

EASTERN AFRICA COMMUNITY

SUPPORT TO THE EAC FOR THE IMPLEMENTATION OF THE TRIPARTITE FTA AGREEMENT-TRADE POLICY AND EXPORT DEVELOPMENT TO THE EU MARKET

PROGRAMME'S HIGHLIGHTS

NEWSLETTER 3 OCTOBER 2016

The project was developed by the TradeCom II Programme in collaboration with the East African Community (EAC) to support the implementation of the Tripartite Free Trade Area Agreement (TFTA).

The TFTA is a free trade agreement that brings together members and partner States of the Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC) and Southern African Development Community (SADC). Signed in June 2015, the Tripartite Free Trade Area is based on three main pillars: market integration, infrastructure development and industrial development. Reflecting numerous obstacles to trade in the region and the need to increase and diversify industrial production and improve transport infrastructure, its main purpose is to boost intra-regional trade, develop cross-regional infrastructure and increase investment.

The one-year project will start in December 2016 / January 2017 and will focus on the following key strategic areas for the EAC region:

- 🌐 The development of a framework to eliminate Non-Tariff Barriers (NTBs) faced by local business communities and improve its monitoring to ensure the conversion of market access offered by the TFTA on goods into meaningful market presence.
- 🌐 The design of the first long term Export Promotion Strategy (2017-2030) to consider the opportunities arising from the new trade environment in particular the TFTA and forthcoming trade agreements, and a review of the implementation of the EAC Export Promotion Strategy (2013-2016) in terms of opportunities, challenges and lessons learnt;
- 🌐 The implementation of a strategy for continuous engagement with the business community, including women and youth entrepreneurs by promoting awareness activities on the trading opportunities and benefits under the Tripartite, TFTA and EU markets.