

The Market Access Upgrade Programme (MARK-UP)

MARK-UP is a regional development initiative aiming to contribute to the economic growth of the East African Community (EAC). The 4 year programme was jointly designed by the EU, EAC Secretariat, and the governments of all five countries and is implemented through two windows: EAC Windows & Partner states/national window by:

- International Trade Centre (ITC).
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).
- United Nations Industrial Development Organization (UNIDO).
- Other national partners.

The Programme is funded from the Regional Indicative Programme for EAC under the 11th European Development Fund targeting SMEs exporting Agriculture commodities (from Burundi, Kenya, Rwanda, Tanzania, and Uganda) to EU Markets.

Key Result areas of MARKUP Programme in Rwanda.

Result Area 1: Enhanced capacity to advocate for the removal of sector trade barriers.

Result Area 2. Export Competitiveness enhanced for sector SMEs.

Result Area 3. Business Development capacities improved for SMEs.

Sectors of Coverage in Rwanda: Coffee and Horticulture.

Lead Agency: EAC Secretariat supported by GIZ.

Implementation oversight in Rwanda: Ministry of Trade and Industry (MINICOM).

Implementing agencies: International Trade Centre (ITC) and GIZ.

Implementation partners: NAEB, RSB, Inkomoko, AFCA, other private entities.

Programme Period: 2019-2022