and industry leaders that creativity and innovation are an integral part of Africa's future

Friends of Africa Apparel Board of Advisors, a cross section of leaders in the U.S. apparel industry contributing knowledge and expertise to guide Africa through its growth as a global sourcing destination

Buyer missions, a series of customized/targeted introductory visits of motivated U.S. companies seeking to source from Africa

Northern Corridor (Mombasa to Kampala / Kigali) accounts for nearly 40% of the value of goods by the time they reach the market.

TradeMark also assists the Mombasa Port Authority and Revenue Authority to improve efficiency, transparency and reduce red tape to speed the clearance of goods in East Africa and reduce the cost of doing business in Kenya. Mombasa is the main gateway to international markets for all of East Africa.

In East Africa, USAID facilitated more than \$200 million of exports under AGOA between 2009 and 2014. Kenya leads East Africa in exports to the U.S. under AGOA, primarily in apparel.

In 2014, AGOA-Export company Mombasa Apparel launched its fourth textile factory on the coast of Kenya, adding 3,000 jobs. Its output is apparel destined for the U.S. through AGOA. In the Mombasa region alone, Mombasa Apparel now maintains 10,000 employees in its four factories. Mombasa Apparel Managing Director Fakhruddin G. Amiji is encouraged by the productivity of his Kenyan employees in the newly opened factory, noting that "the vast majority of young, especially women workers, have never before operated machinery or worked in industry." Yet, with intense on-the-job training, these newly employed young Kenyans are close to reaching the industry norm for productivity.

East Africa provides a reliable and cost-effective apparel sourcing destination for international companies looking to diversify and expand their portfolios.



An employee works on shirts destined for the U.S. through AGOA at Mombasa Apparel's newly opened fourth coastal factory.