Who We Are

TradeMark East Africa (TMEA) is an organisation established as a not-for-profit instrument for Aid for Trade (AfT) delivery in East Africa. Out of an initial budget of less than US$42 million in 2010, TMEA had become, by June 2017, the leading AfT instrument in the world with a cumulative budget of more than US$560 million and programmes across Eastern Africa.

Donors:
Our donors include the development agencies of: Belgium, Canada, Denmark, European Union, Finland, Ireland, the Netherlands, Norway, United Kingdom, and United States of America.

We Partner With:
East African Community (EAC) institutions, national governments, private sector and civil society organisations.

Our Footprint:
EAC-Arusha, Burundi, Democratic Republic of Congo, Ethiopia, Kenya, Rwanda, South Sudan, Tanzania and Uganda.

Our Vision
A united East Africa with flourishing trade, strong investment and less poverty.

Our Mission
To promote rapid advances in East Africa’s integration, trade and global competitiveness for all East Africans.

Our Core Values
Our values are integral to TMEA’s corporate culture and the way we work. They are brought to life by our employees in everything that we do:

Collaboration:
We are partner centric, flexible and responsive to our stakeholder needs.

Inclusiveness:
We embody diversity, maintain respectful relationships with our employees and partners and promote equal opportunity for all.

Innovation:
We empower our employees and partners to create sustainable solutions.

Integrity:
We are transparent, honest and ethical at all times.

Professionalism:
We are enthusiastic in delivering excellence in everything we do.

Results-Driven:
We focus on improving the livelihoods of Eastern Africans by implementing effective and efficient interventions.
During Phase one (2010–2017), TMEA interventions focused on: Improving physical access to markets; Improving the trade environment and; Creating a conducive business environment.

RESULTS ACHIEVED IN PHASE ONE

REDUCED AVERAGE TIME TAKEN TO TRANSPORT A CONTAINER
From Kenya’s Mombasa or Tanzania’s Dar es Salaam ports to landlocked Burundi or Rwanda

16.5% decrease in transport time

REDUCED AVERAGE TRANSPORT TIME ON THE NORTHERN CORRIDOR SINCE 2010

55% decrease in transport time

AVERAGE TRANSPORT COSTS DECLINE MOMBASA TO KAMPALA

2010

US$4.06/KM

2017

US$2.1/KM

AVERAGE TRANSPORT COSTS DECLINE DAR ES SALAAM TO BURUNDI

2010

US$3.37/KM

2016

US$3.00/KM

ONE STOP BORDER POSTS AND ADOPTION OF ONE STOP BORDER CONTROLS RESULTS SURVEY

70% reduction in border delays

REDUCED AVERAGE TIME A TRUCK TAKES TO CROSS THE BORDERS

ANNUAL SAVINGS of USD 62.8 million

To enhance the trade environment and improve business competitiveness, TMEA worked with various government ministries and supported interventions like automation of key trade processes, elimination of non-tariff trade barriers and harmonisation of standards. Combined these contributed to a 42% increase in the total value of exports from the EAC region to the world from a 2010 baseline of US$9.03 billion to US$12.4 billion in Dec 2015. Further, there has been a 44% increase in intraregional exports from a 2010 baseline of US$2.1 billion to US$3.1 billion by Dec 2015.

PHASE TWO (2018–2023)
The second phase (2018 – 2023) is built on the success and lessons of phase 1 and we have anchored our work on two broad objectives
i) Reducing barriers to trade; and
ii) Improving business competitiveness.

This will deliver large-scale impact on job creation, poverty reduction and enhanced economic welfare.

REASONS TO INVEST IN EAST AFRICA

- Growing market of 150 million people
- Increasing consumer disposable income
- Fastest-growing markets in Africa

IMPROVING BUSINESS COMPETITIVENESS

REDUCING BARRIERS TO TRADE

IMPACT OF TRADE liberalisation ON COMMODITIES

To the benefit of business, consumers and the continent as a whole, the EAC is opening up its markets and removing barriers to trade.

Diversify your business and tap into the biggest African market for business expansion.

EAC’s Development Goals

- Reduced barriers to trade
- Improved business competitiveness
- Large-scale impact on job creation, poverty reduction and enhanced economic welfare.

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African Productivity Co-operation and Trade Through Integration

Trade and investment facilitation.

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BRICS

EAC, BRICS, APEC and MERCOSUR cooperation.

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Regional Economic Communities

- Economic Community of West African States (ECOWAS)
- East African Community (EAC)
- Common Market for Eastern and Southern Africa (COMESA)
- Southern African Development Community (SADC)
- Community of Independent States (CIS)
- Caribbean Community (CARICOM)
- Latin American Integration Association (LAIA)

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1. WOMEN IN TRADE

We have sharpened our focus on building the capacity of women traders. Interventions include improving access to trade information through creation of digital platforms and physical information centres, lobbying for targeted policy reforms, training in value addition, and linkages with export markets. Emerging results from ongoing women and trade programme include:

- **27,046** women cross border traders trained on how to navigate rules and regulations that govern intra-regional trade and new markets.
- **50%** reduced clearance times for cross border traders.
- **100%** increased monthly income from cross border trade.

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<thead>
<tr>
<th>WAS</th>
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<tr>
<td>60 MINUTES</td>
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<th>FROM</th>
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<td>US$620</td>
<td>US$1,247</td>
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2. ONE STOP BORDER POSTS - OSBP

An OSBP combines the activities of neighbouring countries border organisations and agencies at a single common location or at a single location in each direction without increasing the risk to public safety or revenue collection.

In an OSBP, border users stop only once at the country of destination, for clearing procedures by authorities of both countries who are seated under one roof.

- **79%** decrease for Maka Kenya to Uganda.
- **80%** decrease for Maka Uganda to Kenya.
- **82%** decrease for Tanzania border.
- **24%** decrease for Malawi border except controlled traffic.
- **25%** decrease for Kagithi border.

**Target by June 2017**

**30%** Reduction in time (in at least one direction) to cross the border at selected locations.
3. PORTS
We work with port authorities to design substantial programmes that improve efficiency and increase capacity at the ports. Investments at for-example Port of Mombasa and Port of Dar es Salaam have grown over time to achieve real and tangible results. Interventions at ports include modern cargo handling equipment and cranes, expansion of yards and container terminals, berth rehabilitation, computerised gates and expansion of the main port access roads.

As a result, operators can clear and exit vessels quickly and efficiently therefore reducing turnaround time and costs. We support critical institutional and regulatory reforms, for instance new port regulations for Kenya Ports Authority and new tolling policy for Kenya. Our investments both complement and catalyse the many resources being brought together by other parties. Our approach has been, and continues to be, to work directly with agencies responsible for delivering critical infrastructure.

4. INFORMATION COMMUNICATION TECHNOLOGY FOR TRADE (ICT4T)
We have partnered with public and private sector to build a digital trade and transport corridor; because electronic application in movement of goods across borders saves time, reduces costs for traders and ultimately leads to healthier investment in trade and reduction in costs of goods and services.

To build a digital corridor, TMEA’s ICT4T unit supports governments to: Adopt Single Window Information for Trade Systems to improve data flows and improve access to critical trade information on import/export. Enhance traceability of physical goods through adoption of Electronic Cargo Tracking systems, such as Regional Electronic Cargo Tracking System that enabled Kenya, Uganda & Rwanda to jointly monitor cargo along main transport corridors; therefore, reducing transport time and incidences of theft & dumping.

TMEA supports revenue authorities to upgrade customs systems which not only enables coordinated border management among agencies but also increases efficiency in clearance and revenue collection. We envision a future where we connect these national systems to harmonised regional platforms for better integration across countries and regions.

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KENYA TEA DIRECTORATE

SWIFT RESULTS

120 HOURS / $65

4 HOURS / $10

Reduction in the average document processing time. It now takes 4hours and costs $10 to process an export registration compared to 120 hours and $65 prior to the e-portal.
LOOKING INTO THE FUTURE

GROWTH. INCLUSION. SUSTAINABILITY.

Our work for the next six years will contribute to unlocking economic potential through reducing barriers to trade and improving business competitiveness.

We will grow in depth by building strategic partnerships with key public and private sectors, and in breadth through geographical expansion.

We have deepened our programming on economic inclusion with a focus on integrating regional markets to create trade opportunities, not only for large businesses but also for marginalised groups, including women and small businesses, whose economic development has a direct effect on millions of low-income families.

We have placed emphasis on mainstreaming environmental issues and climate change resilience in all our programmes.