



ACTIVITY FACT SHEET

East Africa Trade and Investment Hub

Presidential Initiatives

Trade Africa
Feed the Future

Funding Level

\$65 million

Duration

2014 – 2019

Geographic Scope

East African Community countries (Burundi, Kenya, Rwanda, Tanzania and 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
- Other development partners (e.g. TradeMark East Africa)

Implementing Partner

Development Alternatives Incorporated (DAI)

USAID Contacts

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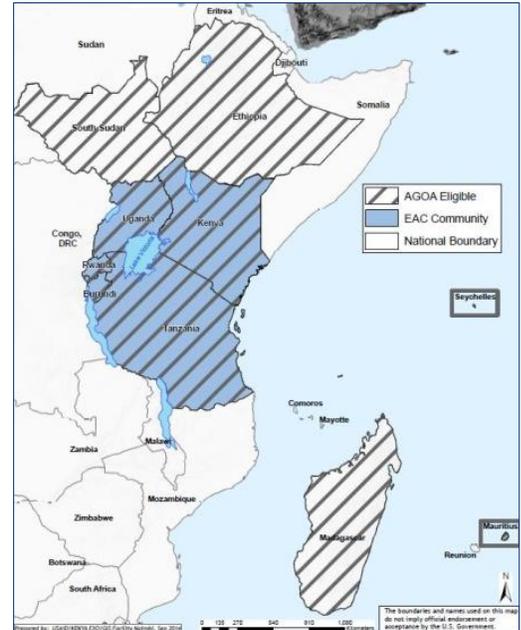
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OVERVIEW

The East Africa Trade and Investment Hub (EATIH) is the U.S. Government’s flagship project under the presidential *Trade Africa* initiative, launched in 2013 to boost trade and investment with and within Africa. Improving the region’s competitiveness, encouraging the diversification of exports beyond natural resources, and promoting broader, more inclusive economic growth will lead to more food secure and resilient East African communities. By increasing private sector investment and creating business linkages, EATIH also expands opportunities for economic growth in East Africa’s agricultural sector through the U.S. Government’s global hunger and food security initiative, Feed the Future.



EATIH partners with the private sector and local governments to find practical solutions for trade and investment constraints that lead to a pro-investment environment. It raises awareness of opportunities for African and U.S. firms to increase trade, expand business partnerships, and invest in East Africa. EATIH also engages the capabilities of multiple U.S. Government agencies, regional trade associations, and development partners in the region to maximize impact. It builds upon nearly a decade of trade-related assistance USAID has provided to the East African region in predecessor programs.

FOCUS AREAS

- Regional integration
- Competitiveness of select regional agriculture value chains
- Promote two-way trade with the United States under the African Growth and Opportunity Act (AGOA)
- Investment and technology to drive trade growth intra-regionally and to global markets, particularly the United States

GOALS

- Improve the policy environment for East African Community integration, trade, and investment
- Increase the competitiveness of select regional agricultural value chains and bolster regional trade in staple foods
- Promote intra-regional and export trade, particularly under the African Growth Opportunity Act (AGOA)
- Increase investments and promote the use of available global technology

TARGETS

- Double the value of intra-regional trade in the East African Community
- Increase non-oil exports to the U.S. under the African Growth and Opportunity Act by 40 percent
- Foster 10,000 new jobs through firms assisted by the Trade and Investment Hub and its partners
- Facilitate \$100 million of new investments in targeted sectors in the EAC
- Increase the EAC's intra-regional trade in staple foods by 40 percent

PROFILE: AGOA-EXPORT COMPANY ADDS 3,000 NEW KENYAN JOBS

On November 8, 2014, Mombasa Apparel launched its fourth textile factory on the coast of Kenya. Its output is apparel destined for the United States through AGOA. The larger Mombasa Apparel investor group employs more Kenyans than Standard Charter, Barclays, East African Breweries, and Safaricom combined.

In the Mombasa region alone, Mombasa Apparel now maintains 10,000 salaried 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 fourth factory, noting that “the vast majority of young, especially women workers, have never before operated machinery or worked in industry.” With intense on-the-job training, these newly employed young Kenyans are close to reaching the industry norm for productivity. The company plans to have a fifth factory online by the close of 2015. The capital investment for factory four and five is \$25 million.

East Africa is a reliable sourcing destination for international companies looking to diversify their portfolios and transition away from South Asia and China, which are becoming increasingly expensive. The USAID East Africa Trade and Investment Hub partners with East African and U.S. businesses to attract investment needed to drive economic growth and transform the East African private sector into vibrant global trading partners. Over the past few years, the Hub has introduced six U.S. apparel buyers to Mombasa Apparel, helping to create the demand for more investment in factories. Mombasa Apparel will employ 14,000 Kenyans in the coastal region by the end of 2015, improving the livelihoods of nearly 100,000 Kenyans.



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