USAID
FROM THE AMERICAN PEOPLE

USAID TRADE HUB
WEST AFRICA

TRADE HUB AND AFRICAN PARTNERS NETWORK

Promoting investment, trade competitiveness, and economic growth in West Africa

Working with regional partners, the Trade Hub promotes **increased regional trade** in key commodities like maize, livestock and rice to address food security, and reduces poverty by **boosting globally traded value-added exports** like cashews, mango, shea, and apparel.

Improve private sector capacity of farmers and firms by addressing constraints to targeted value chains.

Improve the business enabling environment by addressing economy-wide constraints, such as transport and trade barriers limiting the efficiency of the region's ports, corridors and borders.

50 percent
increase in value of trade from staple and value-added foods

23,000 new jobs

$102.5 million
in new investments in five years

IMPROVING VALUE CHAINS

Supporting farmers and firms to meet product quality grades and standards and produce commercial volumes necessary to supply international markets: With industry associations and regional agriculture associations, the Trade Hub develops smallholder farmers' capacity to meet international processors' grading, handling, and sorting requirements and regulations for targeted staple foods. The Trade Hub also works to harmonize staple crop standards and expand their use by agricultural processors, traders, and producer organizations.

Connecting producers to value-chain leaders in regional and world markets: The Trade Hub builds the capacity of agricultural associations and private sector organizations to build linkages with regional and international buyers. The Trade Hub supports and develops the capacity of the region's Trade/African Growth and Opportunity Act (AGOA) Resource Centers and improves visibility and awareness of West Africa's products and branding, to attract regional and global buyers and investors.

Improving access and use of market information systems (MIS): Value chain actors need timely and accurate technical information and quality market information, including farm practices, weather, product prices and other agriculture information. The Trade Hub builds awareness and understanding of available market information systems, and trains farmers and firms on uses of MIS.

CROSS-CUTTING INITIATIVES

Capacity Building: The Trade Hub assists regional partners in growing their capacities in essential areas and improving their performance in increasing productivity and trade in regional and global value chains.

Gender-Forward Programming: The Trade Hub addresses gender inequalities in targeted value chains, promoting women and men's equal participation in and benefits from regional trade.

Grants Mechanism: Financial support to organizations.

ACCESS TO FINANCE & INVESTMENT

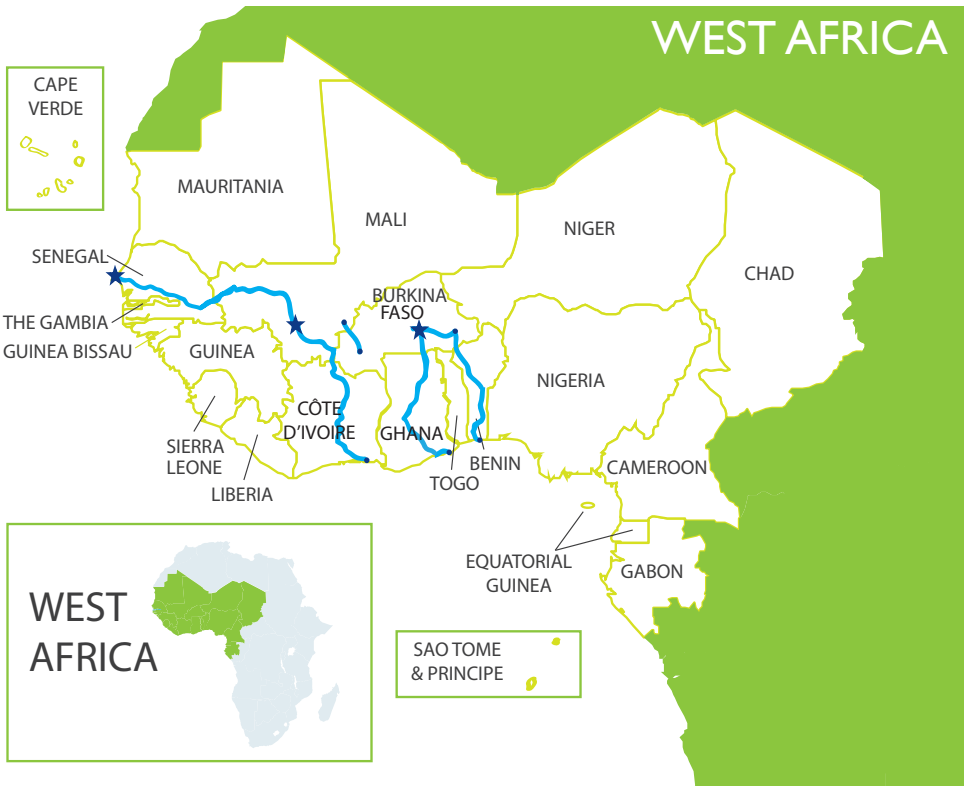
Increasing agriculture investment and trade finance transactions: The Trade Hub expands and improves the ability of Business Development Service providers to unlock the grip of the financial sector on resources for small and medium enterprises—bridging the finance supply and demand gap. The Trade Hub establishes strategic partnerships with financial institutions and builds their understanding of the market potential of export-ready and agribusiness companies. The Trade Hub catalyzes investment through loan, equity, collateral and matching funds, coupled with multiple investment and financial partners.

AN ENABLING ENVIRONMENT FOR TRADE & TRANSPORT

Supporting efficiency in trade and transport along key corridors, borders, and ports: The Trade Hub supports effective public-private dialogue and advances a regional trade and transportation reform agenda. The Trade Hub encourages removal of trade barriers by adhering to agreed-upon regional and global trade protocols.

Addressing trade barriers: The Trade Hub works with regional networks to facilitate free movement of goods, and to reduce illegal activities along trade corridors. The Trade Hub facilitates links between shippers to reduce delays in cross- border trade. The Trade Hub also works with regional organizations and states to implement free movement of persons and goods.

THE TRADE HUB: WHERE WE WORK



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CURRENT PARTNERS

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AGOA/Trade Resource Centers
Association Afrique Agro Export
Borderless Alliance
Comité Permanent Inter-Etats de Lutte Contre la Sécheresse au Sahel
Confédération des Fédérations Nationales de la Filière Bétail/Viande des pays de l'Afrique de l'Ouest
Economic Community of West African States
Global Shea Alliance
Réseau des Systèmes d'Information des Marchés en Afrique de l'Ouest
West African Grains Network
West African Economic and Monetary Union