



Co-funded by the  
European Union



Implemented by:



In cooperation with:



# Support to East African Market-Driven and People-Centred Integration (SEAMPEC)

The framework conditions for increasing value-addition in selected regional economic sectors in the EAC are improved

## The challenge

The East African Community (EAC) is the most integrated regional economic organisation in Africa according to the Africa Regional Integration Index. Indeed, trade-related integration is more advanced than in other regional economic communities in Africa, as e.g. demonstrated by the introduction of common external tariffs. Nevertheless, non-tariff barriers are still an obstacle for implementing the Customs Union and the Common Market. Agreements on the liberalisation of regional trade in service and the mobility of labour have been reached, but their implementation is pending. Private business and civil society are often not well-informed about the state of integration and lack regional networks that are needed to take an active role in the integration process.

## Our approach

SEAMPEC supports a market-driven and people-centred integration process on three levels. Firstly, it works to improve framework conditions for economic growth in the EAC. So far, EAC Partner States have agreed on the liberalisation of trade in services in seven selected sectors. Together with its partners, SEAMPEC aims to improve the legal framework thereby removing identified trade barriers in the service sectors tourism, ICT and professional services. The programme also assists the business sector in developing policy recommendations. Additionally, SEAMPEC helps the EAC to jointly formulate harmonised positions in the negotiations for the African Continental Free Trade Area (AfCFTA).

Project name	Support to East African Market-Driven and People-Centred Integration (SEAMPEC)
Commissioned by	Federal Ministry of Economic Cooperation and Development (BMZ), European Union (co-funding)
Project region	East African Community
Lead executing agency	Secretariat of the East African Community
Duration	01.06.2019 – 31.07.2022

Furthermore, the programme assists selected economic sectors in their implementation of regional agreements that improve framework conditions for increasing value-addition: the pharmaceutical sector, leather production, avocado, cocoa, coffee, tea, spices and horticultural products. The GFA Consulting Group is subcontracted to implement parts of the support measures. The programme receives co-funding from the European Union to implement the “Market Access Upgrade Programme” (MARKUP), which promotes the development, implementation and harmonisation of standards and customs procedures. This includes improved data for standards setting, exchange of information among relevant institutions and authorities within the EAC and its Partner States as well as training measures for the staff.

To foster social integration, the programme supports the EAC under the initiative “Incubator for Integration and Development in East Africa” (IIDEA). IIDEA promotes small-scale projects of non-state actors that strengthen regional integration and showcase the tangible benefits of regional integration for East Africans. A special focus lies on youth and women.

On the level of organisational development, SEAMPEC strengthens the capacities of the EAC Secretariat to implement



L. to r.: Women market traders;  
industrial production



L. to r.: East African pharmaceutical industry; Workshop for women entrepreneurs

the 5th EAC Development Strategy to increase value-addition, industrial development, innovation and investment. It concentrates on EAC departments that are relevant for achieving the programme goals. Special attention is paid to regional initiatives and trainings related to digital change e.g. via an online course on Good Manufacturing Practices for medicines and healthcare products.

Lastly, the programme works on the level of individual capacity development to equip staff of EAC and relevant regional organisations with the knowledge and skills to push regional integration forward as depicted in the EAC Vision 2050. An example for this are capacity buildings for EAC staff on communication of integration impacts.

## Results in figures...

Tailor-made training courses and technical advisory support to trade in services have enabled the EAC Partner States to resume stalled negotiations on trade in services. In the negotiations, the Partner States committed to opening at least 78 of 156 sub-sectors of the WTO services sectoral classification list, so that more than 50% of all service sectors provide new opportunities for cross-border trade. On the AfCFTA national consultations on the development of draft schedules were held in 2019 in all Partner States. An initial EAC offer on trade in goods to reduce tariff lines has been developed and submitted to the African Union Commission.

The East African pharmaceutical manufacturing sector has grown by an annual growth rate of 12% since 2016 with over USD 200 mio. in investments being recorded. SEAMPEC has contributed to the fact that 20% of medicines purchased in the region are now being provided by regional companies.

Since 2018, MARKUP has trained 479 SMEs and cooperatives with over 4,200 beneficiaries from Burundi, Kenya, Rwanda, Tanzania and Uganda on EU market requirements. MARKUP developed a manual for training on standards development and

Godje Bialluch,  
Program Manager and  
Cluster Coordinator  
godje.bialluch@giz.de

harmonisation and conducted respective trainings for National Standards Committees in the EAC.

IIDEA supports hands-on cross-border projects. 37 projects from the civil society and the private sector in fields such as health, ICT, AfCFTA and agribusiness received funding and guidance by IIDEA since 2016. Up to March 2021, 58,000 people benefited directly through increased income, improved trading conditions and better awareness of their rights, and 90,000 persons participated in IIDEA events.

## ... and in stories

IIDEA supports Afya Digital, an online platform mapping health facilities along EAC borders. It enables East Africans to easily find the nearest hospital, which may be just across the border. "The big advantage of Afya Digital Platform is that it is available through social media. This is very important for the youth who would otherwise not be reached", stresses Mathayo George, a lab technician at an Arusha district hospital.

Additionally, with the help of IIDEA, Sauti Africa developed an application providing up to date commodity prices across borders and exchange rate information through simple SMS technology. "Thanks to the Sauti platform, I now know my rights when I buy and sell across the border, and I make a good profit," notes Edna Mudibo, a women cross-border trader from Kenya.

In December 2020, MARKUP initiated a Training of Trainers on standards in all EAC Partner States, enabling trainers to pass on the knowledge acquired to other standards experts at their national level. Pater Namutala, principal officer Kenya Bureau of Standards points out, "The training on standardisation will unlock the potential of SMEs to participate effectively in standards setting and harmonisation. This will also improve SMEs capacity to articulate issues tabled for consideration during standards harmonisation meetings."

### Published by

Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

'Support to East African Market-Driven and People-Centred Integration (SEAMPEC)

EAC Secretariat, Former State Lodge  
P.O. Box 13854  
Phone +255 27 20 50 288  
Fax +49 (0)0 123 456 789  
eac-germancooperation@giz.de  
www.giz.de; www.eagermany.org

### As at

May 2021

### Photo credits

List of photographers in alphabetical order

Roshni Lodhia: page 1  
East African Women in Business; GIZ/RIVA: page 2

### Text

SEAMPEC

GIZ is responsible for the content of this publication.

### On behalf of

Federal Ministry for Economic  
Cooperation and Development (BMZ)

### In cooperation with

