



Tradealert

A BI-WEEKLY EXPORT TRADE BULLETIN

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Improve technical advice and financial support

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. It plays a key role in supporting the internationalization of small and medium-sized enterprises (SMEs). One of the programmes geared to achieve this is through the Market Access Upgrade Programme (MARKUP) which is a regional development initiative that aims to contribute to the economic growth of the East African Community (EAC). More specifically, it aims to support increased exports of agribusiness and horticultural products, promote regional integration as well as access to European markets. MARKUP assists small and medium-sized enterprises (SMEs) in Burundi, Kenya, Rwanda, Tanzania and Uganda by targeting specific agricultural commodities such as avocado, cocoa, coffee, spices, tea and horticulture.

Within the framework of the "Market Access Upgrade Programme" (MARKUP) implemented by the International Trade Centre (ITC), the access to finance and investment team is making a call for Expressions of Interest (EOI) for Small and Medium-sized Enterprises (SMEs) and/or Cooperatives in the East African Community (EAC) countries.

This is an opportunity to receive technical assistance to improve your knowledge on business/financial management and required support in raising finance and/or investment capital.

The Benefit

In an effort to close the access to finance gap, the beneficiaries will gain technical knowledge in developing sound business plans to attract financiers. The financing options include and are not limited to grants and debt financing etc. The program will culminate into creating linkages with financiers to support eligible businesses in the select value chains.

Sectors

The following sectors/value chains will be considered:

- Coffee,
- Tea
- Avocado

Deadline

The deadline to receive all EOI is **June 30, 2020**.

To submit your application and for more information, please click the following link:

<https://form.jotform.com/201423461893353>

Please send your enquiries to financing@intracen.org

