

AGOA Success Stories: 2006–2007 **

-- **East Africa:** Participating flower exporters from Kenya, Ethiopia, Tanzania and Burundi have collectively reported deals worth \$500,000 to date from participation in the East Africa Trade Hub-sponsored World Floral Expo in March 2007.

--The USAID East Africa Trade Hub provided technical assistance to help set up a “one-stop” border post at a joint railway station at Malaba on the Kenya-Uganda border. Customs officials from both countries working side-by-side are able to clear goods in three hours compared to 5 days at a savings of \$600-\$900 per container (approximately 350 containers a day cross the border at Malaba). This will reduce the time it takes to ship goods from Uganda via Kenya to the United States and other countries.

-- **Kenya:** Kenya’s United Aryan has reported deals of \$2 million for orders of T-shirts, jeans and knit shirts from its attendance at this year’s MAGIC trade show in Las Vegas, with USAID support.

-- **Uganda:** Phenix Logistics has received significant interest for its organic cotton products. It has shipped 50,000 organic cotton t-shirts to the U.S. to date, and took advantage of technical support from USAID.

-- **Mauritius:** Mauritius’ processed tuna exports to the United States skyrocketed in 2006, jumping from an estimated \$3.7 million in 2005 to more than \$36 million in 2006. Tuna is now the country’s second largest export to the States after apparel.

--**West Africa:** Since October 2005, the West Africa Trade Hub has been instrumental in over \$6 million in exports and over \$1 million in investment for increased production. In part, to achieve these results, the West Africa Trade Hub also sponsored 125 businesses to exhibit at 15 international tradeshows. Among them: Fancy Food, Material World, MAGIC, California Gift, Health and Beauty America and others.

-- **Ghana:** For the second year in a row, two companies from Ghana will have their carved wood candle stands, terracotta bowls and African-style figurines on the shelves of U.S.-based Target stores. Tekura Enterprises and Fritete African Works shipped the 48,000-piece, \$220,000 order in late October. Their second deal in two years with Target prompted them to create a joint venture, Premium Exports, to handle their exporting services, thus benefiting from USAID provided trade capacity building.

-- **Cameroon:** With assistance from the West Africa Trade Hub, a woman-owned Cameroonian apparel firm filled an order supplying more than 20,000 medical scrubs to the United States.

--**Southern Africa:** Namibia, Botswana, and South Africa now use harmonized customs procedures with a Single Administrative Document (SAD 500) resulting in lowered transportation costs. The success of this new document and streamlined procedures will be extended to three more countries: Mozambique, Lesotho, and Swaziland. The Southern Africa Trade Hub was instrumental in providing support to this process, which will speed up customs procedures and reduced the costs of transporting goods to ports for export to the United States and other countries.

--**Botswana:** In late September 2006, the Southern Africa Trade Hub sponsored Maseru-based Hippo Knitting to participate in the Material World Trade Show in New York. Hippo Knitting capitalized on the opportunity to showcase and network and met with success. A New York retailer has placed an order for 2007 valued at \$1.9 million, and three additional North American companies have visited Hippo Knitting facilities since the trade show.

--After participating in a Southern Africa Trade Hub-sponsored apparel trade fair in New York, Selebi Phikwue, Botswana-based Label Clothing received a \$519,000 order for 350,000 units of men's shirts, tracksuits, boxers, and boxer briefs from Butta, the California-based company commanding the "Made in Africa" brand.

-- **South Africa:** Since participating in a trade delegation of Black Economic Empowerment South African wine companies to the United States organized by the USAID sponsored Corporate Council on Africa' South Africa International Business Linkages Program in May 2006, Thandi Wine has exported more than \$350,000 in wine to the United States. Thandi was the first wine in the world to achieve Fairtrade accreditation.

.

** Sources: U.S. Commerce Department Trade Data, Africa Competitiveness Hubs, Corporate Council on Africa, USAID

