



## East and Central Africa Trade Hub

The ECA Trade Hub has worked since 2003 to increase Ugandan exports to the United States under the AGOA initiative. In all there are four core sectors:

- Apparel
- Cut Flowers
- Commercial Crafts/Home Décor
- Specialty Foods



### About USAID/COMPETE

USAID East Africa's Competitiveness and Trade Expansion Program (COMPETE) takes an integrated approach to addressing the issues of advancing trade and economic growth and ensuring food security in East and Central Africa (ECA). This approach is based on the premise that regional integration is a key driver in fostering regional markets and increasing the competitiveness of African products in global markets as well. Regional integration also makes it easier to shift food from areas that have a surplus to those with shortages, increasing availability and reducing volatility of prices.

Operating from a regional platform, USAID COMPETE works to improve the enabling environment for trade in ECA by harmonizing regional trade and transit policy and procedures; developing financial markets; providing support to private sector associations to strengthen value chains; and building the capacity of regional businesses to take advantage of preferential trading opportunities under the Africa Growth and Opportunity Act (AGOA).

## Key Activities

US - EAC Trade Investment Framework Agreement (TIFA) Negotiations - improving the climate for business between U.S. and East African firms

US Trade Shows benefitting Ugandan companies:

- MAGIC Apparel Show – Las Vegas, NV
- International Floriculture Expo – Miami, FL
- Fancy Foods Show—New York, NY
- New York International Gift Fair— New York, NY
- San Francisco International Gift Fair—San Francisco, CA

Market Engagement and Linkage:

- Origin Africa Designer Showcase - Nairobi 2010 and Mauritius 2011
- Targeted firm-level, sector-specific technical assistance
- Workshops targeting the private sector

## Results

As of March 2011, in just its first two years of operation, the COMPETE/ECA Hub has **directly** supported **\$35 million** in exports to the US under AGOA.

