



EAST AFRICA TRADE + INVESTMENT HUB

THE USAID EAST AFRICA TRADE AND INVESTMENT HUB MONTHLY NEWSLETTER

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U.S. Buyers and East African Companies Connect at Sourcing at MAGIC

"Location is great, position is great, traffic is great," said Frank Leung from Amazestep, one of the ten Eastern African companies that participated in the Sourcing at MAGIC and FN Platform trade shows in Las Vegas, Nevada, USA. The USAID Hub provided firms from Ethiopia, Kenya and Madagascar with greater visibility at the shows and helped connect them with U.S. buyers to discuss their production capabilities and products. The firms, in turn, made 191 business linkages for potential orders valued at \$10,275,000. [Read more](#)



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EAST AFRICAN COMPANIES ON DISPLAY AT AMBIENTE 2019

The USAID Hub supported the participation of ten East African exhibitors at Ambiente 2019, an international consumer goods fair, in Frankfurt, Germany. The companies connected with 169 buyers, which generated potential orders valued at \$1,510,538.

"Customer response at Ambiente 2019 has been good. We have identified serious buyers and engaged with customers who can do volume business. The collaboration between exhibitors has been great; it displayed East Africa together and our products complemented one another. The Hub's financial support helped us participate this year. We plan to be back next year," said Andrew Mutisya of Bawa Hope, a Kenyan producer of handmade jewelry.

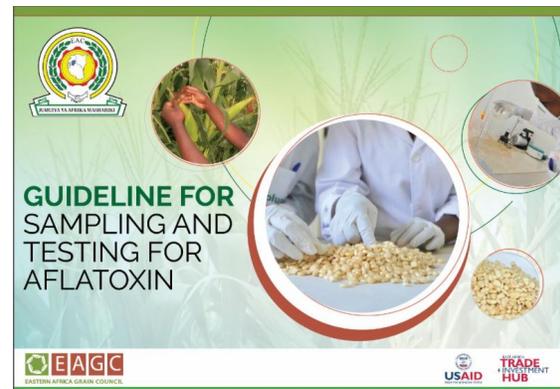
[Read more](#)



Learn more about the Hub-supported companies [here](#)

GUIDE TO IMPROVE SAMPLING AND TESTING FOR AFLATOXIN

The USAID Hub and Eastern Africa Grain Council created the Guideline for Sampling and Testing for Aflatoxin. This guide will assist farmers, traders, processors and certified graders to understand and apply the correct procedure for determining aflatoxins in grains. Aflatoxins contaminate food and feed commodities, posing a risk to humans and livestock. The new guide will improve compliance with maximum aflatoxin levels, thereby facilitating cross-border trade in staple grains, reducing post-harvest waste and ensuring safe, quality grain for consumers.



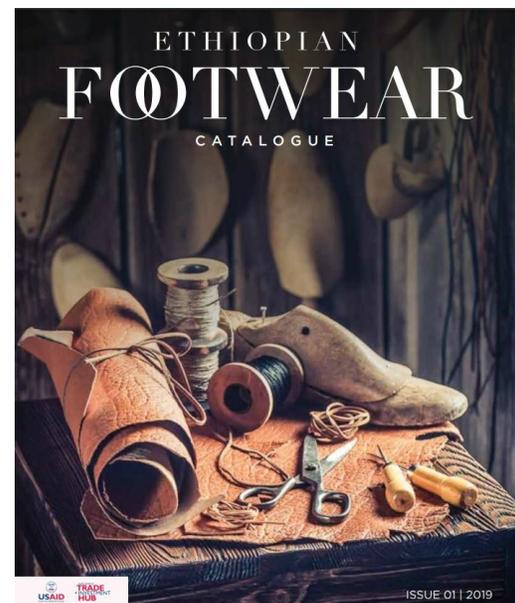
View the guide [here](#)

LOOKING TO SOURCE FOOTWEAR FROM ETHIOPIA?

Ethiopia is the top African exporter of shoes to the U.S. under AGOA. Ethiopia offers a unique opportunity for footwear production thanks to its tradition of shoe making and tanning coupled with new foreign direct investments and duty-free access to the U.S. market under AGOA.

The USAID Hub is helping Ethiopia make the most of these advantages. The Hub supports Ethiopian companies to attend trade shows and participate in buyer missions where they can engage with U.S. buyers. The Hub is also providing technical assistance as the country updates its National AGOA Strategy in which footwear is a focus sector.

Check out [this catalog](#) to learn about some of the companies contributing to Ethiopian footwear's rise.



HUB SIGNS GRANT TO SPREAD VILLAGE AGENT MODEL IN UGANDA

The USAID Hub signed a grant with Akorion Company Limited to drive agricultural transformation in Uganda by supporting the country's new pluralistic approach to extension systems involving multiple providers from both the public and private sectors. One of the successful models is the Village Agent Model (VAM) through which Village Agents – local intermediaries – provide services to farmers such as agricultural advisory, input supply, linkages to markets and financial services. By creating stronger relationships along the value chain, between farmers, traders, processors, and cooperatives, Uganda is creating a more productive, resilient and inclusive system.

[Read more](#)



The Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) intends to upscale the VAM program to all districts in the country and needs to boost the current extension workforce. This new grant with Akorion will support MAAIF to build the capacity of Village Agents at the sub-county level to implement the program.

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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