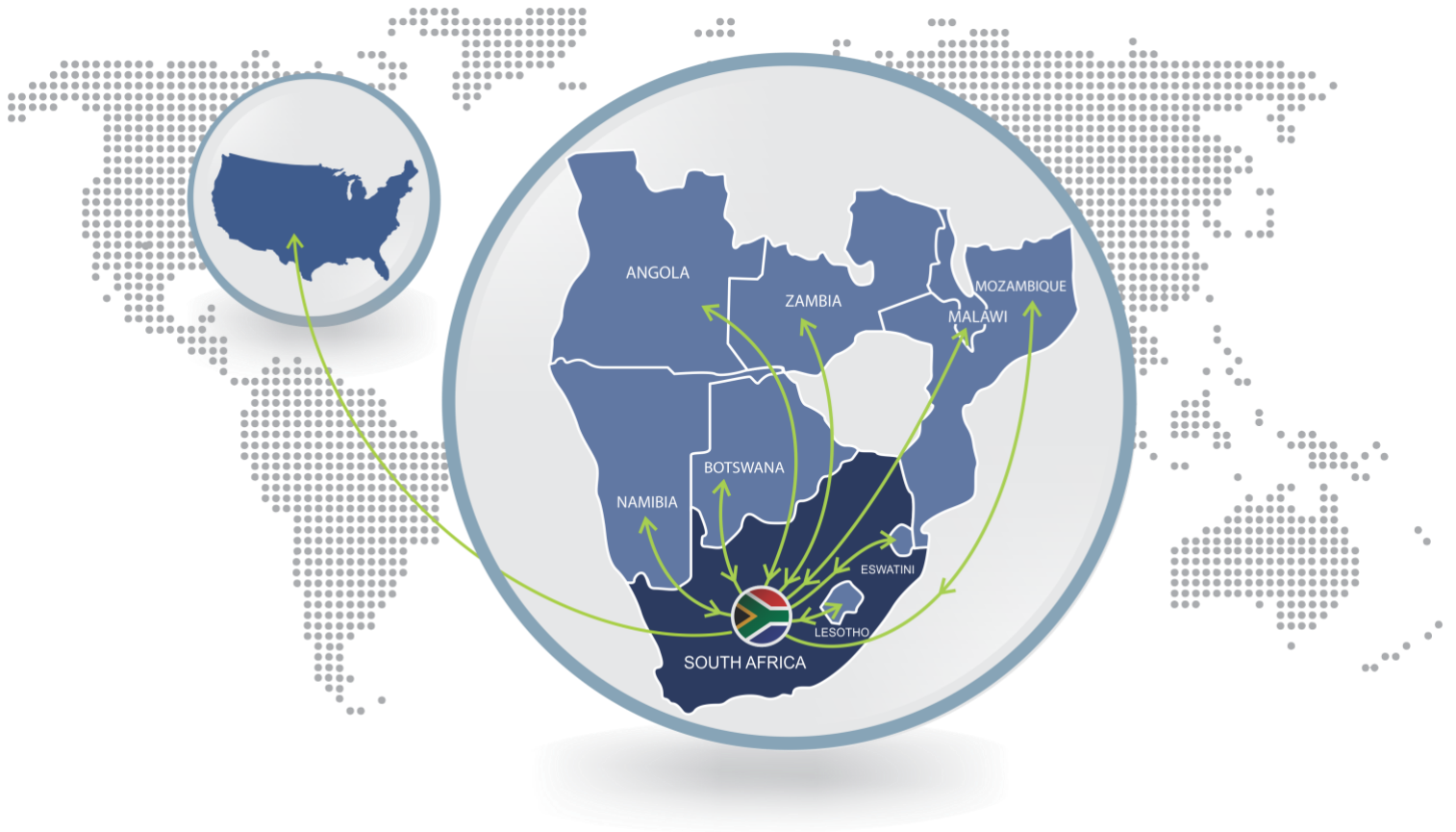




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SOUTHERN AFRICA  
**TRADE**  
**+INVESTMENT**  
**HUB**



# USAID SOUTHERN AFRICA TRADE AND INVESTMENT HUB

## Quarter 3 Report



**FEED THE FUTURE**  
The U.S. Government's Global Hunger & Food Security Initiative

## Q3 REPORT, FISCAL YEAR 2022

PROGRAM TITLE: USAID SOUTHERN AFRICA TRADE AND INVESTMENT HUB

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## ACRONYMS AND ABBREVIATIONS

Ag	Agricultural
AGOA	African Growth and Opportunity Act
AIPEX	Agency for Investment and Export Promotion
ATP	African Trade Platform
AWP	Annual Work Plan
AWIEF	Africa Woman Innovation and Entrepreneurship Forum
B2B	Business to Business
BE	Business Eswatini
BEDCO	Basotho Enterprises Development Corporation
BEMA	Botswana Exporters and Manufacturers Association
BITC	Botswana Investment and Trade Commission
BMO	Business Membership Organization
BTCA	Botswana Textile and Clothing Association
CECOSA	Cosmetic Export Council of South Africa
CCIA	Chamber of Commerce of Angola
CCN	Cooperating Country National
COP	Chief of Party
CTA	Confederation of Economic Associations
DQA	Data Quality Assessment
DVS	Department of Veterinary Services
ECDC	Eastern Cape Development Corporation
EIPA	Eswatini Investment Promotion Authority
EIT	Enterprise Information Tool
FDA	(U.S.) Food and Drug Administration
FSMS	Food Safety Management Systems
FSP	Financial Service Provider
FTF	Feed the Future
FY	Fiscal Year
GTPA	Grain Traders and Processors Association
HACCP	Hazard Analysis Critical Control Point
HR	Human Resources
IM	Investment Memoranda
INAPEM	National Institute of Support for Micro, Small, and Medium Enterprises
IPEME	Institute for the Promotion of Small and Medium-Sized Enterprises
ISO	International Organization for Standardization

JCCI	Johannesburg Chamber of Commerce and Industry
LCCI	Lesotho Chamber of Commerce and Industry
LOA	Letter of Agreement
LIEDA	Limpopo Economic Development Agency
LMS	Learning Management System
LNDC	Lesotho National Development Corporation
LOP	Life of Project
LTTA	Long-Term Technical Assistance
LuSE	Lusaka Securities Exchange
M&E	Monitoring and Evaluation
MBS	Malawi Bureau of Standards
MCCCI	Malawi Confederation of Chambers of Commerce and Industry
MCIT	Ministry of Commerce, Industry and Trade
MCTI	Ministry of Commerce, Trade and Industry
MEGA	Mpumalanga Economic Growth Agency
MEL	Monitoring, Evaluation, and Learning
MIC	Ministry of Industry and Commerce
MIT	Ministry of Industrialisation and Trade
MITC	Malawi Investment and Trade Centre
MITI	Ministry of Investment, Trade and Industry
MOGA	Malawi Organic Growers Association
NANCI	Namibia Network of the Cosmetics Industry
NASME	National Association of Small and Medium Enterprises
NCA	Namibia Charcoal Association
NIPDB	Namibia Investment Promotion and Development Board
NMA	Namibian Manufacturers Association
NPAB	Natural Products Association of Botswana
NTFC	National Trade Facilitation Committee
Non-Ag	Non-Agricultural
PIMS	Phytosanitary Information Management System
PMEP	Performance Monitoring and Evaluation Plan
PNTR	Permanent Normal Trade Relations
Q	Quarter
RFA	Request for Application
SA	South Africa
SACG-NY	South African Consulate General in New York

SADC	Southern African Development Community
SAFLEC	South African Footwear and Leather Export Council
SEDA	Small Enterprise Development Agency
SFA	Specialty food Association
SFF	Summer Fancy Food
SME	Small and Medium-sized Enterprise
SOW	Scope of Work
SPS	Sanitary and Phytosanitary
STTA	Short Term Technical Assistance
SWIFT	Swaziland Fair Trade
TCN	Third Country National
TEDA	Tshwane Economic Development Agency
TFA	Trade Facilitation Agreement
TIKZN	Trade and Investment KwaZulu Natal
TIPA	Trade and Investment Promotion Agency
TOR	Terms of Reference
ToT	Training of Trainers
TPSP	Trade Promotion Service Provider
USAID	United States Agency for International Development
USG	United States Government
USN	United States National
VAAM	Visual Arts Association of Malawi
WIBA	Women in Business Association
WRAP	Worldwide Responsible Accredited Production
WTO	World Trade Organization
ZAIS	Zambia Agricultural Information System
ZAM	Zambia Association of Manufacturers
ZAMACE	Zambian Agricultural Commodities Exchange
ZARI	Zambia Agricultural Research Institute
ZDA	Zambia Development Agency
ZEST	Zambians Encouraging Sustainable Trade
ZESW	Zambia Electronic Single Window
ZNBC	Zambia National Broadcasting Corporation
ZRA	Zambia Revenue Authority
ZTIP	Zambia Trade Information Portal



## INTRODUCTION

The USAID Southern Africa Trade and Investment Hub (USAID TradeHub) engages with partners across the region to increase sustainable economic growth, global export competitiveness, and trade in targeted Southern African countries. It supports these objectives by increasing exports from Southern African countries to South Africa and the United States under the African Growth and Opportunity Act (AGOA), boosting capital and technology flows from South Africa to other Southern African countries, and providing targeted trade facilitation support to Zambia.

The USAID TradeHub works with market actors to identify and resolve enterprise constraints and implements sustainable solutions through market-based trade and investment facilitation services. The USAID TradeHub partners with the USAID Bilateral Missions through the USAID Southern Africa Regional Mission in the successful delivery of its objectives.

### USAID TradeHub Facts:

- Funding Ceiling: \$73.7 million
- Duration: 2016-2022
- Office Locations: Pretoria, South Africa; Lusaka, Zambia; Lilongwe, Malawi; Maputo, Mozambique
- Geography: Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, South Africa, and Zambia

Beginning in year four, the USAID TradeHub narrowed its activities to achieve the following three objectives:

- Objective 1: Increased exports to South Africa from targeted Southern African countries.
- Objective 2: Increased investment of capital and technology out of South Africa to targeted Southern African countries.
- Objective 3: Sustainable utilization of AGOA opportunities by targeted Southern African countries.

In addition, the USAID TradeHub is working to improve Zambia's trade-enabling environment as part of a buy-in from the USAID Mission in Zambia.

In Q3 of FY2022, the USAID TradeHub achieved a total of \$42,895,407.79 in agricultural and non-agricultural exports to South Africa and the United States against a Q3 target of \$8.9 million (480% of the FY 2022 target). This brings the cumulative value of all exports from the region to South Africa and the United States (under AGOA) during the life of the project to \$254,321,526.14.

For Finance and Investment, while no private sector investment deals were closed in FY2022 Q3, \$1,759,000.00 of trade finance was raised for five agricultural exporters in Zambia and Namibia and two non-agricultural exporters in Zambia. The team continued to facilitate capital raise for firms where 56 Investment Memoranda (IMs) were presented to Capital Providers, leading to 36 term sheet offers made to Capital Seekers to the value of \$137.5 million, with the view to closing some deals by the end of the project in September 2022. Finally, the total amount leveraged from United States Government (USG) in-kind business and market-development investments in Q3 was \$860,526.10 against a Q3 target of \$197,028.00, constituting an achievement of 437 percent. This brings the total finance and investment closed by the USAID TradeHub over the life of the project to date to \$210,503,743.15.

Q3 results are summarized in the table below.

	<b>Quarterly Target</b>	<b>Quarterly Achievement</b>	<b>Comment</b>
Total exports for both agricultural and non-agricultural goods	\$8,923,000.00	\$42,895,407.79	This target was achieved through supporting firms with buyer-seller linkages and other assistance from 2017 to date. The USAID TradeHub has also contracted seasoned U.S. and South Africa-based trade promotion service providers (TPSPs), who have created and consolidated market linkages. Furthermore, regional firms were supported to exhibit at the Summer Fancy Food (SFF) Show in New York where they managed to market their products.
Total value of USG commitments and private-sector investment leveraged	\$197,028.00	\$860,526.10	No private-sector investments were closed in Q3. However, in-kind USG investment was committed toward business-development services, market-development services, business certifications, and participation at the SFF Show 2022 in New York to the value of \$860,526.10.

In Q3, the USAID TradeHub implemented activities to achieve its year-six delivery goal of strengthening the capacity of TPSPs and business membership organizations (BMOs) to take forward trade-related activities by transferring to these partners the USAID TradeHub's rich store of knowledge, tools, and networks. This capacity-transfer aims to ensure the longer-term sustainability of the work undertaken by the USAID TradeHub as it prepares to complete project activities at the end of September 2022. The USAID TradeHub worked extensively in Q3 with TPSP and BMO partners to undertake capacity-transfer workshops, export-promotion trainings, and industry-advancement events such as the annual Exporter Awards. The USAID TradeHub also continued to collaborate with these partners to enroll firms in regional and international tradeshows, and pursue the closure of deals already in the pipeline. As a result, a substantial hand-over of skills was achieved, with many USAID TradeHub activities successfully now passed to TPSP and BMO partners, and exports and trade investment were increased over the quarter across the region.

This document reports on the USAID TradeHub activities during FY2022 Q3 (April 1-June 30, 2022), demonstrating responsible stewardship of USAID funds. The USAID TradeHub provides information below and in the annexed Country Reports on all activities listed in its work plan during the reporting period.

## EXECUTIVE SUMMARY

In the third quarter (Q3) of FY2022, the USAID TradeHub continued working with its partners to boost exports and improve the general trade environment in the nine Southern African countries where it operates: Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, South Africa, and Zambia. The USAID TradeHub also intensified the transfer of knowledge and resources to local partner organizations. These collaborative activities are equipping these market actors to carry forward trade promotion activities beyond the end of the USAID TradeHub project in September 2022. Aiming to finish on a strong note, the USAID TradeHub redoubled efforts to facilitate and close deals, pivoting from mostly virtual events to a mix of more hybrid events as COVID-19 restrictions eased, and ramping up participation of regional firms in tradeshows and one-on-one introductions of exporters to buyers.

In Q3, the USAID TradeHub worked closely with the USAID/Southern Africa Regional Economic Growth Office (REGO) and, through it, in-country counterparts at USAID Missions across the region. Activities during this final year of implementation continue to utilize a two-pronged approach to enhance sustainability beyond the life of the USAID TradeHub project by: 1) strengthening individual actors within the trade ecosystem; and 2) strengthening the overall ecosystem through operational efficiencies and digitization of trade-related services.

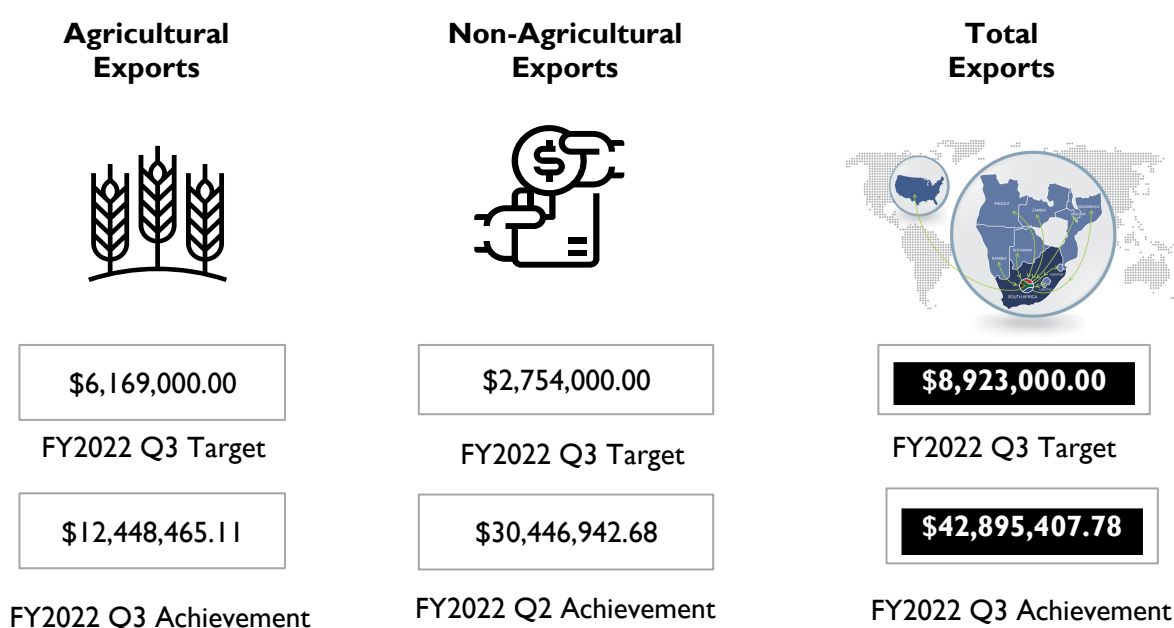
Notable highlights from the quarter are as follows:

- The buyer-focused trade promotion service providers (TPSPs) Swaziland Fair Trade (SWIFT), now Fair & Square, Catalyze, and South African Trade Promotions utilized their collective experience and understanding of the regional and U.S. markets to facilitate buyer seller linkages, contributing to the total of 246 prospective deals with an estimated value of \$398 million for both the region to the South Africa and to the United States.
- The USAID TradeHub supported 38 Southern Africa export firms to exhibit under the Africa Fine Foods Pavilion at the 2022 Summer Fancy Food (SFF) Show in New York in June, and along with TPSP partners, hosted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the export companies to be better prepared for the show. The regional exhibitors reported over 100 leads generated from the show, worth an estimated \$3,369,700.00. One of the firms, South Africa-based Khayelitsha Cookies Co, has agreed to a deal with U.S. buyer Greenwich Hotel, to the value of \$180,000, anticipated to be concluded within two months.
- The USAID TradeHub held three successful country-level Exporter Awards in Eswatini, Lesotho, and South Africa, with participation of close to 100 firms. The award ceremonies brought together approximately 375 guests in-person and virtually, including high-level representation from government ministries and the private sector. USG representatives that attended included U.S. Ambassador to Eswatini Jeanne M. Maloney, Chargé d'Affaires at the U.S. Embassy/Lesotho Keisha Toms Boutaleb, and USAID Southern Africa Mission Director Andy Karas.

In Q3, the USAID TradeHub again had a strong performance, surpassing its targets for both agricultural and non-agricultural exports. Agricultural exports achieved were \$12,448,465.11 against a target of \$6.2 million. Non-agricultural exports also exceeded expectations, with \$30,446,942.68 achieved against a target of \$2.8 million. On the investment front, the USAID TradeHub and its contracted transaction advisors continued to facilitate capital raising for the firms where 56 Investment Memoranda (IMs) were presented to Capital Providers, leading to 36 term sheet offers made to Capital Seekers to the value of \$137.5 million.

The USAID TradeHub continued to be agile in its adaptive-management approach opening up to more physical and hybrid events as restrictions imposed by the COVID-19 pandemic eased. This approach contributed to the positive results detailed in this report and enabled the USAID TradeHub to maintain its own office activities.

This section below offers a snapshot of achievements under each USAID TradeHub objective. As illustrated by the graphic, **the USAID TradeHub exceeded its Q3 target for agricultural and non-agricultural exports**. A more detailed breakdown of the USAID TradeHub’s performance under all its indicators follows in the FY2022 Q3 Indicator Table in the Monitoring, Evaluation, and Learning (MEL) section below.



## OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION

In Q3, the USAID TradeHub continued collaborating with buyer-focused TPSPs to advance deals in the pipeline at the end of Q2, and to pursue new deals. The buyer-focused TPSPs leveraged their expertise and contacts to support exporters to conclude deals. The USAID TradeHub also continued arranging for these buyer-focused TPSPs to transfer their knowhow to regional counterparts through various-capacity-building activities. And the USAID worked with both the buyer-focused and regional TPSPs to help firms complete market-entry requirements, such as certifications and product registrations, and to participate in tradeshows and business-to-business (B2B) meetings, all toward the goal of boosting exports to South Africa.

### OBJECTIVE I HIGHLIGHTS

- In FY2022 Q3, the value of total project-supported exports from target countries in the region to South Africa was \$24,141,326.78 against a target of \$1,304,000.00. The exported products included organic cosmetics, specialty foods, jewelry, handicrafts, and agro-processed products. This brings the total value of all exports from the region to South Africa during the life of the project to \$77,513,169.98.

- In Q3, two virtual buyer missions hosted by Fair & Square took place on April 4 and April 11, 2022, in addition to the first session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market.
- In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO Africa to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. To cite one example of this assistance, NONZĒRO Africa worked with the Botswana beverage firms, Just Ginger, to improve their branding and social media marketing, NONZĒRO developed a comprehensive style guide, a social media content strategy, social media templates, and branded label templates.
- On May 12, 2022, products from a Botswana-based cosmetic producer, Organic Naturals Skincare, went live for sale on Takealot, a popular South African e-commerce platform. In March 2022, Organic Naturals Skincare had shipped 300 units of cosmetics products valued at \$4,200 to South Africa through the e-commerce management firm Enter Africa, which in turn, facilitated distribution to Takealot. The listing on Takealot follows support from the USAID TradeHub, initially by linking the supplier to Enter Africa through a webinar in December 2021 on exporting to South Africa via e-commerce. Following the linkage, in January 2022, the USAID TradeHub paid 60 percent of the cost of testing nine of Organic Naturals Skincare's products, with the cosmetics firm covering the balance. The testing was for product safety, quality, and label compliance, and its successful completion positioned the firm to sell regionally, with a focus on South Africa. The Takealot listing is a significant achievement, as South Africa presents a large market beyond Botswana.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

In Q3, the USAID TradeHub, continued working through its partner financial service providers (FSPs) Sebvest Capital Partners, Nations Capital, and Cala Capital Africa (previously called Neu Capital Africa), to implement the debt and equity business models first developed in FY2020. This involved advancing IMs that have been drafted for consideration by Capital Providers. In Q3, the USAID TradeHub and Financial Service partners continued effort to raise the required capital. A total of 36 term sheet offers were received to the value of \$137.5 million. All finance advisory work in Angola was completed, leading to all IMs being presented to Capital Providers for funding interest. Two term sheet offers were made to Foodcare LDA and Jomdefis Empreendimentos to the total value of \$6 million. All the implementation work to the four grant awards made significant progress during Q3 and will be completed early in Q4. These four grant awards were awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), Sebvest Capital and Netcampus. Through the grant, Sebvest is implementing work to source financing and other businesses services to encourage exports from small and medium enterprise (SME) exporters in the region. Cala Capital Africa is promoting investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs, while Netcampus designed online financial literacy modules for learners in both English and Portuguese.

### **OBJECTIVE 2 HIGHLIGHTS**

- In Q3, the USAID TradeHub and contracted transaction advisors continued to facilitate firms seeking to raise capital, presenting the 56 IMs to capital providers. Thirty-six term sheet offers were made to Capital Seekers to the value of \$137.5 million. A total value of \$860,526.10 was leveraged from USG in-kind business and market-development investments. The total of \$860,526.10, consisted of \$460,594.00 in agriculture and \$399,932.10 in non-agriculture. In addition to this, \$654,000.00 of trade finance was raised for two Zambian agricultural firms during the quarter. These transactions bring the cumulative (life of project) total finance and investments closed by the USAID TradeHub to date to \$209,398,743.15.
- In Q3, in-kind USG investment was committed toward business-development services, market-development services, and certifications to a total value of \$860,526.10. Beneficiaries include 38 firms from all countries except Lesotho, who received support to exhibit at the SFF Show. Angola's Nutriboty also received support on U.S. Food and Drug Administration (FDA) Label Review, while from Botswana, Just Ginger received marketing support. Eswatini's Black Mamba, Lesotho's Fruit Extract, and Mozambique's Condor anacardium received product testing support, while Namibia's AvaGro received support to attain Global G.A.P. certification. From South Africa Gizzls and Kaukou received e-commerce listing support, while Zambia's National Institute for Scientific and Industrial Research (NISIR), Vetlab, and Central Veterinary Research Institute (CVRI) received laboratory equipment.
- On April 12, 2022, Homes Industries Ltd, a women-owned Malawian agro-processing firm, secured financing worth \$50,000 to procure processing equipment to enhance its rice exports to South Africa and the United States. The successful investment follows an August 2020 linkage established by the USAID TradeHub between Homes Industries and Sebvest Capital Partners. The aim of the linkage was for Sebvest to support Homes Industries with transaction advisory services to access finance and investment to enhance the exporter's business operations and export capacity. Homes Industries works with over 1,500 smallholder farmers to grow rice processed into brown and white rice, sunflower, and groundnuts, and peanut butter, among others. The finance deal enables the exporter to continue processing these products for domestic and export markets, thereby securing local

jobs. With access to finance for capital and technology, Homes Industries is better positioned to take advantage of opportunities in new markets and with new buyers.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

In Q3, the USAID TradeHub, in partnership with regional TPSPs, focused on assisting firms to complete market-entry requirements to export to the United States under the favorable conditions offered by the AGOA program. The USAID TradeHub and its partners held information sessions to equip regional firms with the knowledge needed to access the U.S. market, and promoted the acquisition of tools, such as certifications and label reviews, needed for such access. Additionally, in Q3, the USAID TradeHub assisted government partners to stage capacity-building workshops on the implementation of national AGOA strategies, and TPSP and BMO partners to host workshops on improving use of AGOA. Another focus in Q3 was supporting regional firms, BMOs, and TPSPs to exhibit at the Summer Fancy Food Show in New York. Finally, the USAID TradeHub, in partnership with government and TPSP partners, hosted the annual Exporter Awards in three countries to enhance recognition of high-achieving traders, with particular emphasis on those exporting to the United States under AGOA.

### **OBJECTIVE 3 HIGHLIGHTS**

- In FY2022 Q3, total exports supported by the USAID TradeHub from target countries in the region to the United States under AGOA were \$7,240,138.63, against a target of \$6,687,000.00. The exports included handbags, baskets, chilli sauces, elite equine, herbs and spices, honeybush, and natural honey. This performance brings the total value of all exports supported from target countries in the region to the United States under AGOA during the life of the project to \$176,808,356.16.
- From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), supported 38 Southern Africa export firms from all nine USAID TradeHub target countries to exhibit under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show in New York, the largest specialty foods event in the United States. To prepare the firms for the 2022 SFF Show, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10). The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. The Southern African exhibitors reported over 100 leads generated from the show.
- On April 22, 2022, Black Mamba Foods, an Eswatini-based chili and chili condiments manufacturer, shipped its second consignment of specialty sauce products to the United States for sale on Amazon. The shipment, valued at \$7,980.00, follows support from the USAID TradeHub to list Black Mamba on Amazon and assist the export of their products to the United States under AGOA. Following Black Mamba Foods' successful Amazon listing on April 16, 2021, the firm shipped its first consignment of products worth \$17,500.00 to Albert Scott to go live for sale on Amazon. Black Mamba successfully sold out all listed products on the platform, prompting their second shipment to Amazon. The continuing exports by Black Mamba to the U.S. market highlight the firm's expansion into the U.S. market, increased U.S.-based networks, and improved engagement on an international e-commerce platform, Amazon, ensuring exports to the United States independent of USAID TradeHub support after the program's closure in September 2022.

- During the quarter, the USAID TradeHub continued to assist countries to implement their national AGOA Utilization Strategies. The status of these efforts is given in the table below.

<b>NATIONAL AGOA STRATEGY DEVELOPMENT AND IMPLEMENTATION STATUS</b>		
<b>COUNTRY</b>	<b>NOTES</b>	<b>STATUS</b>
Angola	In Q3, there were no activities undertaken during the reporting period, the government and Agency for Private Investment and Promotion of Exports (AIPEX) of Angola were not able to finalize the logistics for appointing an AGOA Steering Committee, resulting in the AGOA Utilization Strategy for Angola not being drafted.	Ongoing
Botswana	In Q3, the USAID TradeHub supported the AGOA Steering Committee to host a workshop to review the progress on implementation of the country's AGOA Export Masterplan. The workshop was initiated by the American Business Council and the Ministry of Trade and Industry (formerly Ministry of Investment, Trade and Industry) to follow up on commitments made by private-sector associations and other stakeholders in February, when partners reached an agreement on what each sector can do immediately without support from other parties, such as the Government, to execute their sector's implementation plan.	Completed
Eswatini	In Q3, the USAID TradeHub supported the AGOA Steering Committee Secretariat of Eswatini, which is the Eswatini Investment Promotion Authority (EIPA), to conduct a capacity-building workshop for the Steering Committee. The workshop also shared lessons and experiences from the Ministry of Trade and Industry of Botswana. This workshop aimed to galvanize firms to increase exports to South Africa and the United States as part of sustainable utilization of AGOA.	Completed
Lesotho	In Q3, the USAID TradeHub supported the AGOA Steering Committee of Lesotho to host an in-person capacity-building workshop in Maseru, Lesotho, with support from the USAID TradeHub. The AGOA Steering Committee is tasked with implementing an AGOA country plan that is focused on seven areas: footwear, leather and leather accessories; handicrafts; textiles and apparel; bottled water; canned foods; and natural/organic products. The USAID TradeHub further supported, the Lesotho National Development Corporation (LNDC) as the AGOA Secretariat, to finalize and share with stakeholders an AGOA Action Matrix, which identifies activity areas that can be completed in the short, medium, and long term.	Completed
Malawi	In Q3, the USAID TradeHub supported the National AGOA Steering Committee with an assessment of targeted export sectors and value chains, as identified in the National AGOA Response Strategy and Action Plan for Malawi and the country's National Export Strategy II (NES II). This aim was to enable the Steering	Completed



**NATIONAL AGOA STRATEGY DEVELOPMENT AND IMPLEMENTATION STATUS**

COUNTRY	NOTES	STATUS
	<p>Committee, export firms, and other stakeholders to understand the locations, production capacities, export destinations, and skills gaps in targeted export sectors. The USAID TradeHub also supported the Steering Committee to hold hybrid exporter engagement sessions in Lilongwe and Blantyre. The sessions addressed such issues as linkages, market-entry requirements, trade-enhancing services, collaboration, and sustainability.</p>	
Mozambique	<p>In Q3, the USAID TradeHub supported four workshops to further the utilization of AGOA in Mozambique. The workshops were conducted in partnership with the Subcommittee for Market Access of the National Trade Facilitation Committee, which is a government agency under the Ministry of Industry and Commerce, and two TPSPs, the Confederation of Economic Associations (CTA), and the Chamber of Commerce of Mozambique. The aim was to provide participants, especially firms in the agriculture sector, with guidance on AGOA benefits and ways of accessing AGOA-related services and resources. The workshops were important as they aim to galvanize firms to increase exports under AGOA to the U.S. market.</p>	Completed
Namibia	<p>In Q3, the USAID TradeHub supported the Namibia AGOA National Steering Committee to host a two-part series of capacity-building workshops. The workshops provided an overview of AGOA principles, export opportunities, customs procedures, and requirements for exporting to the United States. The workshops also developed a roadmap for exporting-enhancing activities for the Steering Committee to focus on in the coming year.</p>	Completed
South Africa	<p>In Q3, the USAID TradeHub continued assisting South Africa in raising awareness of AGOA benefits among the country's firms, and supporting stakeholders, especially provincial trade and investment promotion agencies, to take advantage of AGOA opportunities. This included two webinars with the Gauteng Growth and Development Agency (GGDA), and the Mpumalanga Economic Development Agency (MEGA).</p>	Completed
Zambia	<p>In Q3, the USAID TradeHub finalized preparations to support the Zambia AGOA Steering Committee to host five AGOA workshops in five provincial cities of Zambia scheduled for July 2022 to progress the implementation of the country's AGOA Export Masterplan. The sessions will be attended by the Ministry of Commerce, Trade and Industry (MCTI) officials and private sector association representatives from the five provinces from sectors designated priorities in the Masterplan. The workshops follow an event in February 2022, where plans were developed for advancing Zambian exports.</p>	Ongoing

## **SUPPORT TO THE TRADE-FACILITATION AGREEMENT BETWEEN ZAMBIA AND THE WORLD TRADE ORGANIZATION**

In Q3, the USAID TradeHub continued its support to Zambia's trade-facilitation efforts by assisting government agencies involved in the Zambia Buy-in. The USAID TradeHub collaborated with the MCTI in creating awareness about ongoing trade reforms being undertaken to conform with World Trade Organization (WTO) requirements. The USAID TradeHub also helped upgrade the country's online Phytosanitary Information Management Systems (PIMS) in line with the USAID TradeHub focus on introducing technology to reduce the time and cost of importing and exporting goods, thereby boosting regional and international trade, install billboards promoting sanitary and phytosanitary (SPS) measures, train scientific laboratory analysts, and acquire laboratory equipment. This assistance was extended to agencies such as the MCTI, the Ministry of Fisheries and Livestock, the National Trade Facilitation Committee (NTFC), and the Department of Plant Quarantine and Phytosanitary Service (PQPS).

### **ZAMBIA BUY-IN HIGHLIGHTS**

- In Q3, the USAID TradeHub supported the MCTI with an awareness campaign in various provinces for the online Zambia Trade Information Portal (ZTIP), using both in-person events and radio broadcasts. Likewise, support was provided to an awareness campaign regarding the WTO Trade Facilitation Agreement (TFA), conducted largely through in-person events.
- In Q3, the USAID TradeHub funded the purchase of equipment for two further scientific laboratories to address capacity gaps that limit the effectiveness of SPS testing and inspection services for food and agricultural commodities exported to South Africa and the United States. This support will strengthen the capacity of the laboratories to perform SPS testing and export-certification procedures, boosting public safety and assisting exporters to comply with market requirement of importing countries. The two supported laboratories were VETLAB (private), and the CVRI (public). The cost of equipment for both facilities was \$263,882.62.
- The USAID TradeHub further supported nine public and private laboratories in Zambia with training of 20 laboratory analysts. The analysts received training in ISO 17025 internal auditing (on laboratory competence), method validation, measurement uncertainty, risk-based sampling, and quality management systems. The training took place in Lusaka, Zambia, from April 25 to May 27, 2022. It is expected that the training will improve the expertise and service delivery of the labs as they test and certify food and agricultural products for local consumption and export.
- In Q3, the USAID TradeHub supported the Department of PQPS in the Ministry of Agriculture (MoA) with the printing and placement of phytosanitary-awareness billboards at three additional border posts (Mwami, Victoria Falls, and Katima Mulilo), following up on the placement of billboards in previous quarters. The Department of PQPS was also supported with the production and broadcasting on television and radio of SPS-awareness public service announcements. Furthermore, the USAID TradeHub supported PQPS with the upgrading of PIMS, an online database of SPS information to protect the health of people, plants, and animals. The support provided by the USAID TradeHub aims to raise the level of SPS awareness, enhance compliance with requirements, improve service delivery, and reduce costs for traders.

## LESSONS LEARNED

The country reports in Annexes 1-9 detail specific lessons learned for each country. However, many of these lessons are applicable across the program, including the following:

- **Strong follow-up remains vital:** Even after training-the-trainer sessions have been given, for example on the Regional Cross-Border Trade Toolkit, the USAID TradeHub still needed to follow-up to ensure that participants have acquired full understanding of the material and the ability to pass on this knowledge to others when operating more independently, as they are expected to do after closure of the USAID TradeHub. Examples include TPSP partners from Namibia, Malawi, Lesotho, and Eswatini, who needed some clarifications on the toolkit, as they disseminated the resource and its insights to their members.
- **Careful selection of firms needed for activity success:** In Q3, attention has continued to be paid to how firms are selected for cost-sharing support for label review, product testing, and certification. Applicants are scrutinized with regard to their readiness to undergo these procedures, considering that the USAID TradeHub concluded its involvement in such activities by June 30, 2022. The USAID TradeHub engaged certification bodies and other service providers to emphasize this deadline. The requirements for determining readiness were increased to reduce the possibility of firms subsequently needing to delay audits to address non-conformities beyond the end date of technical assistance available from USAID TradeHub.
- **Creative solutions needed to meet financing needs:** Finding satisfactory financing options for SMEs requires a broad approach from capital providers (with inquiries made not only to contracted USAID TradeHub capital providers but also to independent capital providers). SME deals are more likely to be supported initially with purchase order finance, which can help build new export revenue streams that can later be used for debt-based financing.
- **Capacity-building is worth the effort for regional firms:** Support to firms to modernize and expand their marketing collateral (brochures, websites, catalogs, logos, etc.) to better appeal to the South African and U.S. markets takes considerable time to be completed. But, the revamping of their marketing collateral, undertaken by seasoned marketing professionals, under the USAID TradeHub support, pays dividends, with the export firms highly appreciative of the boost in their image looking more professional due to this support.
- **Demand driven activities produce results:** The Zambian government is interested in deepening nationwide awareness of SPS measures (often measures to combat animal and plant diseases, and ensure safe transport of food products). Such interest demonstrates how USAID TradeHub efforts in this direction, following training sessions and assistance with strategic placement of SPS billboards at border crossings, have paid off.
- **Language barriers continue to hinder some USAID TradeHub activities:** In Angola and Mozambique, many participants involved in trade within the public and private sector do not speak English fluently. The USAID TradeHub responded to this challenge by providing simultaneous translation during events and increasing translations of relevant material, for example by translating into Portuguese 18 Netcampus learning modules and the video of the AGOA Regional Peer Learning Event. This has improved understanding and participation and cultivated a greater sense of inclusion.

- **Regional and international in-person tradeshows continue to deliver gains:** With the relaxation of COVID-19 restrictions, more in-person engagements are taking place, including events such as the SFF Show in New York. Southern African firms made a strong showing at this year's Show under the USAID TradeHub-sponsored Africa Fine Foods Pavilion by supporting a record 38 firms (a 52 percent increase) compared to 25 firms in 2019 (the last time the SFF Show was held as an in-person event), where they connected with thousands of visitors and hundreds of potential buyers.
- **Support for AGOA Reference Groups critical to sustainability of activities:** Support to AGOA steering committees across all USAID TradeHub-target countries (except Angola and South Africa) is ensuring that the AGOA Steering Committees are equipped to carry on AGOA-related promotion beyond the conclusion of the USAID TradeHub project. Of particular importance have been a series of capacity-building workshops conducted with these committees and the sharing of tools such as the digitized AGOA Export Manual (and associated videos), and the video of the Regional AGOA Peer Learning Event.

## **MONITORING, EVALUATION, AND LEARNING (MEL)**

In Q3, USAID TradeHub MEL team worked to ensure that the pace of activities aligned with the program's contractual goals, while continuing to refine tools and training to help staff measure the impact of the project activities. The MEL team built on its previous work to see that data-consistency procedures, adaptive management, and personnel training were all properly carried out.

## **PERFORMANCE MONITORING AND REPORTING**

In this quarter, the USAID TradeHub submitted the FY2022 Q2 report on time, as per contractual agreement. Prior to submission, extensive data verification sessions were conducted following the five dimensions of data quality, namely, validity, precision, reliability, timeliness, and integrity. The data-verification process included reviewing all captured datasets for missing data, incomplete data, and duplicates. Verification sessions on individual countries were conducted with the USAID TradeHub's Technical team as part of ongoing data certification, to ensure that data reported is verified and matches what has been captured in the database.

## **WORKSHOP FOR REFLECTING ON Q2 AND PLANNING FOR Q3**

A workshop for assessing past work and planning future work was conducted on April 25-26, 2022, attended in person by most USAID TradeHub staff in South Africa. Presentations focused on Q2 performance and Q3 requirements, with Q3 targets prepared and shared during the session. The team brainstormed how to most effectively meet Q3 targets, particularly in light of the approaching closure of the USAID TradeHub project.

## **PREPARATION FOR THE PROJECT CLOSE-OUT**

The USAID TradeHub held several meetings with the Project Closeout Manager, to discuss MEL requirements as the project draws to a close. The following topics were discussed: rental payment for server space for hosting the MEL database beyond the project, domain-name renewal, importing project data, digitization of MEL documents, and the close-out audit. In sourcing a firm to digitize paper-based MEL documents, the USAID TradeHub spoke with a company based in Cape Town, which has provided a price quotation. This activity will be concluded in Q4 in advance of closeout.

## **ANNUAL SURVEY**

In Q3, the USAID TradeHub conducted the FY2022 annual survey on firms and associations receiving USAID TradeHub technical support to determine the outcomes and impact of the assistance provided. The survey collected information on key areas, such as improved business performance, profitability and self-sufficiency, women and youth empowerment, local capacity development, and challenges faced by firms. A total of 136 entities (93 agricultural, 43 non-agricultural) from all nine USAID TradeHub-supported countries were surveyed either virtually or in-person. A total of 121 firms (82 agricultural, 39 non-agricultural) reported improved business performance through USAID TradeHub assistance. Areas of improvement included increased online and offline sales, better B2B linkages, better strategy development, better business organization, and increased knowledge on certification and quality control. Also cited were improved websites, upgraded branding, and better understanding of U.S. markets and U.S. market-entry requirements.

A total of 131 firms reported that they were either lucrative, profitable, or able to cover their costs. Twenty-six firms indicated they have attracted some type of outside investment. The types of investment cited were for importing raw material, expanding production capacity, procuring new machinery and laboratory equipment, developing supply chains, and addressing COVID-19 disruptions.

## **EVALUATION AND LEARNING**

In Q3, the USAID TradeHub MEL team conducted evaluation and learning activities to understand how USAID TradeHub activities are faring, impact achieved, and what corrections are needed.

### **Training for lab analysts in Zambia**

In FY2022, the USAID TradeHub procured equipment for laboratories in Zambia tasked with testing and certifying products for export, and supplemented this with training of 20 laboratory analysts from public and private labs. The laboratory analysts received training in ISO 17025 internal auditing, method validation, measurement uncertainty, risk-based sampling methods, and quality management systems. This assistance was extended to nine laboratories associated with VETLAB, the CVRI in the Ministry of Fisheries and Livestock, and the NISIR in the Ministry of Technology and Science. The training, which aimed to improve professional competence and service delivery, took place from April 25 to May 27, 2022, in Lusaka, Zambia.

The USAID TradeHub subsequently conducted an evaluation to assess the laboratory training. Specifically, it evaluated the training usefulness, adequacy of knowledge acquired for different topics, workshop delivery and logistics, key learnings, what participants liked, and suggested improvements for future trainings.

### **Findings**

All 20 participants found the sessions useful, and indicated they acquired adequate knowledge on ISO 17025, method validation, measurement uncertainty, risk-based sampling, and quality management systems. The majority (90%) of participants rated favorably the course methodology, time management, and material.

Regarding key learnings, most respondents rated highly aspects of the training they believe they can apply directly in their work settings, and knowledge gained in areas where they felt they had gaps. Regarding what they most liked, four aspects were cited: the skill of the facilitator, the interactive nature of the sessions, the opportunities for group work, and the practical, hands-on work in labs.

Participants were asked what topics they would like additional training on. Some requested further information on the same topics covered in this training. Other proposed topics were good laboratory practices, useful software, managing a laboratory as a business, how to set up a new lab, waste disposal, and laboratory safety.

### **Conclusion**

From ratings given on each topic and answers to open-ended questions, strongly positive feedback was received. Below are the key conclusions:

- The laboratory training was useful to participants, and they believe they will be able to apply the knowledge acquired in their workplaces.
- The two practical sessions were highly appreciated (ISO 17025 /internal auditing, and risk-based sampling methods).
- Participants believed they acquired adequate knowledge on the various topics covered.
- The facilitator was knowledgeable and delivered the training in an excellent way.
- The training atmosphere was interactive, giving participants an opportunity to connect with one another, which was appreciated.

### **Recommendations**

- Consider a training venue that is calmer, outside of a busy city.
- Increase the number of practical sessions during the training.
- Include participants from rural laboratories.

**FY2022 Q3 INDICATOR TABLE: TARGETS AND PERFORMANCE WITH NARRATIVES**

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
1	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Region to South Africa	\$30,845,000.00	\$15,516,452.44	\$19,131,304.54	\$12,448,465.11	\$47,096,222.09	153%	Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported at \$30.8 million, and a Q3 target of \$6 million. In Q3, a total value of \$12,448,465.11 was achieved for this indicator, with a cumulative value for the year to date of \$47,096,222.09 which translates to 153% achievement towards the annual target. Customized virtual webinars for supported firms, continued technical support, participation in selected trade shows and buyer missions facilitated by the USAID TradeHub were instrumental in achieving these results.	
			Region - SA:	\$3,645,000.00	\$4,436,842.44	\$3,304,870.41	\$5,293,609.45	\$13,035,322.30	358%			
			Region to U.S.: AGOA:	\$22,700,000.00	\$10,604,300.00	\$12,194,166.63	\$6,768,127.56	\$29,566,594.19	130%			
			Region to U.S.: Non - AGOA:	\$4,500,000.00	\$475,310.00	\$3,632,267.50	\$386,728.10	\$4,494,305.60	100%			
											<b>Region to SA:</b>	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>Exports reported from the region to South Africa in Q3 were to the value of \$5,293,609.45 with a cumulative value of \$13,035,322.30, translating to 358% overachievement. The high achievement is attributed to the higher than anticipated performance from firms like, Chloride Exide, Flotek Lesotho Precious Garments, and Liberation Clothing.</p> <p><b>Region to U.S., AGOA:</b> Exports reported from the region to the United States under AGOA in Q3, were to the value of \$6,768,127.56 with cumulative value for the year to date of \$29,566,594.19 translating to 130% achievement. Cape Herb and Spice still continues to report</p>



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>exports above \$4mil following our support to participate in the 2019 Summer Fancy Food Show.</p> <p><b>Region to U.S., Non - AGOA:</b> The total value of all non-AGOA exports from the region to the United States in Q3 were \$386,728.10 with a cumulative value for the year to date of \$4,494,305.60, translating to 100% achievement.</p>
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA  Objective 3: AGOA	\$13,770,000.00	\$17,253,923.98	\$19,673,216.84	\$30,446,942.68	\$67,374,083.50	482%	Achieved	In FY2022, the USAID TradeHub set a target for non-agricultural commodities exported at \$13.7 million, and a Q3 target of \$2,754,000.00 million. A total value of \$30,446,942.68 worth of exports was achieved with a cumulative value for the year to date of \$67,374,083.50 for this indicator, which	
			Region - SA:	\$2,875,000.00	Region - SA: \$6,974,483.90	Region - SA: \$8,979,400.04	Region - SA: \$18,847,717.33	Region - SA: \$34,801,601.27	1,210%			
			Region to U.S.: AGOA:	\$10,744,000.00	Region to U.S.: AGOA: \$10,265,102.05	Region to U.S.: AGOA: \$13,423.00	Region to U.S.: AGOA: \$472,011.07	Region to U.S.: AGOA: \$10,750,536.12	98%			
			Region to U.S.: Non - AGOA:	\$160,000.00	Region to U.S.: Non - AGOA: \$14,338.03	Region to U.S.: Non - AGOA: \$10,680,393.80	Region to U.S.: Non - AGOA: \$11,127,214.28	Region to U.S.: Non - AGOA: \$21,821,946.11	13,639%			

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>translates to 482% achievement. Flotek, Chloride ExiPrecious garments.</p> <p>Customized virtual webinars for supported firms, continued technical support, participation in selected trade shows and buyer missions facilitated by the USAID TradeHub were instrumental in achieving these results.</p> <p><b>Region to SA:</b> Exports reported from the region to South Africa in Q3, were to the value of \$18,847,717.33 with a cumulative value for the year to date of \$34,801,601.27, translating to an overachievement of 1,210% of the annual goal.</p> <p><b>Region to U.S., AGOA:</b></p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>Exports reported from the region to the United States under AGOA in Q3 were to the value of \$472,011.07 with a cumulative value for the year to date of \$10,750,536.12, translating to 98% achievement.</p> <p><b>Region to U.S., Non - AGOA:</b> The total value of all non-AGOA exports from the region to the United States in Q3 were \$11,127,214.28 with a cumulative value for the year to date of \$21,821,946.11, translating to 13,639% achievement.</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1: Region to SA  Objective 2: SA to Region  Objective 3: AGOA	25% of the assisted firms (135) report increased profitability or self-sufficiency	Not applicable	Not applicable	24% (130 firms of 540 firms)	24% (130 firms of 540 firms)	24%	Under Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. In FY2022, the USIAD TradeHub targeted to assist 25% of the 540 firms to report increased profitability	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												or self-sufficiency. A total of 135 firms were surveyed with 130 firms reporting increased profitability or self-sufficiency, translating to 24% achievement. Firms in Angola were onboarded in the final year of the project resulting in reporting of low profitability and sustainability.
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report improved performance.	Not applicable	Not applicable	89%	89%	89%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of 92 agricultural firms were surveyed, and only 85 qualified to be assessed according to the Capacity Building and Local Development (CBLD)-9 standards. Out of the 85 agricultural firms assessed using the CBLD standards, 76 agricultural firms reported to have improved	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												performance translating to 89% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms expected to apply report improved performance	Not applicable	Not applicable	92%	92%	92%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of 43 non-agricultural firms were surveyed, and only 37 qualified to be assessed according to the CBLD-9 standards. Out of the 37 non-agricultural firms assessed using the CBLD standards, 34 non-agricultural firms reported to have improved performance translating to 92% achievement.	
6	EG.3.1-14 Value of new USG commitments and private sector	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$891,480.00	\$432,603.00	\$287,663.000	\$460, 594.00	\$1,180,860.00	132%	Achieved	The FY2022 annual target for this indicator was set at \$891,480.00. A cumulative investment value for the year to	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	investment leveraged by the USG to support food security and nutrition											date of \$1,180,860.00 was achieved by the end of Q3. This was achieved through in-kind USG investment committed towards business development services, market development services and business certifications. The total achieved is 132% of the FY2022 annual target.
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$93,840.00	\$127,063.00	\$256,407.00	\$339,932.10	\$723,402.10	835%	Achieved	The FY2022 annual target for this indicator was set at \$93,840.00. A cumulative investment value for the year to date of \$723,402.10 was achieved. This was achieved through in-kind USG investment committed towards business development services, market development services and business certifications. The total achieved is 835% of the FY2022 annual target.	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$16,043,198.00	\$0	\$735,786.00	\$1,256,500.00	\$1,992,286.00	12%	Under Achieved	<p>The FY2022 annual target for this indicator was set at \$16,043,198.00. In Q3, trade finance to the value of \$1,256,500.00 was raised for five from Zambia and Namibia firms. This brings the cumulative figure for the year to date to \$1,992,286.00 translating to 12% achievement against the annual target.</p> <p>The USAID TradeHub and transaction advisors continued facilitation and deal care support towards raising funding for firms, within the remaining timeframe of the project.</p>	
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$4,943,325.00	\$0	\$0	\$502,500.00	\$502,500.00	10%	Under Achieved	<p>The FY2022 annual target for this indicator was set at \$4,943,325.00.</p> <p>In Q3, trade finance to the value of \$502,500.00 was raised for two</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												Zambian firms. This brings the cumulative figure for the year to date to \$502,500.00 translating to 10% achievement against the annual target. Capital raise will be pursued during the remaining timeframe of the project.
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	100 firms	51	80	52	183	185%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 100 firms for this indicator. In Q3, 52 agricultural firms with cumulative of 183 firms, managed to apply improved organization-level technologies or management practices, which translates to 185% achievement for the year to date towards the FY2022 annual target.</p> <p>Some examples of applied improved management practices in Q3 are:</p>	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<ul style="list-style-type: none"> <li>Firms exhibited to U.S. buyers during the Summer Fancy Food (SFF) Show,</li> <li>Onboarding onto the ATP, market linkages,</li> <li>FDA Registration,</li> <li>Developing product catalogue in the Lookbook, and</li> <li>Registering for the Netcampus Digital Financial Learning Solution.</li> </ul>
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	67 firms	57	66	55	178	266%	Achieved	In FY2022, the USAID TradeHub set an annual target of 67 firms for this indicator. In Q3, 55 non-agricultural firms with a cumulative 178 non-agricultural firms, managed to apply improved organization-level technologies or management practices, which	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	assistance [Custom]											<p>translates to 266% achievement for the year to date towards FY2022 annual target.</p> <p>Some examples of applied improved management practices in Q3 are:</p> <ul style="list-style-type: none"> <li>• Firms supported by the USAID TradeHub were registered and verified on the ATP,</li> <li>• Netcampus Digital Financial Learning solution,</li> <li>• Participation in the country exporter awards,</li> <li>• Producing a catalogue to include in the LookBook, and</li> <li>• Participation in virtual buyer missions.</li> </ul>
12	EG.3.2-24 Number of individuals in the	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	110 individuals	96	167	79	342	311%	Achieved	In FY2022, the USAID TradeHub set an annual target of 110 individuals for this	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
	agriculture system who have applied improved management practices or technologies with USG assistance										<p>indicator. In Q3, 79 individuals with a cumulative value for the year to date of 342 individuals from agricultural firms managed to apply improved organization-level technologies or management practices for this quarter, which translates to 31.1% achievement of the FY2022 annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ul style="list-style-type: none"> <li>• Firms exhibited to US buyers during the Summer Fancy Food show,</li> <li>• Onboarding onto the African Trade Platform,</li> <li>• Market linkages,</li> <li>• FDA Registration,</li> <li>• Developing product</li> </ul>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<ul style="list-style-type: none"> <li>catalogue in the Lookbook, and</li> <li>Registering for the Netcampus Digital Financial Learning Solution.</li> </ul>
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies with USG assistance [Custom]	Annually	Output: 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	75 individuals	86	150	90	326	435%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 75 individuals for this indicator. In Q3, 90 individuals with a cumulative of 326 individuals from agricultural firms managed to apply improved organization-level technologies or management practices for this quarter, which translates to 435% achievement of the FY2022 annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ul style="list-style-type: none"> <li>Firms supported by the USAID</li> </ul>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>TradeHub were registered and verified on the ATP,</p> <ul style="list-style-type: none"> <li>• Netcampus Digital Financial Learning solution,</li> <li>• Participation in the country exporter awards,</li> <li>• Producing a catalogue to include in the LookBook, and</li> <li>• Participation in virtual buyer missions.</li> </ul>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	169 deals	26	78	247	351	208%	Achieved	<p>The FY2022 annual target for this indicator was set at 169 deals. In Q3, 247 export deals with a cumulative of 351 export deals have been facilitated as of the end of the quarter. This translates to 208% achievement of the FY2022 annual target for this indicator.</p> <p><b>Region to SA:</b></p>	
				80 deals: Region - SA	8 deals: Region - SA	44 deals: Region - SA	158 deals: Region - SA	210 deals: Region - SA	263%			
				89 deals: U.S.	18 deals: to the U.S.	34 deals: to the U.S.	89 deals: to the U.S.	141 deals: to the U.S.	158%			

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<p>The FY2022 annual target for this indicator was set at 80 deals. In Q3, 158 export deals with a cumulative of 210 export deals have been facilitated as of the end of the quarter. This translates to 263% achievement of the FY2022 annual target for this indicator. This is attributable to the appointment of three buyer facing TPSPs who assisted in deal facilitation.</p> <p><b>Region to U.S.:</b> The FY2022 annual target for this indicator was set at 89 deals. In Q3, 89 export deals with a cumulative of 141 export deals have been facilitated as of the end of the quarter. This translates to 158% achievement of the FY2022 annual target for this indicator. The</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												overachievement resulted from an increase in reported deals by USAID TradeHub support firms that participated in the SFF Show and other buyer linkages.
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output: 2.1</b>	22 deals	120	10	0	130	591%	Achieved	The FY2022 annual target for this indicator was set at 22 annual deals and six deals for Q3. Although no deals were facilitated in this quarter, the annual target was achieved in Q2 with a cumulative of 130 deals. This translates to 591% achievement of the FY2022 annual target for this indicator.	
16	Number of firms receiving USG funded technical assistance [Custom]	Quarterly	<b>Output: 1.1, 2.1, 3.4</b>	327 firms	222	254	418	894	273%	Achieved	The FY2022 annual target for this indicator was set at 327 firms. In Q3, 418 firms with a cumulative of 894 firms received USG-funded technical assistance, which translates to 273% achievement of the	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>FY2022 annual target for this indicator.</p> <p>Some of the examples of technical assistance contributing to the overachievement for this target are of firms that participated in USG assisted trade and investment related programs, include the following activities: Winter Fancy Food Show, grant support, Summer Fancy Food Show applications, and Regional AGOA Peer Learning event.</p>
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	482 individuals	370	525	883	1778	369%	Achieved	<p>The FY2022 annual target for this indicator was set at 482 individuals from technically assisted firms. In Q3, 883 individuals with a cumulative 1,778 individuals from firms received USG-funded technical assistance, which translates to 369% achievement of the FY2022 annual</p>	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												target for this indicator.  Some of the examples of technical assistance contributing to the overachievement for this target are of individuals that participated in USG assisted trade and investment related programs, include the following activities, Winter Fancy Food Show, grant support, Summer Fancy Food Show applications, and Regional AGOA Peer Learning event.
18	Number of PPPs formed with hub assistance	Quarterly		15 PPPs	3 PPPs	8 PPPs	5 PPPs	16 PPPs	107%	Achieved	The FY2022 annual target for this indicator was set at 15 PPPs. Five PPPs were formed in Q3, with a cumulative of 16 PPP's, which translates to 107% achievement of the FY2022 annual target for this indicator. The USAID TradeHub formed PPPs through agreements with	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											TPSPs and other trade promotion agencies/associations.

## STRATEGIC COMMUNICATIONS AND KNOWLEDGE MANAGEMENT

In Q3 of FY2022, the USAID TradeHub maintained its Strategic Communications and Knowledge Management role of overseeing the content development, branding, marketing, events management, and reporting for the ongoing activities of the project. The core activities under this portfolio include graphic design, quality control of reports, development and management of content on the program's digital communication platforms, and the execution of events. These activities enabled the program to remain compliant with USAID reporting guidelines for presentations, reports, publications, marketing materials, audio and video content, and events. The USAID TradeHub made project close-out arrangements as the project neared its scheduled conclusion in September 2022, and the team continued to archive photos and reports in an inventory. The team developed success stories, lessons learned pieces, and a two-part "experiences" video series, to pass on valuable lessons gleaned from the project over the past six years. Most of these products will be finalized and disseminated in Q4.

A key achievement for the USAID TradeHub during the quarter was the presentation of training workshops for AGOA steering committees in five USAID TradeHub-supported countries. These workshops, delivered in hybrid format, aimed to map a clear path forward for implementation of national AGOA strategies, and foster a clear understanding of information in the AGOA Export Manual. The manual is now accompanied by explanatory videos illustrating, in an engaging way, requirements for exporting to the United States under AGOA. The workshops were attended by nearly 170 people, who also received the AGOA manual and videos for further dissemination.

The USAID TradeHub's weekly media monitor report (cataloging how USAID activities are reported in media outlets) continued to be a useful resource. The report enabled the USAID TradeHub to gain insight into the public perception of the organization, relevant USG and USAID policies, and the media footprint of partners with whom the USAID TradeHub works. In Q3, 13 media monitor reports featuring 109 individual media stories were filed, spotlighting topics such as AGOA capacity-building, the Exporter Awards, and the 2022 Summer Fancy Food show.

### Some media citations in Q3

- *Call For Nominations for Exporter of the Year Awards 2022, Eswatini Observer, April 11, 2022*
- *The Fancy Food Show Returns with Trends and New Awards, The New York Times, June 13, 2022*
- *Ministry Hosts AGOA Capacity-building Workshops, The Namibian, June 23, 2022*
- *Second Edition of the Lesotho Exporter Awards Celebrates Outstanding Export Performance, Sunday Express, June 26, 2022*

The USAID TradeHub also produced and submitted to USAID a total of 61 weekly highlight articles of which the approval rate by USAID was 98%, that showcase achievements across all nine USAID TradeHub-target countries.

## CONTENT DEVELOPMENT

Some highlights of content produced during Q3:

- **Knowledge pieces:** The USAID TradeHub produced two sets of experience-sharing videos that feature personal commentary from USAID TradeHub team members and representatives of private companies, institutions, TPSPs, and BMOs. The participants share observations on USAID TradeHub methods and strategies, cultivating and sustaining partnerships, the project's unique features, key lessons, successes, and overall impact. The videos will be finalized in Q4 and disseminated among regional trade-promotion actors.

- **Weekly highlights:** In Q3, the USAID TradeHub produced 61 weekly highlights that focused on activities and achievements related to the project’s main objectives. Subjects included exports to South Africa and the United States, certification support, events such as webinars and tradeshow, and measures taken to strengthen sustainability. The USAID TradeHub also held weekly feedback sessions that helped ensure that internal country teams discuss their article ideas and receive instant feedback to refine their highlights before submission. This resulted in the high approval rate from USAID, currently at over 98%.
- **Success Stories:** In Q3, the USAID TradeHub finalized three success stories about Condor Anacardium in Mozambique, Taneta Investments in Namibia, and Africa Burns in Namibia. The stories highlight the export journeys of these firms to the South African and U.S. markets and the assistance provided by the USAID TradeHub. These pieces were disseminated through webinars, the USAID TradeHub website, and social media platforms.

## DIGITAL PLATFORMS

The USAID TradeHub’s digital platforms (website at [satihub.com](http://satihub.com), Intranet page, and YouTube channel) continue to be vital tools for the dissemination of the program’s products, including reports, webinar videos, AGOA strategies and manuals, and impact and success stories. Content available as of the end of Q3 FY2022 included the following:

- **Webinar videos:** Twenty-two webinar videos were uploaded to the USAID TradeHub website in Q3, with the website achieving a total of 3,533 views, while videos posted on YouTube during the quarter received 684 views. The 22 webinars were presented in the nine USAID TradeHub-target countries, and included topics such as trade-enhancing services, AGOA capacity-building workshops, Exporter Awards, and certification webinars.
- **Informational videos:** During Q3, the USAID TradeHub finalized production of a video on the AGOA Regional Peer Learning Event held in Cape Town, South Africa in March 2022. The video includes Portuguese subtitles and was used widely during AGOA-related information sessions. Also, in Q3, a two-part video series was produced on the experiences and lessons learned by staff, partners, firms, and government agencies that have been involved with the USAID TradeHub project over the past six years. This video series will be used as a knowledge tool documenting the impact of the project, the significance of the resulting partnerships, and the role of different actors in bringing positive change to the Southern African trade landscape. The videos will be published in Q4 across the program’s digital platforms as part of a collection of knowledge products.

## EVENTS

The USAID TradeHub continued to deliver a broad portfolio of physical and virtual events, including webinars, AGOA Steering Committee training workshops, certification webinars, and Exporter Awards, thereby promoting knowledge-transfer and networking among stakeholders. The USAID TradeHub events hosted in Q3 included:

- **Exporter Awards:** In Q3, the USAID TradeHub hosted Exporter Awards in collaboration with TPSPs in three USAID TradeHub-affiliated countries. The ceremonies recognized high-performing export firms from Lesotho, Eswatini, and South Africa, incentivizing their continued export excellence and encouraging new firms to break barriers in entering the South African and U.S. market. The awards covered different categories, with a focus on exports to South Africa and, in the case of South Africa, to the United States under AGOA. The ceremonies brought together a total of approximately 375 guests in-person and

virtually, including high-level representation from government ministries and the private sector. USG representatives that attended included U.S. Ambassador to Eswatini Jeanne M. Maloney, Chargé d’Affaires at the U.S. Embassy/Lesotho Keisha Toms Boutaleb, and USAID Southern Africa Mission Director Andy Karas.

- **Information sharing and engagement webinars:** The USAID TradeHub, in partnership with TPSPs from two South African provinces, Gauteng and Mpumalanga, conducted information sessions on exporting to the United States under AGOA. These sessions were attended by 37 firms that were introduced to USAID TradeHub-affiliated TPSPs in the United States (Albert Scott, Ecocert, and Enterprise Florida). Discussions centered on U.S. market-entry requirements, online trading, and trade-enhancing services, such as certifications. Also in Q3, Catalyze, a South Africa-based TPSP, presented the final two webinars in a three-part series to boost the capacity of 15 TPSPs across Southern Africa. Another webinar in the quarter was for the Trade and Investment Service Provider (TISP) Forum, hosted in collaboration with the Zambia Association of Manufacturers (ZAM) and the Eastern Cape Development Corporation (ECDC). The purpose of the forum, attended by about 40 participants, was for TPSPs to exchange ideas, familiarize themselves with resources, network with one another, and create opportunities for enhanced trade in the region.
- **Trade-enhancing services training programs:** In Q3, training programs were conducted in collaboration with local TPSPs to firms in Mozambique, Eswatini, and Malawi to promote export readiness and certifications in areas such as food safety and organic production. The hybrid sessions, between June 7 and June 28, attracted more than 200 participants. Also in Q3, NONZêRO, a USAID TradeHub-contracted marketing firm, conducted a webinar on how to enhance sales and brand exposure using search engine optimization, Google Analytics, and various other aspects of digital marketing. The training was attended by 151 participants from all nine TradeHub countries, with Portuguese translation provided.
- **AGOA Capacity-building Workshops:** These workshops, delivered in hybrid format to local TPSPs and firms, aimed to foster a clear understanding of information in the AGOA Export Manual. The workshops featured videos on the manual that were previously produced by the USAID TradeHub, reinforcing in an engaging fashion key points about exporting to the United States. Nearly 170 people attended these workshops in Namibia, Eswatini, Botswana, Mozambique, and Malawi. The sessions were co-hosted with local AGOA steering committees as part of the push by the USAID TradeHub to empower these entities to carry on successfully after the close of the USAID TradeHub project.
- **2022 SFF Show:** The USAID TradeHub, in partnership with the Specialty Food Association (SFA) and the South African Consulate General New York, supported 38 regional specialty food firms to exhibit under the Africa Fine Foods Pavilion (developed by the USAID TradeHub in 2017) at the SFF Show in New York City on June 12-14, 2022. This was a 52 percent increase in exhibitors over the 2019 SFF Show exhibitors (the last time the SFF Show was held in person). The USAID TradeHub further supported the event with the design of booths for the 38 exhibitors and the main pavilion, and the design of a brochure featuring the exhibitors. A pre-event webinar was held in collaboration with Wesgro, a partner TPSP, to prepare exhibitors on booth management and interaction with U.S. buyers during the show. The USAID TradeHub invited the webinar speakers, including a representative from DHL, who discussed shipment of samples to the United States. The webinar was attended by 30 exhibitors from the Southern Africa region.

## OPERATIONS

The USAID TradeHub Operations Department includes the subdivisions of Human Resources and Administration, Procurement (including Subcontracts), and Finance. This section offers an overview of where the program’s recruitment, procurement, and contract activities stood as of June 30, 2022. During Q3, the Operations team worked with the Technical, MEL, and Communications teams to carry out procurement requirements and initiate steps toward project closure, with most procurements due to be completed by July 31, 2022. In Q3, Operations worked closely with the Home Office based Close-down Manager, ensuring that all close-out requests are met, and project records are properly filed in the project’s operations platforms TAMIS and SharePoint.

In Q3, Operations played a key role in assisting the USAID TradeHub to navigate work disruptions caused by COVID-19 surges. The implementation of staggered return-to-office modalities, initially planned for early FY2022, were finally implemented in Q3, with most employees returning to the office for at least twice a week. Nevertheless, some reliance on remote work is expected to continue as the project moves toward closure. The Operations team will continue to monitor these developments to ensure safe conduct by staff members as they return to office. The easing of COVID-19 restrictions in Q3 has improved movement of people and goods throughout the region, though some travel delays were experienced by staff members because of requirements for vaccination certificates or virus-detection test results. Overall, the project’s adoption of hybrid work arrangement has enabled most program activities to maintain their rhythm, scope and momentum.

## HUMAN RESOURCES AND ADMINISTRATION

### Summary of USAID TradeHub Personnel: Long-Term Technical Assistance (LTTA) and Short-Term Technical Assistance (STTA)

Detail	Resigned	New Hire	Carryovers	Total (through Q3, FY2022)
STTA	1	1	19	21
LTTA	3	0	41	44
<b>Total Staff Complement</b>				<b>65</b>

### LTTA

During this reporting period, there was some staff turnover prompted in part by the approaching closure of the project. One employee contract ended, and two individuals, the Portfolio Specialist and Program Assistant, transitioned to another DAI project. As the project approaches its end, some staff departures are likely as employees seek new opportunities.

### STTA

The Human Resources Department continues to oversee the recruitment of STTA personnel to fill the human resource needs of the project. This short-duration hiring is designed to plug talent gaps that arise and maintain effective project delivery. As the project nears completion, most STTA assignments will conclude, and contractual levels of effort (LOEs) are being reduced as activities wind down. In Q3, 21 STTAs were on board, with 19 of these carrying over from the previous quarter. One STTA resigned, and one was hired during this period. The table below lists all STTA assignments active during the reporting period.

Consultant Name	Position	USN TCN CCN	Period of Performance	Status
	Graphic Design	CCN	Oct 1, 2021 – Sep 30, 2022	In progress
	Website Development	CCN	Oct 1, 2021 – Sep 30, 2022	In progress
	Contracts, Procurement, and Grants Consultant	CCN	Oct 1, 2021 – Sep 22, 2022	In progress
	South Africa Program Associate	CCN	Oct 1, 2021 – Jun 30, 2022	Completed
	Data Developer	CCN	Oct 4, 2021 – Sep 30, 2022	In progress
	Training of trainers for the Regional Cross-Border Trade Toolkit	CCN	Dec 22, 2021 – Jul 30, 2022	In progress
	Angola Country Program Assistant	CCN	Oct 1, 2021 – Sep 30, 2022	In progress
	Angola Country Representative	CCN	Oct 1, 2021 – Sep 30, 2022	In progress
	Portuguese Translator	CCN	Nov 24, 2021 – Sep 30, 2022	In progress
	Mozambique Country Program Assistant	CCN	Dec 14, 2021 – Aug 30, 2022	In progress
	AGOA Export Value Chains Assessment	CCN	Mar 1, 2022 – Jun 30, 2022	Completed
	Training AGOA Sub Committee Secretariat	CCN	Aug 15, 2021 – May 31, 2022	Completed
	Namibia Country Program Assistant	CCN	Mar 14, 22 – Aug 30, 2022	In progress
	Staff Wellness	CCN	Mar 3 – May 30, 2022	Completed
	Identify additional SA Marketing Organic Fertilizer	CCN	June 15 – June 30, 2022	Completed
	Identifying additional SA Marketing opportunities - Chloride Exide (Botswana)	CCN	Feb 24, 2022 – April 30, 2022	Completed
	Communications Specialist	CCN	Oct 27, 2021 – May 31, 2022	Completed
	MEL Specialist	CCN	Dec 1, 2021 – Sep 30, 2022	Resigned
	Editor	USN	Jan 2022 – Sep 15, 2022	In progress
	Botswana Country Representative	TCN	Oct 20, 2020 – Aug 30, 2022	In progress
	Closeout Manager	USN	Jan 17, 2022 – Sep 30, 2022	In progress

## PROCUREMENT

In Q3, the Procurement team continued to oversee order cycles and procurement systems to ensure timely delivery of goods and services. Procurements for travel-related activities and workshops generally increased as a result of the relaxation of travel restrictions across the region. Due to the short window remaining before the project's closure in September, a significant number of purchase orders were awarded during this second-to-last quarter.

To ensure that USAID is fully aware of all procurements handled by the USAID TradeHub, the following table lists all relevant procurement activities during the Q3 reporting period.

Vendor	Description	Total Award Budget	Date of Award	End Date
Afrin Prestige Hotel	Conduct Mozambique Annual Exporter Awards Event		Jul 11, 2022	Aug 19, 2022
South African National Halaal Authority (SANHA)	Certification Batch 5   Halaal Certification by South African National Halaal Authority (SANHA)		Jul 5, 2022	Aug 15, 2022
Second Edition Investments	Multimedia Production, Audio-visual services, Marketing and Media Publicity for the Regional AGOA Exporter of the year awards   Jul 26, 2022		Jul 1, 2022	Aug 15, 2022
Masase Transfers and Tours	Shuttle to attend the SA AGOA Exporter Awards		Jun 29, 2022	Jun 30, 2022
Bobo sound - sons e artes	National AGOA Capacity-building and Dissemination workshops Mozambique		Jun 29, 2022	Jul 28, 2022
Nacala Plaza Hotel,	National AGOA Capacity-building and Dissemination workshops Mozambique		Jun 29, 2022	Jul 26, 2022
Budget Car Hire Ltd	National AGOA Steering Committee Exporter Engagement Sessions Scope of Work		Jun 27, 2022	Jul 15, 2022
Travel Reps Pty Ltd	Return Flight Tickets - National AGOA Steering Committee Exporter Engagement Sessions Scope of Work		Jun 27, 2022	Jul 29, 2022
Travel Reps Pty Ltd	Return flights to Durban to Assess progress with the installation of equipment purchased through USAID TradeHub support and review the implementation of the grant awarded to Cala Capital and Sebvest Capital Partners		Jun 27, 2022	Jul 29, 2022
Sunbird Mount Soche	National AGOA Steering Committee Exporter Engagement Sessions Scope of Work		Jun 24, 2022	Jul 15, 2022



Vendor	Description	Total Award Budget	Date of Award	End Date
Phakalane Estates (PTY) Ltd t/a Phakalane Golf Estate Hotel Resort	Botswana AGOA Capacity-building Workshop-Review of the export masterplan implementation workshop - June 29, 2022		Jun 24, 2022	Jul 29, 2022
BitRate Media	National AGOA Steering Committee Exporter Engagement Sessions Scope of Work		Jun 24, 2022	Jul 15, 2022
Nyali Muzik Studios	National AGOA Steering Committee Exporter Engagement Sessions Scope of Work		Jun 24, 2022	Jul 15, 2022
Crossroads Hotel Lilongwe	National AGOA Steering Committee Exporter Engagement Sessions Scope of Work		Jun 24, 2022	Jul 15, 2022
Union of Orthodox Synagogues	Batch 6A   Kosher Certification by Union of Orthodox Synagogues		Jul 4, 2022	Jul 31, 2022
Halaal Institute of Eswatini	Certification Batch 5   Halaal Certification by Halaal Institute of Eswatini		Jun 22, 2022	Jul 29, 2022
KL Analytical Services t/a Labserve	Certification Batch 5   Product Testing by Labserve Analytical Services		Jun 22, 2022	Jul 29, 2022
Masase Transfers and Tours	Return Shuttles: Assess progress with the installation of equipment purchased through USAID TradeHub support and review the implementation of the grant awarded to Cala Capital and Sevest Capital Partners		Jun 22, 2022	Jul 31, 2022
BMS (Pty) Ltd - CBD	Botswana AGOA Capacity-building Workshop-Review of the export masterplan implementation workshop - June 29, 2022		Jun 22, 2022	Aug 15, 2022
KL Analytical Services t/a Labservice	Certification Batch 6A   Product Testing by Labserve Analytical Services		Jun 21, 2022	Jul 29, 2022
Microchem Laboratory Services	Certification Batch 5   Product Testing by Microchem Lab Services (Pty) Ltd		Jun 22, 2022	Jul 29, 2022
BioServices cc	Certification Batch 6A   Product Testing by Bio Services Cc		Jun 21, 2022	Jul 29, 2022
MA Solutions, Lda.	Hiring of translation for the presentation of the trends in digitalization event on May 26		Jun 20, 2022	Jul 20, 2022
Registrar Corp	Food and Drug Administration (FDA) Registration by Registrar Corp (U.S.)		Jun 27, 2022	Aug 15, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
Malone Holdings, Inc DBA Spring Regulatory Sciences	Registration by Spring Regulatory Sciences		Jun 21, 2022	Jul 29, 2022
Creative Studios Event Management & Photography (Pty) Ltd	Portuguese Video Translation for African Growth and Opportunity Act (AGOA) Regional Learning Event		Jun 15, 2022	Aug 19, 2022
Sangonet	Request for Information (RFI): ATI-0001 Technical and Management Support to USAID Southern Africa Trade Market Systems Activity		Jun 9, 2022	Jul 9, 2022
AVANI Maseru Hotel	Lesotho Exporter Awards 2022		Jun 9, 2022	Jun 30, 2022
Hugo Uys Catering	The Seasoned Pot   Catering for a reception which will hosted alongside the 2022 Summer Fancy Food Show in collaboration with the South African Consulate in New York   June 13, 2022		Jun 9, 2022	Jul 29, 2022
Brithol Michcoma	Printing of 500 AGOA Utilization Strategy Portuguese version for Mozambique		Jun 8, 2022	Jul 22, 2022
Osafo Group Inc.	Specialty Food Association: June 12-14, 2022: Summer Fancy Food Show 2022   Africa Fine Foods Pavilion		Jun 8, 2022	Jul 29, 2022
Hotel Tivoli Maputo	Mozambique AGOA Capacity-building Workshops		Jun 7, 2022	Jun 30, 2022
Rene Mabotha	Entertainment for the SA Exporter Awards June 29, 2022		Jun 9, 2022	Jul 15, 2022
Prestige Awards	Trophies and Certifications for the SA Exporter Awards   June 29, 2022		Jun 7, 2022	Jul 15, 2022
Intertek Certification Limited	Certification Batch 5   Hazard Analysis and Critical Control Point (HACCP) Certification by Intertek		Jun 8, 2022	Jul 29, 2022
MA Solutions, Lda.	Certification Awareness – Positioning Mozambique Firms for Export Success		Jun 7, 2022	Jun 30, 2022
Victor Som, Luz E Services, EI	Certification Awareness – Positioning Mozambique Firms for Export Success		Jun 7, 2022	Jun 30, 2022
Ecocert South Africa	Organic Certification by Ecocert South Africa		Jun 3, 2022	Jun 30, 2022
African Pride Irene Country Lodge	Venue for SA AGOA Exporter Awards event for South Africa   June 29, 2022		Jun 6, 2022	Jul 22, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
Biz Community	Request for Information (RFI): ATI-0001 Technical and Management Support to USAID Southern Africa Trade Market Systems Activity		Jun 2, 2022	Jun 30, 2022
Mail and Guardian	Request for Information (RFI): ATI-0001 Technical and Management Support to USAID Southern Africa Trade Market Systems Activity		Jun 2, 2022	Jun 30, 2022
The Daily Maverick (Pty) Ltd	Request for Information (RFI): ATI-0001 Technical and Management Support to USAID Southern Africa Trade Market Systems Activity		Jun 2, 2022	Jun 30, 2022
Hotel Tivoli Maputo	Certification Awareness – Positioning Mozambique Firms for Export Success		Jun 7, 2022	Jun 30, 2022
Ecocert South Africa	Certification Batch 6A   Organic Certification by Ecocert		Jun 2, 2022	Jul 15, 2022
SibaneSami Hotel	USAID TradeHub support to Eswatini Investment Promotion Authority (EIPA) on export readiness training and to conduct the AGOA Steering Committee Capacity-building workshop		Jun 3, 2022	Jun 30, 2022
Printpak	USAID TradeHub support to Eswatini Investment Promotion Authority (EIPA) on export readiness training and to conduct the AGOA Steering Committee Capacity-building workshop		Jun 2, 2022	Jun 30, 2022
Gondwana Collection Namibia Pty Ltd t/a Namibia 2 Go	Namibia AGOA National Steering Committee Capacity-building Workshop June 8, 2022 and June 15, 2022		Jun 3, 2022	Jun 30, 2022
The Grace Studios	USAID TradeHub support to Eswatini Investment Promotion Authority (EIPA) on export readiness training and to conduct the AGOA Steering Committee Capacity-building workshop		Jun 7, 2022	Jun 30, 2022
Droombos	Namibia AGOA National Steering Committee Capacity-building Workshop June 8, 2022 and June 15, 2022		Jun 3, 2022	Jun 30, 2022
Peter Nodoro	Master of Ceremonies for South Africa Exporter of the Year Awards   June 29, 2022		Jun 8, 2022	Jul 15, 2022
Travel Reps Pty Ltd	Flight Tickets to Zambia to attend lab equipment handover ceremonies and conduct site visits to USAID TradeHub supported firms		May 31, 2022	Jun 30, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
Masase Transfers and Tours	Airport Shuttle SA - Attend lab equipment handover ceremonies and conduct site visits to USAID TradeHub supported firms		May 31, 2022	Jun 30, 2022
Masase Transfers and Tours	Return Airport Shuttle - Travelling to the United States to facilitate participation by regional exhibitors at the Summer Fancy Food (SFF) Show 2022 in New York.		Jun 6, 2022	Jul 6, 2022
Testaro Mobile Health	PCR Testing - Travelling to the United States to facilitate participation by regional exhibitors at the Summer Fancy Food (SFF) Show 2022 in New York.		Jun 5, 2022	Jul 5, 2022
Jetline Menlyn	Printing of SFF firm brochure		May 27, 2022	Jun 30, 2022
Bulletproof Media Inc	Oryx Desert Salt PR Campaign   Provision of technical assistance and support for the activation of targeted products in the United States via a public relations campaign		May 30, 2022	Jul 29, 2022
Travel Reps Pty Ltd	Flights for Sediba for the Botswana district stakeholder engagement meeting - Maun visit May 30 - June 1, 2022		May 30, 2022	Jun 30, 2022
Masase Transfers and Tours	Shuttles to do Site Inspections for the SA AGOA Exporter Awards		May 23, 2022	Jun 15, 2022
Travel Reps Pty Ltd	Flight Tickets for SA Cluster (4 people) to visit Firms in Eastern Cape and Durban		May 22, 2022	Jun 15, 2022
Travel Reps	Namibia AGOA National Steering Committee Capacity-building Workshop June 8, 2022 and June 15, 2022		Jun 2, 2022	Jun 30, 2022
Masase Transfers and Tours	JHB Airport Shuttles for SA Cluster to visit Firms in Eastern Cape and Durban -		May 20, 2022	Jun 30, 2022
Ufulu Gardens	The USAID Southern Africa Trade and Investment Hub (USAID TradeHub) National AGOA Steering Committee Exporter Breakfast Sessions		May 26, 2022	Jun 24, 2022
Amaryllis Hotel	Scope of Work STTA to facilitate AGOA export value chains assessment and profiling in Malawi		May 20, 2022	Jun 24, 2022
Travel Reps Pty Ltd	Scope of Work STTA to facilitate AGOA export value chains assessment and profiling in Malawi		May 19, 2022	Jun 17, 2022
The Grace Studios	Eswatini Annual Exporter of the Year Awards event		May 16, 2022	Jun 17, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
APEX Car Hire	Scope of Work STTA to facilitate AGOA export value chains assessment and profiling in Malawi		May 13, 2022	Jun 17, 2022
Roediger Agencies	Certification Batch 4   Migration Analysis Testing by Roediger Agencies CC		May 27, 2022	Jul 29, 2022
Masase Transfers and Tours	Shuttle Services - Exporters Club Western Cape presentation and Summer Fancy Food (SFF) Show 2022 preparatory consultations for Western Cape participants (May 15-20, 2022)		May 15, 2022	May 31, 2022
Travel Reps Pty Ltd	Exporters Club Western Cape presentation and Summer Fancy Food (SFF) Show 2022 preparatory consultations for Western Cape participants (May 15-20, 2022)		May 15, 2022	May 31, 2022
Grand Palace Hotel	Scope of Work STTA to facilitate AGOA export value chains assessment and profiling in Malawi		May 15, 2022	Jun 15, 2022
Alex Displays	Appointing a U.S. Contractor to build the Africa Fine Foods Pavilion at the Summer Fancy Food Show in New York for Southern Africa Exporters   June 12 - 14, 2022		May 13, 2022	Jul 15, 2022
International Trade Institute of Southern Africa	Procurement of International Trade Institute of Southern Africa (ITRISA) to appoint Project Administrators		May 11, 2022	Jul 29, 2022
Registrar Corp	Certification Batch 4   Food and Drug Administration (FDA) Registration and Label Reviews by Registrar Corp (U.S.)		May 25, 2022	Jul 29, 2022
Sunbird Mzuzu	The USAID Southern Africa Trade and Investment Hub (USAID TradeHub) National AGOA Steering Committee Exporter Breakfast Sessions		May 6, 2022	Jun 10, 2022
Sound Idea Advertising t/a Sound Idea Digital	Multimedia Production and Audio-visual services for the South African AGOA Exporter of the year awards, June 29, 2022		May 3, 2022	Jul 29, 2022
The Swazi Observer	Eswatini Annual Exporter of the Year Awards event		Apr 22, 2022	May 30, 2022
Protea Hotel Ryalls - Malawi Blantyre	USAID TradeHub National AGOA Steering Committee Exporter Breakfast Sessions		Apr 19, 2022	May 27, 2022
Masase Transfers and Tours	Ground Transport - Field Activity Request: Physical FY2022 Q1 & Q2 Review and FY2022 Q3 Planning workshop, April 24 and 27, 2022		Apr 23, 2022	May 15, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
Testaro Mobile Health	Covid CPR Testing for Physical FY2022 Q1 & Q2 Review and FY2022 Q3 Planning workshop - April 26, 2022		Apr 23, 2022	Apr 30, 2022
Sunbird Mount Soche	The USAID Southern Africa Trade and Investment Hub (USAID TradeHub) National AGOA Steering Committee Exporter Breakfast Sessions		Apr 19, 2022	Apr 29, 2022
Travel Reps Pty Ltd	Physical FY2022 Q1 & Q2 Review and FY2022 Q3 Planning workshop - Air Travel		Apr 12, 2022	Apr 30, 2022
Times of Eswatini	Eswatini Annual Exporter of the Year Awards event		Apr 22, 2022	May 30, 2022
Control Union South Africa	Certification Batch 3, Global G.A.P Certification through Control Union		Apr 6, 2022	Jun 30, 2022
Specialty Food Association	Specialty Food Association: June 12-14, 2022: Summer Fancy Food Show 2022, Africa Fine Foods Pavilion		Apr 29, 2022	Jul 31, 2022
Unicus Media Limited	Infographics designing: Zambia Exporter Awards		Jul 6, 2022	Aug 15, 2022
Lutim Tours	Transport: Placement of Plant Quarantine Phytosanitary Service Billboards Katima Mulilo, Chanida, Mwami, and Victoria Falls		Jun 20, 2022	Aug 15, 2022
Barafeet Theatre	Zambia Exporter Awards - Entertainment		Jul 5, 2022	Jul 31, 2022
Lusekelo N. Chinyama	Zambia Exporter Awards - Administration Assistance and Coordination		Jun 29, 2022	Jul 31, 2022
Dinaledi Expressions	Zambia Exporter Awards - Entertainment		Jun 29, 2022	Jul 31, 2022
Julius Luwaya	Zambia Exporter Awards - Administration Assistance and Coordination		Jun 29, 2022	Jul 31, 2022
Integrity Multimedia	Shields: Zambia Exporter Awards		Jun 8, 2022	Jul 29, 2022
Delly Buumba Chimbulu	Media Transcribing Services - Zambia Exporter Awards		Jun 29, 2022	Jul 31, 2022
Daily Nation Limited	Infographics/Advertising: Zambia Exporter Awards and Press Briefing		Jun 17, 2022	Jul 31, 2022
Paddy Mukando	Director of Ceremony Services: Zambia Exporter Awards		Jun 30, 2022	Jul 31, 2022
Qarah Enterprises Limited	Frames & Designing Certificates: Zambia Exporter Awards		Jun 7, 2022	Jul 6, 2022
Visio Coulture Business Solutions	Photographer / Videographer/Streaming: Zambia Exporter Awards		Jun 8, 2022	Jun 30, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
Radisson Blu Hotel Lusaka	Zambia Exporter Awards		Jun 6, 2022	Jul 15, 2022
Lutim Tours	Transport Request: WTO Activities		May 23, 2022	Jun 15, 2022
The Royal Solwezi	Conferencing Facilities in Solwezi May 26,2022: for the World Trade Organization (WTO), Trade Facilitation Agreement (TFA) Awareness		May 20, 2022	Jun 15, 2022
Pishon (Z) Limited	Placement of Billboards and Council Fees - Support the Department of Plant Quarantine and Phytosanitary Service with designing and placement of four sanitary and phytosanitary (SPS) billboards at Victoria Falls, Mwami, Katima Mulilo, and Chanida border posts		Jun 9, 2022	Aug 15, 2022
Protea Hotel by Marriot Ndola	Conference Facilities: Zambia Trade Information Portal (ZTIP) Awareness Sessions - Ndola		May 12, 2022	Jun 15, 2022
Fairmount Hotel and Casino	Conference Facilities: Zambia Trade Information Portal (ZTIP) Awareness Sessions - Livingstone		May 12, 2022	Jun 15, 2022
Mthuzi Nadi Lodge	Conference Facilities: Zambia Trade Information Portal (ZTIP) Awareness Sessions - Chirundu		May 12, 2022	Jun 15, 2022
Kumapili Hotel	Conference Facilities: Zambia Trade Information Portal (ZTIP) Awareness Sessions - Kasumbalesa		May 12, 2022	Jun 15, 2022
The Royal Solwezi	Conference Facilities: Zambia Trade Information Portal (ZTIP) Awareness Sessions - Solwezi		May 13, 2022	Jun 15, 2022
Pishon (Z) Limited	Printing material for technical training to Zambian Sanitary and Phytosanitary (SPS) laboratory analysts		May 10, 2022	Jun 15, 2022
Pishon (Z) Limited	Payment of annual subscription levies for the Zambia Trade Information Portal (ZTIP) billboard in Kasumbalesa, Kazungula, Chirundu, Nakonde, and Mwami		May 17, 2022	Jun 30, 2022
Lutim Tours	Ground transport: Provide technical training to Zambian Sanitary and Phytosanitary (SPS) laboratory analysts		Apr 25, 2022	Jun 30, 2022
Hilton Garden Inn Lusaka Society Business Park	Conferencing Facilities- Technical training to Zambian Sanitary and Phytosanitary (SPS) laboratory analysts		Apr 21, 2022	Jun 30, 2022
Lutim Tours	Transport: Zambia Trade Information Portal (ZTIP) Awareness Sessions		May 12, 2022	Jun 15, 2022

Vendor	Description	Total Award Budget	Date of Award	End Date
Radio Mano	ZTIP Pre-recorded Radio Program: Provision of community radio broadcasting services for the Zambia Trade Information Portal (ZTIP) - Kasama	[REDACTED]	Jun 9, 2022	Jul 29, 2022
Zambia National Broadcasting Corporation	I Radio Program ZNBC Lusaka: Provision of radio broadcasting services for the Zambia Trade Information Portal (ZTIP) World Trade Awareness		Jun 9, 2022	Jul 29, 2022
Lutim Tours	Transport Request: WTO Activities - Ndola May 05-07,2022		May 5, 2022	May 31, 2022
Justfeli Guest House	Conferencing Facilities in Luangwa May 26, 2022: for the World Trade Organization (WTO), Trade Facilitation Agreement (TFA) Awareness		May 20, 2022	Jun 15, 2022
Fairmount Hotel and Casino	Conferencing Facilities in Livingstone May 23, 2022: for the World Trade Organization (WTO), Trade Facilitation Agreement (TFA) Awareness		May 20, 2022	Jun 15, 2022
Dopchim Lodge	Conferencing Facilities in Chililabombwe, May 23, 2022: for the World Trade Organization (WTO), Trade Facilitation Agreement (TFA) Awareness		May 19, 2022	Jun 30, 2022
Protea Hotel Chipata	Conferencing Facilities in Chipata (May 23,2022): for the World Trade Organization (WTO), Trade Facilitation Agreement (TFA) Awareness		May 20, 2022	Jun 30, 2022
Zambia National Broadcasting Corporation	TV-Radio Live Interviews: Support Plant Quarantine and Phytosanitary Service (PQPS) with a Private Sector Stakeholders Sensitization Programs on Sanitary and Phytosanitary (SPS) Measures		Jun 29, 2022	Aug 15, 2022

## GRANTS

The USAID TradeHub continued with the implementation of the Grants as noted in the below table. These Grants are in line with the USAID New Partnerships Initiative.

Grantee	Description	Total Award Budget	Date of Award	End Date
Central Veterinary Research Institute (CVRI)	In-Kind Grant for acquisition of one (1) - 1260 Infinity HPLC/6460 QQQ LC-MS laboratory equipment (refurbished).	[REDACTED]	May 18, 2021	Jun 30, 2022



Grantee	Description	Total Award Budget	Date of Award	End Date
National Institute for Scientific and Industrial Research (NISIR)	In-Kind Grant for acquisition of two sets of desktop computers (with monitor and printer) for coupling SpectraMax M2 Microplate Reader		May 18, 2021	Jun 30, 2022
VetLab	In-Kind Grant for acquisition of the Atomic Absorption Spectrophotometer (AA)		May 18, 2021	Jun 30, 2022
Zambia Agriculture Research Institute (ZARI)	In-Kind Grant for acquisition of the Thermal Cycler (PCR machine) Electrophoresis unit, Gel documentation system, Consumables and reagents		May 18, 2021	Jun 30, 2022
Eswatini Kitchen	Fixed Amount Award to Eswatini Kitchen for FSSC 22000 certification surveillance audit through SABS		Jan 07, 2022	Jun 30, 2022
Netcampus	Financial Education through a Digital Platform		Mar 11, 2022	Jul 15, 2022
Africa Women Innovation Empowerment Forum	Enhanced Women SMEs Investment and Export Readiness through a Digital Platform		Mar 16, 2022	Jul 15, 2022
Cala Capital South Africa	Prosperity and Deal Processing Tool		Mar 16, 2022	Jul 30, 2022
Sebvest Capital Pty Ltd			Apr 11, 2022	Jul 31, 2022

## SUBCONTRACTS

The USAID TradeHub continued working with subcontracts as noted in the below table. Subcontracts are in line with the USAID New Partnerships Initiative.

Subcontractor	Period of Performance	Status
Genesis Analytics	(Original) Nov 3, 2016 – Aug 12, 2021 (Modification) November 3, 2016 – September 30, 2022	Active

## FINANCE

The USAID TradeHub's Finance team oversees budget development, reporting, and compliance with the program's activity implementation. The Finance team also manages the financial reporting for the USAID TradeHub, submitting bi-monthly financial reports to the DAI Home Office for client

invoices to be prepared, and to ensure the project meets its contractual reporting requirements in areas such as value-added tax (VAT), income tax, and quarterly accruals.

During the reporting period, an input tax refund by the South African Revenue Services (SARS) did not materialize. Finance is working with the company secretaries who are also tax consultants to ensure reimbursement of VAT will be received in Q4. Finance continued to manage travel procedures and compliance during Q3 as project-related travel increased for the USAID TradeHub Technical team. With project closeout in progress, Finance is continuing with a self-audit of past periods to ensure all supporting documentation for all transactions is in order to ensure a smooth flow of the close-down process.

# USAID TRADEHUB ORGANOGRAM

Figure I: Staffing at end of Q3 – USAID TradeHub Support Functions

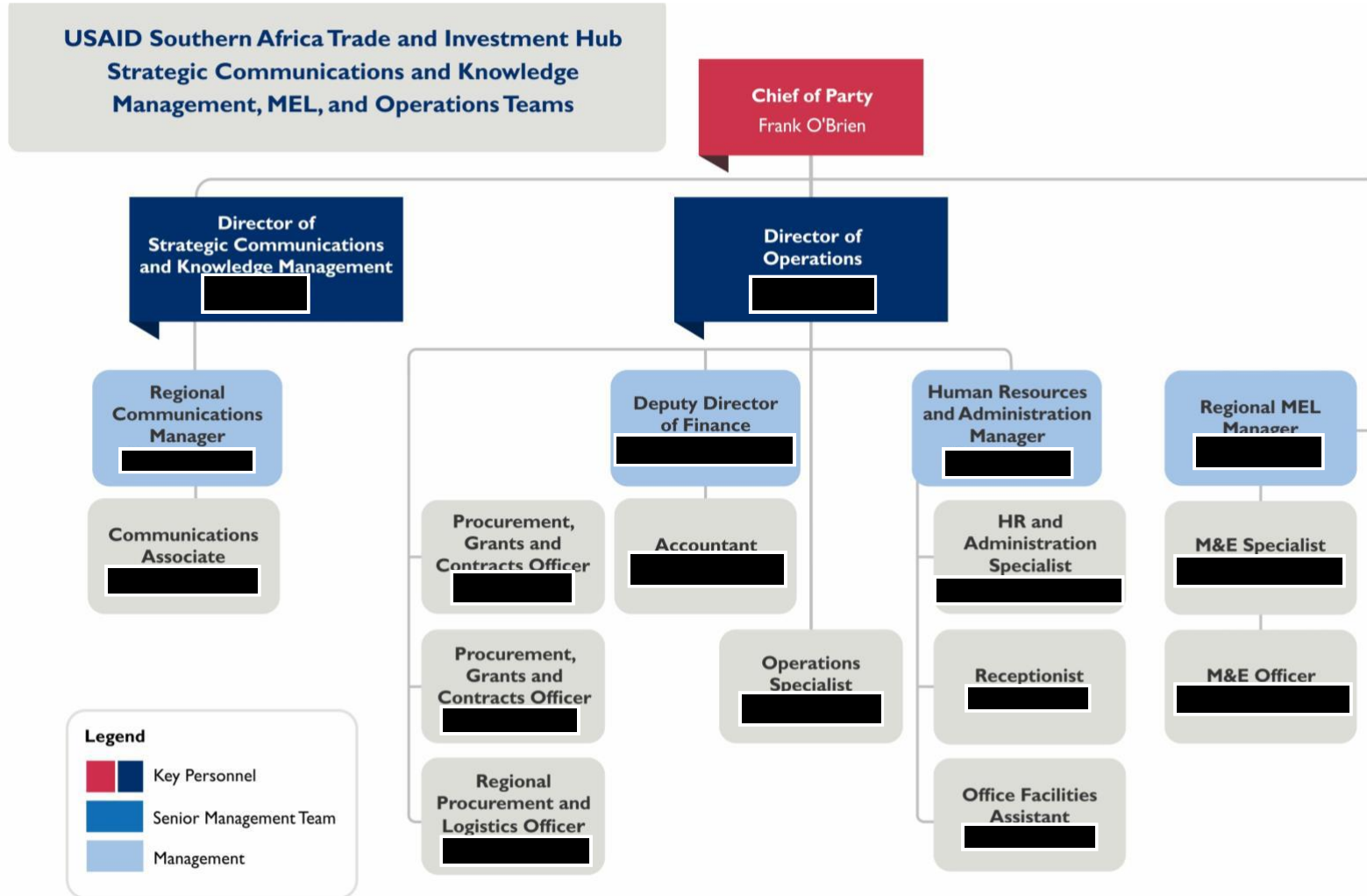
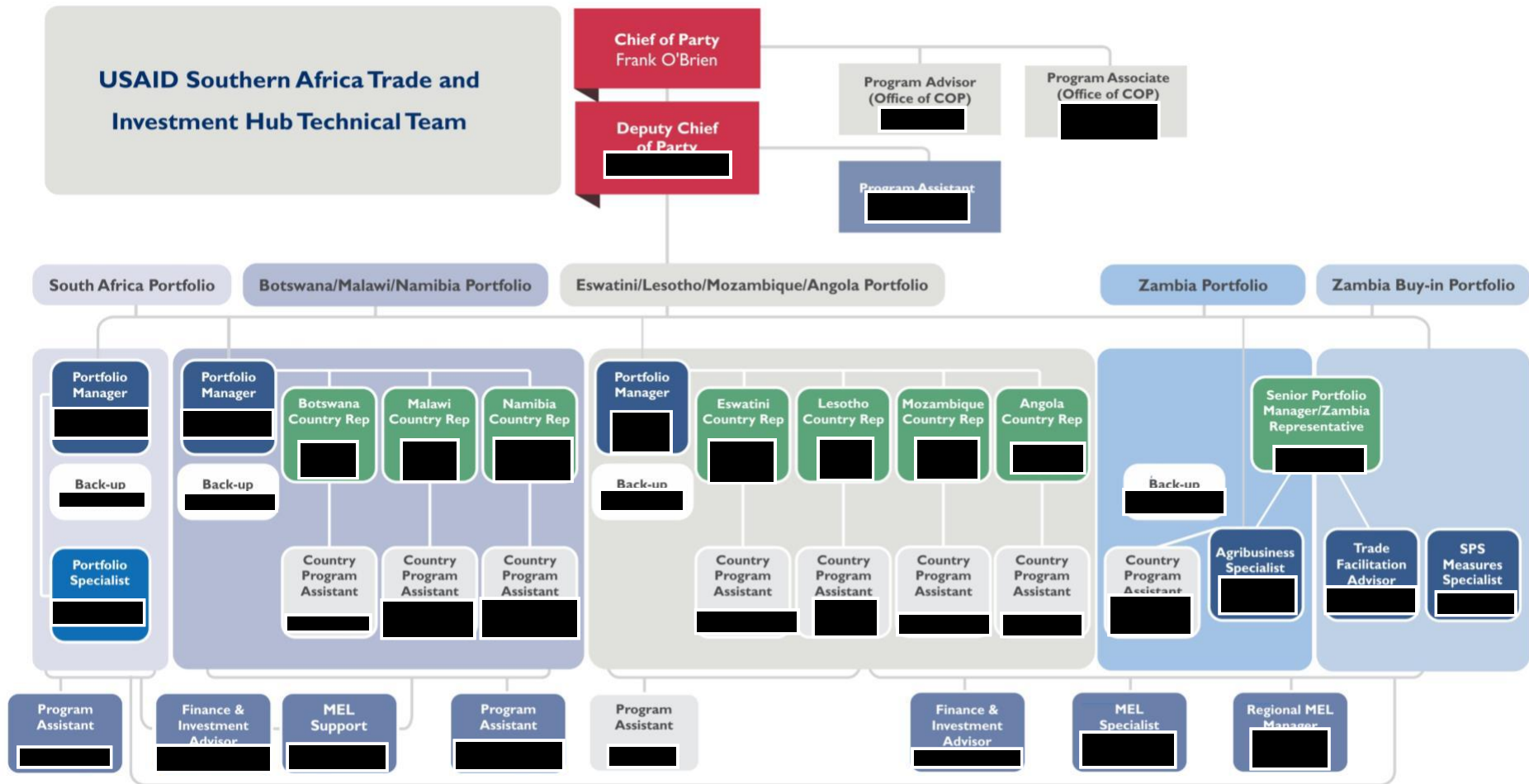


Figure 2: Staffing at end of Q3 – USAID TradeHub Technical Functions



## ANNEX I: ANGOLA COUNTRY UPDATE

On April 14, 2022, the USAID TradeHub held an event to present its market-linkage and partnership activities to stakeholders in Angola. The event followed the commencement of USAID TradeHub's activities in Angola in July 2021, and the signing of a cooperative agreement with the Chamber of Commerce and Industry of Angola (CCIA) in January 2022. The event was attended in-person by 22 participants in Luanda, and approximately 30 virtual participants from Angola and South Africa. Christopher Hattayer, Minister Counselor at the U.S. Embassy in Angola, gave the opening address, while Vicente Soares, CCIA President, gave official remarks on behalf of the Angola government. Numerous Angolan firms, such as the organic foods manufacturer Foodcare, shared their export experiences and described the help they had received from the USAID TradeHub. The event, among other aims, sought to familiarize firms and trade-promotion agencies with the online African Trade Platform (ATP) and Netcampus financial education platform.

In Q3, Sebvest Capital Partners, a capital provider contracted by the USAID TradeHub, secured a guarantee from the Italian Government to cover repayments on assets and equipment manufactured by Italian firms. This has significantly boosted Sebvest's risk appetite for some investment opportunities. As a result, the eight Investment Memoranda (IMs) with Angolan firms currently under assessment by Sebvest are expected to at least result in funding proposals, although the firms will be required to contribute 15 percent toward the proposed asset finance. Sebvest, along with other capital providers working with the USAID TradeHub continue to explore financing solutions for qualified export firms in need of assistance.

On June 12-14, 2022, Angola-based producer of organic food and beverages Foodcare exhibited under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show 2022 in New York City. The participation of Foodcare was made possible by cost-share support from the USAID TradeHub, which helped cover the expense of registration, exhibition space, booth design, brochure design, and marketing. Foodcare participated in a number of side events organized by the USAID TradeHub in collaboration with the South African Consulate General in New York (SACG-NY), and the Specialty Food Association (SFA), organizer of the SFF Show. This included a pre-show market-intelligence session on June 9 for firms to gain insight into the U.S. market, and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey. The tour aimed to familiarize participants with how other firms engage in packaging, pricing, labelling, and store layout. The distribution center visited was the Hunts Point Fresh Produce Market in The Bronx, while the four retailers visited were Ed's Caribbean/African Market, Wegmans, Costco, and Whole Foods. The Foodcare stand at the SFF Show received a visit from the Angolan Consul General in New York, Augusta Dos Anjos Carneiro Mangureira Bessa. At the show, Foodcare established contacts with numerous buyers potentially interested in Foodcare products, especially their plantain fufu flour, peanut butter, and tapioca starch. The next steps include the USAID TradeHub supporting Foodcare to finalize its Food and Drug Administration (FDA) label review.

### LESSONS LEARNED

- The financial services ecosystem is beginning to show results following the work done by the USAID TradeHub. This progress has taken time, but meaningful changes were not expected to come quickly. It is hoped that the eight IMs currently under evaluation in Angola will soon yield tangible results for the firms seeking funding.
- Language barriers continue to plague USAID TradeHub activities in Angola, as many participants involved in trade within the public and private sector do not speak English fluently. The USAID TradeHub has grappled with this challenge, and responded by increasing translations of relevant material, for example by translating 18 Netcampus learning modules,

and the AGOA Regional Peer Learning Event video into Portuguese. This has improved participation and cultivated a greater sense of inclusion.

- Connections with buyer-facing TPSPs under contract from the USAID TradeHub, such as Catalyze and Swaziland Fair Trade (SWIFT), now Fair & Square, have proven to be beneficial, and a valuable learning experience for Angolan firms, helping them to improve their ability to interact with regional and international customers.
- Many firms, including in Angola, were hit hard by COVID-19 and do not have the funds to cover the 40 percent normally requested of them under cost-sharing arrangements with the USAID TradeHub. Subsidies to these firms from partner trade promotion service providers (TPSPs) would be helpful, although firms should still be required to make enough of a contribution to show their commitment.
- Most TPSPs, including CCIA, are not ready to take over activities being transferred to them by the USAID TradeHub in line with the USAID TradeHub sustainability plan. Knowledge-sharing sessions led in Portuguese, and the translation and dissemination of all resources into Portuguese are called for to close this gap.

## **ANGOLA ANNUAL PERFORMANCE SURVEY SUMMARY**

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, improved business performance, and other significant changes. A total of nine firms from Angola (five agricultural, four non-agricultural) participated in the survey.

### **Outcomes**

#### **Improved management practices and technology adoption:**

- All nine firms surveyed acknowledged technical support provided by the USAID TradeHub. Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshow, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- Eight firms indicated they applied improved management practices, while three indicated they applied improved technology.
- Foodcare applied for three certifications, namely Hazard Analysis and Critical Control Point (HACCP), FDA Label Review, and ISO 22000. They also said the company had improved its product packaging, enhanced its social media presence, and purchased new machinery to boost production.
- Two firms, Baobab Angola and Nutriboty Comércio e Distribuição, said they had improved their marketing strategy, export processes, and e-commerce sales.
- Cafangol indicated they have repositioned their approach to international markets and are in transition to becoming 100-percent privately owned.
- Other improvements cited by firms included refining online stores to streamline navigation, incorporating new packaging, boosting quality control, and enrolling more participants on the Netcampus entrepreneurial-education platform.
- Survey respondents said these changes led to improved sales and service, an increased global footprint, and deeper knowledge of international export practices.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. Out of the nine respondents, eight firms reported improved business performance. Areas of improvement included expanded networks, better quality control, increased online sales, enhanced business organization, more linkages, improved labeling, and increased knowledge on certifications and requirements in the food and cosmetics sectors.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. Of All nine firms surveyed reported that they were either lucrative, profitable, or able to cover their operating costs. The firms partially attributed this performance to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

The following factors were cited as strategies put in place to maintain profitability: strategic management, increasing exports to international markets, reinforcing existing relationships with buyers, opening an online outlet, and signing an agreement with the business chamber of the Icolo and Bengo region to help obtain cassava at a lower price.

#### **Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. Seven firms indicated that they have had a positive impact for women and youth.
- Foodcare said that one of its suppliers is a women's association in a small community, and, through this process, the women are able to feed their families.
- One firm, S.P.P.F.A-KAPATA, said they changed their production strategy, converting to modern beekeeping using Langstroth hives. This entails training beekeepers, many of whom are women or youth, to install these hives in farm fields.
- Other firms stated they employ a large number of women in their workforce and train them in new skills.

**Local capacity development – job creation:** The nine surveyed firms said that in FY2022, they created 26 direct jobs and two indirect jobs.

#### **Local capacity development – finance, investment, and commitments attracted:**

- The USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Angola, the survey indicates that one firm, Conservare A&S, has accessed financing of approximately \$1,000,000 from South Africa, for the purpose of exporting raw materials within Africa.
- The Angola Chamber of Commerce also mentioned they have received commitments of financial assistance to export firms, but the value of these offers was not specified.

**Other significant changes:** Firms indicated improvements through USAID TradeHub support in production processes, business expansion, and strategy development.

- One firm acknowledged this help in establishing connections with other firms and government institutions, such as Agency for Private Investment and Promotion of Exports (AIPEX), CCIA, and National Institute of Support to Micro, Small and Medium Enterprises (INAPEM).
- A manager noted that webinars increased her knowledge of certifications, quality processes, and requirements in the food and cosmetics sectors.
- A distillery firm indicated that ISO 9001 training helped the company make improvements in production and marketing.

- Another firm indicated that participation in a seminar hosted by NONZĒRO Africa on digital marketing showed them social-media marketing tools they never knew existed, despite using Facebook and other platforms daily.
- Enrolment on the African Trade Platform (ATP) was also cited as highly incentivizing.

**Challenges:** Firms, asked about challenges they faced during the year, mentioned decreased sales due to the financial crisis, and the excessively long time needed to close sales. One firm said that they have struggled to find a shipping agent to provide service at a reasonable price. Another firm said they are having difficulties finding financial assistance for purchasing production equipment (a generator, van, and cold-storage facility).

**Impact of COVID-19:** One firm said it has experienced a drastic reduction in sales, and has had to close a store and reduce advertising. On the other hand, some firms noted increased online sales and better positioning in local and international market.

**Success after September 2022:** With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date.

The following was mentioned:

- Finding more buyers, and continuing to participate in webinars.
- Travel to the United States to establish a partnership with a distributor.
- Obtaining all necessary certifications.
- Continuation of the USAID TradeHub program.
- Improved production.
- Exports of finished products, processed in their factory, in large quantities.
- Increased exports to the United States or within Africa.
- Industrialization of beekeeping operations.
- Increasing the number of women, youth, and people with disabilities in honey production.

## **OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY I.1: SUPPORT NATIONAL TPSPs TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED NATIONAL EXPORTERS AND SOUTH AFRICA BUYERS**

#### Planned Activities:

- From Q1-Q3, with partner TPSPs (e.g., CCIA, AIPEX), the USAID TradeHub will identify and shortlist deals from “gazelle” firms in Angola to focus on those deals that are likely to close, and will continue to facilitate deals from the FY2021 linkages toward deal closure in FY2022.
- In Q1 (carried over to Q3), the USAID TradeHub will continue to work with appointed South African-based TPSPs to work with at least one TPSP (e.g., CCIA, AIPEX) in Angola to facilitate and close export deals on the African Trade Platform and the Enter Africa platform.

*The milestones under this activity were not completed as of the end of Q3. Investment Memoranda (IMs) were completed for 8 firms and are now being presented to various capital providers. This process will continue into Q4.*



**Summary:** Following the reappointment of three buyer-focused TPSPs ( Fair & Square, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Angola-based exporters. In Q3, SWIFT finalized the creation of two new LookBooks for natural cosmetics and food, and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating from Angola in the LookBooks are Baobab Angola and Ima-Artesã. Fair & Square also created a product catalog for Nutriboty.

Additionally, Fair & Square held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms. Participating from Angola in the webinars were Baobab Angola and Nutriboty.

Beginning in Q2 and ending in Q3 (March 28 and April 11, 2022), Fair & Square facilitated three virtual buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. The buyer missions, hosted in partnership with the USAID TradeHub, enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business (B2B) linkages that have been fine-tuned by the USAID TradeHub since FY2020. The USAID TradeHub and Fair & Square are now supporting the export firms with price negotiations and logistical arrangements as they undertake discussions with potential buyers from the buyer missions. For the engagements among natural cosmetics and food firms, two LookBooks were shared with 12 South African buyers to match them with suppliers for one-on-one meetings. From Angola, Baobab Angola, Nutriboty and Foodcare, Lda were listed.

Following the reappointment of Catalyze (a South African based buyer-focused TPSP) in Q2, over 100 applications were received from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making. From Angola, Foodcare was chosen to benefit from the Engage Trade Africa support offered by Catalyze. Two introductions between the Angola supplier and South African buyers were concluded in Q3. Foodcare met with Rush Nutrition and Soaring Free Superfoods, and the company has been requested to share samples with both. Deal negotiations are in progress. The samples and the price list have been sent, Foodcare is waiting for the feedback from both firms. If the product is within the standard expected by the firms, a quotation will be requested and the deal may be finalized.

As of the end of Q3, no deals were facilitated against an annual target of 10 deals, and no export sales to South Africa were recorded by Angola firms.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

#### Planned Activities:

From Q1 to Q3, the USAID TradeHub will work closely with APIEX, INAPEM, and other selected TPSPs to facilitate partnerships between national TPSPs in targeted Southern African countries and trade-enhancing bodies such as certification bodies, testing laboratories, and other service providers to support export firms in Angola with certifications, including cost-share support where possible.

*The milestones under this activity have been completed.*

Summary: In Q3, two virtual buyer missions hosted by Fair & Square took place on April 4 and April 11, 2022, in addition to the session held in Q2 (on March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Angola, Ima-Artesã exhibited and drew the attention of a Namibian company, Leon Engelbrecht Designs, which has expressed interest in buying some pieces to display in its store.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will facilitate participation of Angola TIPAs in peer learning and sharing of best practices for TIPAs and BMOs in the region, through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub-target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. From Angola, APIEX and Foodcare participated. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion [TIP]), the May event was coordinated by TPSPs, who are also preparing for the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. While no Angolan firms were featured, the stories will be translated into Portuguese and disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Angolan firms.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From Angola, Foodcare was featured. The videos will be finalized with Portuguese subtitles in Q4 and disseminated widely to share lessons for Angolan trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub, with partner TPSPs and BMOs (APIEX, INAPEM, and other local TPSPs), will support capital providers (Sebvest, Neu Capital) to conclude deals with USAID TradeHub-supported capital seekers.
- From Q1 to Q3, the USAID TradeHub will partner with the capital providers and transaction advisors to complete due diligence and close gaps in the identified deal pipeline.
- From Q1 to Q3, the USAID TradeHub, with partner TPSPs and BMOs (APIEX, INAPEM, and other local TPSPs) will introduce capital seekers to transaction advisors and capital providers (including Sebvest and Neu Capital Africa, as well as others when these two are unable to provide capital).

*This activity is ongoing despite the implementation of project activities concluding at the end of Q3. The financial service providers are continuing to explore solutions to meet capital seekers' requirements. Eight IMs are still under assessment in Angola, and should these progress to terms sheets, discussions and negotiations will continue in Q4.*

Summary: In Q3, IMs for eight firms were completed. These are Foodcare, Agricola Kwenda, Conservare A&S, Armo Mazamexi, Convio, Beverages Commercio e Indstrio, Gest Agro, and Jomdelfis Empreendimentos. These IMs were presented to two capital providers, Sebvest Capital Partners and Geddes Capital, and are under assessment.

### **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (APIEX, INAPEM, and other local TPSPs) to support the business development activities of the African Trade Platform (ATP).
- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (APIEX, INAPEM, and other local TPSPs) will facilitate verification of registered suppliers on the ATP so that the suppliers can fully trade on the platform.
- From Q1 to Q3, the USAID TradeHub will facilitate learner registration on the revised Netcampus learning management system.
- From Q1 to Q3, the USAID TradeHub, with its partner, ATP, to implement an incentive mechanism to draw in a variety of TPSPs and BMOs (APIEX, INAPEM, and other local TPSPs) to participate fully on the ATP.

*The milestones under this activity are completed at a regional level. In Angola, the milestones under this activity are in progress, except for ATP verifications, of which the target was achieved. Registrations are expected to be concluded in Q4.*

**Summary:** In Q3, the USAID TradeHub supported the registration of five additional Angolan export firms on the ATP. All five have been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and a presentation of USAID TradeHub activities in Angola, on April 14, 2022, at the launch event organized in partnership with CCIA, with which the USAID TradeHub signed a TPSP agreement in January 2022. This brings to nine the total of verified users from Angola on the ATP, against an annual target of eight.

The USAID TradeHub also assisted with registering a further 13 new learners on the Netcampus platform for training on financial and business literacy. This takes the total number of registered learners from Angola in FY2022 to 21, against an annual target of 75.

In Q3, as of May 30, 2022, the USAID TradeHub had supported five Angolan firms to register and be verified to trade on the ATP. The ATP was developed in 2020 by Sevest Capital Partners, a USAID TradeHub-contracted capital provider, as an online marketplace linking potential traders with one another and with services such as financing and logistics. The five onboarded firms are Agricola Kwenda, Beverages Comercio e Indstrio, Gest Agro, S.P.P.F.A-KAPATA, and Jomdelfis Empreendimentos. The enrollments on the ATP resulted from a workshop on April 14, 2022, for which the USAID partnered with CCIA. The verified firms are now able to fully trade on the platform. The next steps involve follow-ups with the firms to track their ATP activity and receive their feedback.

In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sevest Capital. Sevest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 SMEs from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 SMEs, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April

and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. From Angola Foodcare, Lda participated. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1 – Q3, the USAID TradeHub will document and disseminate three case studies/knowledge products to reinforce understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight: 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and Financial Services Provider (FSP) partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 with Portuguese subtitles and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY, LAUNCH, AND IMPLEMENTATION AND PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

#### Planned Activities:

- In Q1 (carried over to Q3), the USAID TradeHub will support national AGOA Utilization Strategy development and launch.
- From Q1 and Q3, the USAID TradeHub will support AGOA Utilization Strategy implementation by providing advice and training in collaboration with AGOA Sub-Committees and/or Secretariat.
- From Q2-Q3, facilitate a regional peer-learning event focusing on exporting to the United States under AGOA.

*The milestones under this activity were not completed in Q3, and no further progress is expected on this activity.*

Summary: In Q3, there were no activities undertaken during the reporting period, the government and APEX were not able to finalize the logistics for appointing the Angola AGOA Steering Committee, resulting in the Angola AGOA Utilization Strategy not being drafted.

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO CONTINUE WITH MARKET-ENTRY SUPPORT AND FOCUS ON DEAL CLOSURES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub, in partnership with TPSPs (U.S. Registrar Corp, USIA, Ontdek, Albert Scott LLC, Bhavana World Project Specialty Food Association, South Africa Consulate General/New York, APEX and INAPEM) will continue to support the implementation of the U.S. market-entry roadmaps, including onboarding U.S. buyers to the ATP.
- From Q1 to Q3, the USAID TradeHub, in collaboration with TPSPs, will assist exporters to meet U.S. market-entry requirements relating to FDA registration, certification, product packaging, labeling, and market activation of products in the United States.
- From Q1 to Q2 (carried over to Q3), the USAID TradeHub will support virtual participation of Angola firms in U.S. virtual/hybrid trade shows and buyer missions, and to virtually link regional export firms and other value chain actors to buyers to encourage trade.
- From Q1 to Q3, the USAID TradeHub will transfer tools, systems, and knowledge to strengthen TPSP (APEX, INAPEM) business models, adopting country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac).

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 25, 2022, Foodcare, the Angola-based producer of organic food and beverages, obtained a food-safety license in accordance with U.S. FDA regulations. The achievement follows support from the USAID TradeHub to Foodcare since March 2022, when the firm was invited to the AGOA Peer Learning Event in Cape Town, South Africa. After the event, Foodcare sought help from the USAID TradeHub to meet U.S. requirements. The USAID TradeHub linked Foodcare to FFF Associates, a U.S.-based firm that assists with FDA compliance, and FFF Associates carried out the assessment and issued the license to Foodcare. This certification came just in time to enable Foodcare to ship their products to the SFF 2022 Show in New York City, again with USAID TradeHub support. By obtaining this license, the firm is one step closer to exporting its organic products to the U.S. market. The next steps involve further assistance from the USAID TradeHub to



Foodcare to comply with another U.S. market-entry requirement, FDA label review. The USAID TradeHub is covering 60 percent of the cost of the label review by the U.S.-based firm Global Import Agent.

On June 12-14, 2022, Foodcare exhibited under the Africa Fine Foods Pavilion at SFF 2022 Show in New York City. The participation of Foodcare was made possible by cost-share support from the USAID TradeHub, which helped cover the expense of registration, exhibition space, booth design, brochure design, and marketing. Foodcare participated in a number of side events organized by the USAID TradeHub in collaboration with the South African Consulate General in New York (SACG-NY), and the Specialty Food Association (SFA), organizer of the SFF. This included a pre-show market-intelligence session on June 9 for firms to gain insight into the U.S. market. The South Africa Consul General Motumisi Tawana and a representative of USAID Southern Africa, Allan Hackner, presented opening remarks at the June 9 session, which had 40 participants, including representatives of export firms and TPSPs such as the South Africa-based TPSP Wesgro, the Botswana Investment and Trade Centre (BITC), the ECDC, and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the pre-show session with SACG-NY who, in turn, arranged for the participation of U.S.-based TPSPs, the New York City Mayor's Office, RangeMe, New York City Small Business Services, and Standard Bank Group. Through this partnership with SACG-NY, the USAID TradeHub continued providing regional TPSPs and firms with information about the U.S. market and available export resources, to enable them to take full advantage of the SFF show. The session allowed TPSPs and exporters to engage with U.S. counterparts and cultivate relationships that can endure beyond the closure of the USAID TradeHub project. Foodcare also participated in the retail and warehouse tour organized as part of pre-SFF activities, to a distribution center in New York and four retailers in New Jersey. The tour aimed to familiarize participants with how other firms engage in packaging, pricing, labelling, and store layout. The distribution center visited was the Hunts Point Fresh Produce Market in The Bronx, while the four retailers visited were Ed's Caribbean/African Market, Wegmans, Costco, and Whole Foods. The Foodcare stand at the SFF Show received a visit from the Angolan Consul General in New York, Augusta Dos Anjos Carneiro Mangureira Bessa. At the show, Foodcare established contacts with numerous buyers potentially interested in their products, especially their plantain fufu flour, peanut butter, and tapioca starch. The next steps include the USAID TradeHub supporting Foodcare to finalize its FDA label review.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under AGOA. On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts, and assisting the firms with the necessary U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Foodcare, Nutriboty, and Baobab Angola from Angola.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was exceeded, with participation in the Winter Fancy Food Show, the Summer Fancy Food Show, the Fair & Square handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates webinar.

### **ACTIVITY 3.3: EXPORTER AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will support U.S. and Angola TPSPs (APEIX, INAPEM) to enhance the organization and hosting of an annual in-country Exporter Awards event to recognize high-performing exporters.
- From Q1 to Q3, the USAID TradeHub will support TPSPs to organize awards in recognition of different areas of excellence that highlight success stories of export to the United States.

*The milestones under this activity were not completed as at the end of Q3. Support to country partners to engage with and participate in the Regional Exporters Awards 2022 event, scheduled for July 26, will continue in Q4.*

Summary: Discussions commenced in Q2 and continued in Q3 with CCIA, the organization that it was thought would host the 2022 edition of the country's Exporter Awards. Due to activities already scheduled by CCIA, it was not possible to reach agreement on hosting the event during the remaining implementation period of the USAID TradeHub.

However, in Q3, the USAID TradeHub continued collaborating with the ECDC, the lead TPSP organizing the Regional Exporters Awards that are scheduled for July 26, 2022, in Gqeberha, Eastern Cape Province. Angola is also eligible to participate, alongside the remaining eight USAID TradeHub target countries, and the ECDC began coordinating with the relevant Angola based TPSPs and export firms, to raise awareness in Angola about the awards event, and to get their nominations for the categories of Capital Provider of the Year, Buyer of the Year, and TPSP of the Year.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will facilitate peer learning and sharing of best practices for TIPAs and BMOs, such as APEIX and INAPEM, in the region through ongoing support to the established regional forum.
- From Q2 to Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs ECDC and ZAM hosted a webinar of the TISP Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, BEMA, and the PBFA in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub target countries. From Angola, APEIX and Foodcare participated. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the



USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion [TIP] in 2021), this year, the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

Following the forum, on June 15, TPSPs that include Wesgro, ECDC, BITC, and NPAB amongst others participated in session hosted at the South African Consulate General-New York (SACG-NY) offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will be translated into Portuguese and disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Angolan firms. Development of two success stories that focus on the successes of women led firms in the SFF 2022 including Angola's Foodcare, and the USAID TradeHub support to get regional firms listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.

**FY2022 Q3 COUNTRY PERFORMANCE TABLE: ANGOLA**

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
1	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Region to SA	\$750,000.00	\$0.00	\$0.00	\$170.00	\$170.00	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$750,000.00, with a target of \$150,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$170.00 through exporting samples, to the U.S. for exhibiting at the summer fancy Food Show, translating to a 0% achievement against the annual target. The results are attributed to the technical support provided to Foodcare, Lda to participate in the in the 2022 SFF Show.	
			Objective 3: AGOA	Region-SA: \$675,000.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	0%			
			Region to U.S. - AGOA: \$75,000.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$90.00	Region to U.S. - AGOA: \$90.00	0%				
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: Not Applicable	Region to U.S. - Non AGOA: Not Applicable	Region to U.S. - Non AGOA: \$80.00	Region to U.S. - Non AGOA: \$80.00	Not Applicable				

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>No exports were reported in this quarter.</p> <p><b>Region to U.S., AGOA:</b> In Q3, the USAID TradeHub supported Foodcare, Lda to exhibit at the SFF Show in New York. The firm exported samples valued at \$90.00. This process has led to deal facilitations with U.S. buyer valued at \$100.000.00.</p> <p><b>Region to U.S., Non-AGO:</b> In Q3, the USAID TradeHub supported Foodcare, Lda to exhibit at SFF Show in New York and they shipped samples to the value of \$80.00.</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA	\$120,000.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$120,000.00, with a target of \$24,000 for Q3.</p> <p>At the end of Q3, the USAID TradeHub reported no exports.</p> <p>In the reporting period, the USAID TradeHub engaged with market-facing TPSPs in promoting buyer-seller linkages by hosting webinars, support for certification, trade shows and buyer missions.</p> <p>Potential exports expected in Q4 to the U.S. market include from Ima-Artesã and Baobab Angola.</p>	
			Objective 3: AGOA	Region-SA: \$50,000.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	0%			
			Region to U.S. - AGOA: \$70,000.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	0%				
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: Not Applicable	Region to U.S. - Non AGOA: Not Applicable	Region to U.S. - Non AGOA: Not Applicable	Region to U.S. - Non AGOA: Not Applicable	Not Applicable				

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p><b>Region-SA:</b> No export was reported in Q3. However, Beverages Comercio e Indstrio Lda and Convio Lda has been registered and verified on the ATP platform for buyer seller linkages which we anticipate exports.</p> <p><b>Region-U.S. AGOA:</b> No export was reported in Q3. Through contracting Fair &amp; Square to develop a LookBook, Ima-Artesã and Baobab Angola have been included in the catalog, which was shared with potential U.S. buyers.</p> <p><b>Region to U.S., Non-AGOA:</b></p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												No export was reported in Q3.
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1, 2 and 3	25% of the assisted firms (10 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	23% (9 firms out of 40 firms)	23% (9 firms out of 40 firms)	23%	Not achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 10 firms were targeted to be surveyed for improved profitability and self-sufficiency, but only 9 firms were surveyed with all firms reporting increased profitability or self-sufficiency, translating to 23% achievement.	
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	80%	80%	80%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of five agricultural firms were surveyed, and all five qualified to be assessed according to the CBLD-9 standards.	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												Out of the five agricultural firms assessed using the CBLD standards, four agricultural firms reported to have improved performance translating to 80% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms (7 firms) expected to apply report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of four non-agricultural firms were surveyed, and all four qualified to be assessed according to the CBLD-9 standards. Out of the four non-agricultural firms assessed using the CBLD standards, all four non-agricultural firms reported to have improved performance	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												translating to 100% achievement.
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$0.00	\$0.00	\$115,452.00	\$10,312.00	\$125,764.00	Not Applicable	Not Applicable	An annual target was not set for this indicator. However, in Q3, in-kind USG investments towards business development services, market development services and business certifications were committed to the value of \$10,312.00 for two firms, namely, Foodcare, Lda for participation in the SFF Show in New York to the value of \$7,656.00, and Nutriboty for FDA label review to the value of \$2,656.00.	
7	Value of new USG commitments and private sector investment leveraged by the	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$0.00	\$0.00	\$49,656.00	\$0.00	\$49,656.00	Not Applicable	Not Applicable	An annual target was not set for this indicator and no performance was reported in this quarter.	



	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
	USG to support economic growth in non-agricultural targeted sectors [Custom]										
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$578,000.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$578,000.00 and the Q3 target at \$115,600.00. No deals were concluded in Q3. However, five IMs for agricultural firms to the value of \$25 mil, were presented to two potential Capital Providers for funding.
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$122,400.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural financing at \$122,400.00 and the Q3 target at \$24,480.00. No deals were concluded in Q3.

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												However, three IMs for non-agricultural firms to the value of \$5.5 million, were presented to two potential Capital Providers for funding.
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	9 firms	3 firms	2 firms	6 firms	11 firms	122%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of nine agricultural firms, and two for Q3. However, in Q3, six agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 11 firms for FY2022. This translates to a 122% achievement against the annual target.</p> <p>Five firms, namely Agricola Kwenda, Conservare A &amp; S, Lda, Gest Agro, Lda,</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>Jomdelfis Empreendimentos, Lda, and S.P.P.F.A - Kapata, Lda were verified as suppliers.</p> <p>One firm, Baobab Angola, was included in the Fair &amp; Square LookBook.</p>
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 firms	0 firms	2 firms	2 firms	4 firms	80%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target of five non-agricultural firms, and a target of one firm for Q3. However, in Q3, two non-agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of four firms for FY2022. This translates to an 80% achievement against the annual target.</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												Beverages Comercio e Indstrio Lda and Convio Lda were verified as suppliers on the ATP.
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	12 individuals	7 individuals	2 individuals	16 individuals	25 individuals	208%	Achieved	In FY2022, the USAID TradeHub set an annual target of 12 individuals from agricultural firms applying improved management practices or technologies and a target of two individuals were set for Q3. In Q3, 16 individuals reported applying improved organization-level technologies or management practices, which contributes to a cumulative total of 25 individuals for FY2022. This translates to 208% achievement against the annual target.	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ul style="list-style-type: none"> <li>- Five individuals were onboarded onto the ATP platform and verified as suppliers.</li> <li>- Two individuals were included in the SWIFT LookBook.</li> <li>- Eight individuals were registered on Netcampus Digital Financial Learning Solution.</li> </ul>
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies with USG assistance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	7 individuals	0 individuals	8 individuals	2 individuals	10 individuals	143%	Achieved	In FY2022, the USAID TradeHub set an annual target of seven individuals from non-agricultural firms applying improved management practices or technologies, and a	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>target of one individual for Q3. In this quarter, two individuals from non-agricultural firms applied improved organization-level technologies or management practices, which contributes to a cumulative total of 10 individuals for FY2022. This translates to 143% achievement against the annual target.</p> <p>Two individuals were onboarded onto the ATP platform and verified as suppliers.</p>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	22 deals  10 deals-Region- SA  12-AGOA	0 deals  0 deals: Region-SA	0 deals  0 deals: Region-SA	12 deals  2 deals	12 deals  2 deals	55%  20%	Not Achieved	The FY2022 annual target for this indicator was set at 22 deals and four deals for Q3. A total of 12 deals were facilitated in	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
					0 deals: AGOA	0 deals: AGOA	10 deals	10 deals: AGOA	83%		<p>this quarter reaching a cumulative total of 12 export deals facilitated at end of Q3, which is a 55% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target for two deals was set, and in this quarter two deals were facilitated. The two deals were facilitated by Catalyze for Foodcare, Lda.</p> <p><b>Region to U.S.:</b> In Q3, a target for two deal was set, and in this quarter 10 deals were facilitated. Following the support from the USAID TradeHub for Foodcare, Lda to participated in the SFF 2022 Show, deals were made</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												with 10 U.S. based buyers.
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output:</b> 2.1	8 deals	3 deals	8 deals	0 deals	11 deals	138%	Achieved	The FY2022 annual target for this indicator was set at eight deals and a target of three deals were set for Q3. There was no deal facilitated this quarter, however the annual target was surpassed in Q2 contributing to a 138% cumulative achievement.	
16	Number of firms receiving USG funded technical assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	45 firms	7 firms	4 firms	10 firms	21 firms	47%	Not Achieved	The FY2022 annual target for this indicator was set at 45 firms, with a Q3 target of nine firms. In Q3, a total of 10 firms received USG funded technical assistance, with a cumulative total of 21 firms to date, which translates to 47% achievement.  Some of the examples for technical support to	



	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>the firms are as follows:</p> <ul style="list-style-type: none"> <li>• Participation in the AWIEF Masterclass,</li> <li>• Participation in the SFF 2022 Show,</li> <li>• Support with meeting market entry requirements , and</li> <li>• Participation in the Regional Trade and Investment Service Providers Forum, and presentation by USAID TradeHub on its mandate.</li> </ul>
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	60 individuals	17 individuals	9 individuals	16 individuals	42 individuals	70%	Not Achieved	<ul style="list-style-type: none"> <li>• In FY2022, the USAID TradeHub set an annual target of 60 individuals receiving USG funded</li> </ul>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
											<p>technical assistance, with a Q3 target of 12 individuals. In Q3, 16 individuals participated in USG assisted trade and investment related programs, which contributes to a cumulative total of 42 individuals, translating to 70% achievement of the annual target.</p> <ul style="list-style-type: none"> <li>The individuals reported participating in USG assisted trade and investment</li> </ul>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>related programs as follows:</p> <ul style="list-style-type: none"> <li>• Participation in the AWIEF Masterclass,</li> <li>• Participation in the SFF 2022 Show in New York,</li> <li>• Support with attaining market entry requirements</li> <li>• Participation in the Regional Trade and Investment Service Providers Forum event and presentation by USAID TradeHub on its mandate.</li> </ul>
18	Number of PPPs formed with hub assistance	Quarterly		3 PPPs	0 PPPs	1 PPP	0 PPPs	1 PPP	33%	Not Achieved	In FY2022, the USAID TradeHub set an annual target of three Private Public Partnership	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
											(PPPs), with a target of one PPP for Q3. In Q3, no PPP was formed. However, relations with existing the PPP were maintained.

## ANNEX 2: BOTSWANA COUNTRY UPDATE

In Q3, the three buyer-focused trade promotion service providers (TPSPs), Swaziland Fair Trade (SWIFT), now Fair & Square, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for Botswana-based exporters. Fair & Square finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled four Botswana firms to connect with potential buyers in subsequent one-on-one meetings. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present five Botswana suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Botswana firms Donkey Milk Industries, DLG Naturals, Maungo Craft, and Nubian Seed to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). As of the end of Q3, a total of 29 deals were facilitated by these three TPSPs.

In Q3, four Botswana Investment Memoranda (IMs) with a value of \$4.97 million were under assessment by two contracted USAID TradeHub capital providers and 12 independent capital providers. These transactions are at various stages of evaluation. Overall, out of the four IMs, three firms are still under assessment by capital providers. These firms are DLG Naturals, OFMB, and Arona Natural Foods. This translates to six deal assessments still in play, and seven declines by capital providers. The capital provider, Sevest Capital, approved three applications for funding and presented term sheet offers to the capital seekers, namely DLG Naturals, Organic Fertilizer Manufacturers Botswana (OFMB), and Arona Natural Food, which will be negotiated in Q4. Arona Natural Foods had a second term sheet offer by Go-Getta but declined the offer due to disagreement over terms and conditions. One of the terms sheets between DLG Naturals and Sevest was under advanced negotiation as of June 30, 2022. The finance deal under negotiation, valued at \$15,421 to DLG Naturals, is to inject cash into the business necessary to prepare for and fulfil a significant export order of marula oil. This marks a breakthrough given the innovative nature and terms of the product for Sevest.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), supported 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. The 38 firms were a 52 percent increase over the 25 firms that the USAID TradeHub supported to exhibit in the 2019 SFF Show, the last time firms participated physically at the Show. To prepare the Southern African firms for participation in SFF Show 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Representing six Botswana-based firms was Botswana Investment and Trade Centre (BITC) and the Natural Products Association of Botswana (NPAB). Exhibitors from Botswana reported about 13 leads generated from the show.

On June 29, 2022, the USAID TradeHub supported the Botswana African Growth and Opportunity Act (AGOA) Steering Committee and key entities on this committee – the Ministry of Trade and Industry (MTI), (formerly Ministry of Investment, Trade and Industry (MITI) and the American Business Council – to review the implementation of the country's AGOA Masterplan. The review followed a workshop on February 16-17, 2022, to plot implementation of the AGOA Masterplan in the priority sectors of natural products, leather and leather goods, textiles and apparel, and jewelry. The USAID TradeHub again supported the institutions to organize and co-host the June 29 review meeting, attended by 34 people (31 in-person, three virtual) from the public and private sectors.

They reviewed the actual status of implementation and actions agreed upon to accelerate implementation as needed. The workshop resulted in consensus on the current status of implementation for the four targeted sectors, and on follow-up work that is required.

## **LESSONS LEARNED**

- Reappointing buyer-focused TPSPs, such as Fair & Square, Catalyze, and South African Trade Promotions, has enabled these actors to build on past experience and lessons learned. The use of these TPSPs and independent market experts in specific sectors has proven to be highly effective in facilitating deals.
- In Q3, attention has continued to be paid to how firms are selected for cost-sharing support for label review, product testing, and certification. Applicants are scrutinized with regard to their readiness to undergo these procedures, considering that the USAID TradeHub plans to conclude its involvement in such activities by June 30, 2022. The USAID TradeHub has engaged the certification bodies and other service providers to emphasize this approaching deadline. The requirements for determining readiness were increased to reduce the possibility of firms subsequently needing to delay audits to address non-conformities.
- The USAID TradeHub partnership with BITC has been invaluable both for recruiting new firms to USAID TradeHub-related activities, and in laying the groundwork for the longer-term sustainability of these activities. The partnership has focused on supporting e-commerce opportunities through listing Botswana companies on Amazon (with assistance from Albert Scott LLC), and on facilitating trade-enhancing services, such as certifications, product testing and product registration. Botswana was able to support 15 firms with listing on e-commerce platforms in the United States and South Africa, and 12 firms with trade-enhancing services to meet market-entry requirements. This far exceeds the annual target of six firms. Meanwhile, the USAID TradeHub has been transferring resources and responsibilities to organizations such as BITC, fostering longer-term sustainability.
- The Botswana AGOA Steering Committee has made significant strides developing the country's AGOA Export Masterplan, engaging stakeholders in a workshop to establish partnerships for implementation of this plan. A follow-up workshop, on June 29, 2022, to track implementation was initiated by the private sector through the American Business Council in partnership with MTI. This initiative bodes well for ongoing implementation of the plan.
- High-impact deals involving small and medium enterprises (SMEs) require considerable time to raise capital. These enterprises often struggle to find favor with capital providers because of small deal size, irregular revenue streams, and low upfront equity contributions by owners. To ease this problem, the USAID TradeHub has tried to build up the revenue and cash flow streams of SMEs to support loan repayments by linking SMEs with credible buyers to support trade finance or purchase-order finance. SMEs require structured products that support their funding requirements. The finance and investment ecosystem tools and processes supported by the USAID TradeHub need time to mature to support the development of SME funding.

## **BOTSWANA ANNUAL PERFORMANCE SURVEY SUMMARY**

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on improved business performance, jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, and

other significant changes. A total of 10 firms from Botswana (seven agricultural, three non-agricultural) participated in the survey.

## Outcomes

### Improved management practices and technology adoption:

- **All 10 firms surveyed acknowledged technical support provided by the USAID TradeHub.** Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshow, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- **All the firms surveyed indicated they applied improved management practices, while three indicated they applied improved technology.**
- My Organic Home said they contracted a company for product registration of Guano Boost products in the United States.
- Donkey Milk said they are working with Albert Scott LLC on selling through Amazon. The firm also acquired product testing certifications and improved financial procedures.
- Kalahari Honey said participation in the 2022 SFF Show gave the firm contacts with buyers, and enhanced their knowledge of requirements for label review.
- Maungo Craft said Hazard Analysis and Critical Control Point (HACCP) certification improved production, inventory and sales management, and that listing on Amazon created an alternative avenue for sales.
- Organic Naturals Skincare said it underwent product testing, and that its manufacturing laboratory is being upgraded.
- DLG Naturals said it is developing videos for marketing purposes through Catalyze.

These activities generally broadened the market locally, regionally, and internationally, while listing on Amazon raised the profile of firms and enhanced their credibility. Product registrations, meanwhile, resulted in significantly improved sales, according to respondents.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. All 10 respondents reported improved business performance. Areas of improvement included U.S. sales, U.S. product registrations, branding and website design, quality control, adherence to good manufacturing practices, market linkages, and product positioning.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. Of the 10 firms surveyed, all firms reported that they were either lucrative, profitable, or able to cover operating costs. This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

The following factors were cited as strategies put in place to maintain profitability: improving export sales, expanding product ranges, and obtaining financing.

### Local capacity development – gender equality and youth opportunity:

- The survey also assessed opportunities created for women and youth in the workplace and community. All 10 firms said they have had a positive impact for women.
- Maungo Craft said all its staff members except one are women, and about 60 percent of these women are youth.

- Two firms, Kalahari Honey and MK Foods, said they buy raw material from women-owned firms. MK Foods also said most of its employees and harvesters are youth.
- Guano Boost said it hired women in its manufacturing plant, and that most of the users of its products are women farmers.
- One firm said that 80 percent of its harvesters and employees are women, and a large percentage of these women are elderly.
- Another firm said women hold key positions in the company's factory operations.

**Local capacity development – job creation:** The 10 surveyed firms said that in FY2022 they created **no direct jobs and 1,084 indirect jobs**. Most of the indirect jobs were among harvesters and suppliers.

**Local capacity development – finance, investment, and commitments attracted**

- The USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Botswana, the survey indicated **that none of the 10 firms surveyed managed to attract outside financing or investment**.

**Other significant changes:** Firms indicated improvements through USAID TradeHub support in registering products for the U.S. market, product testing, e-commerce exposure, and HACCP certification.

- Just Ginger Beverages said it developed an affordable product range to target its niche market.
- One firm said they had assigned an employee to take charge of rebranding issues established with support from NONZĒRO Africa.
- One firm mentioned that working with Ontdek informed them of market requirements, expanding their sales options.

**Challenges:** Asked about challenges they faced during the year, firms mentioned difficulty finding a suitable service provider for U.S. product registration, struggles accessing financing, high agricultural marketing-board prices, and complications with acquiring safety-valuation certification.

**Impact of COVID-19:** Difficulties cited as stemming from the epidemic included the inability to attend physical trade events, low sales caused by lockdown restrictions, and challenges with accessing raw materials. On the other hand, a few firms said they increased sales during this period.

**Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Actively retaining products in the U.S. market.
- Establishing new markets for exporting green mung beans.
- Increasing export linkages.
- Getting Maungo Craft products into the United States, South Africa, and Australia.
- Increasing international orders for marula oil.
- Developing new products from marula pulp (such as jams and beverages).
- Opening new production facilities for food and cosmetic products.
- Attaining food-safety certification for new food products, and exporting these to the United States and South Africa.



## **OBJECTIVE 1: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY 1.1: SUPPORT NATIONAL TPSPs TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED EXPORTERS AND SOUTH AFRICA BUYERS**

#### Planned Activities:

From Q1 to Q3, follow up on the existing deal pipeline to focus on those deals that are likely to close, and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022.

*The milestones under this activity were completed in Q3.*

Summary: Following the reappointment of three buyer-focused TPSPs (Fair & Square, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Botswana-based exporters. In Q3, Fair & Square finalized the creation of two new LookBooks for natural cosmetics and food, and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating from Botswana in the new LookBooks are Blue Pride, Maungo Craft, and Organic Naturals Skincare. Fair & Square also created a product catalog for Blue Pride.

Additionally, Fair & Square held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms.

Beginning in Q2 and ending in Q3, Fair & Square facilitated three buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. Between March 28 and April 11, 2022, Fair & Square, in partnership with the USAID TradeHub, hosted the three virtual buyer missions that enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business (B2B) linkages that have been fine-tuned by the USAID TradeHub since FY2020. The USAID TradeHub and Fair & Square are now supporting the export firms with price negotiations and logistical arrangements as they undertake discussions with potential buyers from the buyer missions. For the engagements among natural cosmetics and food firms, two LookBooks were shared with 12 South African buyers to match them with suppliers for one-on-one meetings.

Utilizing these different approaches in Botswana, Fair & Square facilitated over 30 linkages between Botswana suppliers and prospective buyers. Of these, Gantsi Craft has sent a pilot order of painted ostrich eggshells to HomeGoods (United States), and pricing is being negotiated. Chobe Basket Weavers Cooperative Union is in price negotiations with Montebello Designs (South Africa), and Travel for Impact's catalog has been shared with Montebello Designs.

Following the reappointment of Catalyze (a South African based buyer focused TPSP) in Q2, over 100 applications were received from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping into the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Botswana, Blue Pride, The Bulb World, Flotek, DLG Naturals, and Organic Fertilizer Manufacturers Botswana (OFMB) were chosen to benefit from the Engage Trade Africa support offered by Catalyze. Five introductory meetings between Botswana suppliers and South African buyers were concluded in Q3. The Bulb World met with Build It and Mesmerize Lighting, and the company has been requested to share samples with Build It. Flotek has provided samples and a demonstration to Build It, Flotek held an introductory meeting with Mesmerize Lighting, and DLG Naturals held an introductory meeting with Soaring Free Superfoods (a food and cosmetics ingredients buyer).

In Q3, South African Trade Promotions, also a buyer-facing TPSP based in South Africa supported by the USAID TradeHub, assisted the Botswana firms Donkey Milk Industries, DLG Naturals, Maungo Craft, and Nubian Seed to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>).

In Q3, the USAID TradeHub continued to support Chloride Exide with market linkages, specifically through the appointment of a specialist with knowledge of the battery market in South Africa. Various introductions to prospective buyers are being pursued and will be detailed in Q4.

On April 11, 2022, OFMB sent a truckload of organic fertilizer weighing 34 metric tons and valued at \$15,000 to Medcom, a South Africa-based buyer. In 2020, the USAID TradeHub began supporting OFMB to engage with Medcom, and the April shipment marks OFMB's eighth consignment to Medcom since that time. The USAID TradeHub has provided technical and logistical support to OFMB to export to South Africa, including support on product registration and certification. Most of the firm's products are organically certified, a designation increasingly important to meet customer demand. For OFMB, accessing regional export markets (in particular, South Africa) is vital to business growth, as the local Botswana market is limited. To further assist the firm, the USAID TradeHub is supporting product registration in the United States for OFMB as a subsidiary of Guanoboost, a South African agricultural input manufacturer. The next steps include continued market-access development for OFMB through the TPSP Catalyze, and support for a potential trade-finance deal between the capital provider Sevest Capital and the buyer Medcom. In Q3, the USAID TradeHub also appointed an expert to assist OFMB with market development in South Africa. Following the assignment OFMB is renegotiating its distribution agreement with Medcom to provide clearing performance targets. OFMB is also pursuing listing in Power Build stores and providing products as part of Foundation for Farming smallholder farmer starter packs. The work helps to optimize OFMB's existing buyer relationships while identify new market prospects.

In Q3, the USAID TradeHub continued to advance e-commerce opportunities in South Africa, following a December 2021 webinar hosted by the USAID TradeHub titled "Selling in South Africa via E-Commerce," in collaboration with the South Africa-based e-commerce management companies Enter Africa, Legalese, and E-commerce Forum Africa. Following the webinar, six Botswana-based firms (Shedol Group, Premier Clothing, Impact Fund, Glam Collections, Lebang Setso, and Nubian Seed) applied for technical assistance to work with Enter Africa or eComplete to list on South African business-to-consumer platforms, such as Takealot.com, Makro, and Superbalist. This approach builds off the USAID TradeHub's experience of listing firms on Amazon with support from Albert Scott, and enables firms to test the South African market in a relatively low-risk manner.

On May 12, 2022, products from a Botswana-based cosmetic producer, Organic Naturals Skincare, went live for sale on Takealot, a popular South African e-commerce platform. In March 2022, Organic Naturals Skincare had shipped 300 units of cosmetics products valued at \$4,200 to South Africa through the e-commerce management firm Enter Africa, which in turn, facilitated distribution to Takealot. The listing on Takealot follows support from the USAID TradeHub, initially by linking the supplier to Enter Africa through a webinar in December 2021 on exporting to South Africa via e-commerce. Following the linkage, in January 2022, the USAID TradeHub paid 60 percent of the cost of testing nine of Organic Naturals Skincare's products, with the cosmetics firm covering the balance. The testing was for product safety, quality, and label compliance, and its successful completion positioned the firm to sell regionally, with a focus on South Africa. The Takealot listing is a significant achievement, as South Africa presents a large market beyond Botswana. Meanwhile, Enter Africa is pursuing the possible distribution of the firm's products on other South African e-commerce platforms, such as Loot, Zando, 1 Day Only, and Makro.

Aside from facilitating deals through TPSPs, the USAID TradeHub also continues to make direct introductions to South African buyers where possible. On May 20, 2022, the USAID TradeHub introduced Pecus, a Botswana company producing mineral blocks (such as salt licks) for animals to Noord-Wes Kooperasie (NWK) in South Africa. Similarly, the USAID TradeHub acted as a matchmaker between the Pandamatenga Farmers Association and the South African Cereal and Oilseed Traders Association (SACOTA), to help identify commodity traders in South Africa as prospective buyers. Two South African-based commodity traders (Condito Agri Services and Brisen Commodities) have since been linked to the Pandamatenga Farmers Association to explore opportunities. The commodity traders are interested in sunflower seeds, white sorghum, and red sorghum. A large producer of non-genetically-modified soya in the Pandamatenga farming area has also been linked to two South Africa-based oil-processing companies. Aside from the linkages made, the USAID TradeHub also provided organizational development advice to the newly appointed CEO of the Pandamatenga Farmers Association on lobbying for better sorghum prices from the Botswana Agricultural Marketing Board using South African based market information.

On June 23, 2022, Catalyze reported linkages between two large South African-based retailers (Build It and Spar) and two Botswana-based companies looking to export, namely The Bulb World, a producer of lightbulbs, and Flotek, a producer of pipes and fittings. The linkage enables the potential stocking of The Bulb World and Flotek products in Build It's 600-plus stores and Spar Group's 1,800-plus stores across South Africa. The Bulb World first met virtually with Build It on May 12, 2022 and shared its catalog. On June 22, 2022, The Bulb World executives went on a tour of Build It stores in Johannesburg, South Africa, to see the company's lighting ranges, and discuss details of a possible deal. Catalyze also introduced Flotek to Build It, and the parties held a virtual meeting on June 2, 2022, at which they agreed to a face-to-face meeting that is to include a demonstration and sharing of samples.

In Q1-Q3, 42 deals were facilitated against an annual target of 10 deals, and \$11,681,574.00 in export sales to South Africa were recorded by Botswana firms.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

From Q1 to Q3, facilitate partnerships between BITC, Business Botswana, and trade-enhancing bodies, such as certification bodies, testing laboratories, and other service providers, to support export firms with certifications, including cost-share support where possible.

*The milestone under this activity were completed in Q3.*

Summary: In Q3, the USAID TradeHub made significant progress with advancing trade-enhancing services, both building off its own work and deepening its partnership with BITC to foster the project's sustainability. Fourteen firms received support with various trade-enhancing services to enter the South African market against an annual target of four. Services supported included those focused on certification, product testing, product registration, marketing-collateral enhancement, and e-commerce listing.

The USAID TradeHub worked with BITC to support DiTec Mobile with product registration (Independent Communication Authority of South Africa certification), to meet South African market entry requirements. The USAID TradeHub provided cost-share support of 60 percent of the associated fees, with BITC covering the balance. The USAID TradeHub also supported OFMB with organic certification, Maungo Craft with a Hazard Analysis and Critical Control Point (HACCP) audit, and Donkey Milk Industries with product testing to meet South African requirements.

As of June 10, 2022, OFMB passed the annual assessment and therefore retained its organic certification for a total of six organic fertilizer products. The assessment was supported by the USAID TradeHub, through cost-share support of 60 percent for OFMB to retain the certificate. The balance of 40 percent was covered by OFMB. Retaining this vital organic certification enables OFMB to continue to export organically certified fertilizers to South Africa and other markets in the region. The assessment was undertaken by South Africa based organic and rainforest alliance certifier Ecocert, while the balance of 40 percent was covered by BITC. With the retained organic certification status in hand, OFMB can continue charging premium values for their certified products.

In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO Africa to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. On May 13, 2022, Just Ginger, a Botswana beverage firm, completed its marketing upgrade under NONZĒRO Africa. The USAID TradeHub covered 60 percent of NONZĒRO's costs, while Just Ginger covered the remaining 40 percent. To enhance Just Ginger's branding and social media marketing, NONZĒRO developed a comprehensive style guide, a social media content strategy, social media templates, and branded label templates. These marketing tools aim to enable Just Ginger to present a compelling brand, promote its business more effectively on social media, and advance its digital presence with South African and U.S. buyers. In Q3, the American Business Council (ABC) also received support from NONZĒRO with updating its marketing collateral.

In terms of listing on South African e-commerce platforms, eight Botswana firms were assisted with linkages to Enter Africa and eComplete (two in Q2 and six in Q3). Shedol Group, Premier Clothing, Impact Fund, Glam Collections, Lebang Setso, and Nubian Seed are receiving cost-share support for their listing.

In Q3, two virtual buyer missions hosted by Fair & Square took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Botswana, Gantsi Craft exhibited, and there was also interest in Botswana basketry (Chobe Basket Weavers Cooperative Union, Women in Business Association, and Travel for Impact).

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER AND MANAGEMENT MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1-Q3, facilitate peer learning and sharing of best practices for TPSPs (including TIPAs) and BMOs in the region through ongoing support to the established regional forum.
- In Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations (BMOs) in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion (TIP) in 2021, the May event was coordinated by TPSPs, who are also preparing for future events, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners and firms to share lessons for Botswana firms. From Botswana, OFMB is being featured in the next round of success stories, which will be finalized and disseminated in Q4.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From Botswana, BITC, NPAB, Maungo Crafts, and OFMB were featured. The videos will be finalized in Q4 and disseminated widely to share lessons for Botswana trade promotion actors.

## OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION

### ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISORS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE

#### Planned Activities:

- From Q1 to Q3, support transaction advisors (Sebvest Capital, and Nations Capital,) to conclude IM for funding applications with USAID TradeHub appointed capital providers (Sebvest Capital, and Neu Capital Africa) toward deal closure.
- From Q1 to Q3, complete due diligence and close gaps where needed to complete IM for funding applications.
- From Q1 to Q3, introduce capital seekers to new capital providers to raise capital, if Sebvest Capital and Neu Capital Africa are unable to provide funding.
- From Q1 to Q3, pursue technology transfer opportunities and facilitate South African firms relocating to Botswana which are emerging under the current deal pipeline.

*The milestones under this activity were not completed as at the end of Q3, but ongoing work to close finance and investment deals is underway with three terms sheets offers with deal closure being pursued in Q4.*

Summary: In Q3, four Botswana IMs with a value of \$4.97 million were under assessment by two contracted USAID TradeHub capital providers and 12 independent capital providers. These transactions are at various stages of evaluation. Overall, out of the four IMs, three firms are still under assessment by capital providers (DLG Naturals, OFMB, and Arona Natural Foods). This translates to six deal assessments still in play, seven declines by capital providers. The capital provider, Sebvest Capital, approved three applications for funding and presented term sheet offers to the capital seekers, namely DLG Naturals, OFMB, and Arona Natural Food, which will be negotiated in Q4. Arona Natural Foods had a second term sheet offer by GoGetta but declined the offer due to disagreement over terms and conditions. One of the terms sheets is going through a negotiation process between DLG Naturals and Sebvest. As such, [REDACTED] is likely to be lent to DLG Naturals to inject cash into the business necessary to prepare for and fulfil a significant export order of marula oil. This marks a breakthrough given the innovative nature and terms of the product for Sebvest. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible. During Q1-Q3, there have been a total of 15 deal facilitations against a target of eight.

Typical reasons for deal declines by capital providers were insufficient immediate free cash flow, irregular forecasted cash flow growth, and inadequate upfront owner equity in the deal application. Declines by capital seekers were mostly due to dissatisfaction with proposed terms and conditions.

The USAID TradeHub continues to work with additional firms looking to raise capital that are engaging with the USAID TradeHub on an informal basis. One of these is Guanoboost, a South African fertilizer-additive producer that has established a business operation in Botswana known as My Organic Home, which will expand its South Africa operations to produce liquid organic fertilizer in conjunction with OFMB. To date, Guanoboost has invested \$70,000 in Botswana.

In Q1-Q3, the USAID TradeHub has supported 25 USG in-kind commitments to the value of \$214,160 against a target of six to the value of \$15,000. This achievement was partly made possible by the partnership with BITC that supported the recruitment, advice and co-financing of Botswana exporters for some of the investments.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (SEBVEST ATP, NEU CAPITAL AFRICA) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will appoint a specialist platform business development service firm to support recruitment of firms and individuals onto the African Trade Platform (ATP).
- From Q1 to Q3, facilitate verification of registered suppliers on the ATP so that they can fully trade and access finance on the platform.
- From Q1 to Q3, facilitate learner registration on the revised Netcampus digital financial learning management system for learner module completion.
- From Q1 to Q3, establish an incentive mechanism to draw in a variety of ecosystem facilitation players to participate fully on the ATP.

*The incentive mechanism milestones under this activity were not completed as at the end of Q3. All four grant milestones are on track to be completed by July 15, 2022. ATP registrations also fell short of the target and will be concluded in Q4.*

Summary: In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sevest Capital. Sevest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for export firms. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 firms from all nine USAID TradeHub-focused countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 firms, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. From Botswana, nine firms participated, including Selawe Poultry, Target Meat Industries, and Nutria (Pty) Limited. The next steps involve the trained export firm's being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs, in support of the sustainability program that the USAID TradeHub seeks to establish with its FSP partners.



Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has made these 18 modules from available in English and Portuguese.

Regarding ATP, in Q3, the USAID TradeHub supported the registration of three additional Botswana export firms on the ATP to a total of six. All six have been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and through promotion of the ATP by Business Botswana and NPAB, two TPSPs registered on the ATP to facilitate trades from Botswana. This brings to six the total of verified users from Botswana on the ATP, against a target of eight.

The USAID TradeHub also assisted with registering a further 11 new learners on the Netcampus platform for training on financial and business literacy. This activity was also supported by Business Botswana and NPAB. This takes the total number of registered learners from Botswana in FY2022 to 26 against a target of 20.

In Q3, the USAID TradeHub also supported the Pandamatenga Farmers Association to become an ATP facilitator to help recruit agricultural firms from the Pandamatenga farming area to the platform. These registrations will be pursued in Q4.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER AND MANAGEMENT MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1 to Q3, document three case studies/knowledge products to enforce an understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight: 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant trade promotion actors.



## **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY AND PROVIDE CAPACITY-BUILDING OF AGOA NATIONAL STEERING COMMITTEES**

#### Planned Activities:

- From Q1 to Q3, support the AGOA Utilization Strategy implementation by providing advice and training to and in collaboration with AGOA Sub-Committees and/or Secretariat.
- From Q2-Q3, facilitate a regional peer learning event focusing on exporting to the United States under AGOA.

*The milestones under this activity were completed in Q3.*

Summary: On June 29, 2022, the AGOA Steering Committee hosted a workshop on progress with implementation of the country's AGOA Export Masterplan. The USAID TradeHub supported the AGOA Steering Committee to organize and co-host the event, which was attended by 34 representatives of Botswana's four AGOA priority sectors. The workshop follows an event held in February 2022, where plans were developed for advancing exports in leather and leather products, textiles and apparel, jewelry, and natural/indigenous products. The June workshop was initiated by the American Business Council and MTI) to follow up on commitments made by private-sector associations and other stakeholders in February, where partners reached an agreement on what each sector can do immediately without support from other parties (e.g., government and other sectors) to execute their sector's implementation plan. The meeting identified key areas for additional follow-up in the coming 9-12 months.

Following the AGOA Regional Peer Learning Event held in Cape Town, South Africa, on March 8-9, 2022, the USAID TradeHub developed a summary video and learning piece for dissemination. The March event in Cape Town was hybrid and thus enabled participants from across the region and the United States to share exporting experiences and lessons. The video and learning piece aimed to capture the essence of the discussions among the 52 on-site and numerous online participants, including representatives of TPSPs, BMOs, AGOA reference groups, and import and export firms. The representatives from Botswana (MTI, NPAB, and DLG Naturals) shared information gained at the March event with members of their country's AGOA Steering Committee at the workshop on June 29, 2022, where the video and learning piece were disseminated.

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO CONTINUE WITH MARKET ENTRY SUPPORT AND FOCUS ON DEAL CLOSURES**

#### Planned Activities:

- From Q1 to Q3, follow up on existing deal pipeline (as it pertains to U.S. exports), to focus on those that are likely to close, and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022.
- From Q1 to Q3, in partnership with TPSPs (U.S. and national), continue to support the implementation of the U.S. market-entry roadmaps, including onboarding U.S. buyers to e-commerce platforms such as the ATP.
- From Q1 to Q3, in collaboration with TPSPs, assist exporters to meet U.S. market-entry requirements (such as FDA registration, certification, product packaging, and labelling), and activation of the products in the U.S. market (natural products and crafts).
- From Q1 to Q2 (carried over to Q3), support virtual participation of regional firms in U.S. virtual/hybrid trade shows and buyer missions, and to virtually link regional export firms and

other value chain actors to buyers to encourage trade. (Led by the South African cluster – six Botswana companies to participate).

- From Q1 to Q3, transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac) (move to TPSPs, away from AGOA Steering Committees) (e.g., ABC, BITC).

*The milestones under this activity were completed in Q3.*

**Summary:** During the week of April 18, 2022, marula hot sauces from a Botswana-based sauce producer, Maungo Craft, went live for sale on the Amazon platform. The USAID TradeHub had supported the export of the firm's products to the United States by providing market-entry guidance and paying the firm's e-commerce management fee of \$5,000 to Albert Scott, a U.S.-based e-commerce management firm and partner of the USAID TradeHub. In February 2022, ahead of the products going live, Maungo Craft sent its first consignment of 600 bottles of marula sauce to the United States under the AGOA facility. The shipment, valued at \$8,000, was marked by a send-off event attended by the USAID/Botswana representative, Anne Dix. To prepare Maungo Craft to meet U.S. market-entry requirements, the USAID TradeHub guided the firm on its compliance with AGOA, provided technical assistance on obtaining a certificate of origin, and advised the firm on U.S.-compliant label reviews. In addition to the support with Amazon, Maungo Craft was represented by the NPAB at the SFF Show in New York City on June 12-14, 2022. Maungo Craft was also supported with a 60-percent cost-share to participate in the Good Food Mercantile show on June 11, 2022, in New York. The support covered 60 percent of the \$1,050 booth fee for exhibiting at the show. The next steps involve the USAID TradeHub continuing to monitor sales on Amazon through Albert Scott, and supporting Maungo Craft with its final audit for HACCP food-safety certification.

Following the introductory session by Albert Scott in February 2022, the USAID TradeHub selected and signed deal notes with 17 regional firms to receive support with listing on Amazon. The pricing models and listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. Botswana firms being supported under this activity are Impact Fund, Blue Pride, and Organic Naturals Skincare.

In Q3, the USAID TradeHub and BITC agreed to support four additional Botswana firms with listing on Amazon through Albert Scott. The following firms are preparing their first consignments: Kalahari Kanvas, Ditec Mobile, Shedol Group, and White Label Fragrances. The USAID TradeHub, in collaboration with BITC, also conducted meetings with Botswana firms to identify those that could best benefit from support on U.S. market-entry requirements, and resolved to assist the following firms: DLG Naturals (organic certification), Shedol Group (FDA label review), and Eagle Medical Industries (FDA registration), with the USAID TradeHub funding 60 percent of the costs and BITC the balance.

In line with this agreement, during the week of June 6-10, 2022, DLG Naturals passed the annual assessment and therefore retained its organic certification for marula oil. The assessment was supported by the USAID TradeHub, who also supported the firm through cost-share support of 60 percent to attain the original certification in February 2021. Retaining this vital organic certification enables DLG Naturals to continue to export organically certified marula oil to the United States. The USAID TradeHub covered 60 percent of costs for the assessment, which was undertaken by South Africa based organic and rainforest alliance certifier Ecocert, while the balance of 40 percent was covered by the TPSP BITC. This development has an important sustainability element, as the USAID TradeHub's partnership and engagement with BITC, which had the two parties collaborating on information sharing webinars and capacity building workshops, has enabled BITC to recognize the value of cost-share support to local firms to overcome market entry barriers. With the retained organic certification status in hand, DLG Naturals, which shipped its third consignment of organic

oils to the United States under AGOA in August 2021, can continue charging premium values for their certified products. The next steps therefore involve the USAID TradeHub supporting DLG Naturals through ongoing market development activities that will enable it to expand its reach into the South African market with support of USAID TradeHub contracted TPSPs Catalyze and NONZêRO Africa. In Q3, DLG Naturals continues to export to the United States with [REDACTED] of reported exports of organically certified marula oil in Q3.

In addition to the trade-enhancing services being provided as part of the BITC partnership, the USAID TradeHub is also assisting Just Ginger with cost-share support to register with the FDA, and My Organic Home (the newly registered Botswana subsidiary of Guanoboo) with support to register its liquid fertilizer product with U.S. authorities.

In all, the USAID TradeHub has supported five Botswana-based firms with meeting U.S.-market-entry requirements and seven firms with listing on Amazon, against an annual target of trade-enhancing services to two firms.

In Q3, the USAID TradeHub provided support to KGK Brands, a newly established jewelry manufacturer. The firm has experience in cutting and polishing diamonds, and started manufacturing finished jewelry in Q3. The USAID TradeHub support focused on advising on the eligibility of jewelry under AGOA, supporting the firm with its application to the Special Economic Zone Authority (SEZA), and advising on the process for securing a certificate of origin.

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted a Market Intelligence Session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for the SFF Show 2022 that took place between June 12-14, 2022, in New York. The USAID TradeHub and SACG-NY have supported the participation of regional firms in the SFF shows in June 2017, 2018, and 2019, where they conducted similar pre-show sessions for the participating firms to gain insights into the U.S. market. South Africa Consul General, Dr. Motumisi Tawana and representative of USAID Southern Africa, Mr. Allan Hackner, presented opening remarks at the June 9, 2022, session. The session had a total of 40 participants, which included export firms and representatives of TPSPs such as South Africa-based TPSP Wesgro, BITC, the ECDC, and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the Market Intelligence Session with SACG-NY who, in turn, ensured the participation of U.S.-based TPSPs and resources persons such as the New York Mayor's Office, SACG, RangeMe, New York City Small Business Services (SBS), and the Standard Bank Group to share insights, experiences, and support services. Through this partnership with SACG-NY, the USAID TradeHub continued capacitating regional TPSPs and firms with information about the U.S. market and resources available for ongoing export efforts to enable them to take full advantage of the SFF show. The session allowed regional TPSPs and exporters to engage with U.S. counterparts and create relationships which can continue after closure of the USAID TradeHub project. The USAID TradeHub supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at the SFF 2022 Show. The USAID TradeHub supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths. NPAB and BITC were in attendance, representing six firms from Botswana (Maungo Craft, Sweet Sensations, SMETCHAR, Kalahari Honey, Divine Morula, and MK Foods). NPAB and BITC were sponsored with one flight each to represent the firms from Botswana but were required to cover their own cost of accommodation, meals, and shipping of samples. As a result of the show, 11 introductions between key buyers and Botswana based suppliers were achieved including: Nataz (Maungo Craft, Smetchar Foods and Kalahari Honey), Salim Hussain (Kalahari Honey), ASG Distributors (Maungo Craft), Adams Hometown Markets (Smetchar), Veronica Dominga (Kalahari Honey), Runamok Maple (Kalahari Honey), Naz HS Ing (Smetchar Foods and MK Foods) and Formaggio Kitchen (Maungo Craft). The USAID TradeHub will continue to support NPAB and BITC to monitor and hand-hold the Botswana exporters with these leads.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under AGOA. On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts, and assisting the firms with the necessary U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Shedol Group, Maungo Craft, and Wild Marula Oil from Botswana.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was exceeded, with participation in the Winter Fancy Food Show, the Summer Fancy Food Show, the Fair & Square handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

The USAID TradeHub has also been working with the Pandamatenga Farmers Association and Ontdek (a U.S. based TPSP) on market development for green mung beans in the United States. Green mung beans are an important ingredient in plant-based foods and meat alternatives. Through Ontdek, a U.S.-based market research company, Tridge, is being consulted/contracted to undertake market research on the potential for green mung beans in the United States. Should this research demonstrate potential, the intention is for the Pandamatenga Farmers Association to explore support from Ontdek with activating these opportunities.

### **ACTIVITY 3.3: ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1 to Q3, support U.S. and national TPSPs to enhance the organization and hosting of in-country annual Exporter Awards to recognize high-performing exporters. (This was handed over to Botswana partners in FY2021, with the USAID TradeHub to provide oversight and advice).
- From Q2-Q3, support TPSPs to organize an awards event in recognition of different areas of excellence that highlight success stories of export to the United States. (Led by the South African cluster).

*The milestones under this activity were not completed as at the end of Q3. Support to country partners to engage with and participate in the Regional Exporters Awards 2022 event, scheduled for July 26, will continue in Q4.*

Summary: In Q3, the USAID TradeHub continued discussions with Grant Thornton on hosting the Botswana Exporter of the Year Awards as part of its industry awards event in November/December 2022. Grant Thornton, along with its partners, BITC and Business Botswana, is committed to including the additional category of Exporter of the Year as part of its existing awards event. Leading up to the event, the USAID TradeHub is sharing with Grant Thornton lessons learned from conducting virtual events across the region.

The USAID TradeHub is in advanced planning of the Regional Exporter Awards, 2022. ECDC, a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will continue to provide ECDC with support to host a successful event, and will cover some costs, such as that of advertisements, the venue, and trophies.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER AND MANAGEMENT MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, facilitate peer learning and sharing of best practices for TPSPs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, two TPSPs, ECDC and ZAM, hosted a webinar of the Trade and Investment Service Providers (TISPs) Forum. The event, supported by the USAID TradeHub, was the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to share their knowledge and cultivate their connections to promote trade and investment activities in Southern Africa, to thereby drive economic growth. At the May webinar, the USAID TradeHub, ECDC, ZAM, BEMA, and PBFA in the United States, delivered presentations to the 88 participants, drawn from TPSPs and business membership organizations from the nine USAID TradeHub target countries. The webinar reinforced key aspects of regional trade and investment, explored challenges of online trade resources, furnished information on how Southern African entities can engage with the PBFA, and promoted regional collaboration among actors in the trade ecosystem. While the USAID TradeHub supported the initial establishment of the forum in 2021, this year the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

Following the forum, on June 15, TPSPs that include Wesgro, ECDC, BITC, and NPAB amongst others participated in session hosted at the South African Consulate General-New York (SACG-NY) offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Botswana firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022 including Botswana's Maungo Craft, and the USAID TradeHub support to get regional firms, including Botswana's Donkey Milk, listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.

**FY2022 Q3 COUNTRY PERFORMANCE TABLE: BOTSWANA**

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
1	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1	\$205,000.00	\$42,818.00	\$5,241.00	\$71,475.60	\$119,534.60	58%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$205,000.00, with a target of \$41,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance for the year to date of \$119,534.60, translating to a 58% achievement against the annual target.</p> <p>The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows, and buyer missions facilitated</p>	
			Objective 3	Region to SA: \$200,000.00	Region to SA: \$42,818.00	Region to SA: \$0	Region to SA: \$70,149.00	Region to SA: \$112,967.00	56%			
				Region to U.S.: AGOA: \$5,000.00	Region to U.S.: AGOA: \$0	Region to U.S.: AGOA: \$5,241.00	Region to U.S.: AGOA: \$1,326.60	Region to U.S.: AGOA: \$6,567.60	131%			
				Region to U.S.: Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$0	Not Applicable			

Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative	
											<p>by the USAID TradeHub.</p> <p>Potential exports expected in Q4 include, OFMB, and Pandamatenga Commercial Farmers Association to South Africa, and My Organic Home to United States.</p> <p><b>Region to SA:</b> In Q3, OFMB exported organic fertilizer to the value of \$70,149.00.</p> <p><b>Region to U.S., AGOA:</b> In Q3, the USAID TradeHub in conjunction with TPSPs (BITC and NPAB) assisted firms to exhibit at the SFF Show 2022 in New York. The following firms exported their samples for the SFF show:</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<ol style="list-style-type: none"> <li>1. Maungo Craft (\$408.00)</li> <li>2. MK Foods (\$84.00)</li> <li>3. Divine Morula (\$143.40)</li> <li>4. Smetchar Foods (\$211.20)</li> <li>5. Kalahari Honey (\$480.00)</li> </ol> <p>This brings the total value for exports to the United States under AGOA for FY2022 Q3 to \$1,326.60.</p> <p><b>Region to U.S., Non-AGOA:</b> No exports were reported in this quarter.</p>
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA  Objective 3: AGOA	\$400,000.00	\$3,011,755.05	\$3,725,813.00	\$4,865,403.00	\$11,602,971.05	2,901%	Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$400,000.00, with a	
			Region to SA: \$325,000.00	Region to S.A.: \$2,994,816.00	Region to S.A.: \$3,721,382.00	Region to S.A.: \$4,852,409.00	Region to S.A.: \$11,568,607.00	3,560%				
			Region-U.S. AGOA: \$75,000	Region to U.S.: AGOA: \$16,939.05	Region to U.S.: AGOA: \$3,931.00	Region to U.S.: AGOA: \$12,994.00	Region to U.S.: AGOA: \$33,864.05	45%				



Indicators	Reporting Frequency	Related Objectives								
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
			Region-U.S. Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$500.00	Region to U.S.: Non - AGOA: \$0	Region to U.S.: Non - AGOA: \$500.00	Not Applicable		<p>target of \$80,000 for Q3.</p> <p>At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$11,602,971.05, translating to a 2,901% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, certification, trade shows, the support of market South African experts and buyer missions facilitated by the USAID TradeHub.</p> <p>The high achievement is attributed to the higher than anticipated performance from</p>

Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative	
											<p>two firms, Chloride Exide and Flotek.</p> <p>Potential exports expected in Q4 to U.S. include DLG Naturals and KGK Jewelry.</p> <p><b>Region-SA:</b> In Q3, Chloride Exide exported automotive batteries to the value of \$446,927.00, Flotek exported PVC pipes to the value of \$4,396,212.00, whilst Donkey Milk and Organic Naturals Skincare exported cosmetics to the value of \$5,000.00 and \$4,270.00 respectively.</p> <p><b>Region-U.S. AGOA:</b> Travel for Impact (Impact Fund) exported hand</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>crafted products to the United States to the value of \$2,600.00 for listing on Amazon with support from the USAID TradeHub. DLG Naturals exported marula oil to the value of \$10,394.00.</p> <p><b>Region to U.S., Non-AGOA:</b> No export reported in Q3.</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1: Region to SA  Objective 2: SA to Region  Objective 3: AGOA	25% of the assisted firms (9 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	28%	28%	28%	Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 10 firms were surveyed with all 10 firms reporting increased profitability or self-sufficiency, translating to 28% achievement.	
4	CBLD-9 Percent of USG-assisted organizations with	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	improved performance			apply and report improved performance								performance which was assessed in Q3. A total of seven agricultural firms were surveyed, and only six qualified to be assessed according to the CBLD-9 standards. All six agricultural firms reported to have improved performance translating to 100% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms expected to apply report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of three non-agricultural firms were surveyed, and all three qualified to be assessed according to the CBLD-9 standards. All three non-agricultural firms reported to have improved performance	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												translating to 100% achievement.
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$0	\$19,208.00	\$5,312.00	\$61,072.00	\$85,592.00	Not Applicable	Not Applicable	<p>An annual target was not set for this indicator. However, in Q3, in-kind USG investments towards business development services, market development services and business certifications were committed to the value of \$61,072 for 10 Botswana firms.</p> <p>In-kind investments in this quarter were as follows:</p> <p><b>U.S. Product Registration:</b> 1. My Organic Home</p> <p><b>Organic Certification:</b> 1. OFMB</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p><b>Market Development Services:</b></p> <ol style="list-style-type: none"> <li>Just Ginger Beverages</li> </ol> <p><b>Summer Food Show:</b></p> <ol style="list-style-type: none"> <li>Divine Marula</li> <li>Kalahari Honey</li> <li>Maungo Craft</li> <li>MK Foods</li> <li>SMETCHAR Foods</li> <li>Sweet Sensations</li> </ol> <p><b>Good Mercantile Trade Show:</b></p> <ol style="list-style-type: none"> <li>Maungo Craft</li> </ol>
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$12,240.00	\$37,722.00	\$47,551.00	\$100,225.00	\$185,498.00	1,516%	Achieved	In FY2022, the USAID TradeHub set an annual target of \$12,240.00 for USG commitments and private sector investment to non-agricultural firms, and a target of \$2,448.00 for Q3 for this indicator. In Q3, USG commitments and	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>private sector investment were leveraged to the value of \$100,255.00, which contributes to a cumulative total of \$185,498.00 for FY2022. This translates to a 1,516% achievement against the annual target.</p> <p>Some of the examples for USG commitments and investment leveraged are:</p> <ol style="list-style-type: none"> <li>1. <b>Amazon Listing</b> (Kalahari Kanvas, Shedol Group and White Label Fragrances)</li> <li>2. <b>Product registration</b> (Ditec Mobile, Eagle Medicals Industries)</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>3. <b>Organic Certification</b> (DLG Naturals)</p> <p>4. <b>Label review</b> (Shedol Group)</p> <p>This over-achievement was partly due to the partnership with BITC to identify and support Botswana exporters to advance export readiness.</p>
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	<p>No deals were concluded in Q3. However, two term sheet offers with agricultural firms were made by Sevest Capital to capital seekers to the value of \$3,521,400. It is anticipated that in Q4 the following deals will be negotiated for deal closure: Organic Fertilizer Manufacturers Botswana, and</p>



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												Arona Natural Foods.
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	No deals were concluded in Q3. However in Q4, DLG Naturals is expected to conclude on a purchase order trade contract being finalized for a trade finance deal valued at \$15, 421, to be financed by Sebvest Capital through the ATP.
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	2 firms	3	2	8	13	650%	Achieved	In FY2022, the USAID TradeHub set an annual target of two agricultural firms, and no targets were set for Q3. However, in Q3, eight agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<p>of 13 firms for FY2022. This translates to a 650% achievement against the annual target.</p> <p>3M Ranching, Agribee Agency and Arona Natural Foods were onboarded onto the ATP platform and were verified as suppliers.</p> <p>Six supported firms exhibited at SFF Show 2022 in New York, namely, Divine Morula, Kalahari Honey, MK Foods, Smetchar Foods, Maungo Craft and Sweet Sensations.</p>	
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	2 firms	4	12	8	24	1,200%	Achieved	In FY2022, the USAID TradeHub set an annual target of two non-agricultural firms, and no targets were set for Q3. However, in Q3,	

Indicators	Reporting Frequency	Related Objectives									Narrative
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets		
assistance [Custom]											<p>eight non-agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 24 firms for FY2022. This translates to a 1,200% achievement against the annual target.</p> <p>Agape Mikoty Ltd. was introduced to the Netcampus digital financial solution and enrolled in the learner modules. The following firms were introduced to the South Africa e-commerce platforms, eComplete and Enter Africa: Glam Collections, Lebang Setso Leather, Nubian Seed,</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>Premier Clothing and Shedol Group.</p> <p>Botswana Exporters and Manufacturers Association (BEMA) and Cupboard Creations were onboarded onto the ATP platform and were verified a facilitator and supplier respectively.</p>
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	2 individuals	3	5	9	17	850%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of two individuals from agricultural firms applying improved management practices or technologies and no targets were set for Q3. In Q3, nine individuals reported applying improved organization-level technologies or management practices, which contributes to a</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<p>cumulative total of 17 individuals for FY2022. This translates to 850% achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <p>Four individuals were onboarded onto the ATP platform, and verified as suppliers.</p> <p>Four individuals were supported to exhibit at the SFA Summer Fancy Food show in New York and one individual was assisted with U.S. product registration that they followed through.</p>	
13	Number of individuals in the non-agriculture	Annually	Output: 1.1, 1.3, 2.1, 2.3,	2 individuals	6	22	14	42	2,100%	Achieved	In FY2022, the USAID TradeHub set an annual target	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
	system who have applied improved management practices or technologies with USG assistance [Custom]		2.6, 2.7, 3.4, 3.5								<p>of two individuals from non-agricultural firms applying improved management practices or technologies, and no target was set for Q3. In this quarter, 14 individuals from non-agricultural firms applied improved organization-level technologies or management practices, which contributes to a cumulative total of 42 individuals for FY2022. This translates to 2,100% achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>I. Assisted with registering on the ATP platform and</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<ul style="list-style-type: none"> <li>being verified as facilitators (Four individuals)</li> <li>2. Introduced to buyers through the Lookbook created by SWIFT. (One individual)</li> <li>3. Five individuals were introduced to South African e-commerce platforms, e-Complete and Enter Africa.</li> </ul>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	13 deals	8	17	39	64	492%	Achieved	The FY2022 annual target for this indicator was set at 13 deals and three deals for Q3. A total of 39 deals were facilitated in this quarter reaching a cumulative total of <b>64</b> export deals facilitated at end of Q3, which is a 492% achievement of the annual target.	
				10 deals: Region - SA	4 deals: Region - SA	15 deals: Region - SA	23 deals: Region - SA	42 deals: Region - SA	420%			
				3 deals: Region to the U.S.	4 deals: Region to the U.S.	2 deals: Region to the U.S.	16 deals: Region to the U.S.	22 deals: Region to the U.S.	733%			

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p><b>Region to SA:</b> In Q3, a target for two deals was set, and in this quarter 23 deals were facilitated.</p> <p>Some of the examples of the deals are as follows:</p> <ol style="list-style-type: none"> <li>1. DLG Naturals (Soaring Free Superfoods)</li> <li>2. Flotek (Build it and Mesmerize Lighting)</li> <li>3. Pecus Botswana (Noordwes Kooperasie)</li> </ol> <p><b>Region to U.S.:</b> In Q3, a target for one deal was set, and in this quarter 16 deals were facilitated. Following the support from the USAID TradeHub for firms to participated in SFF Show 2022, firms from Botswana managed</p>



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												to make deals with U.S. based buyers.
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output:</b> 2.1	2	7	0	0	7	350%	Achieved	The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no deal facilitated this quarter, however the annual target was surpassed in Q1 contributing to a 350% cumulative achievement.	
16	Number of firms receiving USG funded technical assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	10 firms	28	40	15	83	830%	Achieved	The FY2022 annual target for this indicator was set at 10 firms, with a Q3 target of 2 firms. In Q3, a total of 15 firms received USG funded technical assistance, with a cumulative total of 83 firms which translates to 830% achievement.  Some of the examples for technical support to the firms are as	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												follows: participation in the AWIEF Masterclass, participation in the SFF Show 2022, and support with meeting market entry requirements, as well as the participation in the Regional Trade and Investment Service Providers Forum.
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	15 individuals	37	82	34	153	1,020%	Achieved	In FY2022, the USAID TradeHub set an annual target of 15 Individuals receiving USG funded technical assistance, with a Q3 target of three individuals. In Q3, 34 individuals participated in USG assisted trade and investment related programs, which contributes to a cumulative total of 154 individuals, translating to 1,020% achievement of the annual target.	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												The individuals reported participating in USG assisted trade and investment related programs as follows: participation in the AWIEF Masterclass, participation SFF Show in New York, and support with attaining market entry requirements, as well as participation in the Regional Trade and Investment Service Providers Forum event.
18	Number of PPPs formed with hub assistance	Quarterly		0 PPPs	0 PPPs	0 PPPs	0 PPPs	0 PPPs	Not Applicable	Not applicable		There was no annual target for this indicator. However, relations with existing PPPs were maintained.

### ANNEX 3: ESWATINI COUNTRY UPDATE

In Q3, the three buyer-focused TPSPs, SWIFT, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for Eswatini-based exporters. SWIFT finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled four Eswatini-based firms to connect with potential buyers in subsequent one-on-one meetings. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present five Eswatini suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Eswatini firms Eswatini Kitchen, Sdemane Farming, LnL Fresh Produce, Black Mamba Foods, Eswatini Indigenous Products and Motigny Investments to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). As of the end of Q3, a total of 29 deals were facilitated by these three TPSPs.

In Q3, Sevest Capital Partners, one of the contracted capital providers, was able to secure an assurance from the Italian government to guarantee repayments on assets and equipment manufactured by Italian firms, significantly boosting Sevest Capital Partners' risk appetite for asset-based investment opportunities. As a result, three of the four Eswatini firms with IMs namely LnL Fresh Produce, Smiling Through Investments and Eswatini Kitchen have been presented term sheet offers to cover asset finance for \$125,000, \$90,000 and \$300,000 respectively. The various contracted and independent capital providers continue to explore varying solutions to address the firm's long term debt requirements.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Representing Eswatini was Black Mamba Foods. Black Mamba Foods reported five leads generated from the show.

The USAID TradeHub, in partnership with EIPA and Business Eswatini (BE), hosted the second Annual Eswatini Exporters Awards, at Sibane Hotel in Ezulwini on May 18, 2022. The hybrid event was jointly officiated by U.S. Ambassador to Eswatini, H.E. Jeanne Marie Maloney; Minister of Commerce, Industry and Trade [REDACTED] and the Chief Executive Officers (CEOs) of EIPA and BE, [REDACTED] and Mr. [REDACTED] respectively. Thirty-six participants attended the event in-person, with 37 participants joining virtually from Eswatini and South Africa. To assist the trade promotion agencies in hosting the event, the USAID TradeHub supported the design of certificates awarded to winners, created marketing collateral for the event, and provided logistical support including the booking and payment of the venue. BE and EIPA, in turn, advertised the event, invited nominations, and appointed the nominations evaluation committee, consisting of key market actors such as the Ministry of Commerce, Industry and Trade (MCIT) and members of BE and EIPA. Montigny Investments clinched the final award, Overall Best Exporter of the Year, and will represent Eswatini in the Regional Exporters Awards on July 26, 2022, in South Africa.

## LESSONS LEARNED

- Reappointing buyer-focused TPSPs, such as SWIFT, Catalyze, and South African Trade Promotions, has enabled these actors to build on past experience and lessons learned. The use of these TPSPs and independent market experts in specific sectors has proven to be highly effective in facilitating deals.
- In Q3, attention has continued to be paid to how firms are selected for cost-sharing support for label review, product testing, and certification. Applicants are scrutinized with regard to their readiness to undergo these procedures, considering that the USAID TradeHub plans to conclude its involvement in such activities by June 30, 2022. The USAID TradeHub has engaged the certification bodies and other service providers to emphasize this approaching deadline. The requirements for determining readiness were increased to reduce the possibility of firms subsequently needing to delay audits to address non-conformities.
- The USAID TradeHub partnership with Eswatini Investment Promotion Authority (EIPA) has been invaluable both for recruiting new firms to USAID TradeHub-related activities, and in laying the groundwork for the longer-term sustainability of these activities. The partnership has focused on supporting e-commerce opportunities through listing Eswatini companies on Amazon (with assistance from Albert Scott LLC), and on facilitating trade-enhancing services, such as certifications, product testing and product registration. Eswatini was able to support 11 firms with listing on e-commerce platforms in the United States and South Africa this quarter, and five firms with trade-enhancing services to meet market-entry requirements, against the target of six firms. Meanwhile, the USAID TradeHub has been transferring resources and responsibilities to organizations such as EIPA, fostering longer-term sustainability.
- The Eswatini AGOA Steering Committee has made significant strides implementing the country's AGOA Utilization Strategy, engaging stakeholders in a workshop to establish partnerships for implementation of this plan. The capacity building workshop was conducted on June 9, 2022, to track implementation and was initiated by the AGOA Steering Committee through the AGOA Secretariat EIPA supported by the USAID TradeHub. This initiative bodes well for ongoing implementation of the plan.
- High-impact deals involving small and medium enterprises (SMEs) require considerable time to raise capital. These enterprises often struggle to find favor with capital providers because of small deal size, irregular revenue streams, and low upfront equity contributions by owners. To ease this problem, the USAID TradeHub has tried to build up the revenue and cash flow streams of SMEs to support loan repayments by linking SMEs with credible buyers to support trade finance or purchase-order finance. SMEs require structured products that support their funding requirements. The finance and investment ecosystem tools and processes supported by the USAID TradeHub need time to mature to support the development of SME funding.

## ESWATINI ANNUAL PERFORMANCE SUCCESSES: SURVEY SUMMARY

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, improved business performance, and other significant changes. A total of 15 firms from Eswatini (six agricultural, nine non-agricultural) participated in the survey.

## Outcomes

### Improved management practices and technology adoption:

- All 15 surveyed firms acknowledged technical support provided by the USAID TradeHub. Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshows, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- All the firms surveyed indicated they applied improved management practices and improved technology. Enhanced use of online trade platforms and marketing through social media were commonly cited improvements.
- LnL Fresh Produce indicated they improved product packaging and labelling, and acquired a new processing machine.
- Eswatini Kitchen indicated they are rebranding through an FDA label review, and acquired new bottling and labelling machines.
- Smiling Through Investment indicated that to reduce costs they mechanized their production and established a presence on the African Trade Platform.
- Eswatini Indigenous Products indicated they are using social media and digital toolkits to market their products, which has attracted more customers.

According to the survey, use of online applications resulted in firms sourcing more material directly from suppliers, thereby reducing production costs. Enhanced quality control enabled more firms to be audited for certification. And trainings, including those for certification preparation, led to improved production methods and better quality management. Tsandza was linked to the U.S. buyer A Bridge for Africa, and received an order valued at [REDACTED]. Tsandza was also linked to the buyer Old House, and to the Montebello Design Centre in South Africa, from which they have received an order. Swazi Candles, meanwhile, is in the process of shipping a consignment valued at [REDACTED] to the United States through Albert Scott LLC.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. All 15 respondents reported improved business performance. Areas of improvement included product diversification, market expansion, direct sourcing from suppliers, better bottling and labeling technology (new machines), e-commerce listing, shop openings, as well as certification procedures for FDA label review, food-safety management, and *halal* production.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. Of the 15 firms surveyed, all firms reported that they were either lucrative, profitable, or able to cover operating costs. This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

### Local capacity development – gender equality and youth opportunity:

- The survey also assessed opportunities created for women and youth in the workplace and community. All 15 firms said they have had a positive impact for women.
- Smiling Through Investment said it provides food parcels to women's organizations as part of corporate social responsibility, noting that many of the women in these organizations are the main breadwinners of their families.
- Eswatini Indigenous Products said it works with over 2,000 women as suppliers from three different regions.

- Black Mamba, a hot sauce company, said that more than 80 percent of its staff members are women. The company also offers health education programs for women and training in gender-based issues.
- Ngwenya Glass has a new IT department for which they trained a young man in coding and computer use, and more young people are expected to be similarly trained.
- One firm indicated that they engage with 30 rural women who work from home. They also have a factory that runs with 12 permanent staff and they work with elderly women who provide for on average 12 family members each.

**Local capacity development – job creation:** The 15 surveyed firms said that in FY2022 they created 136 direct jobs and 2,400 indirect jobs, most of the latter being among agricultural suppliers.

#### **Local capacity development – finance, investment, and commitments attracted**

- USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Eswatini, the survey indicates that six firms (two Ag, four non-Ag) attracted outside financing or investment.
- Black Mamba received an equity investment from South Africa to the value of [REDACTED].
- Swazi Candles received [REDACTED] from its U.S. partners to compensate for disruptions in the business caused by COVID-19.
- Khokho Collection (a handbag company) received NEST investment from New York to the value of [REDACTED] to cover for COVID-19 disruptions.
- Ngwenya Glass attracted financing of about [REDACTED] from Eswatini International Trade Centre to boost production by getting a Swedish glass specialist to expand the firm's color line.
- NAMBoard attracted investment from the Common Market for Eastern and Southern Africa (COMESA) to fund the Intamukuphila and Mavulandlela Climate Smart Agriculture Project to the value of [REDACTED].
- Tintsaba Crafts received COVID grants from Australia and Germany to the value of [REDACTED].

**Other significant improvements:** Firms indicated improvements through USAID TradeHub support in productivity, diversification of products, e-commerce presence, and access to retailers.

- Tintsaba Crafts received an order from Old House through the SWIFT buyer mission, valued at [REDACTED]. Tintsaba was also invited to open an outlet in the New Imbali shop at Swazi Candles, and another shop was opened in April in the Ngwenya artisan complex.
- Swazi Candles built a new factory and employed an artisan to do hand-painted candles.
- Smiling Through Investment indicated that the global GAP certification they acquired has helped the firm improve production, staff wellness, and safety-compliant use of chemicals.
- Tsandza Weaving launched an online store. They also made sales of [REDACTED] from various exports to the U.S. market.

**Challenges:** Firms, asked about challenges they faced during the year, mentioned the high cost of establishing an online store, and difficulties accessing financing. One firm mentioned that a U.S. firm dropped them to buy from China, which meant that 120 people lost their jobs.

**Impact of COVID-19:** One firm noted that the severe drop in tourism led to its profits falling by 70 percent. Also mentioned as a hindrance during COVID was the difficulty of receiving inputs from farmers, which delayed and reduced production for numerous firms. On the other hand, one firm said it had grown 20 percent during this period, and had acquired an equity investor.

### **Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Reduced production costs.
- Factory enlargements to boost production.
- Decentralization of services and improvement on project information.
- Listing on Amazon.
- Significantly increased staff.

## **OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY I.1: SUPPORT NATIONAL TPSPs TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED NATIONAL EXPORTERS AND SOUTH AFRICA BUYERS**

#### Planned Activities:

- From Q1 to Q3, with partner TPSPs (e.g., BE, EIPA, NAMBoard, ESWADE), the USAID TradeHub will shortlist existing deal pipeline to focus on those which are likely to close and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022 (e.g., Eswatini Kitchen and Black Mamba Foods are in the process of listing in the Pick n Pay supplier development program, and Smiling Through Investments, LnL, and Sdemane Farming have been introduced to Shoprite and Expanding Africa to supply fresh produce).
- From Q1 to Q3, the USAID TradeHub will continue to work with appointed South African-based TPSPs to work with at least one TPSP (e.g., BE, EIPA, NAMBoard, RSTP, ESWADE) in Eswatini to facilitate and close export deals on the ATP as well as the Enter Africa platform.

*The milestones under this activity were completed in Q3.*

Summary: Following the reappointment of three buyer-focused TPSPs (SWIFT, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Eswatini-based exporters. In Q3, SWIFT finalized the creation of two new LookBooks for natural cosmetics and food and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating from Eswatini in the LookBooks are Eswatini Indigenous Products and Black Mamba Foods. SWIFT also created a product catalog for Eswatini Indigenous Products.

Additionally, SWIFT held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms. In all of these three educational webinars five Eswatini firms attended namely Eswatini Indigenous Products, Black Mamba Foods, Golden Hands, D-Tempt and Jo Jo Mnzazi.



On June 6, 2022, SWIFT and ATP conducted an information session for supported firms to familiarize exporters with the opportunities provided by the virtual marketplace. In the quarter, from Eswatini, eight additional firms registered on the ATP, and two of these have been verified.

Starting in Q2 and ending in Q3, SWIFT facilitated three buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. Between March 28 and April 11, 2022, SWIFT, in partnership with the USAID TradeHub, hosted the three virtual buyer missions that enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business linkages that have been fine-tuned by the USAID TradeHub since FY2020. The USAID TradeHub and SWIFT are now supporting the export firms with price negotiations and logistical arrangements as they undertake discussions with potential buyers from the buyer missions. For the engagements among natural cosmetics and food firms, two LookBooks were shared with 12 South African buyers to match them with suppliers for one-on-one meetings. Six meetings were held between Black Mamba Foods and U-Cook, Faithfull to Nature, Food Lover's Market, Yuppie-Chef, Woolworths and True Health.

Utilizing these different approaches in Eswatini, SWIFT facilitated 19 deals. Swazi Candles, Zoggs Design and Amarasti have all received orders from HomeGoods (United States). Amarasti and Tsandza Weaving have received orders from A Bridge for Africa (United States and pricing is being negotiated with Amarasti). Introductions have been made between Black Mamba Foods and Wholefoods Market (United States) Tsandza Weaving has shipped their order to Montebello Designs and Zoggs Design is in price negotiations with Montebello Designs (South Africa). Tsandza Weaving and Tintsaba Crafts have shipped their orders to The Old House (South Africa). Zoggs Designs received an order from African Craft Trust (South Africa). Zoggs Design and Tsandza Weaving received an order from Ashanti Designs (South Africa) and Tsandza Weaving and pricing is being negotiated with Tsandza Weaving.

Following the reappointment of Catalyze (a South African based buyer-focused TPSP) in Q2, over 100 applications were received from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Eswatini, LnL Fresh Produce, Sdemane Farming, Black Mamba Foods, Montigny Investments and Eswatini Indigenous Products were chosen to benefit from the Engage Trade Africa support offered by Catalyze. Ten introductions between Eswatini suppliers and South African buyers were concluded in Q3. Eswatini Indigenous Products met with Aeon Skincare, and the company has shared samples with Aeon Skincare on June 30, 2022. Rush Nutrition held an introductory meeting with Sdemane Farming. Rush Nutrition has confirmed a meeting with LnL Fresh Produce. Sdemane Farming and LnL Fresh Produce to meet with AGT Foods. Dynamic Intertrade is currently reviewing Sdemane Farming, LnL Fresh Produce and Montigny. Hey Gorgeous requested Tea Tree oil samples from Motigny Investments. Black Mamba Foods to meet with Soaring Free Superfoods (a food and cosmetics ingredients buyer).

In Q3, South African Trade Promotions, a buyer-facing TPSP based in South Africa supported by the USAID TradeHub, assisted the Eswatini firms, Eswatini Indigenous Products, Eswatini Kitchen, Black Mamba Foods, Sdemane Farming, LnL Fresh Produce and Smiling Through Investments to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>).

In Q1-Q3, 22 deals were facilitated against an annual target of 10 deals, and \$42,350.00 in export sales to South Africa were recorded by Eswatini firms.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPs TO PROVIDE TRADE-ENHANCING SERVICES TO NATIONAL EXPORTERS**

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will work closely with EIPA, RSTP, ESWADE, NAMBoard, and BE to facilitate partnerships between national TPSPs in targeted Southern African countries and trade-enhancing bodies such as certification bodies, testing laboratories, and other service providers to support export firms in Eswatini with certifications, including cost-share support where possible.
- From Q1 to Q2 (carried over to Q3), the partner TPSPs will support a TPSP (e.g., BE, EIPA, NAMBoard, RSTP, ESWADE) from Eswatini to host a webinar that addresses trade-enhancing services.
- From Q1 to Q2 (carried over to Q3), the USAID TradeHub will support TPSPs EIPA, RSTP, ESWADE, NAMBoard, or BE to conduct a B2B event, buyer mission, or participate in a trade show to secure further linkages with South African buyers, including cost-share support where possible.

*The milestones under this activity were completed in Q3*

Summary: In Q3, the USAID TradeHub made significant progress with advancing trade-enhancing services, both building off its own work and deepening its partnership with the Eswatini Investment Promotion Authority (EIPA) to foster the project's sustainability. Five firms received support with various trade-enhancing services against an annual target of four. Services supported included those focused-on certification, product testing, product registration, marketing-collateral enhancement, and e-commerce listing.

The USAID TradeHub supported Eswatini Indigenous Products for organic certification, Smiling Through and Sdemane Farming for product testing and Black Mamba Foods for nutritional Analysis conducted by Labserve South Africa this will help the firms to meet South African buyer requirements. The USAID TradeHub provided cost-share support of 60 percent of the associated fees, with the firms covering the balance. The USAID TradeHub also supported Eswatini Kitchen for Halaal certification with Eswatini Halaal Institute to meet South African buyer requirements.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Eswatini, Amarasti and Eswatini Indigenous Products exhibited.

On June 7-8, 2022, the USAID TradeHub, in partnership with EIPA conducted an Export Readiness training to capacitate current and potential exporters that aim to tap into the South African and U.S. export markets. The two-day training, which was held at Sibane Hotel, Ezulwini, had a total of 74 participants, 66 in-person attendees and eight virtual participants, including officials from EIPA and TPSPs. The TPSPs included Federation of Eswatini Business Community (FESBC), Youth Chamber of Commerce and Industries Eswatini, SWIFT, Eswatini Water & Agricultural Development Enterprise (ESWADE), Eswatini Leather Association, National Agricultural Marketing Board (NAMBoard), Eswatini Revenue Service (ERS), and Eswatini Standards Authority (SWASA). This training outcomes

were important as it will galvanize firms to increase exports to South Africa and the United States as part of sustainable utilization of AGOA. The USAID TradeHub presenters trained participants on e-commerce platform opportunities, and how to utilize the USAID TradeHub developed Regional Cross-Border Trade Toolkit and the AGOA Export Manual to reach the South Africa and U.S. markets respectively. SWASA also trained participants on standards and the products that need to be audited to be regulatory compliant, while EIPA covered export readiness topics such as Export Stakeholder Analysis, Export Value Chain and Export Business Plan. The USAID TradeHub supported EIPA in planning for the training and provided logistical and technical support to host the event. EIPA advertised the event on its social media pages and mobilized the exporters to attend and to actively participate. The workshop also had an important sustainability as the TPSP partners will continue to host events and provide capacity building to exporters to export according to export requirements.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES.**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will facilitate participation of Eswatini TIPAs (e.g., EIPA, BE, NAMBoard, RSTP, and ESWADE) in peer learning and sharing of best practices for TIPAs and BMOs' established national forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion (TIP) in 2021, the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners and firms to share lessons for Eswatini firms. From Eswatini, Smiling Through Investments is being featured in the next round of success stories, which will be finalized and disseminated in Q4.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From Eswatini, Smiling Through Farming and SWIFT were featured. The videos will be finalized in Q4 and disseminated widely to share lessons for Eswatini trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER THE EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub, with partner TPSPs and BMOs (SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE), will support capital providers (Sebvest, Neu Capital) to conclude deals with USAID TradeHub-supported capital seekers.
- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE) will complete due diligence and close gaps in the existing deal pipeline.
- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE) will introduce capital seekers to new capital providers to raise capital, if Sebvest, and Neu Capital are unable to provide capital.

*This activity is ongoing despite the implementation of project activities coming to an end in Q3. The financial service providers under their sustainability dealings will continue to engage and make efforts towards funding solutions for capital seekers' requirements. Three capital seekers, namely LnL, Smiling Through Investments and Eswatini Kitchen, have been presented with term sheet offers. Discussions and negotiations on these term sheets are expected to continue into Q4 towards deal closure.*

Summary: In Q3, Sebvest Capital Partners, one of the contracted capital providers, was able to secure assurance from the Italian government to guarantee repayments on assets and equipment manufactured by Italian firms. This has significantly boosted Sebvest Capital Partners' risk appetite for the asset based investment opportunities presented. As a result, three of the four Eswatini firms with IMs namely LnL Fresh Produce, Smiling Through Investments and Eswatini Kitchen are in the process of being presented with term sheets offers to cover asset finance for \$125,000, \$90,000 and \$300,000 respectively. However, each of the firms will have to contribute 15% towards the value of the proposed assets finance. The various contracted and independent capital providers are continuing to explore varying solutions to address the firm's other long term debt requirements. Two firms, Eswatini Kitchen and LnL had been declined by all the capital providers but recent receipt of term sheet offers shows that continued efforts by the USAID TradeHub towards the support and improvement of financial services ecosystem are starting to bear fruit as the capital providers find solutions to enhance their offering and risk appetite. Typical reasons for deal declines by capital providers were insufficient immediate free cash flow, irregular forecasted cash flow growth, and inadequate upfront owner equity in the deal application. Declines by capital seekers were mostly due to dissatisfaction with proposed terms and conditions.

The USAID TradeHub has supported 15 USG in-kind commitments to the value of ██████ in FY2022, against a target of six to the value of ██████.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE) to support the digital platforms (ATP, Neu Capital, and Netcampus) on business development to increase recruitment of firms/individuals to the platforms and provision of services.
- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE) will facilitate verification of registered suppliers on the ATP so that they can fully trade on the platform.
- From Q1 to Q3, the USAID TradeHub will facilitate learner registration on the revised Netcampus learning management system.
- From Q1 to Q3, the USAID TradeHub with partner TPSPs and BMOs (SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE) will implement incentive mechanisms to draw in a variety of ecosystem players to participate fully on the ATP.

*The milestones under this activity were completed in Q3.*

Summary: In Q3 the USAID TradeHub continued supporting and improving the financial services ecosystem through its partnership with its financial service providers, and is seeing the start of the bearing of fruit as the capital providers find solutions to enhance their offering and risk appetite.

In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of export firms seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 SMEs from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 SMEs, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs. Two firms

from Eswatini attended the training, which are Du Green Investments (Pty) Ltd and Sinatsisa Lubombo.

In Q3, the USAID TradeHub supported the registration of eight additional Eswatini export firms on the ATP to a total of 21. Six firms have been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and through promotion of the ATP by SWIFT and NAMBoard, two TPSPs registered on the ATP to facilitate trades from Eswatini. This brings to six the total of verified users from Eswatini on the ATP, against a target of eight.

The USAID TradeHub also assisted with registering a further nine new learners on the Netcampus platform for training on financial and business literacy. This activity was also supported by Small Enterprises Development Company (SEDCO). This takes the total number of registered learners from Eswatini in FY2022 to 88 against a target of 20.

In Q3, the USAID TradeHub also supported the NAMBoard to become an ATP facilitator to help recruit agricultural firms from Eswatini to the platform.

Investment memoranda that are live to market remain Eswatini Kitchen, Smiling Through Investments, LNL and Arro-P.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1 to Q3, the USAID TradeHub with TPSPs and BMOs (SWIFT, EIPA, B E, NAMBoard, RSTP, ESWADE) will focus on contributing to documentation of three case studies/knowledge products to reinforce understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant promotion actors.



## **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY AND PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will support AGOA Utilization Strategy implementation by providing advice and training in collaboration with AGOA Sub-Committees and/or secretariat.
- From Q2-Q3, facilitate a national peer learning event focusing on exporting to the United States under AGOA.

*The milestones under this activity were completed in Q3.*

Summary: On April 22, 2022, Black Mamba Foods shipped its second consignment of specialty sauce products to the United States for sale on Amazon. Following Black Mamba Foods' successful Amazon listing on April 16, 2021, the firm shipped its first consignment of products worth \$17,500.00 to Albert Scott to go live for sale on Amazon. Black Mamba successfully sold out all listed products on the platform, prompting their second shipment to Amazon. The continuing exports by Black Mamba to the U.S. market highlight the firm's expansion into the U.S. market, increased U.S.-based networks, and improved engagement on an international e-commerce platform, Amazon, ensuring exports to the United States independent of USAID TradeHub support after the program's closure in September 2022.

Following the introductory session by Albert Scott in February 2022, the USAID TradeHub selected and signed deal notes with 17 regional firms to receive support with listing on Amazon. The pricing models and listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. Eswatini firms being supported under this activity are Eswatini Indigenous Products, Swazi Candles, and Ngwenya Glass.

In addition to the trade-enhancing services being provided to firms, the USAID TradeHub is also assisting Eswatini Kitchen and Eswatini Indigenous Products with cost-share support to register their labels with the FDA,

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted a Market Intelligence Session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for the SFF Show 2022 that took place between June 12-14, 2022, in New York. The USAID TradeHub and SACG-NY have supported the participation of regional firms in the SFF shows in June 2018 and June 2019, where they conducted similar pre-show sessions for the participating firms to gain insights into the U.S. market. South Africa Consul General, Dr. Motumisi Tawana and representative of USAID Southern Africa, Mr. Allan Hackner, presented opening remarks at the June 9, 2022, session. The session had a total of 40 participants, which included export firms and representatives of TPSPs such as South Africa-based Wesgro, the Botswana Investment and Trade Centre (BITC), the Eastern Cape Development Corporation (ECDC), and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the Market Intelligence Session with SACG-NY who, in turn, ensured the participation of U.S.-based TPSPs and resources persons such as the New York Mayor's Office, SACG, RangeMe, New York City Small Business Services (SBS), and the Standard Bank Group to share insights, experiences, and support services. Through this partnership with SACG-NY, the USAID TradeHub continued capacitating regional TPSPs and firms with information about the U.S. market and resources available for ongoing export efforts to enable them to take full advantage of the SFF show. The session allowed regional TPSPs and exporters to engage with U.S. counterparts and create relationships which can continue after closure of the USAID TradeHub

project. In addition to planning and co-hosting the market intelligence session, the USAID TradeHub provided overall logistical and marketing support for export firms from the nine USAID TradeHub target countries to exhibit at the SFF Show.

The USAID TradeHub supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at the SFF 2022 show. The support to the firms started with a market intelligence session, co-hosted by the USAID TradeHub, the SACG-NY, the South African Embassy in Washington, D.C., and Wesgro. The session was presented at SACG-NY, with physical attendance by the 38 regional firms. The USAID TradeHub further supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths but were required to cover their own cost of accommodation, meals, and shipping of samples. From Eswatini, Black Mamba Foods were in attendance.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under the African Growth and Opportunity Act (AGOA). On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts, and assisting the firms with the necessary U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Shedol Group, Maungo Craft, and Wild Marula Oil from Botswana.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was exceeded, with participation in the Winter Fancy Food Show, the Summer Fancy Food Show, the SWIFT handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO CONTINUE WITH MARKET-ENTRY SUPPORT AND FOCUS ON DEAL CLOSURES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub, in partnership with TPSPs (U.S. Registrar Corp, USIA Inc, Ontdek, Albert Scott LLC, Bhavana World Project Specialty Food Association, South Africa Consulate General/New York, SWIFT) and Eswatini TPSPs (EIPA and Business Eswatini) will continue to support the implementation of the U.S. market-entry roadmaps, including onboarding U.S. buyers onto the ATP.
- From Q1 to Q3, the USAID TradeHub, in collaboration with TPSPs (EIPA, Business Eswatini, and SWIFT), will assist exporters to meet U.S. market-entry requirements relating to FDA registration, certification, product packaging and labeling, market activation of products in the U.S. markets.
- From Q1 to Q2 (carried over to Q3), the USAID TradeHub will support virtual participation of national firms such as Black Mamba, Eswatini Kitchen, Ngwenya Glass, and Tintsaba Crafts in U.S. virtual and hybrid trade shows and buyer missions, and to virtually link national export firms and other value chain actors to buyers to encourage trade.
- From Q1 to Q3, the USAID TradeHub will transfer tools, systems, and knowledge to strengthen TPSP (EIPA, Business Eswatini, and SWIFT) business models, adopting



country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac).

*The milestones under this activity were completed in Q3.*

Summary: On April 22, 2022, Black Mamba Foods, an Eswatini-based chili and chili condiments manufacturer, shipped its second consignment of specialty sauce products to the United States for sale on Amazon. The shipment, valued at \$7,980.00, follows support from the USAID Southern Africa Trade and Investment Hub (USAID TradeHub) to list Black Mamba on Amazon and assist the export of their products to the United States under the African Growth Opportunity Act (AGOA). In Fiscal Year (FY) 2020, the USAID TradeHub contracted U.S.-based e-commerce management firm, Albert Scott LLC, to assist Southern African firms such as Black Mamba to access the U.S. market by listing their products on Amazon. Following Black Mamba Foods' successful Amazon listing on April 16, 2021, the firm shipped its first consignment of products worth \$17,500.00 to Albert Scott to go live for sale on Amazon. Black Mamba successfully sold out all listed products on the platform, prompting their second shipment to Amazon. The continuing exports by Black Mamba to the U.S. market highlight the firm's expansion into the U.S. market, increased U.S.-based networks, and improved engagement on an international e-commerce platform, Amazon, ensuring exports to the United States independent of USAID TradeHub support after the program's closure in September 2022.

Following the introductory session by Albert Scott in February 2022, the USAID TradeHub selected and signed deal notes with 17 regional firms to receive support with listing on Amazon. The pricing models and listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. Eswatini firms being supported under this activity are Eswatini Indigenous Products, Swazi Candles, and Ngwenya Glass.

In addition to the trade-enhancing services being provided to firms, the USAID TradeHub is also assisting Eswatini Kitchen and Eswatini Indigenous Products with cost-share support to register their labels with the FDA,

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted a Market Intelligence Session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for the Summer Fancy Food (SFF) Show 2022 that took place between June 12-14, 2022 in New York. The USAID TradeHub and SACG-NY have supported the participation of regional firms in the SFF shows in June 2018 and June 2019, where they conducted similar pre-show sessions for the participating firms to gain insights into the U.S. market. South Africa Consul General, Dr. Motumisi Tawana and representative of USAID Southern Africa, Mr. Allan Hackner, presented opening remarks at the June 9, 2022, session. The session had a total of 40 participants, which included export firms and representatives of TPSPs such as South Africa-based trade promotion service provider (TPSP) Wesgro, the Botswana Investment and Trade Centre (BITC), the Eastern Cape Development Corporation (ECD), and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the Market Intelligence Session with SACG-NY who, in turn, ensured the participation of U.S.-based TPSPs and resources persons such as the New York Mayor's Office, SACG, RangeMe, New York City Small Business Services (SBS), and the Standard Bank Group to share insights, experiences, and support services. Through this partnership with SACG-NY, the USAID TradeHub continued capacitating regional TPSPs and firms with information about the U.S. market and resources available for ongoing export efforts to enable them to take full advantage of the SFF show. The session allowed regional TPSPs and exporters to engage with U.S. counterparts and create relationships which can continue after closure of the USAID TradeHub project. In addition to planning and co-hosting the market intelligence session, the USAID TradeHub provided overall logistical and marketing support for export firms from the nine USAID TradeHub target countries to exhibit at the SFF Show.

The USAID TradeHub supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at the SFF 2022 show. The support to the firms started with a market intelligence session, co-hosted by the USAID TradeHub, the SACG-NY, the South African Embassy in Washington, D.C., and Wesgro. The session was presented at SACG-NY, with physical attendance by the 38 regional firms. The USAID TradeHub further supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths but were required to cover their own cost of accommodation, meals, and shipping of samples. From Eswatini, Black Mamba Foods were in attendance.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under the African Growth and Opportunity Act (AGOA). On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts, and assisting the firms with the necessary U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Shedol Group, Maungo Craft, and Wild Marula Oil from Botswana.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was exceeded, with participation in the Winter Fancy Food Show, the Summer Fancy Food Show, the SWIFT handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

### **ACTIVITY 3.3: ANNUAL EXPORTERS AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will support U.S. and national TPSPs (EIPA, Business Eswatini) to enhance the organization and hosting of an in-country Exporter Awards event to recognize high-performing exporters.
- From Q1 to Q3, the USAID TradeHub will support TPSPs (EIPA and Business Eswatini) to organize awards in recognition of different areas of excellence that highlight success stories of export to the United States.

*The milestones under this activity were not completed as at the end of Q3. Support to country partners to engage with and participate in the Regional Exporters Awards 2022 event, scheduled for July 26, will continue in Q4.*

Summary: The USAID TradeHub, in partnership with EIPA and Business Eswatini (BE), hosted the second Annual Eswatini Exporters Awards, at Sibane Hotel in Ezulwini on May 18, 2022. The hybrid event was jointly officiated by U.S. Ambassador to Eswatini, H.E. Jeanne Marie Maloney; Minister of Commerce, Industry and Trade [REDACTED] and the Chief Executive Officers (CEOs) of EIPA and BE, [REDACTED] and Mr. [REDACTED] respectively. Thirty-six participants attended the event in-person, with 37 participants joining virtually from Eswatini and South Africa. To assist the trade promotion agencies in hosting the event, the USAID TradeHub

supported the design of certificates awarded to winners, created marketing collateral for the event, and provided logistical support including the booking and payment of the venue. BE and EIPA, in turn, advertised the event, invited nominations, and appointed the nominations evaluation committee, consisting of key market actors such as the Ministry of Commerce, Industry and Trade (MCIT) and members of BE and EIPA. The second Annual Exporters Awards event builds on the successful first, which was held on June 23, 2021, in partnership between the USAID TradeHub, BE and EIPA. The 2022 Awards again recognized high-performing export firms from Eswatini, incentivizing their continued export excellence and encouraging new export firms. The winners were presented in six categories. Golden Jubilee Apparels won the first award category, Exports to the United States under the African Growth and Opportunity Act (AGOA), with Black Mamba as runner-up. In the same category, Zoggs Ltd. was recognized as Best New Exporter to the United States, and Black Mamba was also recognized as Most Consistent Exporter to the United States. The second category, Exports to South Africa, was awarded to Montigny Investments, with Royal Eswatini Sugar Corporation as runner-up. In the same category, Ukwazi Macadamia was recognized as Best New Exporter to South Africa, and Royal Eswatini Sugar Corporation also received recognition as Most Consistent Exporter to South Africa. The third category, Young Entrepreneur Exporter, was awarded to Smiling Through Farming, with runner-up Prime Worx Soap Factory. Gone Rural emerged as winner in the fourth award category, Women Entrepreneur of the Year, with recognition to Far East Textiles as Top Businesswoman Exporter of the Year. The winners in the fifth award category, Social and Economic Impact, was Tinotsise NGO for Top Social Impact, and Royal Eswatini Sugar Corporation receiving the Top Economic Impact award. Montigny Investments clinched the final award, Overall Best Exporter of the Year from Eswatini, with Royal Eswatini Sugar Corporation awarded as runner-up. The 2022 Exporters Awards event saw a notable growth in nominations, with a total of 27 firms nominated in 11 categories, compared to ten entries in three categories in 2021. The partnership between the USAID TradeHub, BE, and EIPA enables a transfer of knowledge and skills, encouraging sustained delivery of the Exporters Awards in Eswatini by partners after the USAID TradeHub's closure. The USAID TradeHub is now working closely with EIPA and BE to prepare for the Regional Exporter Awards scheduled for July 2022, in Gqeberha, South Africa, where overall winners from eight other USAID TradeHub focus countries will compete for the ultimate recognition, Regional Exporter of the Year Award.

The USAID TradeHub is in advanced planning of the Regional Exporter Awards, 2022. The Eastern Cape Development Corporation (ECDC), a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will continue to provide ECDC with support to host a successful event, and will cover some costs, such as that of advertisements, the venue, and trophies.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will facilitate peer learning and sharing of best practices for TIPAs and BMOs such as SWIFT, EIPA, Business Eswatini, NAMBoard, RSTP, ESWADE in the region through ongoing support to the established national forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, two TPSPs, the ECDC and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Trade and Investment Service Providers (TISPs) Forum. The event, supported by the USAID TradeHub, was the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to share their knowledge and cultivate their connections to promote trade and investment activities in Southern Africa, to thereby drive economic growth. At the May webinar, the USAID TradeHub, ECDC, ZAM, the Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 participants, drawn from TPSPs and business membership organizations from the nine USAID TradeHub target countries. The webinar reinforced key aspects of regional trade and investment, explored challenges of online trade resources, furnished information on how Southern African entities can engage with the PBFA, and promoted regional collaboration among actors in the trade ecosystem. While the USAID TradeHub supported the initial establishment of the forum in 2021, this year the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

Following the forum, on June 15, TPSPs that include Wesgro, ECDC, BITC, and NPAB amongst others participated in session hosted at the South African Consulate General-New York (SACG-NY) offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Eswatini firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022 including Black Mamba and the USAID TradeHub support to get regional firms, including Black Mamba, listed on Amazon, also continued in Q3. These stories will be finalized and disseminated in Q4.

**FY2022 Q3 COUNTRY PERFORMANCE TABLE: ESWATINI**

	Indicators	Reporting Frequency	Related Objectives	FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
I	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Region to SA	\$750,000.00	\$82,677.23	\$120,731.58	\$108,715.00	\$312,123.81	42%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$750,000.00, with a target of \$150,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$312,123.81, translating to a 42% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows, and buyer missions facilitated by the USAID TradeHub.  Potential exports expected in Q4 are from NAMBoard to South Africa.  <b>Region to SA:</b>
			Objective 3: AGOA	Region-SA: \$450,000.00	Region-SA: \$59,251.23	Region-SA: \$98,574.58	Region-SA: \$87,423.00	Region-SA: \$245,248.81	54%		
			Region to U.S. - AGOA: \$300,000.00	Region to U.S. - AGOA: \$23,426.00	Region to U.S. - AGOA: \$22,157.00	Region to U.S. - AGOA: \$21,292.00	Region to U.S. - AGOA: \$66,875.00	22%			
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: \$0.00	Not Applicable			

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>In Q3, Smiling Through Investments exported baby vegetables to the value of \$2,350.00. Black Mamba exported sauces to the value of \$45,073.00.</p> <p>Sdemane Farming exported vegetables to the value of \$40,000.00.</p> <p><b>Region to U.S., AGOA:</b> In Q3 Black Mamba exported sauces to the value of \$21,292.00.</p> <p><b>Region to U.S., Non-AGO:</b> No exports were reported in this quarter.</p>
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA  Objective 3: AGOA	\$1,100,000.00	\$34,833.00	\$899,584.62	\$70,321.72	\$1,065,240.14	97%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$1,100,000.00, with a target of \$220,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance	
			Region-SA:	\$1,000,000.00	Region-SA: \$0.00	Region-SA: \$899,584.62	Region-SA: \$18,107.44	Region-SA: \$976,016.06	98%			
			Region to U.S. - AGOA:	\$100,000,000.00	Region to U.S. - AGOA: \$34,833.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA:	35%			

Indicators	Reporting Frequency	Related Objectives								
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
							\$34,833.00			
			Region to U.S. – Non AGOA: \$0.00	Region to U.S. – Non AGOA: Not Applicable	Region to U.S. – Non AGOA: \$2,176.80	Region to U.S. – Non AGOA: \$52,214.28	Region to U.S. – Non AGOA: \$54,391.08	Not Applicable		<p>of \$1,065,240.14, translating to a 97% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, certification, trade shows, the support of market South African experts and buyer missions facilitated by the USAID TradeHub.</p> <p>The achievement is attributed to the performance from firms such as Eswatini Indigenous Products, Swazi Candles and Gone Rural.</p> <p>Potential exports expected in Q4 to U.S. include Ngwenya Glass, Eswatini Indigenous Products and Swazi Candles.</p> <p><b>Region-SA:</b> In Q3, Eswatini Indigenous Products</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>exported cosmetic products to the value of \$250.30. Swazi Candles exported unique candles to the value of \$17,857.14.</p> <p><b>Region-U.S. AGOA:</b> No export was reported in Q3.</p> <p><b>Region to U.S., Non-AGO:</b> In Q3, Gone Rural exported baskets to the value of \$52,214.28.</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1, 2 and 3	25% of the assisted firms (16 firms) report increased profitability or self-sufficiency		Not applicable	23%	23%	23%	Not Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 16 firms were targeted to be surveyed for improved profitability and self-sufficiency, but only 15 firms were survey with all 15 firms reporting increased profitability or self-sufficiency, translating to 23% achievement.	
4	CBLD-9 Percent of USG-assisted	Annually	<b>Output:</b> 1.1, 1.3, 2.1,	70% of the agricultural firms	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support	



	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
	organizations with improved performance		2.3, 2.6, 2.7, 3.4, 3.5	expected to apply and report improved performance								firms to improve performance which was assessed in Q3. A total of six agricultural firms were surveyed, and all six qualified to be assessed according to the CBLD-9 standards. All six agricultural firms reported to have improved performance translating to 100% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of nine non-agricultural firms were surveyed, and all nine qualified to be assessed according to the CBLD-9 standards. All nine non-agricultural firms reported to have improved performance translating to 100% achievement.	
6	EG.3.1-14 Value of new USG commitments and private sector	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$145,000.00	\$8,077.00	\$2,656.00	\$45,947.00	\$56,680.00	39%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural financing at \$145,000.00 and the Q3	

Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes	
investment leveraged by the USG to support food security and nutrition											<p>target at \$29,000.00. In Q3, there were six agricultural In-Kind USG commitment investments to the value of \$45,947.00, which contributes to a cumulative performance of \$56,680.00 translating to 39% achievement of the annual target.</p> <p>In Q3, in-kind USG investments towards business development services, market development services and business certifications were committed to the value of \$45,947.00 for six Eswatini firms as follows:</p> <ol style="list-style-type: none"> <li>1. Eswatini Kitchen for FDA Registration</li> <li>2. Sdemane Farming, Black Mamba Foods and Smiling Through Investments for</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
											product testing, Eswatini Kitchen for Halaal certificate and 3. Black Mamba Foods for SFF Show participation.
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$0.00	\$30,550.00	\$77,079.00	\$7,168.00	\$114,797.00	Not applicable	Not Applicable	In FY2022, an annual target was not set for this indicator. However, in Q3, in-kind USG investments for Eswatini Indigenous Products towards business development services for Organic certification to a value of \$7,168.00 bring the cumulative figure to \$114,979.00.
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$327,533	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$327,533.00 and the Q3 target at \$65,506.00. No finance deals were concluded in FY2022.  However, in Q3, three-term sheet offers by Sevest Capital have

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												been made to capital seekers and are under discussion for Q4, to the value of \$515,000.00 with the firms Eswatini Kitchen, Smiling Through Investments and LnL Fresh Produce.
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$574,600.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural financing at \$574,600.00 and the Q3 target at \$114,920.00.  No deals were concluded in FY2022, and no deals are expected to be concluded in Q4 because no equity pipeline deals were sourced.	
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	6 firms	6 firms	1 firm	2 firms	9 firms	150%	Achieved	In FY2022, the USAID TradeHub set an annual target of six agricultural firms, and the target for Q3 was one firm. In Q3, two agricultural firms managed to apply improved organization-level technologies or	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>management practices, which contributes to a cumulative total of nine firms for FY2022. This translates to a 150% achievement against the annual target.</p> <p>Black Mamba Foods was supported to exhibit at SFF Show in New York.</p> <p>Smiling Through Investments transferred knowledge through a presentation at the Export Readiness Training hosted by the USAID TradeHub in collaboration with EIPA.</p>
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	10 firms	8 firms	8 firms	4 firms	20 firms	200%	Achieved	In FY2022, the USAID TradeHub set an annual target of 10 non-agricultural firms, and the target for Q3 was set for two. In Q3, four non-agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 20 firms for FY2022. This	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
											<p>translates to a 200% achievement against the annual target.</p> <p>Business Eswatini collaborated with EIPA to host the Eswatini Exporters Awards event, Montigny, Far East Textiles and Soap Factory received awards in the Eswatini Exporters Awards event.</p>
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	6 individuals	41 individuals	17 individuals	2 individuals	60 individuals	1,000%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of six individuals from agricultural firms applying improved management practices or technologies and Q3 target was set at one. In Q3, two individuals reported applying improved organization-level technologies or management practices, which contributes to a cumulative total of sixty individuals for FY2022. This translates to 1,000% achievement against the annual target.</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>Individuals that applied improved management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>1. One individual attended the SFF Show and</li> <li>2. One Other individual transferred knowledge through a presentation at the Export Readiness Training hosted by the USAID TradeHub in collaboration with EIPA.</li> </ol>
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies with USG assistance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	10 individuals	14 individuals	39 individuals	9 individuals	62 individuals	620%	Achieved	In FY2022, the USAID TradeHub set an annual target of 10 individuals from non-agricultural firms applying improved management practices or technologies, and Q3 target was set for two. In this quarter, nine individuals from non-agricultural firms applied improved organization-level technologies or management practices, which contributes to a	

	Indicators	Reporting Frequency	Related Objectives									
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes	
												<p>cumulative total of 62 individuals for FY2022. This translates to 620% achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>1. Six hosted the Eswatini Exporters Awards event</li> <li>2. Three received awards in the Eswatini Exporters Awards event.</li> </ol>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	15 deals	6 deals	9 deals	21 deals	36 deals	240%	Achieved	<p>The FY2022 annual target for this indicator was set at 15 deals, and three deals for Q3. A total of 21 deals were facilitated in this quarter reaching a cumulative total of 36 export deals facilitated at end of Q3, which is a 240% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target for two deals was set, and in this</p>	
			Region-SA-10 deals	1 deal: SA-region	6 deals: SA-region	15 deals	22 deals: SA-region	220%				
			AGOA-5 deals	5 deals: AGOA	3 deals: AGOA	6 deals	14 deals: AGOA	280%				



Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes	
											<p>quarter 15 deals were facilitated.</p> <p>Some of the examples of the deals are as follows:</p> <ol style="list-style-type: none"> <li>1. Black Mamba Foods (Food Lovers' Market and Soaring Free Superfoods)</li> <li>2. LnL (AGT Foods Africa and Rush Nutrition)</li> <li>3. Sdemane Farming (Rush Nutrition and Cape Herbs Spice).</li> </ol> <p><b>Region to U.S.:</b> In Q3, a target for one deal was set, and in this quarter six deals were facilitated.</p> <p>Some of the examples of the deals are as follows:</p> <ol style="list-style-type: none"> <li>1. Amarasti (A Bridge for Africa)</li> <li>2. Black Mamba Foods (Whole Food Market)</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Indicator Performance Notes
											3. Swazi Candles (HomeGoods).
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output:</b> 2.1	2 deals	5 deals	0 deals	0 deals	5 deals	250%	Achieved	The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no deal facilitated this quarter, however the annual target was surpassed in Q1 contributing to a 250% cumulative achievement.
16	Number of firms receiving USG funded technical assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	9 firms	19 firms	12 firms	51 firms	82 firms	911%	Achieved	The FY2022 annual target for this indicator was set at nine firms, with a Q3 target of 2 firms. In Q3, a total of 51 firms received USG funded technical assistance, with a cumulative total of 82 firms which translates to 911% achievement.  Some of the examples for technical support to the firms are as follows: participation in the Export Readiness training, participation in

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												the Summer Fancy Food Show, and support with meeting market entry requirements, as well as participation in the AGOA Steering Committee workshop and the Eswatini Exporters Awards event.
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	18 individuals	61 individuals	57 individuals	76 individuals	194 individuals	1078%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 18 Individuals receiving USG-funded technical assistance, with a Q3 target of four individuals. In Q3, 76 individuals participated in USG-assisted trade and investment-related programs, which contributes to a cumulative total of 169 individuals, translating to 1078% achievement of the annual target.</p> <p>The individuals reported participating in USG assisted trade and investment-related programs as follows: participation in the Export Readiness</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Indicator Performance Notes
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												training, participation in the Summer Fancy Food Show, and support with meeting market entry requirements, as well as the participation in the AGOA Steering Committee workshop and the Eswatini Exporters Awards event.
18	Number of PPPs formed with hub assistance	Quarterly		2 PPPs	1 PPP	1 PPP	0 PPPs	2 PPPs	100%	Achieved		In FY2022, the USAID TradeHub set an annual target of 2 PPPs, and they were achieved in Q2 translating to 100% achievement of the annual target.

## ANNEX 4: LESOTHO COUNTRY UPDATE

In Q3, the three buyer-focused TPSPs, SWIFT, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for Lesotho-based exporters. SWIFT finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled three Lesotho firms to connect with potential buyers in subsequent one-on-one meetings. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present six Lesotho suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Lesotho firms two to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). Two firms were also listed on Amazon through Albert Scott and Ontdek CPG. As of the end of Q3, a total of 16 deals were facilitated by these three TPSPs.

On May 12, the USAID TradeHub attended the official signing of the second five-year Millennium Challenge Corporation (MCC) Compact between the Lesotho and U.S. governments, at the Manthabiseng National Convention Centre in Maseru, Lesotho. The first compact between the governments ended in January 2014. The signing of the second compact follows support from the USAID TradeHub since 2019 when the program first facilitated consultative meetings in partnership with the MCC, a bilateral United States foreign aid agency, established by the U.S. Congress in 2004. The USAID TradeHub supported the Lesotho Millennium Development Agency (LDMA) to prioritize sectors for inclusion in the second Compact, through community consultations covering issues of land availability and choice of crops. LDMA is an organization created by the Lesotho government to manage incomplete MCC projects from the first Compact. Working with LDMA, the USAID TradeHub identified horticulture as a high potential growth sector for the country, which is now included in the second MCC Compact. The MCC will focus on reducing Lesotho's \$20million USD annual expenditure on the import of the identified 13 horticultural crops, while priority in the Compact may be afforded to positioning Lesotho's horticulture for export to regional and international markets after the five-year Compact period.

In Q3, five Lesotho Investment Memoranda (IMs) with a value of \$26.23 million were under assessment by two contracted USAID TradeHub capital providers and seven independent capital providers. These transactions are at various stages of evaluation. Overall, out of the five IMs, three firms each received a term sheet offer from the capital provider, Sevest Capital to a combined value of \$17.15 million (MG Commodities (\$100,000), Johane Garments (\$50,000) and Amstern (\$17 million)). There is good progression on the Amstern deal for the supply of fuel, though the deal has been delayed by an increase in fuel prices and an exploration of location for fuel storage.

On June 22, 2022, the USAID TradeHub, in partnership with the Lesotho National Development Corporation (LNDC) and the Lesotho PostBank (LPB), hosted the second annual Lesotho Exporter Awards. The hybrid event was jointly officiated by the Chargé d'Affaires of the U.S. Embassy in Lesotho, Keisha Toms Boutaleb, the Principal Secretary of the Ministry of Trade and Industry, Francis Tlhopheho Sefali, and the Acting General Manager of Corporate Services at the LNDC, Mamoiola Raphuthing. Fifty-four participants attended the event in person, with 64 participants joining virtually from Lesotho and South Africa. The USAID TradeHub supported the design of marketing collateral for the event and provided logistical assistance, including the booking and payment of the venue. LNDC and LPB, in turn, advertised the event, invited nominations, recruited the photographer and videographer, arranged for décor services, obtained trophies and certificates, and appointed the adjudication committee. Jalad Africa captured three awards, as best emerging exporter, best exporter in market sustainability, and the top award of Exporter of the Year and is preparing for the Regional Exporter Awards scheduled for July 2022, in Gqeberha, South Africa, where overall winners from four other USAID TradeHub-focus countries will compete for the grand prize of Regional Exporter of the Year.

## LESSONS LEARNED

- High-impact deals involving small and medium enterprises (SMEs) require considerable time to raise capital. These enterprises often struggle to find favor with capital providers because of small deal size, irregular revenue streams, and low upfront equity contributions by owners. To ease this problem, the USAID TradeHub has tried to build up the revenue and cash flow streams of SMEs to support loan repayments by linking SMEs with credible buyers to support trade finance or purchase-order finance. SMEs require structured products that support their funding requirements. The finance and investment ecosystem tools and processes supported by the USAID TradeHub need time to mature to support the development of SME funding.
- In Q3, attention has continued to be paid to how firms are selected for cost-sharing support for label review, product testing, and certification. Applicants are scrutinized regarding their readiness to undergo these procedures, considering that the USAID TradeHub plans to conclude its involvement in such activities by June 30, 2022. The USAID TradeHub has engaged the certification bodies and other service providers to emphasize this approaching deadline. The requirements for determining readiness were increased to reduce the possibility of firms subsequently needing to delay audits to address non-conformities.
- While there are advantages for suppliers to rent buildings within industrial parks owned by TPSPs, there are also challenges with meeting market requirements, particularly those related to certifications. Long River Garments experienced a challenge in meeting the corrective measures following a WRAP certification audit by Intertek. The supplier effected all internal corrective measures as requested but could not meet the deadline on structural improvements that required the TPSP's intervention.
- The Lesotho AGOA Steering Committee has made significant strides developing the country's AGOA Strategy Implementation plan, engaging stakeholders in a workshop to establish partnerships for implementation of this plan.
- The Annual Exporter awards were held in partnership between Lesotho National Development Corporation (LNDC) and Lesotho PostBank (LPB) with support from the USAID TradeHub. The partnership between LNDC and LPB improved participation in the FY2022 exporters awards compared to FY2021. More winning categories were introduced, and hence more exporters were recognized in their areas of export innovation.

## LESOTHO ANNUAL PERFORMANCE SURVEY SUMMARY

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on improved business performance, jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, and other significant changes. A total of 10 firms from Lesotho (four agricultural, six non-agricultural) participated in the survey.

### Outcomes

#### Improved management practices and technology adoption:

- **All 10 firms surveyed acknowledged technical support provided by the USAID TradeHub.** Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshow, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.

- **All 10 firms surveyed indicated they applied improved management practices and improved technology.** Among improvements cited were organizing financial records, implementing ISO 9001 recommendations for quality management, enhancing online marketing, registering on the African Trade Platform, and obtaining FDA certifications.
- Jalad Africa said it reduced waste by producing per order, improving its cash flow.
- PBL Farm said it acquired more land for cultivation and increased use of tractors.
- Sebatatso Lanolin said it is currently working to upgrade its labeling.

According to the survey, these activities resulted in boosted sales through social media, improved reporting and communication practices, and increased export capacity. New equipment purchases enabled firms to increase capacity and reduce production time.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. Six of the 10 respondents (two Ag, four non-Ag) **reported improved business performance.** Areas of improvement included increased local and export sales, and organic certification.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. Of the 10 firms surveyed, all firms reported they were either lucrative, profitable, or able to cover operating costs. This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

**Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. Nine firms said they have had a positive impact for women.
- Sebatatso Lanolin and Cosmetics said 80 percent of its staff are women, and the resellers it engages are also mostly women.
- Wild Plants Growers said most of its suppliers and harvesters are women, and the firm has four women office workers and one woman in field supervision.
- Beelife Producer Farm said the firm buys honey from 15 women beekeepers.
- Jalad Africa said it employs youth staff (below the age of 35).

**Local capacity development – job creation:** The 10 surveyed firms said that in FY2022 they created **98 direct jobs and 1,219 indirect jobs**, with most of the latter among suppliers and distributors.

**Local capacity development – finance, investment, and commitments attracted**

- USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Lesotho, the survey indicated that **none of the firms surveyed managed to attract outside financing or investment.**

**Other significant changes:** Firms indicated improvements through USAID TradeHub support in market diversification via Amazon, product visibility, increased high-value buyers, and enhanced strategy development. Sebatatso Lanolin said that during the year it opened numerous new outlets throughout the country.

**Challenges:** Asked about challenges they faced during the year, firms mentioned rising fuel prices, difficulty getting suitable equipment, impediments to accessing financing, work required to obtain import codes, and the high cost of raw materials, packaging, and transport.

- Jalad Africa said it had difficulty obtaining export-license documentation from the Ministry of Trade and Industry.
- JMM said it struggled to keep up with market demand, and opportunities were missed.

**Impact of COVID-19:** Difficulties cited as stemming from the pandemic included, most seriously, the loss of life of employees, and, in addition to that, delays in delivery, loss of customers, shortages of raw materials, and the higher cost of inputs.

- Wild Plants Growers said obtaining an export permit for pelargonium took too long, and the company had to turn down three offers from buyers.
- On a positive note, Liberation Clothing said it was able to maintain its full staff throughout the pandemic.

### **Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Procuring machines to produce better packaging material.
- Concluding deals with Avon.
- Listing on Amazon.
- Florratt Cosmetics said it would like to expand through Shoprite stores to all of Africa, and become an international brand.
- Establishing more market linkages.
- Obtaining financing for production of rosehip oil.
- Obtaining new machinery.
- Obtaining financing for a slaughterhouse.



## **OBJECTIVE 1: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY 1.1: SUPPORT NATIONAL TPSPS TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED REGIONAL EXPORTERS AND SOUTH AFRICA**

#### Planned Activities:

- From Q1 to Q3, the USAID Trade will also shortlist the existing deal pipeline from FY2021, with an aim to focus on those deals which are likely to go to closure during FY2022. The new deals pursued during FY2022 will be those with export-ready firms that require minimal assistance (gazelles), during Q1-Q3.
- From Q1 to Q3, the two South African-based buyer-focused TPSPs will also work with one TPSP in Lesotho to facilitate and close export deals on the ATP as well as the Enter Africa platform. The national TPSPs will also be assisted to provide deal care to five firms.

*Status: The milestones under this activity were completed in Q3.*

Summary: Following the reappointment of three buyer-focused TPSPs (SWIFT, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Lesotho-based exporters. In Q3, SWIFT finalized the creation of two new LookBooks for natural cosmetics and food and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating from Lesotho in the LookBooks are Sebatatso Lanolin and Cosmetics, Florratt cosmetics and Black Hair. SWIFT also created a separate product catalog for Sebatatso Lanolin and Cosmetics.

Additionally, SWIFT held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms. Six Lesotho firms, Sebatatso Lanolin and Cosmetics, Florratt Cosmetics, Jalad Africa, Sesiu Consultants, Khathang Tema and Black Hair participated in the three webinars.

Starting in Q2 and ending in Q3, SWIFT facilitated three buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. Between March 28 and April 11, 2022, SWIFT, in partnership with the USAID TradeHub, hosted the three virtual buyer missions that enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business linkages that have been fine-tuned by the USAID TradeHub since FY2020. From Lesotho, Jalad Africa, Leribe Craft Centre and Sesiu consultants participated in the buyer missions. Following the handicrafts buyer mission on April 11, Sesiu Consultants is discussing a home décor products deal with Ashanti, a buyer based in Cape Town.

Catalyze, also a South African based buyer-focused TPSP, received over a 100 applications from regional firms for support with market development in South Africa using Catalyze's B2B online

platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Lesotho, Florrat Cosmetics (Rosehip Oil), Vel AgriHub (Dried Peaches), Futhong Brothers (Dried Peaches) Mazenod Rural tannery (Raw leather and skin) JMM Beekeeping and Beelife Producer Farm were chosen to benefit from the Engage Trade Africa support offered by Catalyze. Two introductions between Lesotho suppliers and South African buyers were concluded in Q3. JMM Beekeeping met with Meant to Be, who would like to give JMM Beekeeping more hives and source honey from them. Beelife Producer Farm met with Forest Fairies to discuss a deal of between 25kg and 300kg of honey, and deal negotiation is ongoing.

In Q3, South African Trade Promotions, also a buyer-facing TPSP based in South Africa supported by the USAID TradeHub, assisted the Lesotho firms, Phokeng Natural Spring Water, Florrat Cosmetics and Sebatatso Lanolin and Cosmetics to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>).

In Q3, the USAID TradeHub continued to provide deal care to Jalad Africa and Avon. A check-in meeting was held with Jalad Africa on May 17, 2022, to establish progress on the deal. Jalad Africa has submitted a request for provision of a factory building within an industrial park to secure a bigger building to reconfigure its production facility to meet Avon's requirements.

In Q1-Q3, 10 deals were facilitated against an annual target of 10 deals, and no new deals were closed against a target of two deals closed. \$8,068,772.16 in export sales to South Africa were recorded by Lesotho firms against an annual target of \$1,000,000.00.

Facilitated deals are being closely monitored to close the gap to deal closure target. The USAID TradeHub is working closely with the LNDC and BEDCO to provide deal care to these linkages with the market facing TPSPs.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will also facilitate key partnerships between regional TPSPs in the targeted Southern Africa countries trade-enhancing bodies such as certification bodies, testing laboratories and other service providers to support export firms with certifications, including cost-share support where possible. At least four exporters in Lesotho to access the required trade-enhancing services to enable them to conclude their export deals through regional TPSPs.
- From Q1 to Q3, the USAID TradeHub will support national TPSPs from each targeted Southern African country to conduct a B2B event, buyer mission, or participate in a trade show to secure further linkages with South African buyers, including cost-share support where possible. This activity will be achieved through the hosting of three regional buyer missions where at least one TPSP per country will participate.

*Milestones under this activity were completed as of the end of Q3.*

Summary: In Q3, two firms received support with trade-enhancing services against an annual target of four. Services supported included those focused on certification and product testing, product

registration, marketing-collateral enhancement, and e-commerce listing. Fruit Extract PTY LTD and Allowance Pharmaceutical Corporation have been supported with product testing.

Long River Garments had a WRAP certification audit that was conducted in March. Corrective measures were carried out by the firm and there are other structural corrections that require intervention from the LNDC which are yet to be made.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Lesotho, Jalad Africa, Leribe Craft Centre and Sesiu consultants exhibited, and there was also interest in Lesotho basketry décor by Sesiu Consultants.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, as part of peer learning among regional and sharing of best practices, TPSPs and BMOs will participate in two learning events that will be organized by the Eastern Cape Development Corporation in collaboration with the USAID TradeHub. This is to strengthen knowledge transfer within the region, and to assist the TPSPs to find effective methods of engaging their counterparts across border, and in turn expedite export processes by firms. The knowledge sharing will include certification, market linkages, border clearance requirements, and legal considerations when exporting commodities across borders.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners to share lessons for Lesotho firms.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From Lesotho, Liberation Clothing was featured. The videos will be finalized in Q4 and disseminated widely to share lessons for Eswatini trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support transaction advisors to conclude deals with USAID TradeHub-appointed capital providers.
- From Q1 to Q3, the USAID TradeHub support is to cover and close any gaps in the Information Memoranda that may emerge in discussions with the capital providers and support the capital seekers to evaluate the offers made by the capital providers.
- From Q1 to Q3, the USAID TradeHub will also introduce capital seekers to new capital providers to raise capital, in instances where Sebvest Capital Partners, and Neu Capital Africa are unable to provide capital.

*This activity is ongoing despite the implementation of project activities coming to an end in Q3. The financial service providers under their sustainability dealings will continue to engage and make efforts towards funding solutions for capital seekers' requirements. Three capital seekers, MG Commodities, Johane Garments and Amstern, have been presented with term sheet offers. Discussions and negotiations on these term sheets are expected to continue into Q4 towards deal closure.*

Summary: In Q3, five Lesotho Investment Memoranda (IMs) with a value of \$26.23 million were under assessment by two contracted USAID TradeHub capital providers and seven independent capital providers. These transactions are at various stages of evaluation. Overall, out of the five IMs, three firms each received a term sheet offer from the capital provider, Sebvest Capital to a combined value of \$17.15 million (MG Commodities (\$100,000), Johane Garments (\$50,000) and Amstern (\$17 million)). There is good progression on the Amstern deal for the supply of fuel, though the deal has been delayed by an increase in fuel prices and an exploration of location for fuel storage. This translates to six deal assessments still in play, 14 declines by capital providers, and three term sheet offers presented to capital seekers, namely MG Commodities and Johane Garments and Amstern by Sebvest Capital. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible. There have been a total of 25 deal facilitations to various capital providers for funding interest.

Typical reasons for deal declines by capital providers were insufficient immediate free cash flow, irregular forecasted cash flow growth, and inadequate upfront owner equity in the deal application. Declines by capital seekers were mostly due to dissatisfaction with proposed terms and conditions.

In Q3, the USAID TradeHub supported three USG in-kind commitments in Lesotho to the firms, Fruit Extract and Allowance Pharmaceutical Corporation for product testing, and Jalad Africa for an amazon listing to the value of \$17,001.00, bringing Lesotho's total USG in-kind commitments in FY2022 to seven at a value of \$52,636.00 against a target of six.

### **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will support the three partners to undertake some business development activities aimed at enhancing operations, i.e., registrations,

transactions, learning, and closure of transactions on the African Trade Platform, the Neu Capital Africa Platform, and on Netcampus' Learning Management System.

- From Q1 to Q3, the USAID TradeHub will further facilitate verification of registered suppliers on the ATP for purposes of fully trading on the platform.
- From Q1 to Q3, the USAID TradeHub will implement incentive mechanisms to draw in a variety of ecosystem players to participate fully on the ATP and consider various other options to enhance the Neu Capital Africa's investment ecosystem and the Netcampus' Learning Management System.
- From Q1 to Q3, the USAID TradeHub will facilitate learner registration on the revised Netcampus learning management system.

*The milestones under this activity were completed in Q3.*

Summary: In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 SMEs from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 SMEs, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. From Lesotho, the firms were Wild Plants Growers, Association of Women in Small Business, Farm Workers Association, Iconics Pty Ltd and Botle Farms. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has translated these 18 modules from English to Portuguese.

In Q3, the USAID TradeHub supported registration of 11 additional Lesotho export firms on the ATP to a total of 20. All eleven firms have been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and through promotion of the ATP by LNDC and BEDCO. This brings to 20 the total of registered firms and 18 verified users to trade on the ATP from Lesotho, against a target of 20 registrations and eight verifications.

The USAID TradeHub also assisted with registering 39 additional learners on the Netcampus platform for training on financial and business literacy. This activity was also supported by BMOs (Khathang Tema and Mantsopa Institute), and involved direct follow-up with firms to assist with the registration process. This takes the total number of registered learners from Lesotho in FY2022 to 297 (95 in FY2022) against a target of 20.

On April 1, 2022, the USAID Southern Africa Trade and Investment Hub (USAID TradeHub) hosted a virtual workshop to support the trade promotion service provider (TPSP) Lesotho Chamber of Commerce and Industry (LCCI) to expand its capacity building work of the Supplier Development Program to 17 districts in Lesotho. The Supplier Development Program is a set of tools developed by the USAID TradeHub that TPSPs can use to assess the readiness of the suppliers they support for export, and to prepare these suppliers to meet export requirements, such as raising finance through developing business plans and investment teasers. The support dates back to May 2020, when the USAID TradeHub first assisted the LCCI to undertake a pilot of the Supplier Development Program in Lesotho. The pilot involved testing the tools contained in the Supplier Development Program with ten suppliers. Following the pilot's success, LCCI requested the support of the USAID TradeHub to capacitate its district officers to roll-out the Supplier Development Program to their district-level offices across the country. During the April 1, 2022 workshop, the USAID TradeHub presented the Supplier Development Program with an explanation of how to undertake and execute it with suppliers in the different districts. The next steps involve LCCI rolling out the Supplier Development Program at district-level, enabling the LCCI to take forward the supplier development work by the USAID TradeHub to increase exports from Lesotho to other markets, in particular South Africa and the United States.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1 to Q3, the USAID TradeHub will contribute to documentation and dissemination of three case studies/knowledge products to reinforce an understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add,



and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

##### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support implementation of the AGOA utilization strategy by providing advice and training in collaboration with the AGOA sub-committee and secretariat.
- From Q1 to Q3, the USAID TradeHub will facilitate a regional peer-learning event focusing on exporting to the United States under AGOA.

*Status: The milestones under this activity were completed in Q3.*

Summary: On April 6, 2022, the AGOA Steering Committee hosted an in-person capacity building workshop in Maseru, Lesotho, with support from the USAID TradeHub. The workshop was attended by 21 participants, representing the Lesotho government, parastatals, and private sector. The AGOA Steering Committee is tasked with implementing an AGOA country plan that is focused on seven areas: footwear, leather and leather accessories; handicrafts; textiles and apparel; bottled water; canned foods; and natural/organic products. In support of the workshop, the USAID TradeHub provided technical input on the workshop design and paid for the conference venue and facilities. Ahead of the workshop, the USAID TradeHub shared resources such as AGOA Manual videos and links to relevant webinars conducted by USAID TradeHub. The program's support to the Lesotho AGOA Steering Committee started with the development of the Lesotho AGOA Implementation Strategy in 2019 and its launch in 2020. From May through August 2021, the USAID TradeHub provided capacity building support at the AGOA Steering Committee bi-annual meetings, and in drafting the AGOA Utilization Strategy progress report to support the AGOA position paper for Lesotho for the AGOA midterm review. Further, in March 2022, the USAID TradeHub sponsored three AGOA Steering Committee members from the Ministry of Trade and Industry, the LNDC, and the Lesotho Textiles Exporters Association (LTEA) to attend the Regional AGOA Peer Learning event in Cape Town, South Africa. The next steps include the LNDC as AGOA Secretariat, to finalize and share with stakeholders an AGOA Action Matrix, which identifies activity areas that can be completed on short-, medium-, and long-term bases as well as to develop a bi-annual progress report on implementation of the AGOA Utilization strategy.

Following the AGOA Regional Peer Learning Event held in Cape Town, South Africa, on March 8-9, 2022, the USAID TradeHub developed a summary video and learning piece for dissemination. The March event in Cape Town was hybrid and thus enabled participants from across the region and the United States to share exporting experiences and lessons. The video and learning piece aimed to capture the essence of the discussions among the 52 on-site and numerous online participants, including representatives of TPSPs, business membership organizations, AGOA reference groups, and import and export firms. The representatives from Lesotho (Ministry of Trade and Industry (MTI), LNDC, and LTEA) shared information gained at the March event with members of their country's AGOA Steering Committee at the workshop on April 6, 2022, where the video and learning piece were disseminated.

## **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO IMPLEMENT MARKET-ENTRY SUPPORT AND COMPLIANCE**

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub in partnership with TPSPs (U.S. and regional) will continue to support the implementation of the U.S. market-entry roadmaps including onboarding U.S. buyers onto the ATP.
- From Q1 to Q3, in collaboration with TPSPs the USAID TradeHub will assist exporters to meet U.S. market-entry requirements relating to FDA registration, certification, product packaging, labeling, and activating products in the U.S. markets.
- From Q1-Q3, in partnership with TPSPs, assist with market activation of products in the U.S. markets on a demand-driven basis.
- From Q1 to Q2, the USAID TradeHub will further support virtual participation of regional firms in U.S. virtual/hybrid tradeshows and buyer missions, and to virtually link regional export firms and other value chain actors to buyers to encourage trade.
- From Q1 to Q3, the USAID TradeHub will transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac).

*The milestones under this activity were completed as at the end of Q3.*

Summary: In Q3, nine suppliers market entry roadmaps covering business profiling through LookBook as well as market linkages through buyer missions were developed with SWIFT. Supported firms are Sebatatso Lanolin and Cosmetics, Black Hair, Florratt Cosmetics, Rose Leather Works, Leribe Craft Centre, Sesiu Consultants, and Lesotho Handmade.

Following the introductory session by Albert Scott in February 2022, the USAID TradeHub selected and signed deal notes with 17 regional firms to receive support with listing on Amazon. The pricing models and listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. A Lesotho firm being supported under this activity is Jalad Africa for leather bags.

In addition to the Jalad Africa's e-commerce listing, the USAID TradeHub has also assisted Liberation Clothing with cost-share support to register with the FDA. Fruit Extract and Allowance Pharmaceuticals Corporation have also been supported with product testing on a cost-share basis. All in all, the USAID TradeHub has supported three Lesotho-based firms with meeting U.S.-market-entry requirements and one firm with listing on Amazon, against an annual target of trade-enhancing services to two firms.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Lesotho, Jalad Africa, Leribe Craft Centre and Sesiu consultants exhibited.

Following USAID market linkage and guidance, Lesotho exporter SanLei Trout concluded a transaction for the supply of trout to U.S.-based distributor: In January 2022, Lesotho-based SanLei Trout Farm closed an export deal of 96,000 units of packed trout with distributor and marketer Afritex Ventures in the United States, with the first U.S.-bound shipment of trout expected in April 2022. The deal follows work from the USAID TradeHub to link Afritex Ventures with SanLei Trout Farm in August 2018. Between the initial linkage in 2018 and the deal in 2022, the USAID TradeHub



provided technical support to the buyer, Afritex Ventures, through advice and guidance in understanding the provisions of the African Growth and Opportunity Act (AGOA) and U.S. Food and Drug Administration (FDA) registration to support this deal to close successfully. On the exporter's side, the USAID TradeHub supported SanLei Trout Farm to navigate U.S. export preferences, explaining that although trout is not an AGOA-eligible product, there are duty-free provisions that would enable its export to the United States. The USAID TradeHub further supported SanLei to highlight the firm's comparative advantages over trout-producing firms in other countries, which bolstered SanLei's position as a competitor against other markets that could supply trout to Afritex Ventures. The provision of raw trout from SanLei enables Afritex Ventures to expand its existing product range of ready-made fish meals.

### **ACTIVITY 3.3: ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1, the USAID TradeHub will support national TPSPs to enhance the organization and hosting of in-country an annual Exporter Awards event to recognize high-performing exporters.
- From Q1 to Q3, the USAID TradeHub will further support TPSPs to organize awards in recognition of different areas of excellence that highlight success stories of export to the United States

*Status: The milestones under this activity were completed in Q3.*

Summary: On June 22, 2022, the USAID TradeHub, in partnership with LNDC and the Lesotho PostBank (LPB), hosted the second annual Lesotho Exporter Awards. The hybrid event was jointly officiated by the Chargé d'Affaires of the U.S. Embassy in Lesotho, Keisha Toms Boutaleb, the Principal Secretary of the Ministry of Trade and Industry, Francis Tlhopheho Sefali, and the Acting General Manager of Corporate Services at the LNDC, Mamoilola Raphuthing. Fifty-four participants attended the event in person, with 64 participants joining virtually from Lesotho and South Africa. The USAID TradeHub supported the design of marketing collateral for the event and provided logistical assistance, including the booking and payment of the venue. LNDC and LPB, in turn, advertised the event, invited nominations, recruited the photographer and videographer, arranged for décor services, obtained trophies and certificates, and appointed the adjudication committee. This judging committee consisted of representatives from key market actors such as the Lesotho Revenue Authority (LRA), the Basotho Enterprises Development Corporation (BEDCO), the Ministry of Trade and Industry (MTI), LNDC, and LPB.

This second iteration of the Exporter Awards built on last year's successful ceremony, held on June 8, 2021, which was a collaboration between the USAID TradeHub and LNDC. The 2022 Exporter Awards again recognized high-performing export firms from Lesotho, incentivizing continued excellence and encouraging new exporters. The winners were in six categories involving exports to South Africa and to the U.S. market under AGOA. Jalad Africa captured three awards, as best emerging exporter, best exporter in market sustainability, and the top award of Exporter of the Year. Centimetre won for market and product diversification. LeafGlow won as the most innovative and versatile exporter. And Liberation Clothing won as high impact exporter. The 2022 Exporter Awards saw a notable growth in nominations, with 14 firms nominated in six categories, compared to seven firms in three categories in 2021. The collaboration between the USAID TradeHub and its partners enabled a transfer of knowhow so these partners can carry on the event in coming years on their own, beyond the conclusion of the USAID TradeHub project. The USAID TradeHub is now working with LNDC and LPB to prepare for the Regional Exporter Awards scheduled for July 2022, in Gqeberha, South Africa, where overall winners from four other USAID TradeHub-focus countries will compete for the grand prize of Regional Exporter of the Year.

The USAID TradeHub is in advanced planning of the Regional Exporter Awards, 2022. ECDC, a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will continue to provide ECDC with support to host a successful event, and will cover some costs, such as that of advertisements, the venue, and trophies.

### **ACTIVITY 3:4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will further facilitate peer learning and sharing of best practices for TIPAs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will continue to be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Lesotho firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022 show, and the USAID TradeHub support to get regional firms, including Lesotho's Senqu Holdings, listed on Amazon, also continued in Q3. These stories will be finalized and disseminated in Q4.

**FY2022 Q3 COUNTRY PERFORMANCE TABLE: LESOTHO**

	Indicators	Reporting Frequency	Related Objectives							Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance		
I	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Region to SA	\$75,000.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$75000.00, with a target of \$15,000.00 for Q3. At the end of Q3, the USAID TradeHub had recorded no agricultural exports.</p> <p><b>Region to SA:</b> No export was reported in Q3. However, Wild Plants Growers was supported with organic certification, and the firm is discussing a potential deal with Cape Natural Teas for the supply of organic rosehip.</p> <p><b>Region to U.S., AGOA:</b> No export was reported in Q3. The USAID TradeHub is monitoring sales and exports of Elite Equine following its listing on Amazon.</p> <p><b>Region to U.S., Non-AGO:</b> No exports were reported in this quarter.</p>
			Objective 3: AGOA	Region-SA: \$70,000.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	0%		
			Region to U.S. - AGOA: \$5,000.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	0%			
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: Not applicable	Region to U.S. - Non AGOA: Not applicable	Region to U.S. - Non AGOA: Not applicable	Region to U.S. - Non AGOA: Not applicable	Not applicable			

	Indicators	Reporting Frequency	Related Objectives							Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance		
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA	\$11,000,000.00	\$13,957,717.90	\$13,772,047.42	\$14,948,0006.84	\$42,677,772.16	388%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$11,000,000.00, with a target of \$2,200,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$42,677,772.16 translating to a 388% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, certification, trade shows, and buyer missions facilitated by the USAID TradeHub in previous quarters.</p> <p>The high achievement is attributed to large scale exporter garments to the US by the Lesotho Precious Garments and exports for PPE to SA by Liberation Clothing.</p> <p>Potential exports expected in Q4 to the U.S. market include Jalad Africa for leather bags, Liberation Clothing for the supply of PPE, and Lesotho Precious Garments and Afri-</p>
		Objective 3: AGOA	Region-SA: \$1,000,000.00	Region-SA: \$3,914,717.90	Region-SA: \$3,906,047.42	Region-SA: \$3,898,006.84	Region-SA: \$11,718,772.16	1,172%			
			Region to U.S. - AGOA: \$10,000,000.00	Region to U.S. - AGOA: \$10,043,000.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$10,043,000.00	100%			
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA:	Region to U.S. - Non AGOA: \$9,866,000.00	Region to U.S. - Non AGOA: \$11,050,000.00	Region to U.S. - Non AGOA: \$20,916,000.00	Not applicable			

	Indicators	Reporting Frequency	Related Objectives							Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance		
											<p>Expo Textiles for the supply of garments.</p> <p><b>Region-S. A:</b> In Q3, Afri-Expo Textiles exported garments to the value of \$248,006.84 and Liberation Clothing for PPE to the value of \$3.6mil.</p> <p><b>Region-U.S. AGOA:</b> No exports were reported in Q3.</p> <p><b>Region to U.S., Non-AGO:</b> In Q3, Lesotho Precious Garments exported garments to the value of \$11,050,000.00.</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1, 2 and 3	25% of the assisted firms (10 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 10 firms were surveyed with all 10 firms reporting increased profitability or self-sufficiency, translating to 100% achievement.
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report	Not applicable	Not applicable	50%	50%	50%	Not achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of four agricultural firms were

	Indicators	Reporting Frequency	Related Objectives							Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance		
				improved performance							surveyed, and all four qualified to be assessed according to the CBLD-9 standards. Out of the four agricultural firms assessed using the CBLD standards, two agricultural firms reported to have improved performance translating to 50% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms (5 firms) expected to apply report improved performance	Not applicable	Not applicable	80%	80%	80%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of six non-agricultural firms were surveyed, and only five qualified to be assessed according to the CBLD-9 standards. Out of the five non-agricultural firms assessed using the CBLD standards, four non-agricultural firms reported to have improved performance translating to 80% achievement.
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$0.00	\$0.00	\$2,656.00	\$2,656.00	\$5,312.00	Not applicable	Not applicable	An annual target was not set for this indicator. However, in Q3, in-kind USG investments towards business development services, market development services and business certifications was committed to the value of \$2,656.00 for one agricultural Lesotho firm: Fruit Extract for product

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	
											testing contributing to a cumulative total of \$5,312.00 in FY2022.
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$81,600.00	\$0.00	\$32,979.00	\$14,345.00	\$47,324.00	58%	Not Achieved	<p>In FY2022, an annual target was set for \$81,600.00 and a Q3 target was set for \$16,320.00.</p> <p>In Q3, there were two non-agricultural In-Kind USG commitment investments to the value of \$14,345.00 which contributes to a cumulative performance of \$47,324.00 translating to 58% achievement of the annual target.</p> <p>In Q3, in-kind USG investments towards business development services for non-agricultural product testing were for the firm Allowance Pharmaceutical Lesotho to the value of \$2656.00.</p> <p>Jalad Africa was supported for non-agricultural Amazon listing through Albert Scott for the amount of \$11,689.00.</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$132,000.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$132,000.00 and a Q3 target at \$26,520.00.</p> <p>No finance deals were concluded in FY2022.</p> <p>However, in Q3, the capital provider Sevest, has issued a term sheet offer to the agricultural firm MG Commodities to the value of \$100,000.00 which will continue to be negotiated for deal closure in Q4.</p>	
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$1,151,594.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural financing at \$1,151,594.00 and a Q3 target at \$230,318.80.</p> <p>No finance deals were concluded in FY2022.</p> <p>However, in Q3, the capital provider Sevest Capital issued a term sheet offer to the non-agricultural firms Johane Garments Manufacturers for \$50,000.00 and Amstern for \$17,000,000.00 which will continue to be negotiated for deal closure in Q4.</p>	



	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 firms	2 firms	3 firms	5 firms	10 firms	200%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of five agricultural firms, and with a target of one firm for Q3. In Q3, five agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 10 firms for FY2022. This translates to a 200% achievement against the annual target.</p> <p>Some of the firms that reported improved organization-level technologies or management practices include JMM Beekeeping, Beelife Producer Farms, Khalahali Agro Farm, and Mountain Fruit Growers which were onboarded onto the ATP.</p> <p>Phokeng Natural Spring Water participated in the Lesotho Exporter Awards.</p>	
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 firms	3 firms	7 firms	11 firms	21 firms	420%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of five non-agricultural firms, and a target of one was set for Q3. In Q3, 11 non-agricultural firms managed to apply improved organization-level</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
	with USG assistance [Custom]											technologies or management practices, which contributes to a cumulative total of 21 firms for FY2022. This translates to a 420% achievement against the annual target. African Medallion Group, Handmade in Lesotho and Leather Sole Works were onboarded on the ATP. Mokorotlo Diagnostics and Wellness was introduced to the Netcampus digital financial solution and enrolled in the learner modules. Centimeter, Mercies Jewellery, Haka Production, and Iconics participated in the Lesotho Exporter Awards.
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 individuals	3 individuals	17 individuals	7 individuals	27 individuals	540%	Achieved	In FY2022, the USAID TradeHub set an annual target of five individuals from agricultural firms applying improved management practices or technologies and a target of one was set for Q3. In Q3, seven individuals reported applying improved organization-level technologies or management practices, which contributes to a cumulative total of 27 individuals for FY2022. This translates to 540%	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ul style="list-style-type: none"> <li>• Five individuals were onboarded onto the ATP platform and verified as suppliers.</li> <li>• One Individual participated in the Lesotho Exporter Awards</li> <li>• One Individual completed modules on the Digital Financial Learning Solution.</li> </ul>
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies with USG assistance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 individuals	6 individuals	22 individuals	26 individuals	54 individuals	1,080%	Achieved	In FY2022, the USAID TradeHub set an annual target of five individuals from non-agricultural firms applying improved management practices or technologies, and a target of one was set for Q3. In this quarter, 26 individuals from non-agricultural firms applied improved organization-level technologies or management practices, which contributes to a cumulative total of 54 individuals for FY2022. This translates to 1,080%	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ul style="list-style-type: none"> <li>Assisted with registering on the ATP platform and being verified as facilitators (three individuals)</li> <li>15 Individuals participated in the Lesotho Exporter Awards.</li> <li>Six individuals participated in the Lesotho AGOA Steering Committee workshop.</li> </ul>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	16 deals	0 deals	1 deal	12 deals	13 deals	81%	Not Achieved	<p>The FY2022 annual target for this indicator was set at 16 deals and three deals for Q3. A total of 12 deals were facilitated in this quarter reaching a cumulative total of 13 export deals facilitated at end of Q3, which is a 81% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target for two deals was set, and in this quarter nine deals were facilitated.</p>	
			10 deals: Region SA 6 deals: U.S.	0 deals: SA-region	1 deal: SA-region	9 deals: SA-region	10 deals: SA-region	100%				
				0 deals: U.S.	0 deals: U. S.	3 deals: U.S.	3 deals: U.S.	58%				

Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative	
											<p>Some of the examples of the deals are as follows:</p> <ol style="list-style-type: none"> <li>1. JMM Beekeeping (Meant to Bee)</li> <li>2. Beelife Producer Farm (Forest Fairies Sweet)</li> <li>3. Leribe Craft Centre (Ashanti Designs).</li> </ol> <p><b>Region to U.S.:</b> In Q3, a target for one deal was set, and in this quarter three deals were facilitated.</p> <ol style="list-style-type: none"> <li>1. Jalad Africa (A Bridge for Africa Foundation)</li> <li>2. Liberation Clothing (Bennett Distributors)</li> <li>3. Liberation Clothing (Buyer Unknown).</li> </ol>
15 Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output: 2.1</b>	2 deals	17 deals	0 deals	0 deals	17 deals	850%	Achieved	The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no deal facilitated this quarter, however, the annual target was surpassed in Q1 contributing to an 850% cumulative achievement.	
16 Number of firms receiving USG-funded technical assistance [Custom]	Quarterly	<b>Output: 1.1, 2.1, 3.4</b>	10 firms	21 firms	17 firms	26 firms	64 firms	640%	Achieved	The FY2022 annual target for this indicator was set at 10 firms, with a Q3 target of two firms. In Q3, a total of 26 firms received USG-funded technical assistance, with a cumulative	

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>total of 64 firms which translates to 640% achievement.</p> <p>Some of the examples for technical support to the firms are as follows: participation in the AWIEF Masterclass and support with meeting market entry requirements, as well as participation the in the AGOA Steering Committee workshop, Lesotho Exporter Awards.</p>
17	Number of individuals participating in USG-assisted trade- and investment-related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	10 individuals	29 individuals	78 individuals	69 individuals	176 individuals	1760%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 10 Individuals receiving USG funded technical assistance, with a Q3 target of two individuals. In Q3, 69 individuals participated in USG assisted trade and investment related programs, which contributes to a cumulative total of 176 individuals, translating to 1760% achievement of the annual target.</p> <p>The individuals reported participating in USG assisted trade and investment related programs as follows: participation in the AWIEF Masterclass, and support with</p>	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	
											attaining market entry requirements, as well as onboarding on the African Trade Platform, and participation in the AGOA Steering Committee Workshop and the Lesotho Exporter Awards.
18	Number of PPPs formed with hub assistance	Quarterly		0 PPPs	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	No target was set on public-private partnerships (PPPs).

## ANNEX 5: MALAWI COUNTRY UPDATE

In Q3, the three buyer-focused TPSPs, SWIFT, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for Malawi-based exporters. SWIFT finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled seven Malawi firms to connect with potential buyers in subsequent one-on-one meetings. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present seven Malawi suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Malawi firms Satemwa Estates, Thanthwe Farms and Conforzi Plantations to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). As of the end of Q3, a total of 38 deals were facilitated by these three TPSPs.

On May 20, 2022, the USAID TradeHub accompanied the U.S. Ambassador to Malawi, H.E. David Young, and a delegation from the U.S. Embassy in Malawi, during visits to FoxVest Group and I&M Smith in Johannesburg, as part of the Ambassador's visit to South Africa. The visit aimed to explore opportunities and challenges for Malawian firms doing business in South Africa. The engagement with Ambassador Young and the delegation provided an opportunity for the USAID TradeHub to present its work, discuss the challenges and opportunities facing Malawian businesses trading with South Africa, and share available resources. During the meetings with FoxVest Group and I&M Smith, the USAID TradeHub shared the advances it has made in supporting Malawian export firms to prepare their entry into the South Africa and U.S. markets, and to raise investment and finance to grow exports. The meetings highlighted the potential within different sectors in the Malawian economy including macadamia, mangoes, coffee, and other agricultural commodities. The meeting also highlighted the need for coordinated efforts between market actors to achieve success and the need for investment in different supply chains to enhance competitiveness.

In Q3, 16 Malawi Investment Memoranda (IMs) to a value of \$15.97 million were under assessment by two contracted USAID TradeHub capital providers and 12 independent capital providers. These transactions are at various stages of evaluation. Overall, out of the 16 IMs, 14 firms are still under assessment by capital providers. This translates to 14 deal assessments still in play, 28 declines by capital providers, and 11 term sheet offers presented to capital seekers for funding their enterprise development. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Representing Malawi, Thanthwe Farms and Homes Industries, reported six leads generated from the show.

On June 28, 2022, the USAID TradeHub, in conjunction with the AGOA Steering Committee of Malawi, hosted an engagement session simultaneously in Blantyre and Lilongwe to enhance deal facilitation of exports. The workshop was attended by about 65 representatives of export firms, TPSPs, and BMOs. The USAID TradeHub developed the workshop content and invitations and co-hosted the workshop sessions along with the Malawi Bureau of Standards, and BDP International, a



logistics and transportation management firm. The session served to enhance understanding of AGOA opportunities and U.S. market-entry requirements, and to forge links between firms, TPSPs, BMOs, and government agencies involved in trade. This achievement is in line with efforts to enhance sustainability beyond the life of the USAID TradeHub project by promoting collaboration among trade ecosystem actors.

## LESSONS LEARNED

- Malawi's agricultural commodities are seasonal. As such, the slow onset of the 2022 agricultural season affects the flow of exports from Malawi. The USAID TradeHub continues to target a range of value chains in Malawi to smoothen the seasonality of exports and ensure that there are year-round exports being reported from the country. The USAID TradeHub works with both seasonal and perennial agricultural export firms as well as exporters operating outside the agricultural sector in Malawi. In addition, Malawi's agricultural commodities are positioned as Non-Genetically Modified Organisms (GMO) and organic making them highly sought after by health conscious and clean food processors in South Africa and beyond.
- Implementation of physical Exporter Engagement sessions across the country increased the uptake of the export readiness tools and resources developed by the USAID TradeHub including the Regional Cross Border Trade Toolkit. In addition, use of various media such as videos, registration of exporters on digital trade platforms such as ATP and testimonials increased the uptake and retention of the knowledge and skills on export trade resources and tools available to local suppliers.
- It was difficult to identify companies that meet the criteria for certification support i.e. firms that have already started implementing the certification process and completed a Stage I audit. Most Malawian companies are in the early stages of the certification activity and need support with the process of preparing for the audit as well. The shortfall in support with certifications support was tempered to some extent by the USAID TradeHub work to support firms to enhance marketing collateral. The partnerships with NONZĒRO Africa and SWIFT enabled Malawian firms to access trade enhancing services in marketing which is key for visibility and branding for international markets.
- USAID TradeHub mobilized South African buyers and TPSPs for a physical round table B2B event to take place in Malawi. Due to time limitations to implement the activity, the USAID TradeHub utilized the virtual buyer missions offered by the targeted TPSPs such as SWIFT and facilitated one-on-one linkages with the buyers such as Sensible Foods.
- Small and Medium Enterprise (SME) deals require a broad net approach to capital providers (not only contracted USAID TradeHub capital providers but independent networked capital providers too). SME deals are more likely to initially be supported with purchase order finance, building new export revenue streams that can be used for debt-based financing.
- The USAID TradeHub is close to finalizing work with selected partners to incentivize TPSPs/BMOs for facilitating the registration of export firms on different platforms, verifications, product onboarding and trades. The incentives are being designed following a once-off USAID TradeHub grant to the Financial Service Provider (FSP) to design, test and manage an incentive program, to boost initial ATP growth, groom local trade facilitators and earn income on successful trade links, between buyers and sellers, as they occur.
- The USAID TradeHub supported the National AGOA Secretariat in carrying out assessment and profiling of export ready value chains to enhance implementation of the AGOA

Utilization Strategy. In Q3, the USAID TradeHub also supported the National AGOA Secretariat to conduct an Exporter Engagement session to enhance implementation of the AGOA Utilization Strategy.

## **MALAWI ANNUAL PERFORMANCE SURVEY SUMMARY**

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on improved business performance, jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, and other significant changes. A total of 13 firms from Malawi (10 agricultural, three non-agricultural) participated in the survey.

### **Outcomes**

#### **Improved management practices and technology adoption:**

- **All 13 firms surveyed acknowledged technical support provided by USAID TradeHub.** Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshows, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- **Twelve firms (nine Ag, three non-Ag) indicated they applied improved management practices and improved technology.** Among improvements cited were developing marketing collateral, instituting better resource planning, engaging with the Ethical Trading Initiative, obtaining Global GAP and FSSC certifications, undertaking website development, completing label reviews, upgrading packaging, using e-commerce platforms, and obtaining new machinery.
- Malawi Mangoes said it acquired two new drying facilities and eight new cold rooms.
- Home Industries said it installed new processing equipment, a new rice mill, two new computers, and an Internet router.
- MACOHA's said it upgraded its website and purchased new embroidery machines.
- Thanthwe Farms said it recruited a food specialist, a marketing executive, and a finance and administration specialist.

According to the survey, these activities by the firms increased productivity, enhanced quality control, improved compliance with standards, and reduced production time and cost.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. All 13 respondents reported improved business performance. Areas of improvement included better operation strategies, enhanced market-entry and export-readiness, and improved qualification for certifications.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. All 13 firms surveyed reported they were either lucrative, profitable, or able to cover operating costs. This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

#### **Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. Twelve firms said they had a positive impact for women and youth.
- Malawi Mangoes said 40 percent of its full-time staff, 70-80 percent of its part-time workers, and 60-70 percent of its affiliated smallholder farmers are female.

- Home Industries said that 40 percent of its workforce are women, as are 70 percent of the smallholder farmers with whom it engages. It said the company has also provided training to women on COVID-19 prevention, good agricultural practices, and economic empowerment.
- Home Industries also said it has given training on good agricultural practices to youth, and runs a youth center with a gym.

**Local capacity development – job creation:** The 15 surveyed firms said that in FY2022 they created **1,660 direct jobs and 23,880 indirect jobs**, the latter chiefly among smallholder farmers and suppliers of mangoes.

**Local capacity development – finance, investment, and commitments attracted**

- USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Malawi, the survey indicated **that five firms (four Ag, one non-Ag) attracted outside financing or investment.**
- Malawi Mangoes received a [REDACTED] grant from USAID to expand mango production geographically, to extend the seasonality of supply.
- Homes Industries received financing valued at [REDACTED] for purchasing machinery.
- Village Farms received financing valued at [REDACTED] for a coffee roaster, a grinder, and a packaging machine.
- MACOHA received financing valued at [REDACTED] for working capital to purchase raw material and for business-capacity development.
- Thanthwe Farms received funding valued at [REDACTED] from Norway for equipment and supply-chain development among 5,400 smallholder farmers.

**Other significant changes:** Firms indicated improvements through USAID TradeHub support in strategy development, digitization, marketing, production, and access to the South African market.

- Homes Industries said that its participation in the Exporter Awards in 2021 elevated the firm’s visibility and helped it generate new orders and diversify into new markets.
- MACOHA said its appearance in a LookBook developed by SWIFT, a USAID TradeHub partner, enhanced the firm’s visibility and reinforced its marketing efforts.
- Thanthwe Farms said the financial-education modules on the Netcampus portal had improved its staff’s handling of financial accounting and record-keeping.

**Challenges:** Asked about challenges they faced during the year, firms mentioned a lack of testing laboratories, price fluctuations, unreliable electricity supply, restrictive tax regimes, transportation costs, low cash flow, difficult access to finance, lack of skilled labor, weak quality control, high freight costs, and inadequate support from the government.

- Agrocomm Trade said one of its containers was returned from the United States for not passing quality control.
- Homes Industries said that because of migration to urban centers the rural-based company has difficulty finding skilled labor.
- Thanthwe Farms said it faced challenges after it failed to pass its HACCP certification and had to pay the full cost of the audit.

**Impact of COVID-19:** Difficulties cited as stemming from the pandemic included increased airfreight costs, supply chain disruptions, loss of staff, and lower production. On the other hand, a tea firm said it was doing well as tea consumption increased.

### **Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Linkages to markets for farm produce from Malawi. The war in Ukraine will affect Malawi; hence support to export firms should continue to be provided so that they can absorb the shocks from the war.
- Development of customer bases in the United States and South Africa.
- Development of better products.
- Enhanced ability of firms to invest their own resources to procure equipment.
- Improved networks and market opportunities through the African Trade Platform.
- Effective use of the tools, networks, and partnerships established by the USAID TradeHub.
- Expanded exports of handicrafts from Malawi so they achieve an international profile.
- Continued collaboration among individuals, firms, and organizations that the USAID TradeHub has worked to bring together in the course of the project.

## **OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY I.1: SUPPORT NATIONAL TPSPS TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED REGIONAL EXPORTERS AND SOUTH AFRICA**

#### Planned Activities:

From Q1- Q3, the USAID TradeHub will shortlist existing deal pipeline to focus on those which are likely to close and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022.

*The milestones under this activity were completed in Q3.*

Summary: Following the reappointment of three buyer-focused TPSPs (SWIFT, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Malawi-based exporters. In Q3, SWIFT finalized the creation of two new LookBooks for natural cosmetics and food, and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating firms from Malawi in the new LookBooks are Chombe Foods Ltd, Nali Ltd and Mzuzu Coffee. Zathu Arts, Dedza Pottery, Malawi Council for the Handicapped (MACOHA), Arthouse Africa, Maleta Gems and Jewels, Nomonde Designs, TeeBees Investments Ltd and Royal Empress Designs are featured in the previously published LookBook for handcrafted products. SWIFT also created a product catalogue for Mzuzu Coffee.

Additionally, SWIFT held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms.

Beginning in Q2 and ending in Q3, SWIFT facilitated three buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. Between March 28 and April 11, 2022, SWIFT, in partnership with the USAID TradeHub, hosted three virtual buyer missions that enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business linkages that have been fine-tuned by the USAID TradeHub since FY2020. The USAID TradeHub and SWIFT are now supporting the export firms with price negotiations and logistical arrangements as they undertake discussions with potential buyers from the buyer missions. For the engagements among natural cosmetics and food firms, two LookBooks were shared with 12 South African buyers to match them with suppliers for one-on-one meetings.

Catalyze, also a South African based buyer-focused TPSP, received over 100 applications from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Malawi, MoringaAcres, Thanthwe Farms, Mzuzu Coffee Planters Cooperative Union, Tropha Estates, NALI, Satemwa Estates, Malawi Mangoes, Paanachi Nutri and Conforzi Plantations were chosen to benefit from the Engage Trade Africa support offered by Catalyze. 16 introductions between Malawian suppliers and South African buyers were concluded in Q3. Moringa Acres met with Blue Mountain Oils. Conforzi Plantations held introductory meetings with MM Nuts, Forest Fairies, Manolis Munchies and Nutriseed. Paanachi Nutri met with Soaring Free Superfoods (a food and cosmetics ingredients buyer), Manolis Munchies, Nutriseed and Rush Nutrition. On June 25, 2022, Paanachi Nutri, a Malawi-based female-owned producer and exporter of chia seeds, shipped samples of chia seeds to Soaring Free Superfoods in South Africa following a linkage facilitated by Catalyze, a South Africa-based TPSP. The USAID TradeHub had contracted Catalyze in 2021 to support regional firms to engage with South African buyers. Paanachi Nutri aggregates chia seeds from smallholder farmers, many of whom are women, who stand to benefit if the business prospers. On June 25, 2022, Paanachi Nutri shipped an initial 12-kilogram sample of chia seeds to Soaring Free Superfoods. The two parties are discussing a possible deal to have Paanachi Nutri supply 500 kilograms of chia seeds monthly. Through working with Catalyze to develop its profile and presentation skills, Paanachi Nutri has been able to meet with five South African buyers, including Soaring Free Superfoods. The next steps include testing of the samples by Soaring Free Superfoods and, if an agreement is reached, working out pricing details for subsequent shipments.

In Q3, South African Trade Promotions, a buyer-facing TPSP based in South Africa supported by the USAID TradeHub, assisted the Malawian firms Satemwa Estates, Thanthwe Farms and Conforzi Plantations to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). Satemwa Estates was shortlisted as a potential supplier to Faithful to Nature and Satemwa Estates has since shared full product catalogue along with costs to the buyer for review.

On May 19, the USAID TradeHub hosted a webinar on "Selling in South Africa via E-Commerce," hosted in collaboration with the South Africa-based e-commerce management companies Enter Africa and E-commerce Forum Africa. Following the webinar, two Malawian firms, Mzuzu Coffee and Conforzi Plantations, were further introduced to EnterAfrica to facilitate one-on-one discussions to list on South African business-to-consumer platforms, such as Takealot.com, Makro, and Superbalist.

This approach builds off the USAID TradeHub's experience of listing firms on Amazon with support from Albert Scott and enables firms to test the South African market in a relatively low-risk manner.

In Q1-Q3, 45 deals were facilitated against an annual target of 10 deals, and \$1,069,862.20 in export sales to South Africa were recorded by Malawi firms. Some of the new FY2022 Q3 export deals are 1. Paanachi Nutri and Soaring Free Superfoods (Superfoods), 2. Paanachi Nutri and Nutrised, 3. Paanachi Nutri and Manolis Munchies, 4. Paanachi Nutri and Rush Nutrition, 5. Conforzi Plantations and Manolis Munchies, 6. Conforzi Plantations and Nutrised, 7. Conforzi Plantations and MM Nuts, 8. Conforzi Plantations and Forest Fairies, 9. Malawi Mangoes and Rush Nutrition, 10. Moringa Acres and Blue Mountain Oils, 11. Arthouse Africa and Ashanti Designs, and finally 11. Arthouse Africa and The Old House Shop.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will facilitate partnerships between TPSPs in Malawi and trade-enhancing bodies such as certification bodies, testing laboratories and other service providers to support export firms with certifications, including cost share support where possible.
- In Q1 and Q2 (carried over to Q3), the USAID TradeHub will support Malawi Bureau of Standards (MBS) and Malawi Organic Growers Association (MOGA) to jointly host a webinar that addresses trade-enhancing services.
- From Q1- Q3, the USAID TradeHub will support a national TPSP from each targeted Southern African country to conduct a B2B event, buyer mission, or participate in a trade show to secure further linkages with South African buyers, including cost-share support where possible.

*The milestones under this activity were completed in Q3.*

Summary: In Q1-Q3, four firms, Agrocomm Trade, Thanthwe Farms, Mzuzu Coffee and Conforzi Plantations, received support with various trade-enhancing services to enter the South African market against an annual target of four. Services supported focused on marketing-collateral enhancement and e-commerce listing. In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO Africa to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. Malawian firms that completed this activity in Q3 included Agrocomm Trade and Thanthwe Farms. The USAID TradeHub covers 60 percent of costs of the marketing collateral review and development by NONZĒRO Africa, while supported firms cover 40 percent.

In terms of listing on South African e-commerce platforms, two Malawi firms and one TPSP were assisted with linkages to Enter Africa namely Mzuzu Coffee, Conforzi Plantations and Lilongwe Textiles and Tailoring Cooperative. Mzuzu Coffee and Conforzi Plantations completed initial discussions with EnterAfrica to list on various online marketplaces within South Africa.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant

access to either the South African or U.S. market. From Malawi, Zathu Arts, Nomonde Designs and TeeBees Investment exhibited.

Between March 15 and May 10, 2022, the USAID TradeHub supported GTPA and Planetarium Institute, to host a three-part series of Exporter Engagement Breakfast Sessions. In January 2022, the USAID TradeHub signed a TPSP agreement with the Planetarium Institute and renewed its TPSP agreement with GTPA to enable the parties to proceed with activities, such as the breakfast sessions, that support Malawian exporters. The breakfast sessions, held in Blantyre, Lilongwe, and Mzuzu, were attended by a total of 43 participants, representing TPSPs, BMOs, and export firms. The sessions provided participants with information on the requirements to successfully facilitate and close export deals, drawing from the USAID TradeHub's extensive experience supporting firms across the region to reach the South Africa and U.S. markets. The sessions also led to the registration of 18 export firms on the USAID TradeHub-supported African Trade Platform (ATP), an online trade platform for matching buyers and sellers and linking them with support services such as transaction, finance, and logistics service providers. Five export firms were also registered on the USAID TradeHub supported Netcampus digital financial education solution platform, an online learning platform also supported by the USAID TradeHub. In addition to co-facilitating the breakfast sessions, the USAID TradeHub covered logistical costs such as venue and meals, while the TPSPs mobilized the exporters. The next steps include verification of the registered firms on the ATP to enable their trading on the platform and providing support for the firms registered on the Netcampus platform to complete the training courses.

On June 28, 2022, the USAID TradeHub, co-hosted a seminar to advance awareness of certification options for SMEs in Malawi. The hybrid event, held simultaneously in Blantyre and Lilongwe, was undertaken in collaboration with two TPSPs, the National Association of Small and Medium Enterprises (NASME) and the Planetarium Institute, and the certification company SGS South Africa. The workshop provided information on certification procedures and procedures. In attendance either in-person or virtually were more than 50 representatives of export firms, TPSPs, BMOs, and other stakeholders. The cooperation between the USAID TradeHub, NASME, and the Planetarium Institute, builds on past collaboration and TPSP agreements. Prior to the workshop, the USAID TradeHub conducted preparatory meetings with the co-hosts to develop the schedule and content. The USAID TradeHub also recruited participants and covered the costs of the venue and food. The workshop presentations, particularly those of SGS, provided participating firms with practical knowledge and resources regarding certification options. The workshop also facilitated networking among the different organizers and participating firms. The next steps include disseminating the workshop materials and related web resources, and promoting further linkages.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will facilitate peer learning and sharing of best practices for TIPAs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion (TIP) in 2021, the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners to share lessons for Malawian firms.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From Malawi, GTPA and Agrocomm Trade were featured. The videos will be finalized in Q4 and disseminated widely to share lessons for Malawian trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support transaction advisors to conclude IMs for funding applications with USAID TradeHub-appointed capital providers
- From Q1-Q3, the USAID TradeHub will complete due diligence and close gaps where needed to IMs for funding applications
- From Q1-Q3, the USAID TradeHub will introduce capital seekers to new capital providers to raise capital if Sebvest Capital and Neu Capital Africa are unable to provide capital.

*Status: This activity was not completed at the end of Q3. Ongoing work with the 11 deals at term sheet level is still underway and will be pursued further in Q4.*



Summary: Building off the work in Q1, 16 Malawian IMs to a value of \$15.97 million were under assessment by various capital providers. The IMs were presented for capital raise to two USAID TradeHub-contracted financial service providers and 12 independent capital providers. These transactions are at various stages of evaluation. This work translates to 14 deal assessments still underway, 28 deal declines by capital providers, one due diligence process (TeeBees Investments entering into a detailed due diligence process with Business Partners), and 11 term sheet offers presented by Sebvest Capital to capital seekers, namely, Village Farms, Mzuzu Coffee Planters Cooperative Union Ltd, Thanthwe Farms, 5-Queens Investments, Rose General Dealers, Orbit Business Enterprise (OBE), NULINE Textiles Manufacturing LTD, Takompha Enterprise, Home Industries, Linga Fine Foods And Winery LTD, and Dalitso General Suppliers. No deals have been funded by South African capital providers yet, however one capital seeker received funding from a local bank and seven firms were supported with USG in-kind commitments. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible.

Typical reasons for deal decline by capital providers are, insufficient immediate free cash flow, irregular forecasted cash flow growth, and not enough upfront owner equity invested in the deal. Declines by capital seekers tended to be over disagreement regarding proposed terms and conditions offered by the capital provider.

On April 12, 2022, Homes Industries Ltd, a women-owned Malawian agro-processing firm, secured financing worth \$50,000 to procure processing equipment to enhance its rice exports to South Africa and the United States. The successful investment follows an August 2020 linkage established by the USAID TradeHub between Homes Industries and Sebvest Capital Partners. The aim of the linkage was for Sebvest to support Homes Industries with transaction advisory services to access finance and investment to enhance the exporter's business operations and export capacity. Homes Industries works with over 1,500 smallholder farmers to grow rice processed into brown and white rice, sunflower, and groundnuts, and peanut butter among others. The finance deal enables the exporter to continue processing these products for domestic and export markets, thereby securing local jobs. With access to finance for capital and technology, Homes Industries is better positioned to take advantage of opportunities in new markets and with new buyers. Working with Sebvest to develop an IM and obtaining expert advice in presenting the IM to capital providers, Homes Industries was able to secure funding from a local financing institution in Malawi to procure the processing equipment. Prior to the finance deal, the USAID TradeHub supported Homes Industries Ltd by onboarding the firm onto the digital financial learning solution on Netcampus to build their financial acumen and onto the ATP to access buyers and trade support services providers. Homes Industries Ltd is also one of 40 Southern African companies that exhibited at SFF Show on June 12-14, 2022, with USAID TradeHub cost-share support. The next steps include shipment, delivery, and installation of the processing equipment.

In Q1-Q3, the USAID TradeHub has supported seven USG in-kind commitments disbursed for certification, product testing, label review and other business development services to the value of \$46,658 against a target of six to the value of \$15,000.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support the digital platforms (ATP, Neu Capital Africa, and Netcampus) on business development to increase recruitment of firms/ individuals to the platforms and provision of services.

- From Q1-Q3, the USAID TradeHub will facilitate verification of registered suppliers on the ATP so that they can fully trade on the platform.
- From Q1-Q3, the USAID TradeHub will facilitate learner registration on the revised Netcampus learning management system.
- From Q1-Q3, the USAID TradeHub will establish an incentive mechanism to draw in a variety of ecosystem facilitation players to participate fully on the ATP.

*The incentive mechanism milestones under this activity were not completed as at the end of Q3. However, all four grant milestones are on track to be completed by July 15, 2022.*

Summary: In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of export firms.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for export firms. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 firms from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 firms, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. From Malawi, 20 firms participated, including Teebees, Homes Industries, and Thanthwe Enterprises. The next steps involve the trained firms being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has made these 18 modules available in English and Portuguese. In Q3, the USAID TradeHub also assisted with registering 16 new learners on the Netcampus Learning Management System, allowing learners to improve their financial literacy through the study of the 18 education modules. This activity was also supported by the Planetarium Institute and involved direct follow-up with firms to assist with the registration process. Malawi has achieved a total of 25 Netcampus learner registrations against a target of 20 for improved basic financial literacy.

Also in Q3, the Planetarium Institute, with support from the USAID TradeHub, assisted six new Malawi export firms to register on the ATP to promote digital trade by suppliers, of which one has been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and through promotion of the

ATP by the Planetarium Institute. Malawi has achieved a total of 29 ATP registrations against a target of 20 and verified eight for trade on the ATP meeting its set target for eight verifications.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1-Q3, the USAID TradeHub will document and disseminate three case studies/ knowledge products to reinforce understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY AND PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

#### Planned Activities:

From Q1-Q3, the USAID TradeHub will support AGOA utilization strategy implementation by providing advice and training in collaboration with AGOA sub-committees and/or secretariat.

*The milestones under this activity were not completed in Q3. The finalization of the report for the value chain study will be concluded in July 2022.*

Summary: Between March 1 and June 30, 2022, the USAID TradeHub supported the National AGOA Steering Committee with an assessment and profiling of targeted export sectors and value

chains as identified in the National AGOA Response Strategy and Action Plan for Malawi and the country's National Export Strategy II (NES II), building off existing research. This will enable the National AGOA Steering Committee and subcommittee members, export firms, and other actors in the export trade ecosystem in Malawi to fully understand the locations, production capacities, export destinations, and skills gaps in the targeted export sectors. To gather the required information for assessment and profiling of the targeted sectors, the USAID TradeHub will undertake visits to firms in the different sectors. On April 16, 2022, USAID TradeHub facilitated presentation of an inception report to enhance implementation of the National AGOA Response Strategy and Action Plan for Malawi and National Export Strategy II (NESII). Following the conclusion of the study, the preliminary findings and recommendations will be presented to the AGOA Steering Committee for comment on July 15, 2022. The key recommendations included (a) Need to address the lack of access to market information and market potential for the U.S. market to local exporters, (b) Integration of smallholder farmers in target export value chains, (c) Building capacity of Malawi Bureau of Standards to meet U.S. certification standard, (d) Access to affordable packaging and power alternatives, and (e) Increasing productivity to meet market demand. Comments from the AGOA Steering Committee will be integrated and the report finalized in July 2022.

On June 28, 2022, the USAID TradeHub supported the National AGOA Steering Committee to hold an AGOA Exporter Engagement sessions in Lilongwe, Blantyre and on-line. The session addressed a range of various thematic areas including market opportunities and linkages, market entry requirements, trade enhancing services, collaboration and sustainability as the USAID TradeHub project comes to an end. The exporter engagement sessions furthermore afforded the opportunity to share the AGOA Export Toolkit and the AGOA Export Toolkit videos with stakeholders in Malawi for onward dissemination. The hybrid meetings were a combination of face-to-face audiences in Lilongwe and Blantyre as well as on-line participation from elsewhere in Malawi. The hybrid model aimed to make the sessions impactful as well as accessible with the view to enhancing the sustainable utilization of AGOA by Malawian export firms. A total of approximately 65 firms participated in the AGOA exporter engagement sessions in Lilongwe (33), Blantyre (18) and virtually (15).

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO CONTINUE WITH MARKET-ENTRY SUPPORT AND FOCUS ON DEAL CLOSURES**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will in partnership with TPSPs (U.S. and national), continue to support the implementation of the U.S. market-entry roadmaps including onboarding U.S. buyers onto e-commerce platforms such as the ATP.
- From Q1-Q3, the USAID TradeHub will in collaboration with TPSPs, assist exporters to meet U.S. market-entry requirements (such FDA registration, certification, product packaging and labeling), and activation of the products in the U.S. market.
- From Q1-Q2 (carried over to Q3), the USAID TradeHub will support virtual participation of national firms in U.S. virtual/hybrid trade shows and buyer missions, and to virtually link national export firms and other value chain actors to buyers to encourage trade.
- From Q1-Q3, the USAID TradeHub will transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac) (move to TPSPs away from AGOA steering committees).

*The milestones under this activity were completed in Q3.*

Summary: In Q3, the USAID TradeHub made significant progress with market development activities and trade-enhancing services for Malawian firms in the United States through trade show participation, webinars and supporting firms to list to Amazon.

E-commerce presents an excellent opportunity for less experienced firms to venture into the U.S.-market given the relatively low barriers to entry and the small volumes of products for testing the market initially. To this end, following the introductory session by Albert Scott LLC in February 2022, the USAID TradeHub selected and signed deal notes with 17 regional firms to receive support with listing on Amazon. Work is underway on the pricing models and listing information is being prepared with support from ecommerce management experts Albert Scott. The products are also being prepared for shipment to the Albert Scott warehouse. Once products are available in the United States, the brands will be listed on Amazon. From Malawi, Mzuzu Coffee is being supported under this activity

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted a Market Intelligence Session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for SFF Show 2022 that took place between June 12-14, 2022, in New York. The USAID TradeHub and SACG-NY have supported the participation of regional firms in the SFF shows in June 2018 and June 2019, where they conducted similar pre-show sessions for the participating firms to gain insights into the U.S. market. South Africa Consul General, Dr. Motumisi Tawana and representative of USAID Southern Africa, Mr. Allan Hackner, presented opening remarks at the June 9, 2022, session. The session had a total of 40 participants, which included export firms and representatives of TPSPs such as South Africa-based TPSP Wesgro, the Botswana Investment and Trade Centre (BITC), the Eastern Cape Development Corporation (ECDC), and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the Market Intelligence Session with SACG-NY who, in turn, ensured the participation of U.S.-based TPSPs and resources persons such as the New York Mayor's Office, SACG, RangeMe, New York City Small Business Services (SBS), and the Standard Bank Group to share insights, experiences, and support services. Through this partnership with SACG-NY, the USAID TradeHub continued capacitating regional TPSPs and firms with information about the U.S. market and resources available for ongoing export efforts to enable them to take full advantage of the SFF show. The session allowed regional TPSPs and exporters to engage with U.S. counterparts and create relationships which can continue after closure of the USAID TradeHub project.

The USAID TradeHub, SACG-NY, and the Specialty Food Association (SFA), had supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at the SFF 2022 Show, held at the Javits Convention Center in New York City. The USAID TradeHub further supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths. Thantwe Farms and Homes Industries were in attendance from Malawi and reported six linkages with buyers, traders and other market actors.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under the African Growth and Opportunity Act (AGOA). On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts and assisting the firms with the necessary

U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Mzuzu Coffee and MoringaAcres from Malawi.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was met in Malawi, with participation in the Summer Fancy Food Show, the SWIFT handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

In Q1-Q3, 10 deals were facilitated against an annual target of 10 deals, and \$1,507,731.91 in export sales to United States were recorded by Malawi firms. Some of the new FY2022 Q3 export deals are Mzuzu Coffee and TJ Maxx, Thanthwe Farms and Just Food, Thanthwe Farms and Force of Nature, Thanthwe Farms and Export Packers Co. Ltd, Homes Industries and Schiff Food Products, Homes Industries and International Commodities Inc..

### **ACTIVITY 3.3: ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support U.S. and national TPSPs to enhance the organization and hosting of in-country annual Exporter Awards event to recognize high-performing exporters.
- From Q1-Q3, the USAID TradeHub will support TPSPs to organize awards in recognition of different areas of excellence that highlight success stories of export to the United States.

*The milestones under this activity were not completed as at the end of Q3. Support to country partners to engage with the regional Exporters Awards 2022 event will continue in Q4.*

Summary: In Q3, the USAID TradeHub continued engagement with the Malawi Investment and Trade Centre (MITC) related to hosting the Malawi Exporter of the Year Awards. On May 19, 2022, the USAID TradeHub met with the new Chief Executive Officer (CEO) for MITC to discuss the implementation of the 2022 National Exporter Awards in Malawi to recognize outstanding performance and noteworthy efforts of exporters in overcoming market entry hurdles and achieving successful and consistent trade. The meeting accorded the USAID TradeHub and Malawi Investment and Trade Centre an opportunity to map out the implementation of the National Exporter Awards including opportunities for collaboration. On June 14, 2022, the USAID TradeHub participated in the meeting of the Joint Taskforce on the 2022 National Exporters Awards. The purpose of the meeting was to discuss the concept for the 2022 National Exporters' Awards. The meeting was attended by members of private and public sector institutions that form the Joint Taskforce chaired by the Ministry of Trade and Industry with the Malawi Investment and Trade Centre (MITC) as the Secretariat for the Joint Taskforce. The USAID TradeHub will be supported the Taskforce through sharing lessons learned from past experience and other countries. This work marks the achievement of a sustainable transfer of this activity within the Malawian ecosystem, with the view to incentivizing and recognizing successful trade.

The USAID TradeHub is in advanced planning of the Regional Exporter Awards, 2022. ECDC, a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will continue to provide ECDC with support to host a successful event, and will cover some costs, such as that of advertisements, the venue, and trophies.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will facilitate peer learning and sharing of best practices for TIPAs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

**Summary:** On May 5, 2022, two TPSPs, ECDC and ZAM hosted a webinar of the Trade and Investment Service Providers (TISP) Forum. The event, supported by the USAID TradeHub, was the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to share their knowledge and cultivate their connections to promote trade and investment activities in Southern Africa, to thereby drive economic growth. At the May webinar, the USAID TradeHub, ECDC, ZAM, the Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 participants, drawn from TPSPs and business membership organizations from the nine USAID TradeHub target countries. The webinar reinforced key aspects of regional trade and investment, explored challenges of online trade resources, furnished information on how Southern African entities can engage with the PBFA, and promoted regional collaboration among actors in the trade ecosystem. While the USAID TradeHub supported the initial establishment of the forum in 2021, this year the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

Following the forum, on June 15, TPSPs that include Wesgro, ECDC, BITC, and NPAB amongst others participated in session hosted at the South African Consulate General-New York (SACG-NY) offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Botswana firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022 (Thanthwe Farms and Homes Industries from Malawi) and the USAID TradeHub support to get regional firms, listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.



**FY2022 Q3 COUNTRY PERFORMANCE TABLE: MALAWI**

	Indicators	Reporting Frequency	Related Objectives	FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
I	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1	\$975,000.00	\$81,936.00	\$1,151,477.97	\$1,344,180.14	\$2,577,594.11	264%	Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$975,000.00, with a target of \$195,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$2,577,594.11 translating to a 264% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows and buyer missions facilitated by the USAID TradeHub.
			Objective 3	Region - SA:	Region - SA:	Region - SA:	Region to SA:	Region to SA:	143%		
				Region-U.S. AGOA:	Region-U.S. AGOA:	Region-U.S. AGOA:	Region to U.S. AGOA:	Region to U.S. AGOA:	582%		
				Region-U.S. Non-AGOA:	Region-U.S. Non-AGOA:	Region-U.S. Non-AGOA:	Region to U.S. Non - AGOA:	Region to U.S. Non - AGOA:	Not Applicable		
				Not applicable	\$0	\$199,252.00	\$0	\$199,252.00			



	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
											<p><b>Region to SA:</b> In Q3, Conforzi Plantations exported tea and macadamia nuts to the value of \$562,179.01.</p> <p><b>Region to U.S., AGOA:</b> In Q3, Conforzi Plantations exported macadamia nuts to the value of \$151,956 and Namingomba Tea Estates exported tea and macadamia nuts \$630,045.13.</p> <p><b>Region to U.S., Non-AGOA:</b> No exports were reported in this quarter.</p>
2	Value of targeted non-agricultural commodities exported with	Quarterly	Objective 1: Region to SA	\$250,000.00	\$8,698.03	\$945.00	\$0	\$9,643.03	4%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities
				Region to SA: \$100,000.00	Region to SA: \$200.00	Region to SA: \$0	Region to S.A.: \$0	Region to S.A.: \$200.00	0%		

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	USG assistance [Custom]		Objective 3: AGOA	Region to U.S. AGOA: \$150,000.00	Region to U.S. AGOA: \$0	Region to U.S. AGOA: \$945.00	Region to U.S.: AGOA: \$0	Region to U.S.: AGOA: \$945.00	1%		<p>exported, at \$250,000.00, with a target of \$50,000 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$9,643.03, translating to a 4% achievement against the annual target.</p> <p>Several business linkages were made between Non-agricultural firms (TeeBees Investments, Nomonde Designs, Dedza Pottery and Arthouse Africa) and both U.S. and South Africa buyers which are still in deal facilitation.</p> <p><b>Region-SA:</b> No exports were reported in this quarter.</p>	
Region to U.S. Non-AGOA: Not applicable				Region to U.S. Non-AGOA: \$8,498.03	Region to U.S. Non-AGOA: \$0	Region to U.S.: Non - AGOA: \$0	\$8,498.03	0%				

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p><b>Region-U.S. AGOA:</b> No exports were reported in this quarter.</p> <p><b>Region to U.S., Non-AGO:</b> No export was reported in Q3.</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	<p>Objective 1: Region to SA</p> <p>Objective 2: SA to Region</p> <p>Objective 3: AGOA</p>	25% of the assisted firms report (10 firms) increased profitability or self-sufficiency	Not applicable	Not applicable	33%	33%	33%	Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 10 firms were targeted to be surveyed for improved profitability and self-sufficiency, but 13 firms were survey with all firms reporting increased profitability or self-sufficiency, translating to 33% achievement.	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of 10 agricultural firms were surveyed, and only nine qualified to be assessed according to the CBLD-9 standards. All nine agricultural firms reported to have improved performance translating to 100% achievement.	
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non- agricultural firms expected to apply report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of three non-agricultural firms were surveyed, and only two qualified to be assessed according to the	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												CBLD-9 standards. All two non-agricultural firms reported to have improved performance translating to 100% achievement.
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$400,520.00	\$68,171.00	\$31,346.00	\$15,312.00	\$114,829.00	29%	Not Achieved	In FY2022, the USAID TradeHub set an annual target of \$400,520.00 for USG commitments and private sector investment to agricultural firms, and a target of \$80,104.00 for Q3 for this indicator. In Q3, USG commitments and private sector investment were leveraged to the value of \$15,312.00, which contributes to a cumulative total of \$114,829.00 for FY2022. This translates to a 29% achievement	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>against the annual target.</p> <p>Two firms were supported to participate at the SFF Show in New York, demonstrating a USG in-kind commitment (Homes Industries, Thanthwe Farms).</p> <p>Although there are no agricultural investment deals in the pipeline, there are eight debt finance deals described under the agricultural financing disbursed indicator.</p>
7	Value of new USG commitments and private sector investment leveraged by the USG to support	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$0	\$0	\$0	\$0	\$0	Not applicable	Not applicable	No annual target was set for this indicator.	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
	economic growth in non-agricultural targeted sectors [Custom]										
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$952,000.00	\$0	\$0	\$0	\$0	0%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$952,000.00 and the Q3 target at \$190,400.00.</p> <p>No deals were concluded in Q3. However, eight agricultural firms have received term sheet offers totalling \$9,650,000.00 from Sebvast Capital as follows:</p> <ol style="list-style-type: none"> <li>1. Homes Industries (\$2,100,000.00)</li> <li>2. Linga Fine Foods and Winery Ltd (\$400,000.00)</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												3. Dalitso General Suppliers (\$2,000,000.00) 4. Village Farms (\$200,000.00) 5. Mzuzu Coffee Planters Cooperative Union (\$3,500,000.00) 6. Thanthwe Farms (\$350,000.00) 7. 5 Queens Investments (\$300,000.00) 8. Orbit Business Enterprise (\$800,000.00).
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$238,000.00	\$0	\$0	\$0	\$0	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for non-agricultural financing at \$238,000.00 and the Q3 target at \$47,600.00.  No deals were concluded in Q3. However, three non-agricultural firms have received term sheet offers	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>totalling \$3,100,000.00 from Sebvst Capital as follows:</p> <ol style="list-style-type: none"> <li>1. Rose General Dealers (\$2,000,000.00)</li> <li>2. NULINE Textiles Manufacturing (\$1,000,000.00)</li> <li>3. Takompha Enterprise (\$100,000.00).</li> </ol>
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	18 firms	4	12	4	20	111%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 18 agricultural firms, and a target of four agricultural firms for Q3. However, in Q3, four agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 20 firms for FY2022. This translates to a</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<p>111% achievement against the annual target.</p> <p>Two firms were registered and verified on ATP, namely, Jumwa Enterprise, and Orbit Business Enterprise.</p> <p>One firm, Maroto Investments, was registered on Netcampus Digital Financial Learning Solution.</p> <p>Following the support by the USAID TradeHub with developing an IM, Homes Industries managed to raise \$50,000.00 for acquiring processing machinery.</p>	
11	Number of non-agricultural firms that have applied improved	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	11 firms	1	4	8	13	118%	Achieved	In FY2022, the USAID TradeHub set an annual target of 11 non-agricultural firms,	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	organization-level technologies or management practices with USG assistance [Custom]										<p>and a target of two non-agricultural firms for Q3. However, in Q3, eight non-agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 13 firms for FY2022. This translates to a 118% achievement against the annual target.</p> <p>Five firms were registered and verified on ATP, namely, AIA Business Consult, Mzuzu Ehub, NULINE Textiles manufacturing, Rose General Dealers and Takompha Enterprise</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>African Continental Free Trade Area (Malawi Chapter) was introduced to the Netcampus Digital Financial Learning Solution.</p> <p>Two firms were supported and participated in a virtual buyer mission hosted by SWIFT, namely, Nomonde Designs and TeeBees Investments.</p>
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	22 individuals	5	13	5	23	105%	Achieved	In FY2022, the USAID TradeHub set an annual target of 22 individuals from agricultural firms applying improved management practices or technologies and 4 individuals targeted for Q3. In Q3, five individuals reported applying improved organization-level technologies or	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>management practices, which contributes to a cumulative total of 23 individuals for FY2022. This translates to 105% achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>1. One person was registered and verified on ATP.</li> <li>2. Three individuals registered on Netcampus Digital Financial Learning Solution.</li> <li>3. One individual was supported by the USAID TradeHub with developing an</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												IM and managed to raise \$50,000.00 for acquiring processing machinery.
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies with USG assistance [Custom]	Annually	Output: 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	13 individuals	2	5	8	15	115%	Achieved	In FY2022, the USAID TradeHub set an annual target of 13 individuals from non-agricultural firms applying improved management practices or technologies, and a target of three individuals for Q3. In this quarter, eight individuals from non-agricultural firms applied improved organization-level technologies or management practices, which contributes to a cumulative total of 15 individuals for FY2022. This translates to 115% achievement	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>1. Five individuals were registered and verified on ATP.</li> <li>2. One individual registered on Netcampus Digital Financial Learning Solution.</li> <li>3. Two individuals were assisted and participated in the SWIFT buyer mission.</li> </ol>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	20 Deals	1	10	45	56	280%	Achieved	The FY2022 annual target for this indicator was set at 20 deals and four deals for Q3. A total of 44 deals	
				10 deals: Region - SA	1 deal: Region - SA	8 deal: Region - SA	37 deals: Region - SA	46 deals: Region - SA	460%			

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
				10 deals: Region - US	0 deals: Region - US	2 deals: Region - US	8 deals: Region - US	10 deals: Region - US	100%		<p>were facilitated in this quarter reaching a cumulative total of 56 export deals facilitated at end of Q3, which is a 280% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target for two deals was set, and in this quarter 37 deals were facilitated.</p> <p>Some of the examples of the deals are as follows:</p> <ol style="list-style-type: none"> <li>1. Paanachi Nutri (Soaring Free Superfoods, Bru Shirt Bakery, Rush Nutrition, Manolis Munchies, Komati Foods, Nutri Seed)</li> <li>2. Conforzi Plantation (Forest Fairies,</li> </ol>



	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
											<p>MM Nuts, Manolis Munchies, NutriSeed)</p> <p>3. Ashanti Designs (Arthouse Africa)</p> <p>4. The Old House Shop (Arthouse Africa).</p> <p><b>Region to U.S.:</b>            In Q3, a target for two deals was set, and in this quarter 8 deals were facilitated. Following the support from the USAID TradeHub for firms to participated in the SFF Show, firms from Malawi managed to make deals with U.S. based buyers. Other examples following B2B linkages, a deal was facilitated between</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												Mzuzu Coffee and TJ Maxx.
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output: 2.1</b>	2 deals	37	0	0	37	1,850%	Achieved	The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no deal facilitated this quarter, however the annual target was surpassed in Q1 contributing to a 1,850% cumulative achievement.	
16	Number of firms receiving USG funded technical assistance [Custom]	Quarterly	<b>Output: 1.1, 2.1, 3.4</b>	33 firms	20	37	86	143	433%	Achieved	The FY2022 annual target for this indicator was set at 33 firms, with a Q3 target of seven firms. In Q3, a total of 86 firms received USG funded technical assistance, with a cumulative total of 143 firms which translates to 433% achievement.  Some of the examples for technical support	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												to the firms are as follows: participation in the AWIEF Masterclass, participation in the Summer Fancy Food Show, participation in AGOA exporter awareness session and support with meeting market entry requirements, as well as the participation in the Regional Trade and Investment Service Providers Forum.
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	49 individuals	24	55	107	186	380%	Achieved	In FY2022, the USAID TradeHub set an annual target of 49 Individuals receiving USG funded technical assistance, with a Q3 target of 10 individuals. In Q3, 107 individuals participated in USG assisted trade and investment related programs,	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												which contributes to a cumulative total of 186 individuals, translating to 380% achievement of the annual target. The individuals reported participating in USG assisted trade and investment related programs as follows: participation in the AWIEF Masterclass, the SFF Show in New York, the AGOA exporter awareness session, as well as receiving support with attaining market entry requirements, as well as participation in the Regional Trade and Investment Service Providers Forum event.
18	Number of PPPs formed	Quarterly		0 PPPs	0 PPPs	0 PPPs	1 PPPs	0 PPPs	Not Applicable	Not applicable	There was no annual target for	

	Indicators	Reporting Frequency	Related Objectives									
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative	
	with hub assistance											this indicator. However, a PPP was formed between the USAID TradeHub and Malawi Bureau of Standards.

## ANNEX 6: MOZAMBIQUE COUNTRY UPDATE

In Q3, the three buyer-focused TPSPs, SWIFT, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for Botswana-based exporters. SWIFT finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled six Mozambican firms to connect with potential buyers in subsequent one-on-one meetings. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present six Mozambican suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Mozambican firms Our Gorongosa, Produtos Meia Tigela, and EcoEnergia to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). As of the end of Q3, a total of 15 deals were facilitated by these three TPSPs.

In Q3, Sevest Capital Partners, a capital provider contracted by the USAID TradeHub, secured a guarantee from the Italian Government to cover repayments on assets and equipment manufactured by Italian firms. This has significantly boosted Sevest's risk appetite for some investment opportunities. As a result, three Mozambique firms with Investment Memoranda, namely, Manica Cotton, Limpopo Produtos Alimentares, and Limpopo Investments, are in the process of being presented with term sheets for asset finance of \$115,000, \$100,000, and \$60 million, respectively. The firms would be required to contribute 15 percent toward the proposed asset finance. The three firms had previously been declined by all the capital providers, but efforts undertaken by the USAID TradeHub to improve the financial service ecosystem are starting to bear fruit as capital providers explore new solutions to enhance their offerings. Meanwhile, a transaction with Beluzi Bananas is progressing, with only a few administrative concerns requiring resolution before disbursements can begin.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Representing Mozambique was Sunshine Nut Company and the Confederation of Trade Associations (CTA), representing four companies namely Gutsamba, Our Gorongosa, Matharia Empreendimentos and Mozambique Good Trade. Exhibitors reported 10 leads generated from the show.

On June 15, 2022, the USAID TradeHub made a presentation at the Trade Opportunities Masterclass of the iCreate program, organized by the Standard Bank Business Incubator in Mozambique. The Standard Bank's Business Incubator, which provides guidance for business development, had created the iCreate program to help Mozambican small and medium enterprises to scale up. The virtual masterclass was attended by 39 women entrepreneurs representing 21 women-owned businesses. The USAID TradeHub, in its presentation, explained the support it provides directly, and indirectly through TPSPs, for trade-enhancing services, linkages, and utilization of AGOA. The USAID TradeHub also directed participants to the program's website, where resources such as the AGOA Export Manual and the Regional Cross-Border Trade Toolkit are available, as well as information on the African Trade Platform (ATP) and Netcampus financial-education portal.

From June 8 to June 30, 2022, the USAID TradeHub supported four workshops to further the utilization of AGOA in Mozambique. The workshops were conducted in partnership with the Subcommittee for Market Access of the National Trade Facilitation Committee (NTFC), which is a government agency led by the Ministry of Industry and Commerce, and TPSPs the Confederation of Business Associations (CTA), and the Chamber of Commerce of Mozambique (CCM). The workshops were important as they are expected to galvanize firms to increase exports under AGOA to the U.S. market. This cooperation was in line with the USAID TradeHub aim of building the capacity of other organizations for effective management of AGOA-related initiatives and thereby fostering the longer-term sustainability of these initiatives.

## **LESSONS LEARNED**

- Reappointing buyer focused TPSPs, such as SWIFT, Catalyze, and South African Trade Promotions, has enabled these actors to build on past experience and lessons learned. The use of these TPSPs and independent market experts in specific sectors has proven to be highly effective in facilitating deals.
- In Q3, attention has continued to be paid to how firms are selected for cost-sharing support for label review, product testing, and certification. Applicants are scrutinized with regard to their readiness to undergo these procedures, considering that the USAID TradeHub plans to conclude its involvement in such activities by June 30, 2022. The USAID TradeHub has engaged the certification bodies and other service providers to emphasize this approaching deadline. The requirements for determining readiness were increased to reduce the possibility of firms subsequently needing to delay audits to address non-conformities.
- High-impact deals involving small and medium enterprises (SMEs) require considerable time to raise capital. These enterprises often struggle to find favor with capital providers because of small deal size, irregular revenue streams, and low upfront equity contributions by owners. To ease this problem, the USAID TradeHub has tried to build up the revenue and cash flow streams of SMEs to support loan repayments by linking SMEs with credible buyers to support trade finance or purchase-order finance. SMEs require structured products that support their funding requirements. The finance and investment ecosystem tools and processes supported by the USAID TradeHub need time to mature to support the development of SME funding.
- The financial services ecosystem has improved as a result of work done by the USAID TradeHub. This has taken time, but meaningful changes were not expected to come quickly. The lesson has been that this broader, systemic approach should not be neglected while also giving attention to individual firms and actors.

## **MOZAMBIQUE ANNUAL PERFORMANCE SURVEY SUMMARY**

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on improved business performance, jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, and other significant changes. A total of 18 firms from Mozambique (15 agricultural, three non-agricultural) participated in the survey.

### **Outcomes**

#### **Improved management practices and technology adoption:**

- **All 18 firms surveyed acknowledged technical support provided by USAID TradeHub.** Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshows, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- **All the firms surveyed indicated they applied improved management practices and improved technology.** Among improvements cited were market linkages for business expansion, new branding and packaging, food-safety certification, technical innovations, better quality control, online stock management, and enhanced manufacturing processes.
- Condor Anacardium said it is the first cashew nut company in Mozambique to be organic certified, and that this status has enabled the firm to attract more customers.
- Limpho Produtos Alimentares said it has changed its packaging from plastic to glass jars.
- Matharia Empreendimentos said it has acquired new machinery to meet HACCP standards.
- Agrifeed said it has acquired a new processing machine.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. **Of the 16 respondents, 11 firms (eight Ag, three non-Ag) reported improved business performance.** Areas of improvement included better production and business management, digital marketing that led to increased sales, and better understanding of market-entry requirements.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. **Of the 18 firms surveyed, 13 firms (10 Ag, three non-Ag) reported they were either lucrative, profitable, or able to cover their operating costs.** This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

The following factors were cited as strategies put in place to maintain profitability: increasing local sales, increasing production, and diversifying product lines.

**Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. Seventeen firms said they had a positive impact for women.
- Condor Anacardium said 500 of its 750 employees are women who receive a salary sufficient to sustain a household and raise children. The firm said that in April it opened a pre-school inside the factory for children of workers.
- INVXT Agro Investimentos said it gives fair-trade training to women and youth, including on how to measure moisture in fields for quality control.

**Local capacity development – job creation:** The 18 surveyed firms said that in FY2022 they had created **401 direct jobs and 19,613 indirect jobs**, most of the latter being among seasonal workers and outgrowers.

**Local capacity development – finance, investment, and commitments attracted**

- USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Mozambique, the survey indicated **that two agricultural firms attracted outside financing or investment.**
- Sunshine Nut said it received an investment of \$500,000 to finance expansion, including a new product line and development of its cashew butter.
- Afrifruta said it received a grant for business expansion.



**Other significant changes:** Firms indicated improvements through USAID TradeHub support in market linkages, organic certification, strategy development, business expansion, market diversification, product-range growth, and enhanced productivity.

- INVXT Agro Investimentos said it is developing its own e-commerce platform for local retail sales of chia seeds, and that it is partnering with INNOQ to obtain national certification to sell in supermarkets.
- Black Khakhela (hair and skin products) said it is expanding its market presence in South Africa, through support with SWIFT.

**Challenges:** Asked about challenges they faced during the year, firms mentioned barriers to accessing the South African market, inconsistent supply of nuts, internal management issues, the need for new machinery, difficulty accessing finance, and inadequately skilled staff.

**Impact of COVID-19:** Difficulties cited as stemming from the pandemic included declining sales, increasing airfreight costs, staff retrenchments, and delays in shipments from abroad.

- Dream Agrobusiness said it lost its crop areas to animal invasion because it did not have workers willing to till the land. This meant the firm were not able to honor contracts, and consequently lost access to finance.
- On a positive note, Agrifeed said the pandemic prompted the firm to transition to online transactions, and enabling entry into new markets.

### **Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Exporting to the United States, after meeting certification requirements.
- Expanding to South Africa.
- BRC certification and implementation.
- Acquiring food-safety certification.
- Having a local processing plant with international standards.
- Establishing a laboratory for product testing.
- Participating in the SFF Show, then expanding brand recognition and distribution in the United States.
- Opening a new honey factory.
- Going live on Amazon and becoming a recognized brand in the United States.
- Attaining HACCP and ISO 22000 certification.
- Attaining fair-trade certification.

## **OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY I.1: SUPPORT NATIONAL TPSPS TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED REGIONAL EXPORTERS AND SOUTH AFRICA**

#### **Planned Activities:**

- From Q1-Q3, the USAID TradeHub will shortlist the existing deal pipelines from FY2021 with an aim to focus on those deals that are likely to go to closure during FY2022. The new deals pursued during FY2022 will be those with export-ready firms that require minimal assistance (gazelles), during Q1-Q3.

- From Q1-Q3, the two appointed South African-based private sector buyer-focused TPSPs will also work with at least one supplier-focused TPSP in Mozambique to facilitate and close export deals on the African Trade platform (ATP) and the Enter Africa platform. The collaboration between the SA buyer-facing TPSP (who has a database of buyers) will be complemented by a Mozambique-based TPSP for their network of export-ready firms looking for markets in South Africa. TPSPs will also be assisted to provide deal care to five firms.

*The milestones under this activity were completed in Q3.*

**Summary:** Following the reappointment of three buyer-focused TPSPs (SWIFT, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Mozambique-based exporters. In Q3, SWIFT finalized the creation of two new LookBooks for natural cosmetics and food and updated its LookBook for handcrafted products. The three LookBooks features 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating from Mozambique in the LookBooks are Black Khakela, Produtos Meia Tigela, Limpheo Produtos Alimentares, Zoya, Woogui, and Miombo.

Additionally, SWIFT held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms.

Starting in Q2 and ending in Q3, SWIFT facilitated three buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. Between March 28 and April 11, 2022, SWIFT, in partnership with the USAID TradeHub, hosted the three virtual buyer missions that enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business linkages that have been fine-tuned by the USAID TradeHub since FY2020. The USAID TradeHub and SWIFT are now supporting the export firms with price negotiations and logistical arrangements as they undertake discussions with potential buyers from the buyer missions. For the engagements among natural cosmetics and food firms, two LookBooks were shared with 10 South African buyers to match them with suppliers for one-on-one meetings. There were 20 introductions between four Mozambican firms and South African buyers. Utilizing these different approaches in Mozambique, SWIFT facilitated 38 deals with South Africa and U.S. buyers. Miombo has sent a sample order to U.S. buyer Bridge for Africa in the amount of \$195.

Catalyze received over 100 applications from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection focused mostly on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Mozambique, Coconut Oil Mozambique, Condor Anacardium, INVXT, Afrifruta, and Baobab Products Mozambique were chosen to benefit from the Engage Trade Africa support offered by

Catalyze. Twenty-one introductions between Mozambique suppliers and South African buyers were concluded in Q3.

In Q3, South African Trade Promotions, a buyer-facing TPSP based in South Africa supported by the USAID TradeHub, assisted the Mozambique firms Afrifruta, Our Gorongosa, Produtos Meia Tigela, and EcoEnergia to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). South Africa buyer Faithful to Nature identified five Mozambican companies as potential suppliers (Mozambique Good Trade; Afrifruta; Produtos Meia Tigela ; Produtos Naturais da Gorongosa and Eco Energia), further information was requested from these companies to proceed to the next stage.

In Q3, the USAID TradeHub continued to advance e-commerce opportunities in South Africa, following a December 2021 webinar hosted by the USAID TradeHub titled “Selling in South Africa via E-Commerce,” in collaboration with the South Africa-based e-commerce management companies Enter Africa, Legalese, and E-commerce Forum Africa. Following the webinar, two Mozambique-based firms, Sunshine Nut Company and Black Khakhela, applied for assistance to work with Enter Africa or eComplete to list on South African business-to-consumer platforms, such as Takealot.com, Makro, and Superbalist. This approach builds off the USAID TradeHub’s experience of listing firms on Amazon with support from Albert Scott, and enables firms to test the South African market in a relatively low-risk manner.

Deal care was provided to 12 firms through linkages to buyer facing TPSPs Catalyze, Enter Africa, eComplete, and SWIFT. Ongoing deals for Afrifruta, Sunshine Nut Company, Baobab Products of Mozambique, Condor Anacardium, and INVXT are progressing through Catalyze, and deal closures are expected in Q4.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will facilitate partnerships between Mozambique TPSPs and trade-enhancing bodies such as certification bodies, testing laboratories, and other service providers to support export firms with certifications, including cost-share support where possible. At least four exporters in Mozambique to access the required trade-enhancing services to enable them to conclude their export deals through national TPSPs.
- In Q1-Q2 (carried over to Q3), the USAID TradeHub will support at least one Mozambique TPSP to host a webinar that addresses trade-enhancing services.
- From Q1-Q3, support a Mozambican TPSP to conduct a B2B event, buyer mission, or participate in a trade show to secure further linkages with South African buyers, including cost-share support where possible.

*The milestones under this activity were completed in Q3.*

Summary: On June 9, 2022, the USAID TradeHub co-hosted a webinar on certifications and food safety in Mozambique. The purpose of the seminar was to encourage exporting firms to seek out certification and product testing services, and to build awareness of the need for food-safety certification for firms seeking to export to South Africa and the United States. It was also an opportunity to connect firms with internationally accredited service providers. The webinar was co-hosted with the Confederation of Business Associations (CTA), the National Institute for Standards and Quality (INNOQ), and PROMOVE Comercio Project. It drew 24 participants in-person and 60 online, including representatives of food-industry firms, certification companies, and trade promotion service providers (TPSPs).

The main presentations at the seminar were delivered by Intertek, SGS, and Bureau Veritas, international certification bodies with representation in Mozambique, as well as by INNOQ, a national certification body with international accreditation. The organizations all presented their service offerings for food safety-related certifications. The collaboration between the USAID TradeHub, CTA, INNOQ, and PROMOVE Comercio builds on past cooperation and TPSP agreements in place. For the June event, the USAID TradeHub organized logistics and procurement, coordinated invitations, and recruited service providers to participate as speakers and panelists. The next steps involve the USAID TradeHub continuing to provide CTA with resources to bolster linkages between local food exporters and export-readiness services. This empowerment of CTA is part of a larger drive to transfer responsibilities to TPSPs as the USAID TradeHub project nears closure.

On May 16, 2022, Sociedade de Águas de Moçambique (SAM), a Mozambique-based supplier of bottled water, attained its ISO 22000 food-safety certification, with support from the USAID TradeHub, which covered 60 percent of the audit cost. ISO 22000 certification covers all the processes in the food chain that affect the safety of the end product. The standard specifies requirements for a comprehensive food-safety management system, as well as incorporating elements of Good Manufacturing Practice and Hazard Analysis Critical Control Points. With this certification, SAM now meets market-entry requirements and is positioned to supply buyers in South Africa and the United States with a product produced in certifiably safe conditions.

In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO Africa to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. On June 30 2022, two Mozambique firms, Finana and EcoEnergia, continued their marketing upgrade work with NONZĒRO Africa. The USAID TradeHub covered 60 percent of NONZĒRO's costs, while the suppliers covered the remaining 40 percent. These marketing tools aim to enable the companies to present a compelling brand, promote their business more effectively on social media, and advance their digital presence with South African and U.S. buyers.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Mozambique, Miombo, Zoya and Woogui linked with the retailers from South Africa and the United States.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 and Q3, as part of peer learning among regional and sharing of best practices, TPSPs and BMOs will participate in two learning events that will be organized by the Eastern Cape Development Corporation in collaboration with the USAID TradeHub. This is to strengthen knowledge transfer within the region, and to assist the TPSPs to find effective methods of engaging their counterparts across borders, and in turn expedite export processes by firms. The knowledge sharing will include certification, market linkages, border-clearance requirements, and legal considerations when exporting commodities across borders.

- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs, including APME, and BMOs in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion [TIP]), the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub's drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. From Mozambique, Condor Anacardium was featured. The stories will be translated into Portuguese and disseminated to the USAID TradeHub's TPSP partners in Q4, to share lessons for Mozambican firms.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized with Portuguese subtitles in Q4 and disseminated widely to share lessons for Mozambican trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support transaction advisors to conclude deals with USAID TradeHub-appointed capital providers.
- In Q1 through to Q3, the USAID TradeHub support is to close any gaps in the Investment Memoranda that may emerge in discussions with the capital providers and support the capital seekers to evaluate the offers made by the capital providers.
- In Q1 through to Q3, the USAID TradeHub will also introduce capital seekers to new capital providers to raise capital, in instances where Sebvest Capital Partners and Neu Capital Africa are unable to provide capital.

*This activity is ongoing despite the implementation of project activities concluding at the end of Q3. The financial service providers are continuing to explore solutions to meet capital seekers' requirements. In Mozambique, three capital seekers (Manica Cotton, Limpopo Investments, and Limpopo Produtos) are being presented with term sheets. The discussions and negotiations on these are expected to continue into Q4.*

**Summary:** In Q3, Sebvest Capital Partners, a capital provider contracted by the USAID TradeHub, secured a guarantee from the Italian Government to cover repayments on assets and equipment manufactured by Italian firms. This has significantly boosted Sebvest's risk appetite for some investment opportunities. As a result, three Mozambique firms with Investment Memoranda (IMs), namely, Manica Cotton, Limpopo Produtos Alimentares, and Limpopo Investments, are in the process of being presented with term sheets for asset finance of \$115,000, \$100,000, and \$60 million, respectively. The firms would be required to contribute 15 percent toward the proposed asset finance. The three firms had previously been declined by all the capital providers, but efforts undertaken by the USAID TradeHub to improve the financial services ecosystem are starting to bear fruit as capital providers explore new solutions to enhance their offerings. Meanwhile, a transaction with Beluzi Bananas is progressing, with only a few administrative concerns requiring resolution before disbursements can begin.

Typical reasons for deal declines by capital providers are insufficient immediate free cash flow, unpredictable forecasted cash flow growth, and inadequate upfront owner equity in the deal application. Declines by capital seekers tend to be around disagreement on proposed terms and conditions.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support the three partners to undertake some business development activities aimed at enhancing the operations, i.e., registrations, transactions, learning, and closure of transactions, on the African Trade Platform, the Neu Capital Africa platform, and the Netcampus Learning Management System.
- From Q1 to Q3, the USAID TradeHub will further facilitate verification of registered suppliers on the ATP for purposes of fully trading on the platform.
- In Q1 through to Q3, the USAID TradeHub will facilitate learner registration on the revised Netcampus learning management system.
- In Q1 through to Q3, the USAID TradeHub will implement incentive mechanisms to draw in a variety of ecosystem players to participate fully on the ATP and consider various other options to enhance Neu Capital Africa's investment ecosystem and the Netcampus Learning Management System.

*The milestones under this activity were not completed as of the end of Q3. Local TPSPs, registered as facilitators on the ATP, will continue to encourage registration of more suppliers on the Platform.*



Summary: In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 SMEs from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 SMEs, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. From Mozambique, the firm Winnua LDA participated. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has made these 18 modules available in English and Portuguese. Work taking place by the four grantees is due for completion by July 15, 2022.

In Q3, the USAID TradeHub supported the registration of nine additional Mozambique export firms on the ATP, bringing the total to 17. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and through promotion via a newspaper advertisement on the ATP by CTA, a TPSP registered as an ATP facilitator. All nine firms have been verified so that they can fully trade on the platform. The nine firms verified exceed the annual target of eight verifications.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1-Q3, the USAID TradeHub will contribute to documentation and dissemination of three case studies/knowledge products to reinforce understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 with Portuguese subtitles and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

##### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support AGOA utilization strategy implementation by providing advice and training in collaboration with the AGOA sub-committee and secretariat on a needs basis.
- From Q2-Q3, facilitate a regional peer-learning event focusing on exporting to the United States under AGOA.

*The milestones under this activity were completed in Q3.*

Summary: From June 8 to June 30, 2022, the USAID TradeHub supported four workshops to further the utilization of AGOA in Mozambique. The workshops were conducted in partnership with the Subcommittee for Market Access of the National Trade Facilitation Committee (NTFC), which is a government agency led by the Ministry of Industry and Commerce, and two TPSPs, CTA, and the Chamber of Commerce of Mozambique (CCM), and which serves as the country's AGOA subcommittee. The first workshop, on June 8, was for the country's Subcommittee to set goals, initiatives, and priorities going forward. It was held in Maputo in hybrid format and had nine in-person participants, with the USAID TradeHub providing virtual support from South Africa. The second workshop, on June 14, also in hybrid format in Maputo and with 10 people in physical attendance, was to support the AGOA Subcommittee to finalize the AGOA operational/action plan, firming up goals, initiatives, and deadlines. The third workshop, on June 28, again in hybrid format in Maputo, with seven physical and eight virtual participants, brought together members of the AGOA Secretariat, the National and Provincial Focal Points, and TPSPs such as APIEX, CTA, and CCM. The aim was to provide participants with guidance on AGOA benefits and ways of accessing AGOA-related services and resources. The final workshop, on June 30, was to spread AGOA information more widely, especially among targeted firms in the agriculture sector, representatives of which were in attendance. Since the launch of the country's AGOA Strategy in 2018 (with USAID TradeHub support), dissemination of information about the strategy has often been lacking,



particularly in Mozambique's northern region, where most of the country's exporting firms are based. The final workshop was in hybrid format in the northern port city of Nacala, and had 40 participants (22 in-person and 18 online). In 2021, the USAID TradeHub had engaged an AGOA expert to provide broad technical support to the subcommittee, including eventually delivering the four capacity-building workshops in June 2022. The workshops were important as they are expected to galvanize firms to increase exports under AGOA to the U.S. market. The USAID TradeHub supported its partners by providing logistical and technical support for the workshops. The secretariat of the Subcommittee for Market Access, for its part, was responsible for developing the program and inviting key participants. This cooperation was in line with the USAID TradeHub aim of building the capacity of other organizations for effective management of AGOA-related initiatives and thereby fostering the longer-term sustainability of these initiatives.

Following the AGOA Regional Peer Learning Event held in Cape Town, South Africa, on March 8-9, 2022, the USAID TradeHub developed a summary video and learning piece for dissemination. The March event in Cape Town was hybrid and thus enabled participants from across the region and the United States to share exporting experiences and lessons. The video and learning piece aimed to capture the essence of the discussions among the 52 on-site and numerous online participants, including representatives of TPSPs, business membership organizations, AGOA reference groups, and import and export firms. The representatives from Mozambique (MIC, CTA) shared information gained at the March event with members of their country's AGOA Steering Committee at the workshop on June 30, 2022, where the video and learning piece were disseminated.

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO IMPLEMENT MARKET-ENTRY SUPPORT AND COMPLIANCE**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub, in partnership with TPSPs (U.S. and regional), will continue to support the implementation of U.S. market-entry roadmaps, including onboarding U.S. buyers to the ATP.
- In Q1 to Q3, in collaboration with TPSPs, the USAID TradeHub will assist exporters to meet U.S. market-entry requirements relating to FDA registration, certification, product packaging, labeling, and market activation of products in the United States. To that effect, firms with export potential such as Condor Anacardium and Mozambique Good Trade (organic certification), Sociedade de Águas de Moçambique (ISO 22000), and Mathária Empreendimentos (FDA registration) are some of the firms to collaborate with the USAID TradeHub.
- From Q1-Q2 (carried over to Q3), the USAID TradeHub will further support virtual participation of regional firms in U.S. virtual and hybrid trade shows and buyer missions, and to virtually link regional export firms and other value-chain actors to buyers to encourage trade. This activity will include supporting firms such as Sunshine Nuts, EcoEnergia, and Matharia Empreendimentos to participate in virtual trade shows, such as the Fancy Food Show. The trade shows will allow the firms to showcase their products to a large number of U.S. buyers. Five Mozambique handicraft exporters have been supported to showcase their products via a LookBook that is extensively shared with U.S. buyers. This is expected to be complemented by a virtual buyer mission. Collaboration with U.S.-based market linkage specialists such as VentureLift will allow niche producers such as MozTex to export school uniforms to the United States.
- From Q1-Q3, the USAID TradeHub will transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac).

*The milestones under this activity were completed in Q3.*

Summary: On April 7, 2022, Mozambique Good Trade, a Mozambique-based supplier of locally sourced specialty foods and oils, obtained its organic certification from the auditing firm Ecocert Southern Africa. The certification followed Mozambique Good Trade's participation in a webinar on organic farming hosted by the USAID TradeHub on October 22, 2020. The USAID TradeHub covered 60 percent of the audit cost, with the company covering the balance. The one-stage audit was conducted in October 2021, and, after non-conformities were rectified, the certification was issued in April. The certification positions the firm to supply buyers in South Africa and the United States with certified organic products, enhances the firm's competitiveness, and enables it to charge a higher price.

On May 16, 2022, Sociedade Águas de Moçambique (SAM), a Mozambique-based supplier of bottled water, attained its ISO 22000 food-safety certification, with support from the USAID TradeHub. The USAID TradeHub covered 60 percent of the audit cost, with SAM covering the balance. The certification covers all processes in the food chain that affect the safety of the end-product. This entails meeting requirements for a comprehensive food-safety management system, as well as incorporating the elements of Good Manufacturing Practice (GMP) and Hazard Analysis Critical Control Points (HACCP). With this certification, SAM now meets market-entry requirements and is positioned to supply buyers in South Africa and the United States with a quality-assured product.

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted a market intelligence session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for the Summer Fancy Food Show (SFF) that took place June 12-14, 2022, in New York City. The USAID TradeHub and SACG-NY had supported participation of regional firms in the SFF shows in June 2018 and June 2019, when they conducted similar pre-show sessions for participating firms to gain insight into the U.S. market. The South Africa Consul General Motumisi Tawana and a representative of USAID Southern Africa, Allan Hackner, presented opening remarks at the pre-show session on June 9, 2022. The session had 40 participants, including representatives of export firms and TPSPs such as the South Africa-based TPSP Wesgro, the Botswana Investment and Trade Centre, the Eastern Cape Development Corporation, and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the pre-show session with SACG-NY who, in turn, arranged for the participation of U.S.-based TPSPs, the New York City Mayor's Office, RangeMe, New York City Small Business Services, and Standard Bank Group. Through this partnership with SACG-NY, the USAID TradeHub continued providing regional TPSPs and firms with information about the U.S. market and available export resources, to enable them to take full advantage of the SFF show. The session allowed TPSPs and exporters to engage with U.S. counterparts and cultivate relationships that can endure beyond the closure of the USAID TradeHub project. In addition co-hosting the market intelligence session, the USAID TradeHub provided logistical and marketing support to the participating firms from across the nine USAID TradeHub-target countries to maximize the benefits of exhibiting at the show.

The USAID TradeHub, SACG-NY, and the Specialty Food Association (SFA), had supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at SFF 2022 Show, held at the Javits Convention Center in New York City. The support to the firms started with a market intelligence session, co-hosted by the USAID TradeHub, the SACG-NY, the South African Embassy in Washington, D.C., and Wesgro. The session was presented at SACG-NY, with physical attendance by the 38 regional firms. The USAID TradeHub further supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths. CTA was in attendance, representing four firms from Mozambique (Matharia Empreendimentos, Mozambique Good Trade, Gutsamba Foods, and Our Gorongosa). Also in attendance was Sunshine Nut, which was assisted with exhibition space and marketing collateral.

Following an introductory session by Albert Scott in February 2022, the USAID TradeHub signed deal notes with 17 regional firms to receive support with listing on Amazon. Pricing models and

listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. From Mozambique, Black Khakhela is participating in this activity. On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under AGOA. On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts and assisting the firms with U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Black Khakhela from Mozambique.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was exceeded with a total of seven buyer missions (against a target of six buyer missions), with participation in the Winter Fancy Food Show, the Summer Fancy Food Show, the SWIFT handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

### **ACTIVITY 3.3: ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will support U.S. and national TPSPs to enhance the organization and hosting of in-country annual Exporter Awards events to recognize high-performing exporters.
- From Q1 to Q3, the USAID TradeHub will further support TPSPs to organize Awards in recognition of different areas of excellence that highlight success stories of export to the United States.

*The milestones under this activity were not completed as at the end of Q3. Support to country partners to host the national Exporter Awards and engage with and participate in the Regional Exporters Awards 2022 event, scheduled for July 26, will continue in Q4.*

Summary: In Q2, the USAID TradeHub continued planning and discussions with APIEX related to hosting the Mozambican Exporter of the Year Awards, as part of the launch of the Maputo International Trade Fair (FACIM). APIEX will be the lead organization for the Exporter Awards, with the USAID TradeHub providing logistical support. A date in the first week of August 2022 is being considered.

The USAID TradeHub is in advanced planning of the Regional Exporter Awards, 2022. The Eastern Cape Development Corporation (ECDC), a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will provide ECDC with support to host a successful event, and will cover some costs, such as those of advertisements, the venue, and trophies.

## ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will further facilitate peer learning and sharing of best practices for TIPAs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, two TPSPs, the Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Trade and Investment Service Providers (TISPs) Forum. The event, supported by the USAID TradeHub, was the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to share their knowledge and cultivate their connections to promote trade and investment activities in Southern Africa, to thereby drive economic growth. At the May webinar, the USAID TradeHub, ECDC, ZAM, the Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 participants, drawn from TPSPs and business membership organizations from the nine USAID TradeHub target countries. The webinar reinforced key aspects of regional trade and investment, explored challenges of online trade resources, furnished information on how Southern African entities can engage with the PBFA, and promoted regional collaboration among actors in the trade ecosystem. While the USAID TradeHub supported the initial establishment of the forum in 2021, this year the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

Following the forum, on June 15, TPSPs that include CTA others participated in session hosted at the South African Consulate General-New York (SACG-NY) offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will be translated into Portuguese and disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Angolan firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022 show, and the USAID TradeHub support to get regional firms listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.

### FY2022 Q3 COUNTRY PERFORMANCE TABLE: MOZAMBIQUE

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
I	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Region to SA	\$1,700,000.00	\$1,114,543.50	\$1,051,166.00	\$290,860.00	\$2,456,569.50	145%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$1,700,000.00, with a target of \$340,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$2,456,569.50, translating to a 145% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows, and buyer missions facilitated by the USAID TradeHub.</p> <p>There is a potential export expected in Q4 from Sunshine Nut Company.</p> <p><b>Region to SA:</b> In Q3, Condor Anacardium exported cashew kernels to the value of \$36,000.00. Afrifruta exported dried</p>	
			Objective 3: AGOA	Region-SA: \$200,000.00	Region-SA: \$114,533.50	Region-SA: \$403,338.00	Region-SA: \$51,300.00	Region-SA: \$569,171.50	285%			
			Region to U.S. - AGOA: \$500,000.00	Region to U.S. - AGOA: \$755,410.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$755,410.00	151%				
			Region to U.S. - Non AGOA: \$1,000,000.00	Region to U.S. - Non AGOA: \$244,600.00	Region to U.S. - Non AGOA: \$647,828.00	Region to U.S. - Non AGOA: \$239,560.00	Region to U.S. - Non AGOA: \$1,131,988.00	113%				

Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status Against Annual Targets	Narrative	
											<p>fruit to the value of \$13,400.00 and Nutriverde Okala exported dried goods to the value of \$1,900.00.</p> <p><b>Region to U.S., AGOA:</b> No exports were reported in this quarter. However, in Q4 potential exports are expected from firms that exhibited in the Summer Fancy Food (SFF) Show in New York. The following firms were supported by the USAID TradeHub in conjunction with TPSP CTA: Gutsamba Foods, Matharia Empreendimentos, Mozambique Good Trade and Produtos Naturais da Gorongosa.</p> <p><b>Region to U.S., Non-AGO:</b> In Q3, Sunshine Nut exported cashews to the value of \$165,060.00 and Condor Anacardium exported cashew kernels to the value of \$74,500.00.</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA	\$200,000.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$200,000.00, with a target of \$40,000 for Q3. At the end of Q3, the USAID TradeHub reported no exports.</p> <p>In this period the USAID TradeHub engaged with market-facing TPSPs in promoting buyer-seller linkages, hosting webinars, support for product testing, trade shows and buyer missions.</p> <p>Potential exports expected in Q4 to the U.S. include ZOYA and Miombo.</p> <p><b>Region-SA:</b> No exports were reported in Q3. However, in Q4 exporters that include ZOYA, Miombo, Black Khekehla and Woogui are expected to finalize deals with SA buyers that they have been linked to though buyer missions and the</p>	
			Objective 3: AGOA	Region-SA: \$200,000.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	Region-SA: \$0.00	0%			
			Region to U.S. -AGO: \$0.00	Region to U.S. -AGO: \$0.00	Region to U.S. -AGO: \$0.00	Region to U.S. -AGO: \$0.00	Region to U.S. -AGO: \$0.00	Not applicable				
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: Not applicable	Region to U.S. - Non AGOA: Not applicable		Region to U.S. - Non AGOA: Not applicable	Not applicable				

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
											<p>handmade LookBook by SWIFT.</p> <p><b>Region-U.S. AGOA:</b> No exports were reported in Q3. Through contracting SWIFT to develop a LookBook, ZOYA, Miombo, Black Khekehla and Woogui been included in the LookBook which was shared with potential U.S. buyers.</p> <p><b>Region to U.S., Non-AGO:</b> No exports were reported in Q3.</p>	
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1, 2 and 3	25% of the assisted firms (20 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	16%	16%	16%	Not achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 20 firms were targeted to be surveyed for improved profitability and self-sufficiency, but only 13 firms were surveyed with all firms reporting increased profitability or self-sufficiency, translating to 16% achievement	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	50%	50%	50%	Not achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of 15 agricultural firms were surveyed, and only 12 qualified to be assessed according to the CBLD-9 standards. Out of the 12 agricultural firms assessed using the CBLD standards, six agricultural firms reported to have improved performance translating to 50% achievement.	
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms expected to apply report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of three non-agricultural firms were surveyed, and only two qualified to be assessed according to the CBLD-9 standards. All two non-agricultural firms reported to have improved performance translating to 100% achievement.	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$213,180.00	\$23,724.00	\$5,312.00	\$40,936.00	\$69,972.00	33%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural investment at \$213,180.00 and the Q3 target at \$42,636.00.</p> <p>In Q3, there were six agricultural in-kind USG commitment investments to the value of \$40,936.00, which contributes to a cumulative performance of \$69,972.00, translating to 33% achievement of the annual target.</p> <p>The agricultural transactions that contributed to this result include: Condor Anacardium for product testing (\$2,656.00).</p> <p>SFF Show: Gutsamba (\$7,656.00) Matharia Empreendimentos (\$7,656.00) Our Gorongosa (\$7,656.00) Mozambique Good Trade (\$7,656.00)</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												Sunshine Nut Company (\$7,656.00)
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$0.00	\$0.00	\$14,345.00	\$0.00	\$14,345.00	Not applicable	Not applicable	No annual target was set for this indicator and no investments were made in Q3.	
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$4,793,474.00	\$0.00	\$401,338.00	\$0.00	\$401,338.00	8%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$4,793,474.00 and the Q3 target at \$958,694.80. No deals were concluded in Q3. The cumulative performance of \$401,338.00, translates to 8% achievement of the annual target.  In Q3, the capital provider Sevest Capital issued two agricultural term sheet offers to capital seekers which will continue to be negotiated in Q4 as follows:	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>Limpho Produtos Alimentares (\$100,000,00) Limpopo Investments (\$60,000,00).</p> <p>In addition, the capital provider Cala Capital Africa is concluding the agreement with an agricultural company to the value of \$6,000,000.00.</p>
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$119,000.00	\$0.00	\$0.00	\$0.0	\$0.00	0%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural financing at \$119,000.00 and the Q3 target at \$23,800.00.</p> <p>No deals were concluded in FY2022. However, the capital provider Sevest Capital issued a term sheet offer to Manica Cotton Company to the value of \$115,000.00, which will continue to be negotiated in Q4.</p>	
10	Number of agricultural firms that have applied improved organization-level	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 firms	5 firms	9 firm	6 firms	20 firms	400%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of five agricultural firms, and a target of one agricultural firm was set for</p>	

Indicators	Reporting Frequency	Related Objectives									
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status Against Annual Targets	Narrative	
technologies or management practices with USG assistance [Custom]											<p>Q3. In Q3, six agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 20 firms for FY2022. This translates to a 400% achievement against the annual target.</p> <p>This achievement is a result of technical assistance provided to two companies, Limpho Produtos Alimentares and Produtos Meia Tigela that were assisted to produce a catalogue, which now features in SWIFTs online platforms.</p> <p>The USAID TradeHub supported five firms to exhibit at the SFF Show in New York, namely, Sunshine Nut Company, and through the partner TPSP CTA, Gutsamba, Mozambique Good Trade, Matharia Empreendimentos and Produtos Naturais da Gorongosa.</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	3 firms	15 firms	9 firms	9 firms	33 firms	1100%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of three non-agricultural firms, and a target of one was set for Q3. In Q3, nine non-agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a cumulative total of 33 firms for FY2022. This translates to a 1,100% achievement against the annual target.</p> <p>Black Khakhela was assisted to feature in SWIFTs LookBook, which is accessed by buyers worldwide ZOYA was assisted in preparing to present their products at a buyer mission organized by SWIFT. Seven firms were assisted to onboard on ATP.</p>	
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	5 individuals	5 individuals	39 individuals	8 individuals	52 individuals	1040%	Achieved	In FY2022, the USAID TradeHub set an annual target of five individuals from agricultural firms applying improved	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
	management practices or technologies with USG assistance										<p>management practices or technologies and a target of one was set for Q3. In Q3, eight individuals reported applying improved organization-level technologies or management practices, which contributes to a cumulative total of 52 individuals for FY2022. This translates to 1040% achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 are: Two individuals were assisted to create a page in SWIFTs LookBook, which is accessed by buyers worldwide. Six individuals were supported to exhibit at the SFF Show in New York.</p>	
13	Number of individuals in the non-agriculture system who have applied improved management	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	3 individuals	22 individuals	13 individuals	9 individuals	44 individuals	1467%	Achieved	In FY2022, the USAID TradeHub set an annual target of three individuals from non-agricultural firms applying improved management practices or	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
	practices or technologies with USG assistance [Custom]											<p>technologies, and a target of one individual was set for Q3. In this quarter, nine individuals from non-agricultural firms applied improved organization-level technologies or management practices, which contributes to a cumulative total of 44 individuals for FY2022. This translates to 1,467% achievement against the annual target.</p> <p>Some examples of individuals that applied improved management practices in Q3 were:</p> <ul style="list-style-type: none"> <li>Assisted with registering on the ATP platform and being verified as facilitators (Seven individuals)</li> <li>Introduced to buyers through the LookBook created by SWIFT. (Two individuals).</li> </ul>
14		Quarterly	<b>Output:</b> 1.1, 3.4	20 deals	2 deals	9 deals	49 deals	60 deals	300%	Achieved	The FY2022 annual target for this indicator was set at	



Indicators	Reporting Frequency	Related Objectives								
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status Against Annual Targets	Narrative
Number and value of export deals facilitated [Custom]			Region-SA-10 deals	2 deals: SA-region	4 deals: SA-region	35 deals: SA-region	41 deals: SA-region	60%		<p>20 deals and four deals for Q3. A total of 49 deals were facilitated in this quarter reaching a cumulative total of 60 export deals facilitated at end of Q3, which is a 300% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target of two deals was set, and 35 deals were facilitated. Some of the examples of the deals are as follows:</p> <ul style="list-style-type: none"> <li>• Afrifruta (Rush Nutrition)</li> <li>• Condor Anacardium (Forest Fairies Sweet Co)</li> <li>• INVXT AgrolInvestimentos (Nutriseed)</li> </ul> <p><b>Region to U.S.:</b> In Q3, a target of two deals was set, and in this quarter 14 deals were facilitated. Following the support from the USAID TradeHub for firms to participate in the Summer Fancy Food Show,</p>
			AGOA-10 deals	0 deals: AGOA	5 deals: AGOA	14 deals: AGOA	19 deals: AGOA	50%		

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												firms from Mozambique managed to make deals with U.S. based buyers.
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output:</b> 2.1	2 deals	11 deals	1 deal	0 deals	12 deals	600%	Achieved	The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no deal facilitated this quarter, however the annual target was surpassed in Q1 contributing to a 600% cumulative achievement.	
16	Number of firms receiving USG-funded technical assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	15 firms	35 firms	26 firms	78 firms	139 firms	927%	Achieved	The FY2022 annual target for this indicator was set at 15 firms, with a Q3 target of three firms. In Q3, a total of 78 firms received USG funded technical assistance, with a cumulative total of 139 firms which translates to 927% achievement. Some of the examples for technical support to the firms are as follows: <ul style="list-style-type: none"> <li>• Participation in the AWIEF Masterclass;</li> <li>• Participation in the SFF Show;</li> <li>• Participation in the Trade Masterclass for</li> </ul>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>the Standard Bank Incubator iCreate program;</p> <ul style="list-style-type: none"> <li>• Support with meeting market entry requirements;</li> <li>• Participation in the Regional Trade and Investment Service Providers Forum.</li> </ul>
17	Number of individuals participating in USG-assisted trade- and investment-related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	15 individuals	46 individuals	73 individuals	172 individuals	291 individuals	1,940%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 15 Individuals receiving USG funded technical assistance, with a Q3 target of three individuals. In Q3, 172 individuals participated in USG assisted trade and investment related programs, which contributes to a cumulative total of 291 individuals, translating to 1,940% achievement of the annual target.</p> <p>The individuals reported participating in USG assisted trade and investment related programs as follows:</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Q3 Performance	Cumulative Project Performance	Cumulative % Performance			
											<ul style="list-style-type: none"> <li>• Participation in the AWIEF Masterclass;</li> <li>• Participation in the SFF Show;</li> <li>• Participation in the Trade Masterclass for the Standard Bank incubator iCreate program;</li> <li>• Support with meeting market entry requirements;</li> <li>• Participation in the Regional Trade and Investment Service Providers Forum.</li> </ul>	
18	Number of PPPs formed with hub assistance	Quarterly		5 PPPs	1PPP	3 PPPs	4PPPs	8 PPPs	160%	Achieved	In FY2022, the USAID TradeHub set an annual target of five PPPs, and no Q3 target was set. In Q3, there were four PPPs formed. At the end of Q3, a cumulative total of eight PPPs were formed translating to 160% achievement of the annual target.	

## ANNEX 7: NAMIBIA COUNTRY UPDATE

In Q3, the three buyer-focused TPSPs, SWIFT, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for Namibia-based exporters. SWIFT finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled three Namibian firms to connect with potential buyers in subsequent one-on-one meetings. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present five Namibian suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Namibian firms MediPlants Namibia and Namib Desert Jojoba to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). As of the end of Q3, a total of 22 deals were facilitated by these three TPSPs.

In Q3, seven Namibian investment memoranda (IMs) to a value of \$39.51 million were under assessment by various capital providers, which were presented for capital raise to two USAID TradeHub contracted financial service providers and 12 contracted and independent capital providers. These transactions are at various stages of evaluation. Overall, nine Namibian IMs are still being assessed by 14 capital providers. This translates to nine deal assessments still in play, 17 declines by capital providers, and three term sheet offers made to capital seekers for SME funding. One term sheet offer made to Closwa Biltong by GoGetta Capital was declined due to disagreement on terms and conditions. Closwa has however used the opportunity of the detailed business analysis and IM to appreciate that upfront owners' equity is required by most FSPs for a loan application. Closwa Biltong has since decided to fund his business internally by liquidating one of his real estate assets and using the proceeds to fund his SME. No deals are yet funded. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Desert Hills Namibia was in attendance and made contact with 17 prospective buyers, distributors and other market actors as a result of the show and are following up with these firms to advance prospective deals.

In Q3, the USAID TradeHub supported the Namibia AGOA National Steering Committee to host a two-part series of capacity building workshops, held on June 8 and June 15 at Droombos, Windhoek. The workshops which were attended by over 50 participants from government agencies and the Namibian private sector was intended to provide an overview of the AGOA key principles, export opportunities, and information on the requirements to successfully export to the United States, customs procedures and, developing a practical roadmap for the steering committee for execution in the coming nine to twelve months. The first workshop was officially opened by the Deputy Executive Director of MIT, Sikongo Haihambo and the Acting Deputy Chief of Mission, USAID/Namibia, Stephanie L. Reed. The second workshop included presentations from Thandi Hambira of Namibia Revenue Authority and Bryant McCray of U.S. Customs and Border Protection to provide an overview of the customs procedures and requirements.

## LESSONS LEARNED

- In instances where a successful B2B introduction/linkage by the USAID TradeHub occurs, further deal progression and momentum from buyers and sellers tends to slow down without closure. Firms are seen to still have a dependency on interventions and fast-tracking from the USAID TradeHub staff. As a result, some Namibian deals are at the initial stage or have not since materialized.
- There is a need for the institutionalization of TPSPs and Business Support Organization partners in-country to effectively facilitate and identify linkages on behalf of members without limited and shared resources and priorities. Once this is established, there is an additional need to intentionally harmonize efforts and activities with said TPSP's and Business Support Organizations (BSOs).
- Participation in business-to-business linkages and business capacity development sessions improved knowledge of buyer expectations and requirements among Namibian TPSPs and firms. This in turn increased demand for market enhancing services including certification and marketing support.
- High-impact deals involving small and medium enterprises (SMEs) require considerable time to raise capital. These enterprises often struggle to find favor with capital providers because of small deal size, irregular revenue streams, and low upfront equity contributions by owners. To ease this problem, the USAID TradeHub has tried to build up the revenue and cash flow streams of SMEs to support loan repayments by linking SMEs with credible buyers to support trade finance or purchase-order finance and link them up to new export buyers.
- Pre and post buyer and seller information sessions are key to breaking market entry barriers including addressing market information needs among suppliers.
- Working with government agencies including Ministries requires ample time to plan and execute agreed activities. This includes mentoring and building consensus. The USAID TradeHub supported two AGOA National Steering Committee Capacity Building workshops in June. Discussions about these workshops started in November 2021, illustrating the lengthy mentorship and capacity building process.
- Facilitation of opportunities by the USAID TradeHub should be exactly that to allow for full autonomy from TPSPs and Namibian firms to independently engage as a mode of establishing sustainability post-project life.

## NAMIBIA ANNUAL PERFORMANCE SURVEY SUMMARY

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on improved business performance, jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, and other significant changes. A total of 10 firms from Namibia (two agricultural, eight non-agricultural) participated in the survey.

### Outcomes

#### Improved management practices and technology adoption:

- **All 10 firms surveyed acknowledged technical support provided by the USAID TradeHub.** Areas of support included market-entry and export-readiness webinars,

business and finance linkages, certification assistance, tradeshows, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.

- **Of the 10 firms surveyed, nine (two Ag, seven non-Ag) indicated they applied improved management practices and improved technology.** Among improvements cited were technology adoption, certifications, use of social-media marketing, and enhancements in packaging.
- Chase Flavors said it improved its process of importing chili seeds and developed a website.
- Mediplants said it became FDA-certified.
- AvaGro said it obtained Global GAP certification and adopted new packaging labels.
- Leon Engelbrecht said it developed a new product catalog.

According to the survey, these activities expanded customer bases, increased market opportunities, upgraded packaging, and improved record keeping.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. **Of the 10 survey respondents, eight (two Ag, six non-Ag) reported improved business performance.** Areas of improvement included product quality, labeling, e-commerce listing, certifications, and marketing.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. **Of the 10 respondents, nine firms (two Ag, seven non-Ag) reported they were either lucrative or profitable, while all 10 firms indicated they were able to cover operating costs.** This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

#### **Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. All 10 firms said they had a positive impact for women and youth.
- Taneta Investments said it sourced raw material from women in rural villages, providing income to about 230 women.
- Myeisha said two women hold senior positions in the firm, and four women are employed in the company's workshop. The company also said it covers transport and lunch for all employees.
- Chase Flavors said most of its employees are youth.
- AvaGro said it is currently working with the University of Namibia to create a training program for youth.

**Local capacity development – job creation:** The 10 surveyed firms said that in FY2022 they created **73 direct jobs and 150 indirect jobs**, these latter being mostly among harvesters and suppliers.

#### **Local capacity development – finance, investment, and commitments attracted**

- USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Namibia, the survey indicated **that three non-Ag firms surveyed attracted financing or investment.**
- Ilotu Cosmetics said it obtained seed capital of \$500,000 for expansion and hiring.
- Desert Hills said it received COVID-19 relief funding from the German Agency for International Cooperation (GIZ).
- Be You Skincare also said it received \$15,000 in relief funding from GIZ.

**Other significant changes:** Firms indicated improvements through USAID TradeHub support for market diversification, organic certification, improved record keeping, business-to-business linkages, increased local sales, and new machinery.

- Taneta Investments said it improved product packaging, social media strategy, and access to markets.
- Mediplants said it established new business routes and is exploring sales opportunities in the United States.
- Ilotu Cosmetics said it ordered new machinery for bottling and labeling.

**Challenges:** Asked about challenges they faced during the year, firms mentioned difficulty accessing financing, struggles to secure U.S. buyers, staff shortages, and inconsistent deliveries from harvesters.

- Taneta Investment said it was unable to export the quantity of marula oil it had originally projected, resulting in negative cash flow.
- Ilotu Cosmetics said it had challenges completing its certification audit.

**Impact of COVID-19:** Difficulties cited as stemming from the pandemic included decreased demand for products such as marula oil, and the need to close retail outlets. On a positive note, one firm said its sales increased during this period.

### **Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. However, firms did not respond to this question.

## **OBJECTIVE 1: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY 1.1 SUPPORT NATIONAL TPSPS TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN REGIONAL EXPORTERS AND SOUTH AFRICA**

#### **Planned Activities:**

- From Q1 to Q3, shortlist the existing deal pipeline to focus on those deals that are likely to close, and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022. Continue with the collaboration efforts with the NCA, NANCi, and NMA to close deals.
- From Q1 to Q3, work with two appointed South African-based buyer-focused TPSPs to work with at least one Namibian TPSP (NANCi/NMA) to facilitate and close export deals on the African Trade Platform as well as the Enter Africa platform.

*The milestones under this activity were completed in Q3.*

**Summary:** Following the reappointment of three buyer-focused TPSPs (SWIFT, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for Namibian-based exporters. In Q3, SWIFT finalized the creation of two new LookBooks for natural cosmetics and food and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating



from Namibia in the new LookBooks are Chase Flavours, MediPlants Namibia, and Taneta Investments. SWIFT also created a product catalog for MediPlants Namibia and Leon Engelbrecht.

Additionally, SWIFT held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms.

On June 6, 2022, SWIFT and the ATP conducted an information session for supported firms to familiarize exporters with the opportunities provided by the virtual marketplace. Also starting in Q2 and ending in Q3, SWIFT facilitated three buyer missions for handicraft firms, and a further two with natural cosmetics and food buyers. Between March 28 and April 11, 2022, SWIFT, in partnership with the USAID TradeHub, hosted three virtual buyer missions that enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South African and U.S. buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to the South African and U.S. markets. The virtual buyer missions built off digital approaches to business-to-business linkages that have been fine-tuned by the USAID TradeHub since FY2020. The USAID TradeHub and SWIFT are now supporting the export firms with price negotiations and logistical arrangements as they undertake discussions with potential buyers from the buyer missions. For the engagements among natural cosmetics and food firms, two LookBooks were shared with 12 South African buyers to match them with suppliers for one-on-one meetings. Chase Flavours has since been introduced to six South African buyers and one U.S. buyer.

Utilizing these different approaches in Namibia, SWIFT facilitated nine deals. A Myeisha Leather catalog was shared following a request from A Bridge for Africa (United States). Chase Flavours was selected to participate in a buyer meeting with HomeGoods (United States) which will be taking place on July 4, 2022.

Following the reappointment of Catalyze (a South African based buyer-focused TPSP) in Q2, over 100 applications were received from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Namibia, MediPlants Namibia, Plastic Packaging, Silverlands Vineyards and Taneta Investments were chosen to benefit from the Engage Trade Africa support offered by Catalyze. Eight introductions between Namibia suppliers and South African buyers were concluded in Q3. South African buyer, Intikic, is interested in Devils Claw from MediPlants Namibia and So African (South Africa) is in communication with Taneta Investments for the bulk supply of Marula Oil.

In Q3, South African Trade Promotions, a buyer-facing TPSP based in South Africa supported by the USAID TradeHub, assisted the Namibian firms MediPlants Namibia and Namib Desert Jojoba to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>).

In December 2021, the USAID TradeHub hosted a webinar on "Selling in South Africa via E-Commerce," hosted in collaboration with the South Africa-based e-commerce management

companies Enter Africa, Legalese, and E-commerce Forum Africa. Following the webinar, three Namibia-based firms (Be You Skin, Taneta Investments and Tuli-line) expressed interest to work with Enter Africa or eComplete to list on South African business-to-consumer platforms, such as Takealot.com, Makro, and Superbalist. This approach builds off the USAID TradeHub's experience of listing firms on Amazon with support from Albert Scott and enables firms to test the South African market in a relatively low-risk manner.

Aside from facilitating deals through TPSPs, the USAID TradeHub also continues to make direct introductions to South African buyers where possible. Following the introductions between NANCi member, Desert Secrets and Wellness Warehouse (South Africa) in Q2, Wellness Warehouse requested and confirmed receipt of products samples. The firms are in an advanced process of price negotiations for specific products in the Desert Secrets range.

The USAID TradeHub also followed-up on the Taneta Investments listing on the African Trade Platform leading to interest in retail ready marula products from a South African buyer. Taneta Investment is currently in the process of exploring the buyer's specification requests with the deal negotiation continuing into Q4.

In Q1-Q3, 12 deals were facilitated against an annual target of 10 deals, and \$5,051,780.29 in export sales to South Africa were recorded by Namibian firms.

## **ACTIVITY 1.2 NATIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

- From Q1 to Q3, facilitate partnerships between Namibian TPSPs and trade-enhancing service bodies such as certification bodies, testing laboratories, and other service providers to support export firms with certifications, including-cost share support where possible.
- Continue from Q1 and Q2 (carried over to Q3), to support a Namibian TPSP (NANCi/NMA/NCA) to conduct three B2B events, buyer missions, or trade shows to secure further linkages with South African buyers, including cost-share support where possible.

*The milestones under this activity were completed in Q3.*

Summary: In Q3, the USAID TradeHub made significant progress with advancing trade-enhancing services, both building off its own work and deepening its partnership with NANCi to foster the project's sustainability. In Q1-Q3, ten firms received support with various trade-enhancing services against an annual target of four. Services supported included those focused-on certification (two), product testing (one), marketing-collateral enhancement (four), and e-commerce listing (three). Two of these were started in FY2021 but work only concluded in FY2022.

On May 27, 2022, AvaGro, a Namibia-based agricultural commodities producer, received its Global Good Agricultural Practices (Global GAP) certification. Global GAP is an internationally recognized standard for farm production, certifying safe and sustainable agricultural production to benefit farmers, retailers, and consumers. In FY2021, AvaGro requested assistance from the USAID TradeHub with obtaining Global GAP certification as a requirement from Pick n Pay, a South African retailer the firm had linked with outside of the USAID TradeHub's support. As this is a crucial market entry requirement, the USAID TradeHub covered 60 percent of the certification costs, while AvaGro covered the remaining 40 percent. On April 30, 2022, AvaGro undertook the audit for Global GAP certification, which was conducted by SGS South Africa, a South African audit company. The audit revealed some nonconformities which were later addressed by AvaGro, enabling the firm to receive confirmation of successful completion on May 27. The achievement is important because

AvaGro has met the requirements for a large retail buyer in South Africa, enabling exports from Namibia to South Africa. The achievement speaks to progress made in strategically supporting Namibian export-ready firms through identifying market entry support areas that ultimately lead to deal closure. As a result of the successful audit, the next steps include AvaGro beginning the process of supplying and exporting the said retailers with Namibian Global GAP certified products including tomatoes. AvaGro intends expand the certified list of products to include peppers, once a further audit has been completed.

The USAID TradeHub also worked with Plastic Packaging on migration testing, to meet South African requirements. Finally, the USAID TradeHub provided cost-share support of 60 percent of the associated fees, with firms covering the balance. The USAID TradeHub supported Ilotu Cosmetics with cost share support to finalize their organic certification.

In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO Africa to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. In Q3, the Meat Corporation of Namibia (MeatCo), Taneta Investment and iDealX received support from NONZĒRO. MeatCo was supported with logo and style guide finalization, a website review and social media strategy, a company brochure and a corporate video. Taneta Investments was supported with revamping its logo, a Corporate Identity package, a new product label design for the U.S. market, a social media strategy and branded templates and the development of an on-line sales capability/ online store. IDealX was supported with revamping its logo and Corporate Identity package, a branded stationery pack (including electronic items), a company brochure, company PowerPoint deck and social media strategy and templates. This was in addition to the work previously concluded with Natura Africa in Q2.

In terms of listing on South African e-commerce platforms, three Namibian firms, Taneta Investments, Be You Skin and Tuli-line, have expressed interest and applied for support with listing on South African eCommerce platforms with support from Enter Africa and eComplete.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Namibia, Myeisha Leather and Leon Engelbrecht Designs exhibited.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, facilitate peer learning and sharing of best practices for TIPAs and BMOs (NANCI/NMA/NCA) in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM), hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion (TIP) in 2021, the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, including Namibia's Taneta Investments, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners to share lessons for Namibian firms.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for Namibian trade promotion actors.

A learning and dissemination workshop is planned to take place on August 3, 2022, in Windhoek, Namibia. The event aims to showcase USAID TradeHub successes and lessons in Namibia, disseminate available resources (including abovementioned success stories and videos) and reflect on lessons learned.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1 to Q3, support transaction advisors to conclude deals with USAID TradeHub appointed capital providers.
- From Q1 to Q3, complete due diligence and close gaps where needed with the Investment Memoranda.
- From Q1 to Q3, introduce capital seekers to new capital providers to raise capital, if Sebvest Capital and Neu Capital Africa are unable to provide capital.

*The milestones under this activity were not completed as at the end of Q3. Ongoing work to close finance and investment deals is underway and will be pursued further in Q4.*

**Summary:** In Q3, seven Namibian investment memoranda (IMs) to a value of \$39.51 million were under assessment by various capital providers, which were presented for capital raise to two USAID TradeHub contracted financial service providers and 12 contracted and independent capital providers. These transactions are at various stages of evaluation. This translates to nine deal assessments still in play, 17 declines by capital providers, and three term sheet offers made to capital seekers for funding, namely, Chizango Trading CC, Leon Engelbrecht Design CC, and Pektranam Pty Ltd, to a total value of \$20.15 million in funding needs. Grownam Farming trading as Fine Chickens is still under assessment by Norsad, and will hopefully progress to a term sheet offer within Q4.

The extent of progress toward capital raising in Q3 varies from firm to firm. As an example, a term sheet offer made to Closwa Biltong by GoGetta Capital was declined due to disagreement on terms and conditions. Closwa has however used the opportunity created by the detailed business analysis and IM to appreciate that upfront owners' equity is required by most FSPs for a successful loan application. Closwa Biltong has since decided to fund the business internally by liquidating one of the owner's real estate assets and using the proceeds to fund his business. No deals are funded as yet. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible.

The USAID TradeHub has supported nine USG in-kind commitments in Namibia to the value of \$64,552 against a target of six to the value of \$15,000.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- From Q1 to Q3, support the digital platforms (ATP, Neu Capital Africa, and Netcampus) on business development to increase recruitment of firms/individuals to the platforms and provision of services.
- From Q1 to Q3, facilitate verification of registered suppliers on the ATP so that they can fully trade on the platform.
- From Q1 to Q3, facilitate learner registration on the revised Netcampus learning management system.
- From Q1 to Q3, establish an incentive mechanism to draw in a variety of ecosystem players to participate fully on the ATP.

*Status:*The incentive mechanism milestones under this activity were not complete at the end of Q3. All four grant milestones are on track to be completed by July 15, 2022. Furthermore, the Netcampus registrations will be concluded in Q4.

**Summary:** In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 export firms from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 export firms, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. Representing Namibia was Namibia Institute of Seeds (NIOS), Target Retail and Wholesale, Chicken Village Take Away and Zayson Manufacturing and Trading CC. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has made these 18 modules available in English and Portuguese. Work taking place by the four grantees is due for completion by July 15, 2022.

In Q3, the USAID TradeHub supported the registration of eight additional Namibia export firms on the ATP, bringing Namibia to a total of 19 ATP registrations against a target of 20. Two of the eight have been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms. This brings a total of eight verified users from Namibia on the ATP, against a target of eight.

The USAID TradeHub also assisted with registering a further two new learners on the Netcampus platform for training on financial and business literacy. This takes the total number of registered learners from Namibia in FY2022 to 17 against a target of 20.

At the end of Q3, discussions were in advanced stages with newly registered firms to register as facilitators on the ATP, where they can be incentivized to earn on completed trades.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1 to Q3, document three case studies/knowledge products to reinforce an understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight 1) how the USAID TradeHub's unique partnership with selected financial service



providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY AND PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

##### Planned Activities:

From Q1 to Q3, support the AGOA Utilization Strategy implementation by providing advice and training in collaboration with the AGOA Secretariat.

*The milestones under this activity were completed in Q3.*

Summary: In FY2021, following the launch of the AGOA strategy, the USAID TradeHub supported MIT as the designated secretariat for the strategy implementation, to undertake a rapid needs assessment of the Steering Committee. The November 2, 2021, inaugural meeting cemented the AGOA Steering Committee's next steps, which included a series of capacity building activities. In Q3, the USAID TradeHub supported the Namibia AGOA National Steering Committee to host a two-part series of capacity building workshops, held on June 8 and June 15 at Droombos, Windhoek. These capacity-building workshops follow initial work done with the Steering Committee in FY2021. The workshops which were attended by over 50 participants from government agencies and the Namibian private sector was intended to provide an overview of the AGOA key principles, export opportunities, and information on the requirements to successfully export to the United States, customs procedures and, developing a practical roadmap for the steering committee for execution in the coming nine to twelve months. The first workshop was officially opened by the Deputy Executive Director of MIT, Sikongo Haihambo and the Acting Deputy Chief of Mission, USAID/Namibia, Stephanie L. Reed. There were also presentations by seasoned AGOA expert Eckart Naumann, as well as Coley Anderson of Registrar Corp and James Flynn of Global Import Agent, who collectively spoke on topics such as the benefits of AGOA for Namibia and market entry requirements for exporting food products to the United States. The second workshop include presentations from Thandi Hambira of Namibia Revenue Authority and Bryant McCray of U.S. Customs and Border Protection to provide an overview of the customs procedures and requirements. The balance of the workshop was focused on developing the AGOA Steering Committee export road map which focuses on key priority sectors, the opportunities that exist

stemming from AGOA as well as the specific role the Namibia AGOA Steering Committee can play to facilitate these exports. The June 8 and 15 workshops, speak to progress made in strategically supporting the committee to enhance the utilization of AGOA in Namibia until 2025. The USAID TradeHub was responsible for coordinating the logistics of the event, inviting speakers and co-facilitating the workshop.

Following the AGOA Regional Peer Learning Event held in Cape Town, South Africa, on March 8-9, 2022, the USAID TradeHub developed a summary video and learning piece for dissemination. The March event in Cape Town was hybrid and thus enabled participants from across the region and the United States to share exporting experiences and lessons. The video and learning piece aimed to capture the essence of the discussions among the 52 on-site and numerous online participants, including representatives of TPSPs, business membership organizations, AGOA reference groups, and import and export firms. Two of the representatives from Namibia (MeatCo, and Tuli-line) shared information gained at the March event with members of their country's AGOA Steering Committee at the workshop on June 8, 2022.

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO CONTINUE WITH MARKET ENTRY SUPPORT AND FOCUS ON DEAL CLOSURES**

#### Planned Activities:

- From Q1 to Q3, in partnership with TPSPs (U.S. and Namibian), continue to support the implementation of the U.S. market-entry roadmaps, including onboarding U.S. buyers to the ATP.
- From Q1 to Q3, in collaboration with TPSPs, assist exporters to meet U.S. market-entry requirements (such as FDA registration, certification, product packaging and labelling), and activation of the products in the U.S. market.
- From Q1 to Q2 (carried over to Q3), support virtual participation of regional firms in U.S. virtual/hybrid trade shows and buyer missions, and to virtually link regional export firms and other value-chain actors to buyers to encourage trade.
- From Q1 to Q3, transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac) (move to TPSPs away from AGOA Steering Committees).

*The milestones under this activity were completed in Q3.*

Summary: The USAID TradeHub has made significant progress with trade-enhancing services with a focus on the U.S. market through supporting FDA registration, FDA label reviews, and e-commerce listing.

In terms of progress with e-commerce support, the USAID TradeHub received nine applications from Namibian firms for the opportunity to access Amazon through Albert Scott but several firms realized that they were not ready to take advantage of this in the available implementation period. One Namibian firm is being supported under this activity, Taneta Investments. Following the introductory session by Albert Scott in February 2022, the USAID TradeHub selected and signed deal notes with 17 regional firms to receive support with listing on Amazon. The pricing models and listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. Taneta Investments have since signed the Online product sales Management Agreement with Albert Scott and are progressing to complete listing.

In Q3, two virtual buyer missions hosted by SWIFT took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-



based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. From Namibia, Myeisha Leather and Leon Engelbrecht Designs exhibited.

In Q3, Ilotu Cosmetics was supported with finalization of their organic certification in June 2022, which will enable the firm to export organic-certified cosmetics products. The firm is currently finalizing changes related to two minor non-conformities as a result of their latest audit and are scheduled to complete the certification in Q4. In addition to the trade-enhancing services being provided to Ilotu Cosmetics, the USAID TradeHub is also due to assist Be You Skin with cost-share support to register with the FDA in Q4.

In all, the USAID TradeHub has supported two Namibian-based firms with meeting U.S.-market-entry requirements, and one firm with listing on Amazon, against an annual target of trade-enhancing services to two firms.

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted a Market Intelligence Session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for the Summer Fancy Food (SFF) Show 2022 that took place between June 12-14, 2022, in New York. The USAID TradeHub and SACG-NY have supported the participation of regional firms in the SFF shows in June 2018 and June 2019, where they conducted similar pre-show sessions for the participating firms to gain insights into the U.S. market. South Africa Consul General, Dr. Motumisi Tawana and representative of USAID Southern Africa, Mr. Allan Hackner, presented opening remarks at the June 9, 2022, session. The session had a total of 40 participants, which included export firms and representatives of TPSPs such as South Africa-based TPSP Wesgro, the Botswana Investment and Trade Centre (BITC), the Eastern Cape Development Corporation (ECDC), and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the Market Intelligence Session with SACG-NY who, in turn, ensured the participation of U.S.-based TPSPs and resources persons such as the New York Mayor's Office, SACG, RangeMe, New York City Small Business Services (SBS), and the Standard Bank Group to share insights, experiences, and support services. Through this partnership with SACG-NY, the USAID TradeHub continued capacitating regional TPSPs and firms with information about the U.S. market and resources available for ongoing export efforts to enable them to take full advantage of the SFF show. The session allowed regional TPSPs and exporters to engage with U.S. counterparts and create relationships which can continue after closure of the USAID TradeHub project.

The USAID TradeHub, SACG-NY and the Specialty Food Association (SFA), supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at the SFF 2022 Show, held at the Javits Convention Center in New York City. The USAID TradeHub further supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths. Desert Hills Namibia was in attendance and made contact with 17 prospective buyers, distributor and other market actors as a result of the show and are following up with these firms to advance prospective deals.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had contracted FFF Associates to help boost exports from Southern Africa to the United States under the African Growth and Opportunity Act (AGOA). On August 17, 2021, the USAID TradeHub and FFF Associates hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of

Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts, and assisting the firms with the necessary U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including Namib Desert Jojoba and Taneta Investments from Namibia.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was met in Namibia, with participation in the Summer Fancy Food Show, the SWIFT handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

The USAID TradeHub supported Xclusive Marble Processing to clear the import of marble slabs at the U.S. port of entry, with support from the U.S. CBP, to the value of \$378,122.07.

In Q1-Q3, 10 deals were facilitated with U.S. buyers against an annual target of eight deals, and \$777,760.85 in export sales to United States were recorded by Namibian firms. Some of the new FY2022 Q3 export deals are INara Food Oil and Wired Coffee Bar, Leon Engelbrecht Designs and Myeisha Namibia and A Bridge of Africa Foundation.

### **ACTIVITY 3.3: SUPPORT ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1 to Q3, support a national TPSP (NMA) to enhance the organization and hosting of in-country annual exporters' event to recognize high-performing exporters.
- From Q1 to Q3, support TPSP (NMA) to organize Exporter Awards in recognition of different areas of excellence that highlight success stories of export to the United States.

*The milestones under this activity were not completed as at the end of Q3. Support to country partners to engage with the regional Exporters Awards 2022 event will continue in Q4.*

Summary: In Q3, the USAID TradeHub continued discussions with NMA on hosting the Namibia Exporter of the Year Awards as part of its annual industry awards event in November/December 2022. In Q4, the USAID TradeHub is sharing with NMA lessons learned from conducting virtual events across the region.

The USAID TradeHub is in advanced planning of the Regional Exporter Awards, 2022. The Eastern Cape Development Corporation (ECDC), a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will continue to provide ECDC with support to host a successful event, and will cover some costs, such as that of advertisements, the venue, and trophies.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1 to Q3, facilitate peer-learning and sharing of best practices for TIPAs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, two TPSPs, ECDC and ZAM hosted a webinar of the Trade and Investment Service Providers (TISP) Forum. The event, supported by the USAID TradeHub, was the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to share their knowledge and cultivate their connections to promote trade and investment activities in Southern Africa, to thereby drive economic growth. At the May webinar, the USAID TradeHub, ECDC, ZAM, the Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 participants, drawn from TPSPs and business membership organizations from the nine USAID TradeHub target countries. The webinar reinforced key aspects of regional trade and investment, explored challenges of online trade resources, furnished information on how Southern African entities can engage with the PBFA, and promoted regional collaboration among actors in the trade ecosystem. While the USAID TradeHub supported the initial establishment of the forum in 2021, this year the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

Following the forum, on June 15, TPSPs that include Wesgro, ECDC, BITC, and NPAB amongst others participated in session hosted at the South African Consulate General-New York (SACG-NY) offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, in particular Africa Burns, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export consistent successful exports of Namibian charcoal to the United States. The stories continue to be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Namibian firms. Development of two success stories that focus on the successes of women led and managed firms in the SFF 2022, and the USAID TradeHub support to get regional firms, including listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.

**FY2022 Q3 COUNTRY PERFORMANCE TABLE: NAMIBIA**

	Indicators	Reporting Frequency	Related Objectives	FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
1	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1	\$850,000.00	\$664,794.71	\$1,542,762.64	\$1,933,204.29	\$4,140,761.64	487%	Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$850,000.00, with a target of \$170,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$4,140,761.64, translating to a 487% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows, and
			Objective 3	Region to SA: \$800,000.00	Region to SA: \$664,794.71	Region to SA: \$1,542,762.64	Region to SA: \$1,932,853.44	Region to SA: \$4,140,410.79	518%		
				Region to U.S.: AGOA: \$50,000.00	Region to U.S.: AGOA: \$0.00	Region to U.S.: AGOA: \$0.00	Region to U.S.: AGOA: \$350.85	Region to U.S.: AGOA: \$350.85	1%		
				Region to U.S.: Non - AGOA: \$0.00	Region to U.S.: Non - AGOA: \$0.00	Region to U.S.: Non - AGOA: \$0.00	Region to U.S.: Non - AGOA: \$0.00	Region to U.S.: Non - AGOA: \$0.00	Not Applicable		

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>buyer missions facilitated by the USAID TradeHub.</p> <p>Potential exports expected in Q4 include, AvaGro and Meatco to South Africa and Desert Hills to South Africa and United States.</p> <p><b>Region to SA:</b> In Q3, Meatco exported meat to the value of \$1,722,964.22.</p> <p>JNS Business Solutions exported dried fruit to the value of \$187,380.00.</p> <p>AvaGro exported tomatoes to the value of \$22,511.00</p> <p><b>Region to U.S., AGOA:</b></p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>In Q3, the USAID TradeHub assisted Desert Hills to exhibit at the Summer Fancy Food Show in New York. They exported samples to the value of \$350.85.</p> <p><b>Region to U.S., Non AGOA:</b> No exports were reported in this quarter.</p>
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA  Objective 3: AGOA	\$350,000.00	\$180.00	\$1,171,292.00	\$1,037,432.12	\$2,208,904.12	631%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$350,000.00, with a target of \$70,000 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$2,208,904.12</p>	
			Region to SA:	\$150,000.00	Region to S.A.: \$0.00	Region to S.A.: \$394,062.00	Region to S.A.: \$659,310.05	Region to S.A.: \$1,053,372.05	702%			
			Region-U.S. AGOA:	\$50,000.00	Region to U.S.: AGOA: \$180.00	Region to U.S.: AGOA: \$0.00	Region to U.S.: AGOA: \$378,122.07	Region to U.S.: AGOA: \$378,302.07	757%			
			Region-U.S. Non -AGOA:	\$150,000.00	Region to U.S.: Non - AGOA: \$0.00	Region to U.S.: Non - AGOA: \$777,230.00	Region to U.S.: Non - AGOA: \$0.00	Region to U.S.: AGOA: \$777,230.00	518%			

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<p>translating to a 631% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, certification, trade shows, and buyer missions facilitated by the USAID TradeHub.</p> <p>The high achievement is attributed to the higher than anticipated performance from one firm, Plastic Packaging.</p> <p>Potential exports expected in Q4 include Plastic Packaging to South Africa, Africa Burns</p>	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>Charcoal to the U.S. and Taneta Investments to South Africa and United States.</p> <p><b>Region-SA:</b> In Q3, Plastic Packaging exported polyethene packaging to the value of \$517,225.00. Xclusive Marble Processing exported marble slabs to the value of \$142,002.55.</p> <p>Taneta Investments exported marula oil to the value of \$82.50.</p> <p><b>Region-U.S. AGOA:</b> Xclusive Marble Processing exported marble slabs to the value of \$378,122.07.</p>



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<b>Region to U.S., Non-AGOA:</b> No export was reported in this quarter.
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1: Region to SA  Objective 2: SA to Region  Objective 3: AGOA	<b>25%</b> of the assisted firms (10 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	25%	25%	25%	Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 10 firms were surveyed with all 10 firms reporting increased profitability or self-sufficiency, translating to 25% achievement.	
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	<b>70%</b> of the agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of two agricultural firms were surveyed, and all two qualified to be	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											assessed according to the CBLD-9 standards. Both agricultural firms reported to have improved performance translating to 100% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms expected to apply report improved performance	Not applicable	Not applicable	75%	75%	75%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of eight non-agricultural firms were surveyed, and all eight qualified to be assessed according to the CBLD-9 standards. Out of the eight non-agricultural firms assessed using the CBLD standards, six non-

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												agricultural firms reported to have improved performance translating to 75% achievement.
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$0,00	\$16,552.00	\$2,656.00	\$10,312.00	\$29,520.00	0%	Not applicable	An annual target was not set for this indicator. However, in Q3, in-kind USG investments towards business development services, market development services and business certifications was committed to the value of \$10,312.00 for two Namibian firms, !Nara Food Oils for the SFF Show to the value of \$7,656.00, as well as AvaGro for the Global	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											GAP Certification to the value of \$2,656.00. One deal is currently being assessed by Norsad for equity investment in GrowNam Fine Chickens valued at \$18.3 million.
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$0	\$58,791.00	\$26,829.00	\$0.00	\$85,620.00	Not applicable		An annual target was not set for this indicator. However, in Q3, in-kind USG investments to the value of \$27,667.00 was committed to the U.S. based Charcoal company (The Good Charcoal Company) to promote business development services in the US for Namibian charcoal companies.

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>It is anticipated that two firms, Plastic Packaging, and Ilotu Cosmetics will receive in-kind investment in Q4 on the successful completion of testing and certification.</p> <p>Pektranam was anticipating raising debt finance, but in Q3 received a term sheet offer for an equity investment and debt finance valued at \$20,000,000.00.</p>
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$547,991.00	\$0	\$0	\$24,500.00	\$24,500.00	5%	Not Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$547,991.00 and the Q3 target at \$109,598.20.	

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>Through the ATP, trade financing was disbursed to Shaya Moya Roses to the value of \$24,500.00. No are expected to be concluded in Q4 due to a few declines as follows:</p> <ol style="list-style-type: none"> <li>1. In Q3, VNA Native Foods and Riverstream Investments were assessed and declined by three capital providers each.</li> <li>2. Closwa Biltong received a term sheet offer valued at \$350,000.00 from GoGetta but did not accept the terms and</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											conditions of the offer.
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$1,046,826.00	\$0	\$0	\$0	\$0	\$0	0%	<p>In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$1,046,826.00 and the Q3 target at \$209,365.20.</p> <p>No deals were concluded in Q3. However, three firms have received term sheet offers from Sebvast Capital as follows:</p> <p>Chizango trading has received an offer valued at \$100,000.00</p> <p>Leon Engelbrecht Designs has</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												received an offer valued at \$50,000.00.  Pektranam was anticipating raising debt finance, but in Q3 received a term sheet offer for an equity investment and debt finance valued at \$20,000,000.00.
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	4 firms	1	2	2	5	125%	Achieved	In FY2022, the USAID TradeHub set an annual target of four agricultural firms, with one target set for Q3. In Q3, two firms managed to apply improved organization-level technologies or management practices.  AvaGro successfully attained its Global GAP certification	



	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>standard and !Nara Food Oils was supported to exhibit at the SFF Show.</p> <p>This contributes to a cumulative total of five firms for FY2022, translating to a 125% achievement against the annual target.</p>
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	6 firms	13	6	1	20	333%	Achieved	In FY2022, the USAID TradeHub set an annual target of six non-agricultural firms, with one in Q3. However, in Q3, Target Retail and Wholesale managed to apply improved organization-level technologies or management practices by registering on ATP.

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												This contributes to a cumulative total of 20 firms for FY2022, translating to 333% achievement against the annual target.
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	8 individuals	3	3	4	10	125%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of eight individuals from agricultural firms applying improved management practices or technologies, with two set for Q3.</p> <p>In Q3, four individuals from AvaGro and !Nara Food Oils reported applying improved organization-level technologies or management practices.</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>Two individuals from AvaGro were supported in attaining the Global GAP standard and two individuals from !Nara Food Oils exhibited at the SFF Show.</p> <p>This contributes to a cumulative total of 10 individuals for FY2022, translating to a 125% achievement against the annual target.</p>
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies with USG assistance [Custom]	Annually	Output: 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	10 individuals	21	11	1	33	330%	Achieved	In FY2022, the USAID TradeHub set an annual target of ten individuals from non-agricultural firms applying improved management practices or technologies, with two set for Q3. In	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>this quarter, one individual from Target Retail and Wholesale applied improved organization-level technologies or management practices by registering on ATP.</p> <p>This contributes to a cumulative total of 33 individuals for FY2022, translating to 330% achievement against the annual target.</p>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	18 deals	6	5	11	22	122%	Achieved	The FY2022 annual target for this indicator was set at 18 deals and four deals for Q3. A total of 11 deals were facilitated in this quarter reaching a cumulative total of 22 export deals	
				10 deals: Region - SA	0 deal: Region - SA	4 deal: Region - SA	8 deal: Region - SA	12 deal: Region - SA	120%			
				8 deals: Region to the U.S.	6 deals: Region to the U.S.	1 deal: Region to the U.S.	3 deals: Region to the U.S.	10 deals: Region to the U.S.	125%			

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>facilitated at end of Q3, which is a 122% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target of two deals was set, and in this quarter eight deals were facilitated.</p> <p>Some of the examples of the deals are as follows:</p> <ol style="list-style-type: none"> <li>1. MediPlants (Intiki)</li> <li>2. MeatCo (Indian Ocean Export)</li> <li>3. Plastic Packaging (Mesmerize Lighting)</li> <li>4. Silverland Vineyards (Manolis Munchies &amp; Nutriseed)</li> </ol> <p><b>Region to U.S.:</b></p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>In Q3, a target for two deal was set, and in this quarter 3 deals were facilitated.</p> <p>The deals facilitated include:</p> <ol style="list-style-type: none"> <li>1. !Nara Food Oils (Wired Coffee Bar)</li> <li>2. Leon Engelbrecht Designs (Bridge of Africa Foundation)</li> <li>3. Myeisha (Bridge of Africa Foundation).</li> </ol>
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output: 2.1</b>	2	19	0	0	19	950%	Achieved	<p>The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no deal facilitated this quarter, however the annual target was surpassed in Q1</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												contributing to a 950% cumulative achievement.
16	Number of firms receiving USG funded technical assistance [Custom	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	30 firms	14	12	23	49	163%	Achieved	<p>The FY2022 annual target for this indicator was set at 30 firms, with a Q3 target of 6 firms. In Q3, a total of 23 firms received USG funded technical assistance, with a cumulative total of 49 firms which translates to 163% achievement.</p> <p>Some of the examples of technical support to the firms are as follows: participation in the AWIEF Masterclass, participation in the SFF Show, participation in the AGOA capacity building</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												workshop, and support with meeting market entry requirements.
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	40 individuals	14	25	30	69	173%	Achieved	In FY2022, the USAID TradeHub set an annual target of 40 Individuals receiving USG funded technical assistance, with a Q3 target of eight individuals. In Q3, 30 individuals participated in USG assisted trade and investment related programs, which contributes to a cumulative total of 69 individuals, translating to 173% achievement of the annual target. The individuals reported participating in USG assisted trade and	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												investment related programs as follows: Some of the examples of technical support to the firms are as follows: participation in the AWIEF Masterclass, participation in the Summer Fancy Food Show, participation in the AGOA capacity building workshop, and support with meeting market entry requirements.
18	Number of PPPs formed with hub assistance	Quarterly		0 PPPs	0 PPPs	1 PPPs	0 PPPs	1 PPPs	Not Applicable	Achieved		There was no annual target for this indicator. However, one PPP was achieved in Q2.

## ANNEX 8: SOUTH AFRICA COUNTRY UPDATE

In Q3, the three buyer-focused trade promotion service providers (TPSPs), Swaziland Fair Trade (SWIFT), now Fair & Square, Catalyze, and South African Trade Promotions, through the different strategies approaches adopted, achieved significant results with respect to expanding the market for regional exporters. Fair & Square finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions. Catalyze, used its Business to Business (B2B) online platform, Engage Trade Africa to present 40 regional suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted 34 regional firms to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>), including South Africa firms. As of the end of Q3, a total of 247 deals were facilitated with 158 deals facilitated between Region and SA, and 89 deals were facilitated between the Region and U.S.

By Q3 FY2022, the USAID TradeHub and its contracted transaction advisors (Sebvest Capital Partners and Nations Capital) had introduced 56 Investment Memoranda (IMs) to a value of \$254 million to the South African financial-services market. These IMs were to request funding for small and medium enterprises (SMEs) in USAID TradeHub-focused countries. The transaction requests were assessed by two contracted USAID TradeHub capital providers (Sebvest and Cala Capital Africa) and 12 independent capital providers (Geddes Capital, Africa Framing Equipment, Taylor Family Office, Plane Tree Capital, Loinette Capital, Impact Tank, Grovest Capital/GoGetta, IDC South Africa, Business Partners South Africa, NORFAD, Dubai Civils South Africa, and AFREXIMBank South Africa). These transactions are at various stages of evaluation. Overall, 88 firms are still under assessment by various capital providers (some deals are being assessed by more than one capital provider), capital providers have declined 98 deal assessments, and 34 term-sheet offers to a value of \$131.52 million have been issued to capital seekers to fund business development. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible. The 65 IMs have so far received a total of 220 introductions with the various capital providers.

On April 13, 2022, a delegation from the USAID Southern Africa Regional Economic Growth Office (REGO) and the U.S. Consulate General/Johannesburg, led by Consul General Vincent Spera, visited the facilities of Rugani Juice, a manufacturer of natural fruit and vegetable juices, in Tarlton, South Africa, facilitated by the USAID TradeHub. The visit provided the delegation with a better understanding of the company's export journey, the impact of sustained USAID TradeHub support, and ways this support could be applied to other firms.

On May 20, 2022, the USAID TradeHub accompanied U.S. Ambassador to Malawi David Young and a delegation from the U.S. Embassy/Malawi on visits to two Johannesburg firms, Foxvest Group and I&M Smith, as part of the Ambassador's visit to South Africa. The visit aimed to explore opportunities and challenges for Malawian firms doing business in South Africa. The USAID TradeHub presented its work objectives, shared resources, and described the advances it has made supporting Malawian firms to export and to obtain financing. The meetings highlighted the export potential of particular Malawian sectors, such as macadamia nuts, mangoes, coffee, and other agricultural commodities. The meetings also underscored the need for coordinated efforts between market actors and for investment in supply chains.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. The 38 firms were a 52 percent increase to the 25 firms supported to exhibit in the 2019 SFF Show, the last time the Show was held in person. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center

in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Representing Botswana was Botswana Investment and Trade Centre (BITC), Natural Products Association of Botswana (NPAB), and Maungo Crafts. Exhibitors reported over 100 leads generated from the show.

On June 14, 2022, the USAID TradeHub hosted a meeting with a senior delegation of the U.S. Customs and Border Protection (CBP) agency. The visit to Pretoria, South Africa, aimed to foster collaboration between the CBP and regional stakeholders. The USAID TradeHub provided an overview of its work in Southern Africa, introduced the new USAID Africa Trade and Investment (ATI) program, and expressed its appreciation to the CBP for addressing troubleshooting issues and answering queries from exporters.

On June 29, 2022, the USAID TradeHub, in partnership with the International Trade Institute of Southern Africa (ITRISA), and with support of the Department of Trade, Industry, and Competition (DTIC), hosted the second annual South Africa AGOA Exporter Awards. The hybrid event, held at the African Pride Irene Country Lodge outside Pretoria, was jointly officiated by the Mission Director of USAID Southern Africa Andy Karas, the Acting Deputy Director General for DTIC Willem Van Der Spuy, and the Executive Director of ITRISA Rose Blatch. Forty-six participants attended the event in-person, with 170 others joining virtually from South Africa and beyond. Winemaker Cape Classics was adjudged the overall winner and the USAID TradeHub will now support them to prepare for the Regional Exporter Awards, scheduled for July 2022, in Gqeberha, South Africa, where overall winners from four other USAID TradeHub-focus countries will compete for the ultimate recognition, the Regional Exporter of the Year Award

## LESSONS LEARNED

- Buyer-facing TPSPs should be instructed to do more to educate firms about the African Trade Platform (ATP) and the advantages it offers, and business membership organizations (BMOs) should be encouraged as much as possible to enroll their contacts and members on the Netcampus financial education platform. More information-sharing sessions in collaboration with the ATP and Netcampus could be arranged with these trade promotion stakeholders in those regard.
- Even after training-the-trainer sessions have been given, for example on the Cross-Border Trade Toolkit, follow-up is still required to ensure that participants have acquired full understanding of the material and the ability to pass on this knowledge to others when operating more independently, after closure of the USAID TradeHub.
- Large-scale improvements in the marketing collateral of firms are time-consuming and, for many firms, prohibitively expensive. More modest packages could be offered that are quicker to execute and more accessible to cash-strapped firms.
- The regional Exporter Awards event needs to incorporate more stakeholders from the region. Better early planning would assist in broadening the reach of the event and getting more buy-in from participants. TPSPs can play a key role in achieving this result.
- High-impact deals involving SMEs require considerable time to raise capital. These enterprises often struggle to find favor with capital providers because of small deal size, irregular revenue streams, and low upfront equity contributions by owners. To ease this problem, the USAID TradeHub has tried to build up the revenue and cash flow streams of SMEs to support loan repayments by linking SMEs with credible buyers in support of trade

finance or purchase-order finance. SMEs require structured products that support their funding requirements. The finance and investment ecosystem tools and processes supported by the USAID TradeHub need time to mature and sustain the development of SME funding.

- Emerging trends in the U.S. market, such as the consumers' preference for more Black, Indigenous, and People of Color (BIPOC) and women-owned brands, and retail buyers' preference for incubators, brokers, wholesalers, distributors, and sales consultancies that specialize in growing these brands provide opportunities that need to be strategically tapped into. While at least \$3 million in deals is expected in the next 3-12 months for the USAID TradeHub supported brands that exhibited, there is a lot of follow ups and product/packaging modifications that these exporters need to make for most buyers.
- Albert Scott LLC appointed an International Manager for Africa brands to help reduce communication delays. While the appointment helped to improve communication, delays by exporters to ship products continued to delay listings from going live on Amazon.

## **SOUTH AFRICA ANNUAL PERFORMANCE SURVEY SUMMARY**

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on improved business performance, jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, and other significant changes. A total of **39 firms** from South Africa (**34 agricultural, five non-agricultural**) participated in the survey.

### **Outcomes**

#### **Improved management practices and technology adoption:**

- **All 39 firms surveyed acknowledged technical support provided by the USAID TradeHub.** Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshows, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- **Thirty-seven firms indicated they applied improved management practices and improved technology.** Among improvements cited were market linkages, technical innovations, better quality control, marketing help, certifications, social media upgrades, improved packaging and labeling, and U.S. Food and Drug Administration (FDA) registration.
- Goedgedaght Trading said it developed a virtual trading platform.
- Darling Sweet (toffees and caramels) said it acquired a machine to automate labeling.

According to the survey, these initiatives improved export sales, brand exposure, marketing, resource management, lead generation, customer satisfaction, and business-to-business linkages.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. Of the 39 respondents, 38 firms (33 Ag, five non-Ag) reported improved business performance. Areas of improvement included greater access to the U.S. market, enhanced digital marketing, better management, increased production, and upgraded labeling.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. All firms reported they were either lucrative, profitable, or able to cover operating costs. This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

**Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. Thirty-five firms indicated they had a positive impact for women.
- Robinson & Sinclair (a wine business) said eight of its nine employees are women.
- Rush Nutrition said 80 percent of its workforce are women, and that the firm focuses on empowering women in their local communities.
- Darling Sweet said it funded a trust in 2021 that focuses on giving opportunities to youth. The trust operates an early-childhood-development center and promotes HIV awareness.
- One of Each said women occupy management positions in the firm, and that it primarily employs youth.
- WEEF (leather goods) said it gives talks at schools and universities to inspire entrepreneurship among youth, and invites youth to visit the company to learn about business organization and the leather trade.

**Local capacity development – job creation:** Sixteen firms responding to the survey said that in FY2022 they created 178 direct jobs and 1,146 indirect jobs.

**Local capacity development – finance, investment, and commitments attracted**

- The USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In South Africa, the survey indicated three Ag firms attracted outside financing or investment.
- Kaukou said it received a grant for business expansion from the Western Cape government.
- Pura Beverage said it received trade finance for business growth.
- Rush Nutrition said it was awarded a loan for pomegranate production, and financing for social impact valued at \$250,000.

**Other significant changes:** Firms indicated improvements through USAID TradeHub support in labeling, FDA registration, certifications, equipment purchases, productivity, diversification, and strategy development.

- Rush Nutrition said it has increased juice production by 40 percent this year, leading the firm to hire more employees and outsource bottling to meet demand.
- Carmien Tea said it has worked with Ontdek, a food and beverage manufacturer, to evaluate its services and implement a business model targeting the U.S. market.

**Challenges:** Asked about challenges they faced during the year, firms mentioned crop decreases, lack of working capital, shipping costs, and inadequate knowledge of costing models.

**Impact of COVID-19:** Difficulties cited as stemming from the pandemic included lowered sales, loss of staff, and the need to downscale production. On the other hand, some firms noted expanded sales and greater product diversification.

**Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Exporting to the United States.
- Expansion of production and storage capacity with access to U.S. market.
- More linkages and deals with regional suppliers.
- Expansion to more retail outlets.
- Listing on Amazon.

**OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

## **ACTIVITY 1.1: SUPPORT NATIONAL TPSPS TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED REGIONAL EXPORTERS AND SOUTH AFRICA**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will shortlist deals from its existing FY2021 deal pipeline and focus on those that are likely to close in FY2022. Any new deals pursued during FY2022 will be those with export-ready firms that require minimal assistance, during Q1-Q3.
- From Q1-Q3, the two South African-based buyer-focused TPSPs will work with TPSPs in the other eight countries to facilitate and close export deals on the African Trade Platform and the Enter Africa e-commerce platform. The eight national TPSPs from the targeted Southern African countries will also be assisted to provide deal care to five firms each by the two appointed TPSPs.

*The milestones under this activity were completed as of the end of Q3. However, deals facilitated and closed will continue to be monitored into Q4.*

Summary: Following the reappointment of three buyer focused TPSPs (Fair & Square, Catalyze, and South African Trade Promotions) in Q2, the three TPSPs adopted different approaches to expanding the market for regional firms and South African buyers. In Q3, Fair & Square finalized the creation of two new LookBooks for natural cosmetics and food and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Featured from South Africa in the LookBooks are Botanica Natural Products Pty Ltd, Fontis Skincare, Katavi Botanicals, Sozo Natural and Suki in the Cosmetics LookBook, and Fynbos Fine Foods in the Foods LookBook.

Additionally, Fair & Square held three educational webinars for exporters, conducted virtually in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms. From South Africa, xxx firms participated in the webinars.

In Q2-Q3, the USAID TradeHub, in collaboration with Catalyze, held a three-part series of workshops to build the capacity of TPSPs to assess exporters for possible support. The first session, on March 18, 2022, introduced the Engage Trade Africa 2022 program of Catalyze, and provided an overview of key aspects of business-to-business matchmaking. The second session, on April 1, 2022, explored exporters' understanding of buyer-seller relations and what hurdles often need to be addressed to facilitate the success of exporters. The session was attended by 14 participants from TPSP partners such as the Planetarium Institute (Malawi), Business Eswatini, Business Botswana, Lesotho National Development Corporation, Basotho Enterprise Development Corporation, Eswatini Investment Promotion Authority and the Zambians Encouraging Sustainable Trade (ZEST). At the third session, on June 28, 2022, TPSPs gave feedback on their level of communication with firms, and best practices were shared on how to encourage exporters to seize opportunities. The session had 14 participants including TPSPs such as the Basotho Enterprises Development Corporation (BEDCO), Confederation of Economic Associations (CTA Mozambique), Eswatini

Investment Promotion Authority (EIPA), Angolan Chamber of Commerce & Industry (CCI), Lesotho Post Bank, Natural Products Association of Botswana (NPAB) and the Association of Commerce, Industry and Services (ACIS, Mozambique).

Following the reappointment of Catalyze (a South Africa-based buyer-focused TPSP) in Q2, over 100 applications were received from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making. In total, Catalyze has facilitated 101 deals for regional firms and has linked them with at least 30 South Africa buyers such as Build It, Soaring Free Superfoods, MM Nuts, Rush Nutrition, Manolis Munchies, Blue Shirt Bakery, Dynamic Intertrade, Unibrands /Vita Soya, Cape Herb & Spices, Komati Foods, Dischem Distribution, Hey Gorgeous, AGT Foods, Ambassador Foods, and Mesmerize Lighting.

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On May 18, 2022, the USAID TradeHub, in collaboration with Catalyze, hosted a webinar on kick-starting and nurturing deals. The purpose was to explore how business deals in Africa develop, and how to identify and access opportunities. Two case studies were presented to underscore typical challenges experienced and the importance of communication. The first case study, involving Condo Anacardium and Manolis Munchies, was about how a deal evolved between the two companies and setbacks were overcome. The second case study, based on a deal between Taneta Investment and Hey Gorgeous, dealt with similar issues. A panel discussion on requirements and recommendations when entering the South African market featured representatives from Afrifuta, Rush Nutrition, King Cargo Logistics, and Soaring Free SuperFoods. The webinar was attended by 68 participants from throughout the region.

On June 28, Catalyze hosted its third and final webinar on TPSPs capacitation focusing on training regional TPSPs on facilitating and closing deals. The webinar, attended by 14 participants, provided an update of the Engage Trade Africa program that was launched in 2021, covered the pros and cons of one-on-one targeted meetings and versus trade shows. The webinar allowed TPSPs to better understand the buyer development process and requirements to supply buyers with opportunities which they are looking for rather than trying to convince them to buy something they do not have demand for. There was also emphasis on timing as a key factor in deals facilitation and having a third-party team to make the buyer confident and supported when presenting a new supplier to a buyer.

The webinar was attended by 14 participants from the BEDCO, Confederation of Economic Associations (CTA) Mozambique, EIPA, CCIA, Lesotho Post Bank, NPAB and ACIS Mozambique.

In Q3, South African Trade Promotions, a buyer facing TPSP, continued to share opportunities from South African buyers, such as for organically certified products by Pick n Pay, and product lists with a breakdown of product ingredients from selected suppliers by Faithful to Nature. Following a webinar held on March 29, 2022, 34 firms from across the region have been uploaded on the Organic & Natural portal as follows: Botswana (four firms), Namibia (three firms), Eswatini (six firms), Lesotho (five firms), Mozambique (11 firms), and Malawi (five firms).

On May 19, 2022, Enter Africa and eComplete held an e-commerce information sharing session with regional firms where they presented their service offerings. Ten firms from the region have shown interest in being listed on South African e-commerce platforms and are at various stages of being enrolled. Firms from the region receiving Enter Africa support as of the end of Q3 are Donkey Milk Industries – Botswana (Takealot and Makro listing); Organic Natural Skincare – Botswana (Takealot listing); Maungo Craft – Botswana (Takealot listing); Premier Clothing – Botswana; Impact Fund – Botswana; Schedol Group trading as Schedol Cosmetics – Botswana; and Nubian Seed – Botswana. The firms receiving eComplete support are: Glam Collections – Botswana; Lebang Setso Leather – Botswana; and 3) Sunshine Nut – Mozambique.

In Q3, the USAID TradeHub continued to work with the ATP to enroll buyers, sellers, and TPSPs on the online marketplace. ATP is a digital platform that matches traders and offers links to support services such as finance and logistics providers. Thus far, 66 South African firms have registered on the ATP, of which 46 have been verified. There are 14 registered TPSPs or BMOs who take on the role of trade facilitators on behalf of their buyers and sellers. There are also 45 registered South African ATP buyers and no U.S. buyers.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO NATIONAL TPSPs TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will facilitate partnerships between national TPSPs in the targeted Southern Africa countries and trade-enhancing bodies, such as certification organizations, testing laboratories, and other service providers, to support export firms with these services. Where possible, cost-share support will be encouraged. Example partners include Intertek, Ecocert South Africa, Ceres-Cert, and BSI.
- During Q1 and Q2 (carried over to Q3), the USAID TradeHub will support a national TPSP from each targeted Southern African country to host a webinar that addresses trade-enhancing services. At least eight national TPSPs will be capacitated to host webinars that present trade-enhancing services.
- From Q1-Q3, the USAID TradeHub will support national TPSPs from each targeted Southern African country to conduct a B2B event, a buyer mission, or to participate in a tradeshow to secure further linkages with South African buyers, including cost-share support where possible. This activity will be achieved through the hosting of three regional buyer missions where at least one TPSP per country will participate.

*The milestones under this activity were completed in Q3.*

**Summary:** In Q3, the USAID TradeHub made significant progress with advancing trade-enhancing services, both building off its own work and deepening its partnership with various firms. A total of 42 firms received support with various trade-enhancing services against an annual target of 32. Services supported included those focused on certification, product testing, product registration, marketing-collateral enhancement, and e-commerce listing.



The USAID TradeHub supported Gizzls with U.S. FDA registration and label review, Superinga with label review, with organic certification, FDA registration and label review, Marina Sea Salt with label review, Nutrised with label review, Sensible Foods with product testing, and Bokamoso Foods with FDA registration, halal certification, kosher certification, and label review. All these firms were supported on a cost-sharing basis, with USAID TradeHub covering 60 percent of costs and the firms covering the balance.

On May 18, 2022, Kaukou, a South Africa-based producer of honeybush tea, completed a label review and obtained a license in accordance with U.S. FDA regulations. On September 7, 2021, the USAID TradeHub had met with Kaukou to discuss FDA regulations as requirements for entering the U.S. market. The USAID TradeHub then engaged Registrar Corp, a U.S.-based firm that supports businesses to comply with FDA regulations, to assist Kaukou with the process. The USAID TradeHub covered 60 percent of the Registrar Corp fees. Registrar Corp undertook the review that led to the compliant-label license. The next steps involve the USAID TradeHub continuing to provide Kaukou with assistance to access the U.S. market.

On May 5, 2022, the USAID TradeHub supported Gizzls, a South African company that produces pet food, to start its FDA-compliant label review process. Support from USAID TradeHub also enabled Gizzls to be onboarded to the Amazon platform.

In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa, a South African TPSP, to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. The firms are at various stages of progress with NONZĒRO, and xxx firms have already completed their marketing development. The USAID TradeHub has covered 60 percent of the cost of this marketing assistance, with firms covering the balance.

On June 21, 2022, the USAID TradeHub in collaboration with NONZĒRO Africa hosted a webinar on how businesses can boost the impact of their digital marketing. In May 2021, the USAID TradeHub had contracted NONZĒRO to help regional firms upgrade their marketing strategies and collateral. The June webinar provided knowledge on search engine optimization, generating leads, and social-media marketing through outlets such as LinkedIn. Presentations were made by the firm's co-founders, Desiree Brouwer and Tania Habimana. The webinar was attended by 123 participants from across the region. This webinar was in line with NONZĒRO Africa mandate to assist regional firms to enhance their trade with South African and U.S.-based buyers by analyzing existing marketing materials and then providing guidance on improvements. The next step is for the USAID TradeHub to link interested webinar participants to NONZĒRO Africa so they can work directly with the company.

In Q3, two virtual buyer missions hosted by Fair & Square took place on April 4 and April 11, 2022, in addition to the session held in Q2 (March 28, 2022). These buyer missions enabled 27 suppliers of handmade handbags and accessories from Southern Africa to engage with South Africa and U.S.-based buyers. Suppliers from Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, and South Africa presented their product offerings to five independent retailers with significant access to either the South African or U.S. market. The South African firms that presented their product at the buyer missions were WEEF, One of Each, The Herds, and Ninevites.

On May 18, 2022, the USAID TradeHub, in collaboration with Catalyze, hosted a webinar on kick-starting and nurturing deals. The purpose was to explore how business deals in Africa develop, and how to identify and access opportunities. Two case studies were presented to underscore typical challenges experienced and the importance of communication. The first case study, involving Condo

Anacardium and Manolis Munchies, was about how a deal evolved between the two companies and setbacks were overcome. The second case study, based on a deal between Taneta Investment and Hey Gorgeous, dealt with similar issues. A panel discussion on requirements and recommendations when entering the South African market featured representatives from Afrifuta, Rush Nutrition, King Cargo Logistics, and Soaring Free SuperFoods. The webinar was attended by 68 participants from throughout the region.

### **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- Q1 through to Q3, the USAID TradeHub will improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa. These stories will be documented from the nine countries, featuring buyers and exporters that have started and completed the export cycle, successfully overcoming barriers to trade. They may include information on firms achieving certification, obtaining marketing collateral, accessing capital to enhance operations and meet orders, and supplying buyers in the South African market. These stories will be shared with BMOs and TPSPs as a reference for how different tools, networks, and knowledge can be leveraged to increase exports and boost overall trade.
- In Q1 through to Q3, as part of peer learning among regional and sharing of best practices, TPSPs and BMOs will participate in two learning events that will be organized by the regional Trade and Investment Promotion Forum that is being spearheaded by the Eastern Cape Development Corporation, in collaboration with the USAID TradeHub. This is to strengthen knowledge transfer within the region, and to assist the TPSPs to find effective methods of engaging their counterparts across borders, and thereby to expedite export processes. The knowledge-sharing will include information on certifications, market linkages, border clearance requirements, and legal considerations when exporting commodities.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the Zambia Association of Manufacturers (ZAM) hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and BMOs in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion (TIP), the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to

South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners to share lessons for South Africa trade promotion stakeholders.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms, detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From South Africa, Catalyze, Ecocert, SACG-NY were featured. The videos will be finalized in Q4 and disseminated widely to share lessons for South Africa trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support transaction advisors to conclude deals with USAID TradeHub-appointed capital providers.
- From Q1-Q3, the USAID TradeHub support is to cover and close any gaps in the Investment Memoranda that may emerge in discussions with the capital providers and support the capital seekers to evaluate the offers made by the capital providers.
- From Q2-Q3, the USAID TradeHub will also introduce capital seekers to new capital providers to raise capital, in instances where Sevest Capital Partners and Neu Capital Africa are unable to provide capital.

*The milestones under this activity were not completed as of the end of Q3, but ongoing work to close finance and investment deals is underway, with 35 term-sheet offers being pursued in Q4.*

Summary: By end of Q3 FY2022, the USAID TradeHub and its contracted transaction advisors (Sevest Capital Partners and Nations Capital) had introduced 565 IMs to a value of \$254 million to the South African financial-services market. These IMs were to request funding for SMEs in USAID TradeHub-affiliated countries. The transaction requests were assessed by two contracted USAID TradeHub capital providers (Sevest and Cala Capital Africa) and 12 independent capital providers (Geddes Capital, Africa Framing Equipment, Taylor Family Office, Plane Tree Capital, Loinette Capital, Impact Tank, Grovest Capital/GoGetta, IDC South Africa, Business Partners South Africa, NORISAD, Dubai Civils South Africa, and AFREXIMBank South Africa). These transactions are at various stages of evaluation. Overall, 88 firms are still under assessment by various capital providers (some deals are being assessed by more than one capital provider), capital providers have declined 98 deal assessments, and 34 term-sheet offers to a value of \$131.52 million have been issued to capital seekers to fund business development. Should a deal be unsuccessful with one capital provider, attempts will be made to redirect the deal to another capital provider when this is possible. The 56 IMs have so far received a total of 220 introductions with the various capital providers. Two of the five term-sheet offers made by GoGetta but declined by capital seekers in Q2, have been reintroduced for assessment to Sevest Capital, which has since offered term sheets for funding considerations to Arona Naturals Botswana and Mulberry Mongoose Zambia.

Sebvest Capital has issued 33 term sheets to businesses in the region to a value of \$125.53 million as follows. Three in Botswana at a value of \$3.52 million (DLG Naturals, Organic Fertilizer Manufacturers Botswana, Arona Natural Foods). Eleven in Malawi to a value of \$12.75 million (Village Farms, Mzuzu Coffee Planters Cooperative Union, Thanthwe Farms, 5 Queens Investments, Rose General Dealers, Orbit Business Enterprise, NULINE Textiles Manufacturing, Takompha Enterprise, Home Industries, Linga Fine Foods and Winery, Dalitso General Suppliers). Three in Namibia to a value of \$20.15 million (Chizango Trading, Leon Engelbrecht Designs, Pektranam). Seven in Zambia to a value of \$11.22 million (Luapula Energy, Sky Dutch Company, Zambezi Mushrooms, JaJa Farms, Kuleni-Supergold, Quantum Leap Farm, Zambian Commodity Solutions, Mumwa Crafts Association). Three in Mozambique to a value of \$60.22 million (Limpopo Produtos, Manica Cotton Company, Limpopo Investments). Three in Eswatini to a value of \$515,000 (Eswatini Kitchen, Smiling through Investments). Three in Lesotho to a value of \$17.15 million (Johane Garment Manufacturers, MG Commodities, Amstern).

In addition to the term sheets above, Cala Capital Africa, a USAID TradeHub-affiliated capital provider, is in final negotiations regarding a legal agreement for a banana processing transaction in Mozambique to a value of \$6 million, to be funded by an agricultural-focused investor. TeeBees Investments in Malawi is in detailed due diligence with the capital provider Business Partners South Africa to a value of \$100,000. Closwa Biltong in Namibia declined the GoGetta term sheet offer (\$35,000), and instead the owner has chosen to liquidate a personal real estate asset and self-fund his business internally. Finally, Angola, despite joining the USAID TradeHub project fairly recently, has eight IMs introduced for assessment with capital providers to a value of \$45.80 million.

In Q3, Seven exports trades (digital) under the ATP were completed, one export from Zambia to South Africa valued at \$563,680.00 and six regional exports to the United States valued at \$748,920.00.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- In Q1 through to Q3, the USAID TradeHub will support the digital platforms (ATP, Neu Capital Africa, and Netcampus' learning management system [LMS] for business development) to increase recruitment of firms/individuals to the platforms and provision of services.
- From Q1-Q3, the USAID TradeHub will facilitate verification of registered suppliers on the ATP so that they can fully trade on the platform.
- From Q1-Q3, the USAID TradeHub will establish an incentive mechanism to draw in a variety of ecosystem players to participate fully on the ATP and consider various other options to facilitate learner registrations to the revised Netcampus' Learning Management System.

*The incentive-mechanism milestone under this activity is ongoing and was not complete at the end of Q3; however, all four grant milestones are on track to be completed between July 15 and 31, 2022.*

Summary: In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, to a total value of \$275,130, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the

region The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 SMEs from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed and 24 owned/managed by men. Of the 100 SMEs, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

The USAID TradeHub aimed to recruit facilitators tasked with promoting registration and use of the African Trade Platform, with at least one facilitator from each of the USAID TradeHub-connected countries. In Q3, the project registered and verified 23 region facilitators, of which 14 are based in South Africa. As of June 20, 2022, the USAID TradeHub had supported the registration of 198 additional regional export firms on the ATP, against the AWP FY2022 target of 180, including 69 registrations in South Africa. Of this total of 198 registrations, 105 have so far been verified (a step beyond registration), against the AWP FY2022 target of 72, and 42 of these verifications are in South Africa. These enrollments were achieved through direct engagements with USAID TradeHub-supported export firms and country-level TPSP facilitators.

Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has made these 18 modules available in English and Portuguese. The USAID TradeHub also assisted with registering 315 additional learners on the Netcampus learning management system, exceeding the AWP FY2022 target of 215 set out in the annual work plan. The Netcampus online platform enables learners to improve their financial acumen and business-management skills through the study of 18 modules. This activity was also supported by the country-level TPSPs and involved direct follow-up with firms to assist with the registration process.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1-Q3, the USAID TradeHub will contribute to documentation and dissemination of three case studies/knowledge products to reinforce understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

**Summary:** In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight: 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY AND PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

##### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support AGOA utilization by providing advice and training in collaboration with provincial TIPAs and BMOs in South Africa.
- From Q1-Q3, the USAID TradeHub will also facilitate a regional peer-learning event focusing on exporting to the United States under AGOA. The newly established Southern Africa Trade and Investment Promotion (TIP) Forum is the platform to be used for knowledge- and experience-sharing activity.

*The milestones under this activity were completed in Q3.*

**Summary:** Following the AGOA Regional Peer Learning Event held in Cape Town, South Africa, on March 8-9, 2022, the USAID TradeHub developed a summary video for dissemination. The video aimed to capture the essence of the discussions among the 52 on-site and numerous online participants, including representatives of TPSPs, BMOs, AGOA reference groups, and import and export firms. Following this, representatives from South Africa (Gauteng Growth and Development Agency (GGDA, Trade & Investment KwaZulu Natal (TIKZN), and the Northern Cape Department for Economic Development and Tourism), held two provincial-focused webinars on exporting to the United States were held on May 24 (with GGDA) and June 9, with the Mpumalanga Economic Development Agency (MEGA). The videos were widely disseminated following these webinars.



## ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO IMPLEMENT MARKET-ENTRY SUPPORT AND COMPLIANCE

### Planned Activities:

- In Q1-Q3, the USAID TradeHub in partnership with U.S.-based TPSPs and at least one national TPSP per country, will continue to support the implementation of the U.S. market-entry roadmaps, including onboarding U.S. buyers to the ATP.
- In Q1-Q3, in collaboration with TPSPs the USAID TradeHub will assist exporters to meet U.S. market-entry requirements relating to FDA registration, certification, product packaging, labeling, and activation of products in the U.S. market.
- From Q1-Q2 (carried over to Q3), the USAID TradeHub will further support virtual participation of regional firms in U.S. virtual/hybrid tradeshow and buyer missions, and with virtually linking regional export firms and other value chain actors to buyers to encourage trade.
- From Q1-Q3, the USAID TradeHub will transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac).

*The milestones under this activity were completed in Q3.*

Summary: On April 13, 2022, a delegation from REGO and the U.S. Consulate General/Johannesburg, led by Consul General Vincent Spera, undertook a tour of the facilities of Rugani Juice, a manufacturer of natural fruit and vegetable juices, in Tarlton, South Africa. The USAID TradeHub facilitated the visit. The USAID TradeHub has supported Rugani Juice since 2017, when the program covered Rugani Juice's exhibition fees at the SFF Show in New York City. During the 2017 event, Rugani Juice met Kayco, a U.S.-based distributor of kosher products, and the two parties began discussing a possible deal. This eventually led to Rugani Juice's first U.S.-bound exports as the company shipped three 40-foot containers of juice to Kayco between December 2018 and January 2019. In June 2019, Rugani Juice again exhibited under the USAID TradeHub-sponsored Africa Fine Foods Pavilion at the Summer Fancy Food Show. The USAID TradeHub continued its market-entry support to the firm by linking it in May 2021 to Ontdek, a U.S.-based TPSP, and Catalyze, a South Africa-based TPSP. Through these linkages, Rugani Juice exhibited at the SADC Market Place in September 2021, and at Fancy Food 24/7 – the virtual component of the SFF Show – in September-October 2021. In these engagements, Rugani Juice was linked to several U.S. buyers. More recently, on March 8-9, 2022, Rugani Juice participated in the USAID TradeHub-organized Regional AGOA Peer Learning Event in Cape Town, South Africa, where it shared its experiences on exporting to the United States. The USAID TradeHub coordinated the April 2022 factory visit and led the discussions between the U.S. Government delegation and the management of Rugani Juice. The discussions and tour provided the delegation with a better understanding of the company's export journey, the impact of sustained USAID TradeHub support, and ways this support could be applied to other firms. Finally, Rugani Juice exhibited under the USAID TradeHub-sponsored Africa Fine Foods Pavilion at the latest edition of the SFF Show on June 12-14, 2022, in New York City.

In Q3, FFF Associates, a U.S.-based TPSP that was contracted to assist Southern Africa firms to meet U.S. requirements in the food and cosmetics sectors, continued to meet with firms to assess their readiness to be linked to U.S. buyers. During the quarter, FFF Associates also assisted xxx firms exhibiting at the SFF Show with U.S. FDA facility registration and technical assistance. On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, hosted a webinar on U.S. market-entry requirements for food and cosmetics. Presentations were given by [REDACTED], the Executive Vice President and Chief Strategy Officer from Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The webinar was attended by 55 participants from across the region.

In Q3, USAID TradeHub supported two national TPSPs to host webinars that address trade-enhancing services as follows. On May 24, 2022, the USAID TradeHub, in collaboration with the GGDA, hosted a webinar on meeting market-entry requirements for exporting to the United States. Vincent D. Spera, the U.S. Consul General based in Johannesburg, gave opening remarks at the event. The webinar, attended by 54 Gauteng-based firms, forms part of efforts by the USAID TradeHub to transfer knowledge and tools to TPSPs such as GGDA. Presentations were made by representatives from the African Trade Platform, Ontdek, Albert Scott, and Enterprise Florida, covering topics such as route-to-market supply to retailers, selling through Amazon, exporting under AGOA, and doing business in Florida. The next steps include follow-up with Gauteng firms to take up the opportunities presented in the webinar, such as registration on the ATP.

On June 9, 2022, the USAID TradeHub, in collaboration with MEGA, hosted a similar webinar on meeting market-entry requirements for exporting to the United States. The webinar was attended by representatives from 17 firms based in Mpumalanga, South Africa, or with connections there. Presentations were made by representatives from the African Trade Platform, Ontdek, Albert Scott, and Enterprise Florida, covering topics such as route-to-market supply to retailers, selling through Amazon, exporting under AGOA, and doing business in Florida. It is hoped that MEGA will continue to host similar webinars after the USAID TradeHub closure to promote longer-term sustainability. The next steps include follow-up with Mpumalanga firms to take up the opportunities presented in the webinar, such as registration on the ATP.

On May 5, 2022, Gizzls, a South Africa-based producer of pet food from natural ingredients, obtained a food-safety registration license in accordance with U.S. FDA regulations. The USAID TradeHub has supported Gizzls since October 2021, contracting Registrar Corp, a U.S.-based firm that supports businesses to comply with U.S. FDA regulations, to conduct the necessary assessment and issue the license to Gizzls. The USAID TradeHub covered 60 percent of the costs associated with the registration, while Gizzls covered the balance.

In Q3, Albert Scott LLC, a U.S.-based e-commerce consultancy, continued to support Southern African firms with listing on Amazon. A contract modification to enable Albert Scott to assist and additional 15 firms was finalized in Q3, and work under the new contract will continue into Q4. A cumulative \$102,464.23 in sales has been reported as of June 30, 2022, by all 13 firms currently trading on Amazon with Albert Scott's assistance.

In Q3, seven South African firms undergoing certification support were at different stages of progress. Kaukou's U.S. FDA registration and organic certification is completed, and its FDA-compliant label review is underway. Gizzls' FDA registration is completed and FDA-compliant label review is underway. Your Best Choice/Superinga's FDA-compliant label review is completed. Bokamoso's FDA registration, label review, halal, and kosher certifications are underway. Marine Salt's FDA-compliant label review is underway. And Nutriseed's FDA-compliant label review is underway.

On May 18, 2022, Kaukou, a South Africa-based producer of honeybush tea, completed a label review and obtained a license in accordance with U.S. FDA regulations. On September 7, 2021, the USAID TradeHub had met with Kaukou to discuss FDA regulations as requirements for entering the U.S. market. The USAID TradeHub then engaged Registrar Corp, a U.S.-based firm that supports businesses to comply with FDA regulations, to assist Kaukou with the process. The USAID TradeHub covered 60 percent of the Registrar fees. Registrar undertook the review that led to the compliant-label license. The next steps involve the USAID TradeHub continuing to provide Kaukou with assistance to access the U.S. market.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine



Foods Pavilion at the SFF Show, the largest specialty foods event in the United States. The USAID TradeHub and SACG-NY have supported the participation of regional firms in person at SFF shows in 2017, 2018, and 2019, and, additionally, in virtual events led by the Specialty Food Association (SFA), organizer of the SFF, in 2020, 2021, and 2022. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and warehouse and retail tours (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Angola was present for the first time at the 2022 event, with 25 of the 38 exhibitors being first-time participants as well. The Angolan Consul General in New York, Augusta Dos Anjos Carneiro Mangureira Bessa, and the South African Consul General in New York, Motumisi Tawana, both visited the Africa Fine Foods Pavilion. Exhibitors reported over 100 leads generated from the show. The next steps include the USAID TradeHub consolidating the business-to-business reports submitted by exhibitors for learning purposes and following up on progress with leads.

### **ACTIVITY 3.3: ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support U.S. and national TPSPs to enhance the organization and hosting of in-country annual Exporter Awards events to recognize high-performing exporters.
- From Q1-Q3, the USAID TradeHub will further support TPSPs to organize awards in recognition of different areas of excellence that highlight success stories of export to the United States.

*The milestones under this activity were not completed as of the end of Q3. While the South Africa AGOA Export Awards was completed in Q3, the Regional Exporter Awards event will be held in Q4.*

Summary: On June 29, 2022, the USAID TradeHub, in partnership with the International Trade Institute of Southern Africa (ITRISA), and with support of the Department of Trade, Industry, and Competition (DTIC), hosted the second annual South Africa AGOA Exporter Awards. The hybrid event, held at the African Pride Irene Country Lodge outside Pretoria, was jointly officiated by the Mission Director of USAID Southern Africa Andy Karas, the Acting Deputy Director General for DTIC Willem Van Der Spuy, and the Executive Director of ITRISA Rose Blatch. Forty-six participants attended the event in-person, with 170 others joining virtually from South Africa and beyond. To support ITRISA in leading the event, the USAID TradeHub covered the cost of developing marketing materials, including promotional and winner videos, and procured the photographer, videographer, décor services, trophies, and certificates. The USAID TradeHub also paid for the venue, entertainment, and the master of ceremonies. ITRISA in turn, advertised the event, invited nominations, and appointed the adjudication committee, consisting of seasoned market actors such as Tradobar CEO Leyya Nihal, EY-Cova CEO Duane Newman, and the Director of the Turner Center for Entrepreneurship at Bradley University Jim Foley, who also delivered remarks at the event. Leroy Lowe, former president of NASBITE International (the North American Association of Small Business International Trade Educators) delivered the keynote address virtually, while Nick Dreyer, the CEO of Veldskoen, which won last year's award in the small-sized exporter category, delivered words of encouragement. This second edition of the Exporter Awards builds on last year's event, on November 19, 2021, which was also a collaboration between the USAID TradeHub and ITRISA. As with last year's event, the 2022 Awards again recognized high-performing South African export firms, incentivizing their continued excellence and encouraging other export firms to follow their example. The winners were presented in seven categories, with the top prize, Exporter of the Year, going to Cape Classics. Other awards went to Cape Hot House Vegetables

trading as Fynbos Fine Foods (best female-owned exporter to the U.S. market under AGOA); One of Each (best Black-owned exporter); Erica Shaik of Pepperdew (best youth in exports); Reflex Business Systems trading as Mia Mélange (best small-sized exporter); Cape Classics (best medium-sized exporter); and Jendemark Automation ((best large-sized exporter). The 2022 event saw a notable growth in nominations, with a total of 42 nominations received in the various categories, double last year's total. The partnership between the USAID TradeHub and ITRISA enabled a transfer of knowledge and skills, encouraging sustained delivery of the awards in coming years, after the approaching closure of the USAID TradeHub. Meanwhile, the USAID TradeHub will support Cape Classics to prepare for the Regional Exporter Awards, scheduled for July 2022, in Gqeberha, South Africa, where overall winners from four other USAID TradeHub-focus countries will compete for the ultimate recognition, the Regional Exporter of the Year Award.

In Q3, USAID TradeHub continued collaborating with the ECDC, the lead TPSP organizing the Regional Exporter Awards that are scheduled for July 26, 2022, in Gqeberha, Eastern Cape Province. The USAID TradeHub and ECDC co-created the Regional Exporter Awards in early Q3. The USAID TradeHub will continue to provide support and cover some costs, such as for publicity, the venue, and trophies. Five regional countries and the United States are expected to participate in the Regional Exporter Awards.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER AND MANAGEMENT MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1-to Q3, the USAID TradeHub will further facilitate peer learning and sharing of best practices for TIPAs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, two TPSPs, the ECDC and the ZAM, hosted a TISPs Forum webinar. The event, supported by the USAID TradeHub, was the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to share their knowledge and cultivate their connections to promote trade and investment activities in Southern Africa, to thereby drive economic growth. At the May webinar, the USAID TradeHub, ECDC, ZAM, the BEMA, and PBFA in the United States delivered presentations to the 88 participants, drawn from TPSPs and BMOs from the nine USAID TradeHub target countries. The webinar reinforced key aspects of regional trade and investment, explored challenges of online trade resources, furnished information on how Southern African entities can engage with the PBFA, and promoted regional collaboration among actors in the trade ecosystem. While the USAID TradeHub supported the initial establishment of the forum in 2021, this year the TPSPs led its coordination and have taken the lead in planning future events, consistent with the USAID TradeHub's push to transfer organizational tasks to other entities.

On June 9, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG/New York), co-hosted a market-intelligence session at the consulate to prepare TPSPs and exhibitors from Southern Africa for the 2022 SFF Show, which took place on June 12-14, 2022. The pre-show event was attended by the South African Consul General, Motumisi Tawana, and the USAID TradeHub's Contracting Officer's Representative Allan Hackner, featured

presentations from New York City Small Business Services (SBS), the Standard Bank Group and RangeMe. Four partner TPSPs that attended were BITC, ECDC, Northern Cape Department of Economic Development and Tourism, and Wesgro. After the end of the Summer Fancy Food Show, the USAID TradeHub held a debriefing session that allowed sharing of experiences and recommendations going forward.

On June 15, TPSPs that include Wesgro, ECDC, BITC, and NPAB amongst others participated in session hosted at the SACG-NY offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will continue to be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for regional firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022 including South Africa's Oryx Desert Salt, and the USAID TradeHub support to get regional firms, including listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.

**FY2022 Q3 COUNTRY PERFORMANCE TABLE: SOUTH AFRICA**

	Indicators	Reporting Frequency	Related Objectives	FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	Narrative
I	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Exports from the region to South Africa	\$25,000,000.00	\$10,056,174.00	\$14,420,833.68	\$5,931,355.08	\$30,408,362.76	122%	Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$25,000,000.00, with a target of \$5,000,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance value of \$30,408,362.76 translating to a 122% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows, and buyer missions facilitated by the USAID TradeHub.  Potential exports are expected in Q4 from firms that participated in the 2022 SFF Show and firms that are reporting regularly such as Khayelitsha
				Region to SA: Not applicable	Region to SA: Not applicable	Region to SA: Not applicable	Region to SA: Not applicable	Region to SA: Not applicable	Not applicable		
			Region-U.S. AGOA: \$21,500,000.00	Region-U.S. AGOA: \$9,825,464.00	Region-U.S. AGOA: \$11,635,646.18	Region to U.S. AGOA: \$5,901,866.98	Region to U.S. AGOA: \$27,362,977.16	127%			
			Region-U.S. Non-AGOA: \$3,500,000.00	Region-U.S. Non-AGOA: \$230,710.00	Region-U.S. Non-AGOA: \$2,785,187.50	Region to U.S. Non - AGOA: \$29,488.10	Region to U.S. Non - AGOA: \$3,045,385.60	87%			

	Indicators	Reporting Frequency	Related Objectives								Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance	Performance Status Against Annual Targets	
											<p>Cookies, Fynbos Fine Foods, Taste Africa, Pura Beverages, Oryx Desert Salt and Cape Herb and Spice.</p> <p><b>Region to U.S., AGOA:</b>  AB Hauliers exported Macadamia Nuts to the value of \$149,100.</p> <p>Canestay farming exported Macadamia Nuts to the value of \$190,320.00.</p> <p>Cape Herb and Spice exported Herbs and spices to the value of \$4,500,000.00.</p> <p>Taste Africa Foods exported dried Mango valued at \$500,000.00 and mixed groceries valued at \$300,000.00.</p> <p>In Q3, the USAID TradeHub assisted the following firms to exhibit at the SFF Show and they exported samples. Examples are as follows::</p> <ol style="list-style-type: none"> <li>I. Cape HoneyBush tea - \$400.00</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>2. On the green side - \$46.98</p> <p><b>Region to U.S., Non AGOA:</b> Canestay Farming exported Tea Tree oil valued at \$29,400.</p> <p>Moringa Initiative exhibited at the SFF Show and exported samples valued at \$88.10.</p>
2	Value of targeted non-agricultural commodities exported with USG assistance [Custom]	Quarterly	Objective 1: Region to SA	\$250,000.00	\$7,211.00	\$8,547.00	\$0	\$16,444.00	7%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for non-agricultural commodities exported, at \$250,000.00, with a target of \$50,000 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance value of \$16,444.00 translating to a 7% achievement against the annual target.</p> <p>The USAID TradeHub still continues to work with SAFLEC, Fair and Square and the FFF Associates in increasing U.S. market linkages.</p>	
				Region to SA: Not applicable	Region to SA: Not applicable	Region to SA: Not applicable	Region to SA: Not applicable	Region to SA: Not applicable	Not applicable			
			Objective 3: AGOA	Region-U.S. AGOA: \$240,000.00	Region-U.S. AGOA: \$1,371.00	Region-U.S. AGOA: \$8,547.00	Region to U.S.: AGOA: \$686.00	Region to U.S.: AGOA: \$10,604.00	4%			
			Region-U.S. Non -AGOA: \$10,000	Region-U.S. Non -AGOA: \$5,840.00	Region-U.S. Non -AGOA: \$0	Region to U.S.: Non - AGOA: \$0	Region to U.S.: AGOA: \$5,840.00	58%				

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p><b>Region to U. S., AGOA:</b> Chimpel exported Handbags valued at \$686.00.</p> <p>The USAID TradeHub had a session on linkages and exporting to the United States with FFF associates, and this is likely to yield results in Q4.</p> <p>Fair &amp; Square is also working on establishing linkages that are also likely to yield results in Q4.</p> <p>Potential exports expected in Q4 include WEEF, The Heads, One of each, Ninevity and Fontis Skincare.</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1: Region to SA  Objective 2: SA to Region  Objective 3: AGOA	25% of the assisted firms (35 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	28%	28%	28%	Achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 35 firms were targeted to be surveyed for improved profitability and self-sufficiency, but 39 firms were survey with all firms reporting increased	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												profitability or self-sufficiency, translating to 28% achievement
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of 34 agricultural firms were surveyed, and only 33 qualified to be assessed according to the CBLD-9 standards. All 33 agricultural firms reported to have improved performance translating to 100% achievement.	
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms (5 firms) expected to apply report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of five non-agricultural firms were surveyed, and only three qualified to be assessed according to the CBLD-9 standards. All three non-agricultural firms reported to have improved performance translating to 100% achievement.	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$0	\$202,098.00	\$80,261.00	\$233,412.00	\$505,771.00	Not Applicable		<p>This indicator is not applicable to South Africa and therefore no target was set. However, in Q3, in-kind USG investments toward business-development services, market-development services (e-commerce listing), and business certifications were committed to the value of \$223,412.00 for South African firms.</p> <p>Some examples of in-kind investments in this quarter include:</p> <ul style="list-style-type: none"> <li>• SFF Show – Fynbos Fine Foods, On the Green Side, Marina Sea Salt, Banhoek Chilli Oil &amp; Rhodes Food Group) to a total value of \$176,088.00</li> <li>• U.S. FDA Registration and Label review for Bokamoso Foods valued at \$2,656.00 each.</li> <li>• Halaal and Kosher Certificate for Bokamoso Foods</li> </ul>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<p>valued \$2,656.00.</p> <ul style="list-style-type: none"> <li>E-commerce listing (Amazon) listing for Gizzls and Kaukou valued at \$11,689.00 each.</li> </ul>
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted sectors [Custom]	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	\$0	\$0	\$7,968.00	\$11,689.00	\$19,657.00	Not applicable	Not applicable	<p>This indicator is not applicable to South Africa and therefore no target was set. However, in Q3, in-kind USG investments toward business-development services, and market-development services (e-commerce listing), were committed to the value of \$11,689.00 for the South African firm, Gizzls for e-commerce (Amazon) listing.</p>	
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	<p>This indicator is not applicable to South Africa.</p>	
9	Value of non-agriculture-related financing accessed as a result of USG	Quarterly	Output: 2.1, 2.2, 2.3, 2.4, 2.6	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	<p>This indicator is not applicable to South Africa.</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	assistance [Custom]											
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	35 firms	20	12	13	45	129%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 35 agricultural firms, with a target of 7 set for Q3. In Q3, 13 firms managed to apply improved organization-level technologies or management practices.</p> <p>Energy supplement, On the green side, Cape Honeybush tea, and Moringa Initiative exhibited at the 2022 SFF Show.</p> <p>Global Export Concepts, Walker Bay Spice, The Real Food Factory and Funky Ouma were included in the Africa Fine Foods Pavilion brochure.</p> <p>This contributes to a cumulative total of 45 firms for FY2022, translating to a 129%</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												achievement against the annual target.
11	Number of non-agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	20 firms	11	5	1	17	85%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 20 non-agricultural firms, with four in Q3.</p> <p>However, in Q3, Fontis Organic Skinfood managed to apply improved organization-level technologies or management practices by working with Fair &amp; Square to develop a page for inclusion in the Cosmetics LookBook.</p> <p>This contributes to a cumulative total of 17 firms for FY2022, translating to 85% achievement against the annual target.</p>	
12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	35 individuals	21	17	16	54	154%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 35 individuals from agricultural firms applying improved management practices or technologies, with seven set for Q3.</p> <p>In Q3, 10 individuals from Banhoek Chilli</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<p>Oil, BSCG, Cape Honeybush Tea, Energy Supplements, Moringa Initiative, Jan Harmsgat, On the green side, Robinson &amp; Sinclair, Rozendal Guest Farm and the Northern Cape Department of Economic Development and Tourism exhibited at the 2022 SFF Show.</p> <p>Six individuals from Two in a bush, Walker Bay Spice, Funky Ouma, Global Export Concepts were included in the Africa Fine Foods Pavilion Brochure.</p> <p>This contributes to a cumulative total of 54 individuals for FY2022, translating to a 154% achievement against the annual target.</p>	
13	Number of individuals in the non-agriculture system who have applied improved management practices or technologies	Annually	Output: 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	20 individuals	11	5	1	17	80%	Achieved	In FY2022, the USAID TradeHub set an annual target of 20 individuals from non-agricultural firms applying improved management practices or technologies, with four set for Q3. In	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
	with USG assistance [Custom]											<p>this quarter, one individual from Fontis Organic Skinfood managed to apply improved organization-level technologies or management practices by working with Fair &amp; Square to develop a page for inclusion in the Cosmetics LookBook.</p> <p>This contributes to a cumulative total of 17 individuals for FY2022, translating to 80% achievement against the annual target.</p>
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	30 deals	2	19	22	43	143%	Achieved	<p>The FY2022 annual target for this indicator was set at 30 deals and six deals for Q3. A total of 22 deals were facilitated in this quarter reaching a cumulative total of 43 export deals facilitated at end of Q3, which is a 143% achievement of the annual target.</p> <p><b>Region to U.S.:</b> Some of the examples of the deals facilitated are:</p>	
				0 deals: Region - SA	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable			
				30 deals: U.S.	2 deals: to the U.S.	19	22 deals: to the U.S.	43 deals: to the U.S.	143%			

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
											<ol style="list-style-type: none"> <li>1. BSCG (Whole Foods)</li> <li>2. Cape Honeybush Tea (Home Goods &amp; Den of Teas Inc.)</li> <li>3. One of each (African Touch Denmark &amp; A Bridge for Africa Foundation)</li> <li>4. WEEF Wear (Ashanti Designs &amp; The African Craft Trust).</li> </ol>	
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output:</b> 2.1	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	This indicator is not applicable to South Africa.	
16	Number of firms receiving USG funded technical assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	150 firms	33	57	62	152	101%	Achieved	<p>The FY2022 annual target for this indicator was set at 150 firms, with a Q3 target of 30 firms. In Q3, a total of 62 firms received USG funded technical assistance, with a cumulative total of 152 firms which translates to 101% achievement.</p> <p>Some of the examples of technical support to the firms are as follows: preparatory work on developing the Africa Fine Food Pavilion Brochure,</p>	

	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												participation in the, B2B linkages, participation in the South Africa AGOA Exporter Awards, participation in the SFF Show, participation in the Business Growth Digital Market seminar and support with meeting market entry requirements.
17	Number of individuals participating in USG assisted trade and investment related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	175 individuals	40	80	111	231	132%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 175 Individuals receiving USG funded technical assistance, with a Q3 target of 35 individuals. In Q3, 111 individuals participated in USG assisted trade and investment related programs, which contributed to a cumulative total of 231 individuals, translating to 132% achievement of the annual target.</p> <p>The individuals reported participating in USG assisted trade and investment related programs as follows:</p>	



	Indicators	Reporting Frequency	Related Objectives								Performance Status Against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative Percentage Performance			
												<ul style="list-style-type: none"> <li>• Preparatory work on developing the Africa Fine Food Pavilion Brochure,</li> <li>• Participation in the, B2B linkages,</li> <li>• Participation in the South Africa AGOA Exporter Awards,</li> <li>• Participation in the SFF Show, and</li> <li>• Participation in the Business Growth Digital Market seminar and support with meeting market entry requirements.</li> </ul>
18	Number of PPPs formed with hub assistance	Quarterly		3	0 PPPs	2 PPPs	0 PPPs	2 PPPs	Not Applicable	Not achieved	The Annual target for this indicator was set at three, with one for Q3. There were no PPPs signed in this quarter, however two PPPs were achieved in Q2. The other PPPs were completed in the previous financial year, therefore the relationships are still ongoing.	

## ANNEX 9: ZAMBIA COUNTRY UPDATE

In Q3, the three buyer-focused trade promotion service providers (TPSPs), Swaziland Fair Trade (SWIFT), now Fair & Square, Catalyze, and South African Trade Promotions, through the different strategic approaches adopted, achieved significant results with respect to expanding the market for Zambia-based exporters. Fair & Square finalized and disseminated two new LookBooks for natural cosmetics and food, and the updated LookBook for handcrafted products, and also facilitated a total of three buyer missions that enabled three Zambian firms to connect with potential buyers in subsequent one-on-one meetings. CATALYZE, used its Business to Business (B2B) online platform, Engage Trade Africa, to present five Zambia suppliers to buyers and to stimulate interest in further deal-making. South African Trade Promotions assisted the Zambian firm, 260 Brands, to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). As of the end of Q3, a total of 25 deals by Zambian firms were facilitated by these three TPSPs.

In Q3, Sevest Capital Partners, one of the contracted capital providers, was able to secure assurance from the Italian government to guarantee repayments on assets and equipment manufactured by Italian firms. This has significantly boosted Sevest Capital Partners' risk appetite for the asset based investment opportunities presented. As a result, seven of the eleven firms whose IMs were under assessment namely Angelo Kuleni, Mumwa crafts Association, Jaja Farms, Luapula Energy, Zambian Commodity Solutions, Sky Dutch Company and Zambezi Mushrooms are in the process of being presented with term sheets offers to cover asset finance for a combined total of \$11,215,000. However, each of the firms will have to contribute 15% towards the value of the proposed assets finance. The various contracted and independent capital providers are continuing to explore varying solutions to address the firm's other long term debt requirements. The assessments by the various capital providers were showing limited progress but recent receipt of term sheet offers shows that continued efforts by the USAID TradeHub towards the support and improvement of financial services ecosystem are starting to bear fruit as the capital providers find solutions to enhance their offering and risk appetite. Typical reasons for deal declines by capital providers remain insufficient immediate free cash flow, irregular forecasted cash flow growth, and inadequate upfront owner equity in the deal application.

From June 12-14, 2022, the USAID TradeHub, in collaboration with the South African Consulate General in New York (SACG-NY), hosted 38 Southern Africa export firms under the Africa Fine Foods Pavilion at the Summer Fancy Food (SFF) Show, the largest specialty foods event in the United States. The 38 firms were a 52 percent increase from the 25 firms USAID TradeHub supported to exhibit in the 2019 SFF Show, which was when the Show was previously last held in person. To prepare the Southern African firms for participation in SFF 2022, the USAID TradeHub and SACG-NY conducted a pre-show session (May 18), a market-intelligence session (June 9), and a retail and warehouse tour to a distribution center in New York and four retailers in New Jersey (June 10), for the companies. The USAID TradeHub also provided overall logistical and marketing support to participants. The Africa Fine Foods Pavilion, first developed by the USAID TradeHub in 2017, has since become a recognized brand, and is the only pavilion from the continent at this show. Representing Zambia was 260 Brands, Natures Nector, Traviu Suppliers, and Luano Honey.

On May 23, 2022, a delegation from USAID/Zambia visited the Kasisi Agriculture Training Centre (KATC), an outgrowers facility that supply 260 Brands, a Zambia producer of soy-based products. The USAID/Zambia delegation was composed of Feed the Future Coordinator David S. Howlett, Agriculture Specialist Mlotha Damaseke, Communication Specialist Morgan Siddle, and Food Security Specialist Harry Ngoma, and it was accompanied by representatives of the USAID TradeHub, who facilitated the event. The purpose of the visit to the Chongwe District was to gain an understanding of 260 Brands, particularly its role in incorporating many small-scale producers, including women and youth, in its production processes and supply chain.

## LESSONS LEARNED

- Assistance to firms to modernize and expand their marketing collateral (brochures, websites, catalogs, logos, etc.) to better appeal to the South African and U.S. markets requires considerable time, but pays dividends, with firms highly appreciative of the boost in their image.
- Co-creating webinars and other events with regional and local TPSPs has generated an enhanced sense of ownership of these events by TPSPs, which should prove useful as these key players assume greater organizational responsibilities going forward.
- Early planning of events, such as the Exporter Awards, allows for greater understanding of the value of such events by firms and local TPSPs, which in turn creates greater buy-in from participants.
- Grant issuance proved to be a challenge in some instances. There is a need to ensure that the grant mechanism, language, and protocols are all thoroughly communicated at the outset to avoid time-consuming misunderstandings down the road.
- The financial services ecosystem has improved as a result of work done by the USAID TradeHub. This has taken time, but meaningful changes were not expected to come quickly. The lesson has been that this broader, systemic approach should not be neglected while also giving attention to individual firms and actors.
- The Zambian government is interested in deepening awareness nationwide of sanitary and phytosanitary (SPS) measures (often measures to combat animal and plant diseases, and ensure safe transport of food products). Such interest demonstrates how USAID TradeHub efforts in this direction, such as training sessions and assistance with placement of SPS billboards at border crossings, have paid off.

## ZAMBIA ANNUAL PERFORMANCE SURVEY SUMMARY

The USAID TradeHub conducted its FY2022 annual survey of firms and associations to which it had given technical support, to determine the outcomes and impact of the assistance provided. The survey collected information on jobs created, technology adoption, women empowerment, local capacity development, digital impact, profitability, self-sufficiency, improved business performance, and other significant changes. A total of 11 firms from Zambia (nine agricultural, two non-agricultural) participated in the survey.

### Outcomes

#### Improved management practices and technology adoption:

- **All 11 firms surveyed acknowledged technical support provided by the USAID TradeHub.** Areas of support included market-entry and export-readiness webinars, business and finance linkages, certification assistance, tradeshow, buyer missions, business-capacity development, marketing guidance, product labeling, and e-commerce listing.
- **Six firms (four Ag, two non-Ag) indicated they applied improved management practices and improved technology.**
- Cited as areas of improvement were quality control, labelling, website development, organic certification, and, for the Zambia Association of Manufacturers (ZAM), social media platforms.

**Improved business performance:** The USAID TradeHub sought to assess the progress of firms supported with technical assistance. Of the 11 firms surveyed, ten (eight Ag, two non-Ag) reported improved business performance. Areas of improvement included social-media marketing, labelling, packaging, skilled labor, sales, and meeting U.S. market requirements.

**Profitability and self-sufficiency:** The survey sought to ascertain firms' profitability and ability to cover costs (self-sufficiency) during the challenging business environment of the past year. All 11 surveyed firms reported they were either lucrative, profitable, or able to cover their operating costs. This performance was partially attributed by the firms to assistance provided by the USAID TradeHub to help them improve their operating models and adapt to the changing business environment.

#### **Local capacity development – gender equality and youth opportunity:**

- The survey also assessed opportunities created for women and youth in the workplace and community. Six firms said they had a positive impact on women and youth.
- ZAM said it organizes an event for women in manufacturing, enabling those in leadership positions to share linkages. It also offers trainings on financial literacy to women in collaboration with Stanbic and other financial institutions.
- Anthill Kitchen said it has three women working in its factory, where they are provided with opportunities to learn new skills.
- Nature's Nectar said that 75 percent of its integration farmers are youth.
- VetLab said it provides opportunities for youth from universities and agriculture colleges looking to acquire hands-on experience in scientific laboratory operations.

**Local capacity development – job creation:** The 11 firms surveyed said that in FY2022 they created **75 direct jobs and 815 indirect jobs**.

#### **Local capacity development – finance, investment, and commitments attracted:**

- The USAID TradeHub support can help firms to attract financing or grants, which may emanate locally or from abroad. In Zambia, the survey indicates **that five firms (four Ag, one non-Ag) attracted outside financing or investment**.
- Anthill Kitchen received a grant to upgrade its factory to attain Green Project Management certification, to the value of \$100,000.00.
- Nature's Nectar received a grant of \$26,000.00 for expansion to increase exports to South Africa and the United States. This involved improving processing and acquiring new machinery. Travium Supplies received funding for the Summer Fancy Food Show and for COVID relief, valued at \$21,000.00
- VetLab received \$25,000.00 in financing for new laboratory equipment.

**Other significant changes:** Firms indicated improvements through USAID TradeHub support in strategy development, business planning, market linkages, market diversification, food-safety awareness, and service delivery.

**Challenges:** Firms, asked about challenges they faced during the year, mentioned difficulty accessing finance, problems with process planning, impediments in obtaining raw commodities, a lack of strategic partners, and slow feedback from buyers.

**Impact of COVID-19:** Firms noted that revenue was negatively affected by unfavorable exchange rates. They also cited difficulties from increased interest rates prompted by inflation, as well as supply chain disruptions. On the other hand, one firm noted that its sales had increased during this period and that it had expanded its product offerings.

### **Success after September 2022**

With the USAID TradeHub project slated to close in September 2022, the survey sought to elucidate what firms would view as successful progress after this date. The following was mentioned:

- Reduced regulatory fees.
- Increased exports of non-traditional products.
- Substantially increased manufacturing.
- Attainment of certification for Good Manufacturing Practices.

## **OBJECTIVE I: INCREASED EXPORTS TO SOUTH AFRICA FROM THE REGION**

### **ACTIVITY I.1: SUPPORT NATIONAL TPSPs TO FACILITATE AND CLOSE EXPORT DEALS BETWEEN TARGETED REGIONAL EXPORTERS AND SOUTH AFRICA BUYERS**

#### Planned Activities:

From Q1 to Q3, follow up on the existing deal pipeline to focus on deals that are likely to close, and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022.

*The milestones under this activity were completed in Q3.*

Summary: Following the reappointment of three buyer-focused TPSPs (Fair & Square, Catalyze, and South African Trade Promotions) in Q2, these three TPSPs adopted different approaches to expanding the market for Zambia-based exporters. In Q3, Fair & Square finalized the creation of two new LookBooks for natural cosmetics and food, and updated its LookBook for handcrafted products. The three LookBooks feature 81 firms from across Southern Africa. These LookBooks are instrumental in the linkage process as they are used to establish rapport with buyers and to gauge interest in products and firms. More detailed catalogs can then be shared with selected buyers on request. Participating from Zambia in the LookBooks is Luano Honey, and a catalog is also being created for Musanya Honey.

Additionally, Fair & Square held three educational webinars for exporters, conducted virtually, in April and May 2022. The first webinar, on April 22, was on storytelling, social media, and photography. The second, on May 4, was on how to make a TikTok video, how to position brands adeptly on social media, and how to take advantage of online algorithms to grow a brand. Participants requested a continued focus on social media in the next training session, which was on May 18. Specific requests were for training on Instagram reels and Instagram stories, and on video editing. In general, the social media webinars were geared toward helping brands move up the Google search engine ranking by increasing their participation on social media platforms.

On June 6, 2022, Fair & Square and the African Trade Platform (ATP) conducted an information session for firms to familiarize exporters with opportunities provided by the online marketplace. In the aftermath of the event, 16 suppliers and seven buyers have registered, and 14 firms have since been verified.

Following the reappointment of Catalyze (a South African based buyer-focused TPSP) in Q2, over 100 applications were received from regional firms for support with market development in South Africa using Catalyze's B2B online platform, Engage Trade Africa. A selection process was carried out to identify 40 proactive firms with potential for tapping the South African market. The selection included a focus on fast-moving consumer goods, including food and cosmetic products. Other products, such as light bulbs, irrigation pipes, and packaging, were included on an exceptional basis. Catalyze used the platform (<https://engagetrade.africa/>) to present suppliers to buyers and to stimulate interest in further deal-making.

From Zambia, COMACO, Luano Honey, 260 Brands, Kalahari Natural Oil, and Twala Farming (Anthill Kitchen) were chosen to benefit from the Engage Trade Africa support offered by Catalyze. Fifteen introductions between Zambian suppliers and South African buyers were concluded in Q3. Twala Farming met with Rush Nutrition, and the firm has sent samples of banana flour to Rush Nutrition for analysis. COMACO met with Soaring Free Superfoods (South Africa), which has requested samples of COMACO's dried mushrooms and brown rice.

In Q3, South African Trade Promotions, also a buyer-facing TPSP, assisted three Zambian firms (260 Brands, Luano Honey and COMACO) to list on its organic and natural products online portal (<https://www.organicandnaturalportal.com>). 260 Brands has subsequently engaged with South African Trade Promotions and shared their product list, ingredients list, and suggested wholesale and retail prices. SA Trade Promotions is discussing with COMACO a potential monthly supply of five metric tons of pre-cooked rice flour.

In Q3, the USAID TradeHub continued to advance e-commerce opportunities in South Africa, following a December 2021 webinar hosted by the USAID TradeHub titled "Selling in South Africa via E-Commerce," in collaboration with the South Africa-based e-commerce management companies Enter Africa, Legalese, and E-commerce Forum Africa. Following the webinar, three Zambian firms (Umoyo Health Solutions, Anthill Kitchen, and Luano Honey) applied for technical assistance to work with Enter Africa or eComplete to list on South African business-to-consumer platforms, such as Takealot.com, Makro, and Superbalist. This approach builds off the USAID TradeHub's experience of listing firms on Amazon with support from Albert Scott, and enables firms to test the South African market in a relatively low-risk manner.

Aside from facilitating deals through TPSPs, the USAID TradeHub also continues to make direct introductions to South African buyers where possible. On May 9, 2022, the USAID TradeHub introduced the Grain Traders Association of Zambia to Mimetes Group for a potential supply of non-GMO organic soybeans. On June 22, 2022, the USAID TradeHub introduced Luano Honey, Wuchi Wami, and Nature's Nectar to Meant to Be (South Africa) for potential supplies of raw organic honey. Luano Honey is also finalizing an exclusivity deal with Jambo Mart, for the firm's products to be featured in Jambo Mart supermarkets in Botswana and South Africa. Additionally, the USAID TradeHub has supported a market linkage between 260 Brands and Infinite Foods, a company that connects regional plant-based food brands with consumers in South Africa via e-commerce.

As of June 20, 2022, two Zambian exporters supported by the USAID TradeHub had undergone an upgrade of their marketing conducted by NONZĒRO Africa, a South Africa-based marketing agency. In May of the previous year, the USAID TradeHub had engaged NONZĒRO to assess the marketing needs of selected regional firms, to craft a plan to address these needs, and to develop marketing tools and strategies for these firms. Two Zambian firms received 60 percent cost-share support for this undertaking. The two firms were Afriseed, a supplier of seeds, especially legumes, and Anthill Kitchens, a producer of organic banana flour. NONZĒRO worked with the firms to develop a package that included (for Afriseed) a catalog, brochures, slide decks, a digital toolkit, a corporate video, and a logo, and (for Anthill Kitchens) a company profile, a digital strategy, social media

platforms, and marketing videos. Because of COVID-19-related restrictions on travel and social gathering, the trend toward digital marketing in business has accelerated. NONZĒRO's push in this regard is meeting a critical need of regional firms, and after its marketing upgrade, Anthill Kitchen has received expressions of interest from South Africa buyers Rush Nutrition and Soaring Free Superfoods. The firm has sent samples of its banana flour to Rush Nutrition for testing. The next steps entail the firms continuing to optimize their engagements through deployment of the new marketing collateral.

In Q1-Q3, a cumulative total of 36 deals from Zambia to SA were facilitated against an annual target of 10 deals, with cumulative total exports of d \$16,382,296.00.. In Q3, Golden Dawn Farms Zambia exported Soya beans to the value of \$563,680.00. Moringa Initiative exported bulk moringa powder to South Africa valued at \$46,800.00. Zambia Sugar Plc exported white sugar to the value of \$1,979,225.00, while ZAMEFA, a non-agricultural company exported copper cables to the value of \$ 9,941,884.00.

## **ACTIVITY 1.2: TRANSFER KNOWLEDGE, NETWORKS, AND TOOLS TO REGIONAL TPSPS TO PROVIDE TRADE-ENHANCING SERVICES TO REGIONAL EXPORTERS**

### Planned Activities:

From Q1 to Q3, facilitate partnerships between ZAMZDA, and trade- enhancing bodies, such as certification bodies, testing laboratories, and other service providers, to support export firms with certifications, including cost-share support where possible.

*The milestones under this activity were completed in Q3.*

Summary: In Q3, the USAID TradeHub made significant progress with advancing trade-enhancing services, both building off its own work and deepening its partnership with the ZAM and the Zambia Development Agency (ZDA) to foster the project's sustainability. Five firms received support with various trade-enhancing services against an annual target of four. Services supported included those focused on certification, marketing-collateral enhancement, and e-commerce listing.

In Q3, the USAID TradeHub continued to work with the marketing agency NONZĒRO Africa to enhance exporters' marketing collateral. In May 2021, the USAID TradeHub had engaged NONZĒRO Africa to assess the most important marketing needs of selected regional firms, to present recommendations on how to address these needs, and to develop marketing tools for these firms. In Q3, Twala Farming (Anthill Kitchen), a banana flour manufacturer, and Afriseed, a legume-seed producing company, completed their marketing upgrade under NONZĒRO Africa. The USAID TradeHub covered 60 percent of NONZĒRO's costs, while the two firms covered the balance. To enhance the firms' marketing, NONZĒRO developed a comprehensive style guide, a social media content strategy, social media templates, and branded label templates. These marketing tools aim to enable the two firms to present a compelling brand, promote their business more effectively on social media, and advance their digital presence with South African and U.S. buyers. In terms of listing on South African e-commerce platforms, five Zambian firms were assisted with linkages to Enter Africa and eComplete (two in Q2 and three in Q3).

## **ACTIVITY 1.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

- From Q1-Q3, facilitate peer learning and sharing of best practices for TPSPs (including TIPAs) and BMOs in the region through ongoing support to the established regional forum.
- In Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to South Africa

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs Eastern Cape Development Corporation (ECDC) and the ZAM, hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum in 2021 (then called Trade and Investment Promotion [TIP]), the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

In Q3, the USAID TradeHub finalized two success stories that highlight the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to South Africa. The stories continue to be disseminated to the USAID TradeHub's TPSP partners to share lessons for Zambian firms.

In Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, TPSP, BMO and institutional partners, as well as regional export firms detail the USAID TradeHub approach towards achieving the project objectives, strategies adopted towards developing and sustaining partnerships, the project's unique value add, and the key lessons, successes and overall impact. From Zambia, ZAM, 260 Brands, and Luano Honey were featured. The videos will be finalized in Q4 and disseminated widely to share lessons for Zambian trade promotion actors.

## **OBJECTIVE 2: INCREASED INVESTMENT OUT OF SOUTH AFRICA TO THE REGION**

### **ACTIVITY 2.1: SUPPORT ECOSYSTEM PLAYERS (TRANSACTION ADVISERS AND CAPITAL PROVIDERS) TO CONTINUE TO FACILITATE DEALS UNDER EXISTING PIPELINE TO ACHIEVE DEAL CLOSURE**

#### Planned Activities:



- From Q1 to Q3, support transaction advisors (Sebvest Capital, and Nations Capital,) to conclude IM for funding applications with USAID TradeHub appointed capital providers (Sebvest Capital, and Neu Capital Africa) toward deal closure.
- From Q1 to Q3, complete due diligence and close gaps where needed to complete IM for funding applications.
- From Q1 to Q3, introduce capital seekers to new capital providers to raise capital, if Sebvest Capital and Neu Capital Africa are unable to provide funding.
- From Q1 to Q3, pursue technology transfer opportunities and facilitate South African firms relocating to Zambia which are emerging under the current deal pipeline.

*The milestones under this activity were not completed as at the end of Q3. The introduction of capital seekers to new capital providers to raise capital and pursue technology transfer will continue into Q4.*

Summary: In Q3, Sebvest Capital Partners, one of the contracted capital providers, was able to secure assurance from the Italian government to guarantee repayments on assets and equipment manufactured by Italian firms. This has significantly boosted Sebvest Capital Partners' risk appetite for the asset based investment opportunities presented. As a result, seven of the eleven firms whose IMs were under assessment namely Angelo Kuleni, Mumwa crafts Association, Jaja Farms, Luapula Energy, Zambian Commodity Solutions, Sky Dutch Company and Zambezi Mushrooms are in the process of being presented with term sheets offers to cover asset finance for a combined total of \$11,215,000. However, each of the firms will have to contribute 15% towards the value of the proposed assets finance. The various contracted and independent capital providers are continuing to explore varying solutions to address the firm's other long term debt requirements. The assessments by the various capital providers were showing limited progress but recent receipt of term sheet offers shows that continued efforts by the USAID TradeHub towards the support and improvement of financial services ecosystem are starting to bear fruit as the capital providers find solutions to enhance their offering and risk appetite. Typical reasons for deal declines by capital providers remain insufficient immediate free cash flow, irregular forecasted cash flow growth, and inadequate upfront owner equity in the deal application.

CHC Group of Companies, a commodity-trading company under the Grain Traders Association of Zambia (GTAZ), has kick-started an initiative to install solar-energy equipment around the country for irrigation. Meanwhile, Luano Honey registered on the ATP in a bid to raise \$100,000 in trade finance to meet its U.S. export obligations.

The USAID TradeHub, through the ATP, recorded trade finance deals for Canestay Farming, a company with operations in Zambia and South Africa that exported tea tree oil to the United States. The export was valued at \$117,600, and the firm received trade finance of \$112,000 facilitated through Sebvest. Meanwhile, Golden Dawn Farms exported soybeans to South Africa, in a deal valued at \$563,680, for which it received trade finance of \$542,000 facilitated through Sebvest. Additionally, the USAID TradeHub through ATP supported an export of timber to Denmark worth \$358,800, for which \$345,000 of trade finance was provided.

The USAID TradeHub has supported seven USG in-kind commitments to the value of \$317,140 against an annual target of six to the value of \$132,600.

## **ACTIVITY 2.2: STRENGTHEN EXISTING DIGITAL PLATFORMS (ATP, NEU CAPITAL) AS A MEANS OF CREATING SUSTAINABILITY AND REDUCING TRANSACTION COSTS**

### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will appoint a specialist platform business development service firm to support recruitment of firms and individuals onto the African Trade Platform (ATP).
- From Q1 to Q3, facilitate verification of registered suppliers on the ATP so that they can fully trade and access finance on the platform.
- From Q1 to Q3, facilitate learner registration on the revised Netcampus digital financial learning management system for learner module completion.
- From Q1 to Q3, establish an incentive mechanism to draw in a variety of ecosystem facilitation players to participate fully on the ATP.

*The milestones under this activity were completed in Q3.*

Summary In Q3, adding to the three grants previously awarded to Cala Capital Africa, Africa Women Innovation and Entrepreneurship Forum (AWIEF), and Netcampus, the USAID TradeHub awarded a fourth grant to Sebvest Capital. Sebvest is implementing work to encourage and support exports from small and medium enterprise (SME) exporters in the region. The work underway by Cala Capital Africa is to promote investments in, and proper governance of, SMEs seeking funding of less than \$1 million. Similarly, AWIEF is also promoting investability, governance, and training of SMEs.

On June 30, 2022, the AWIEF, held a graduation ceremony to honor learners who completed five masterclass training sessions for SMEs. The trainings covered topics such as investment, export-readiness, networking, business growth, and scaling opportunities. In Q2 of 2022, 100 SMEs from all nine USAID TradeHub-affiliated countries were selected to enter the training program, of which 76 businesses were women-owned and managed. Of the 100 SMEs, 90 successfully completed the course and were awarded certificates at the virtual graduation ceremony. AWIEF Founder and Chief Executive Officer Irene Ochem, and the Acting Director of the USAID Southern Africa Regional Economic Growth Office Allan Hackner, delivered remarks to honor the graduates. Between April and June, AWIEF delivered the five masterclasses as follows: 1) Masterclass on Agribusiness, with presenter Samantha Skyring of Oryx Desert Salt, a USAID TradeHub partner; 2) Masterclass on Financing and Enterprise Growth, with presenters Noluvo Nela and Akuzike Kafwamba from the firm Business Partners; 3) Masterclass on AGOA and the U.S. FDA, with presenter Ester Luongo Psarakis, creator of Foodpreneur; 4) Masterclass on Exporting, with presenter Tal Edgar, founder and Executive Chairman of the GBSH Consult Group; and 5) Masterclass on Product Certification Requirements and Standards. The online format of the training enabled widespread dissemination of this much-needed trade and financial knowledge in a time-efficient and low-cost manner. The activity was also in line with the sustainability drive to transfer knowledge and resources to others as the USAID project draws to a close. Representing Zambia were nine firms including the following: Sylva Food Solutions Ltd, Lake Farms and Fishing Lodge Limited, Mooto Farms Limited, Nature's Nectar Limited, Kukula Micro Finance, Change Zambia International, Kunowa essential oils, Lyeni Investments Limited and AWC Fine Foods Limited. The next steps involve the trained SMEs being assisted by AWIEF to approach capital providers (both those connected to the USAID TradeHub and those connected to AWIEF) to submit funding applications to meet their finance and investment needs.

Netcampus, for its part, has increased the number of its financial-literacy education modules on its online platform from 12 to 18, and has translated these 18 modules from English to Portuguese.

In Q3, the USAID TradeHub supported the registration of 14 additional Zambian export firms on the ATP. All 14 have been verified so that they can fully trade on the platform. These registrations were achieved through direct engagements with USAID TradeHub-supported export firms and through promotion of the ATP by the Zambia Association of Manufacturers and Zambian Encouraging Sustainable Trade (ZEST), two TPSPs registered on the ATP to facilitate trades from Zambia.

The USAID TradeHub further collaborated with the Zambia Freight Forwarders Association (ZAFFA), an umbrella association of logistics companies, to support the registration of an additional 15 learners on the Netcampus platform for training on financial and business literacy. This takes the total number of registered learners from Zambia in FY2022 to 15, against a target of 20. The remaining five firms will be registered on the platform in Q4.

### **ACTIVITY 2.3: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSES**

#### Planned Activities:

From Q1 to Q3, document three case studies/knowledge products to reinforce an understanding of what is working and why it is working.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: In Q3, the USAID TradeHub continued to revise and refine two knowledge case studies that highlight: 1) how the USAID TradeHub's unique partnership with selected financial service providers has sustainably supported ecosystem players to increase investment of capital and technology out of South Africa to targeted Southern African countries; 2) how the USAID TradeHub's unique partnership with the ATP is supporting increased online trade and development to export goods and services more efficiently, was also drafted and is in the final stages of completion. These two pieces will be disseminated through TPSP and FSP partners for learning in Q4, following approval. A third piece has also been drafted, and will be finalized in Q4, highlighting the success of learners on the Netcampus portal, and how the portal is supporting the delivery of educational content for improved financial acumen and better use of partner platforms.

Further, in Q3, the USAID TradeHub produced two sets of experience-sharing videos titled *USAID TradeHub Experiences: Partnerships toward ecosystem change* and *USAID TradeHub Experiences: Creating access to new markets*, respectively. The videos, which feature key USAID TradeHub team members, as well as TPSP partners such as ATP and Netcampus, detail the USAID TradeHub approach towards achieving the project's finance and investment objectives, strategies adopted towards developing and sustaining partnerships with the ATP and Netcampus, the project's unique value add, and the key lessons, successes and overall impact. The videos will be finalized in Q4 and disseminated widely to share lessons for the relevant promotion actors.

### **OBJECTIVE 3: SUSTAINABLE AGOA UTILIZATION BY SOUTHERN AFRICAN COUNTRIES**

#### **ACTIVITY 3.1: SUPPORT DEVELOPMENT OF NATIONAL AGOA UTILIZATION STRATEGY AND PROVIDE CAPACITY-BUILDING FOR AGOA NATIONAL STEERING COMMITTEES**

#### Planned Activities:

- From Q1 to Q3, support the AGOA Utilization Strategy implementation by providing advice and training to, and in collaboration with, AGOA subcommittees and/or secretariats.
- From Q2-Q3, facilitate a regional peer-learning event focusing on exporting to the United States under AGOA.

*The milestones under this activity were completed in Q3.*

**Summary:** In Q3, the USAID TradeHub moved forward with supporting the AGOA Steering Committee to host five AGOA workshops in five provincial cities of Zambia scheduled for July 2022, to progress the implementation of the country's AGOA Export Masterplan. The sessions will be attended by Ministry of Commerce, Trade and Industry (MCTI) staff and private sector association representatives from these five provinces from sectors designated priorities in the Masterplan. The workshops follow an event in February 2022, where plans were developed for advancing Zambian exports.

Following the AGOA Regional Peer Learning Event held in Cape Town, South Africa, on March 8-9, 2022, the USAID TradeHub developed a summary video and learning piece for dissemination. The March event was hybrid and thus enabled participants from across the region and the United States to share exporting experiences and lessons. The video and learning piece aimed to capture the essence of the discussions among the 52 on-site and numerous online participants, including representatives of TPSPs, business membership organizations, AGOA reference groups, and import and export firms. Three representatives from Zambia (ZDA, Luano Honey, 260 Brands) shared information gained at the March event with members of their country's AGOA Steering Committee at the workshop in Q3, where the video and learning piece, the USAID TradeHub supported Zambia National AGOA brochure will be disseminated.

### **ACTIVITY 3.2: SUPPORT EXISTING TPSP PARTNERS TO CONTINUE WITH MARKET-ENTRY SUPPORT AND FOCUS ON DEAL CLOSURES**

#### **Planned Activities:**

- From Q1 to Q3, follow up on the existing deal pipeline (as it pertains to U.S. exports), to focus on those deals that are likely to close, and continue to facilitate deals from the FY2021 deal pipeline toward deal closure in FY2022.
- From Q1 to Q3, in partnership with TPSPs (U.S. and national), continue to support the implementation of the U.S. market-entry roadmaps, including onboarding U.S. buyers to e-commerce platforms such as the ATP.
- From Q1 to Q3, in collaboration with TPSPs, assist exporters to meet U.S. market-entry requirements (such as FDA registration, certification, product packaging, and labelling), and activation of the products in the U.S. market (natural products and crafts).
- From Q1 to Q2 (carried over to Q3), support virtual participation of regional firms in U.S. virtual/hybrid trade shows and buyer missions, and to virtually link regional export firms and other value chain actors to buyers to encourage trade. (Led by the South African cluster).
- From Q1 to Q3, transfer tools, systems, and knowledge to strengthen TPSP business models, adopting country-specific modifications (rapid needs assessments/export readiness tools, EIT, Tralac) (move to TPSPs, away from AGOA Steering Committees) (e.g., ABC, BITC).

*The milestones under this activity were completed in Q3.*

**Summary:** Following an introductory session by Albert Scott in February 2022, the USAID TradeHub signed deal notes with 17 regional firms to receive support with listing on Amazon. The pricing models and listing information are being prepared, and work is underway to send products to the Albert Scott warehouse. Zambian firms being supported under this activity are 260 Brands and Moringa Initiatives. During the week of April 5, 2022, Moringa Initiatives, went live for sale on the Amazon platform. The USAID TradeHub had supported the export of the firm's products to the United States by providing market-entry guidance and paying the firm's e-commerce management fee of \$5,000 to Albert Scott, a U.S.-based e-commerce management firm and partner of the USAID TradeHub. To prepare Moringa Initiatives to meet U.S. market-entry requirements, the USAID

TradeHub guided the firm on its compliance with AGOA, provided technical assistance on obtaining a certificate of origin, and advised the firm on U.S.-compliant label reviews.

On May 23, 2022, a delegation from USAID/Zambia visited the outgrower facilities that supply 260 Brands, a Zambia producer of soy-based products. The USAID/Zambia delegation was composed of Feed the Future Coordinator David S. Howlett, Agriculture Specialist Mlotha Damaseke, Communication Specialist Morgan Siddle, and Food Security Specialist Harry Ngoma, and it was accompanied by representatives of the USAID TradeHub, who facilitated the event. The purpose of the visit to the Chongwe District was to gain an understanding of 260 Brands, particularly its role in incorporating many small-scale producers, including women and youth, in its production processes and supply chain. The delegation visited farmers who form part of 260 Brands' outgrower scheme, which currently works with 2,500 smallholder farmers in organic soybean production and provides additional training in organic farming, digital record-keeping, input purchasing, crop monitoring, and soybean aggregation. 260 Brands strives to provide to the smallholder farmers a guaranteed off-take of organic soybeans at a premium price. During the visit, one lead farmer demonstrated how farmers are able to produce multinutrient organic fertilizers on-site. This work reflects 260 Brands' drive to boost access to safe, organic, nutritious, and affordable food to consumers across Zambia, the region, and international markets. The outgrower initiative was cited by 260 Brands as key to improving smallholder practices, helping small-scale cultivators increase yields and thereby reduce poverty in rural communities.

On June 9, 2022, the USAID TradeHub, in collaboration with the SACG-NY, hosted a market intelligence session at the South African Consulate in New York, to prepare exhibitors from Southern Africa for the SFF Show that took place June 12-14, 2022, in New York City. The USAID TradeHub and SACG-NY had supported participation of regional firms in the SFF shows in June 2018 and June 2019, when they conducted similar pre-show sessions for participating firms to gain insight into the U.S. market. The South Africa Consul General Motumisi Tawana and a representative of USAID Southern Africa, Allan Hackner, presented opening remarks at the pre-show session on June 9, 2022. The session had a total of 40 participants, including representatives of TPSPs such as ZAM, Wesgro, the Botswana Investment and Trade Centre (BITC), ECDC, and the Northern Cape Department of Economic Development and Tourism. The USAID TradeHub co-created the pre-show session with SACG-NY who, in turn, arranged for the participation of U.S.-based TPSPs, the New York City Mayor's Office, RangeMe, New York City Small Business Services, and Standard Bank Group. Through this partnership with SACG-NY, the USAID TradeHub continued providing regional TPSPs and firms with information about the U.S. market and available export resources, to enable them to take full advantage of the SFF show. The session allowed TPSPs and exporters to engage with U.S. counterparts and cultivate relationships that can endure beyond the closure of the USAID TradeHub project. In addition, co-hosting the market intelligence session, the USAID TradeHub provided logistical and marketing support to the participating firms from across the nine USAID TradeHub-target countries to maximize the benefits of exhibiting at the show.

The USAID TradeHub, SACG-NY, and the Specialty Food Association (SFA) had supported 38 Southern African specialty food firms to exhibit under the Africa Fine Foods Pavilion at the SFF 2022 show, held at the Javits Convention Center in New York City. The support to the firms started with a market intelligence session, co-hosted by the USAID TradeHub, the SACG-NY, the South African Embassy in Washington, D.C., and Wesgro. The USAID TradeHub further supported the firms by sharing the exhibition costs, including that of ready-to-use branded exhibition booths. From Zambia, ZAM, Traviu Suppliers, and Luano Honey participated.

On June 1, 2022, the USAID TradeHub, in collaboration with FFF Associates, a U.S.-based trade promotion service provider, hosted a webinar on linkages and market-entry requirements for firms exporting food products and cosmetics to the United States. In July 2021, the USAID TradeHub had

contracted FFF Associates to help boost exports from Southern Africa to the United States under AGOA. On August 17, 2021, the USAID TradeHub and FFF Associates had hosted a webinar on export opportunities, market-entry requirements, and procedures. The webinar in June 2022 was a follow-up, with experienced U.S. specialists discussing U.S. market entry from a practical perspective. Presentations on import and export of food, food ingredients, and cosmetic ingredients, were given by [REDACTED], the Executive Vice President of Smirk's, [REDACTED], a cosmetics industry consultant, and [REDACTED], President and CEO of Blue Pacific Flavors. The next steps involve FFF Associates formalizing linkages between the Southern African exporters and the U.S. market experts, and assisting the firms with the necessary U.S. market-entry requirements. The webinar was attended by 55 participants from the region, including, from Zambia, Moringa Initiatives, Anthill Kitchen, and Wild and Hives.

The USAID TradeHub's annual target was to support exporters to participate in four sector-based buyer missions/trade shows in the United States. This target was exceeded, with participation in the Winter Fancy Food Show, the Summer Fancy Food Show, the Fair & Square handicraft buyer missions, the cosmetics events arranged by SACG-NY in Q2, and the FFF Associates ingredients event.

In all, the USAID TradeHub has in Q3 supported six Zambia-based firms with meeting U.S.-market-entry requirements including the USAID TradeHub's support to 260 Brands ISO 22000 second audit certification support, Ecobee's Food Safety System Certification (FSSC) 22000 second audit certifications support, onboarding of Moringa Initiatives on amazon.com via Albert Scott and technical support to Luano Honey's U.S. FDA registration. In Q3, Luano Honey exported bulk honey the United States to the value of \$61,200.00, while Canestay Farming exported tea tree oil to the value of \$117,600.00 and two non-agricultural firms; Jewel of Africa exported jewelry to the value of \$80,209.00 and Mulberry Mongoose exported handmade jewelry to the value of \$25,000.00 both to the United States.

### **ACTIVITY 3.3: ANNUAL EXPORTER AWARDS EVENT WITH COUNTRY-SPECIFIC MODIFICATION**

#### Planned Activities:

- From Q1 to Q3, support U.S. and national TPSPs to enhance the organization and hosting of in-country annual Exporter Awards to recognize high-performing exporters.
- From Q2-Q3, support TPSPs to organize an awards event in recognition of different areas of excellence that highlight success stories of export to the United States. (Led by the South African cluster).

*The milestones under this activity were not completed as of the end of Q3. Support to country partners host the national Exporter Awards and to engage with the Regional Exporters Awards 2022 event will continue in Q4.*

Summary: On June 6, 2022, the USAID TradeHub, in partnership with ZAM and the ZDA, held a media briefing to publicize the Exporter Awards, scheduled for July 8, 2022, in Lusaka. The TPSP partners working in collaboration with the USAID TradeHub advanced plans to host the awards accordingly on July 8.

The USAID TradeHub is in advanced planning of this year's Regional Exporter Awards event, which brings together winners from the Exporter Awards events held in individual countries. The ECDC, a South African TPSP, will be hosting the hybrid event in Gqeberha, South Africa, at The Boardwalk Casino and Hotel on July 26, 2022. The USAID TradeHub will continue to provide ECDC with support to host a successful event, and will cover some costs, such as those of advertisements, venue rental, and trophies.

### **ACTIVITY 3.4: CREATE KNOWLEDGE TRANSFER MATERIALS FOR SUSTAINABILITY AND LEARNING PURPOSE**

#### Planned Activities:

- From Q1 to Q3, facilitate peer learning and sharing of best practices for TPSPs and BMOs in the region through ongoing support to the established regional forum.
- From Q2-Q3, improve engagement with BMOs and TPSPs by sharing success stories from the beginning of the project as a demonstration of the journey of successful exports from the region to the United States.

*The milestones under this activity were not completed as of the end of Q3. Finalization of and engagements with TPSPs and BMOs to transfer knowledge products which include guides, success stories, and experiences videos, will continue into Q4.*

Summary: On May 5, 2022, the TPSPs ECDC and ZAM, hosted a webinar of the Southern Africa Trade and Investment Service Providers (TISPs) Forum. The event, which was supported by the USAID TradeHub, is the first regional event since the establishment of the forum in April 2021 by the ECDC and the USAID TradeHub. The aim of the forum is for TPSPs to promote and share trade and investment activities in Southern Africa to drive economic growth. The May event served as a platform for regional TPSPs to share their experiences in facilitating exports and navigating the transition from in-person to virtual and hybrid events. ECDC, ZAM, the USAID TradeHub, Botswana Exporters and Manufacturers Association (BEMA), and the Plant Based Foods Association (PBFA) in the United States delivered presentations to the 88 webinar participants, drawn from TPSPs and business membership organizations in the nine USAID TradeHub target countries. The webinar highlighted aspects of trade and investment promotion in the region, presented key challenges in online trading, provided information on how Southern African entities can engage with PBFA, and promoted collaboration among trade ecosystem actors. While the USAID TradeHub had played a large role in the initial establishment of the forum (then called Trade and Investment Promotion (TIP) in 2021, the May event was coordinated by TPSPs, who are also preparing the next event, reflecting the USAID TradeHub drive to transfer responsibilities to others to foster the sustainability of its initiatives.

Following the forum, on June 15, TPSPs that include ZAM participated in session hosted at the SACG-NY offices, to share lessons and experiences and continue their engagements, as part of the debrief of the SFF 2022 show. These TPSPs are continuing to engage with each other as discussions continue into sharing these lessons with the TISP forum at a future event to be led by ECDC and Wesgro.

In Q3, the USAID TradeHub finalized a success story that highlights the success of regional export firms, tracing their journey with the USAID TradeHub as they received market-entry guidance, technical assistance, and linkages that ultimately resulted in successful export deals to the United States. The stories will be disseminated to the USAID TradeHub's TPSP partners and firms in Q4, to share lessons for Zambian firms. Development of two success stories that focus on the successes of women led or managed firms in the SFF 2022, and the USAID TradeHub support to get regional firms, including 260 Brands, listed on Amazon, also began in Q3. These stories will be finalized and disseminated in Q4.



### FY2022 Q3 COUNTRY PERFORMANCE TABLE: ZAMBIA

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
I	EG.3.2-23 Value of targeted agricultural commodities exported with USG assistance	Quarterly	Objective 1: Region to SA	\$540,000.00	\$3,473,509.00	\$839,091.67	\$2,768,505.00.00	\$7,081,105.67	1,311%	Achieved	In FY2022, the USAID TradeHub set an annual target for agricultural commodities exported, at \$540,000.00, with a target of \$108,000.00 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance value of \$7,081,105.67 translating to a 1,311% achievement against the annual target. The results are attributed to the technical support provided to firms including participation in webinars, product registration and certification, trade shows, and buyer missions facilitated by the USAID TradeHub.	
			Objective 3: AGOA	Region-SA: \$500,000.00	Region-SA: \$3,473,509.00	Region-SA: \$834,448.00	Region-SA: \$2,589,705.00	Region-SA: \$6,897,662.00	1,380%			
			Region to U.S. - AGOA: \$40,000.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$4,643.67	Region to U.S. - AGOA: \$61,200.00	Region to U.S. - AGOA: \$65,843.67	165%				
			Region to U.S. - Non AGOA: Not Applicable	Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: \$117,600.00	Region to U.S. - Non AGOA: \$117,600.00	Not Applicable				

**Region to SA:**



	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											<p>In Q3, Golden Dawn Farms Zambia exported Soya beans to the value of \$563,680.00. Moringa Initiative exported bulk moringa powder to the value of \$46,800.00. Zambia Sugar Plc exported white sugar to the value of \$1,979,225.00.</p> <p><b>Region to U.S. AGOA:</b> In Q3, Luano Honey exported bulk honey to the value of \$61,200.00.</p> <p><b>Region to U.S. Non-AGOA:</b> No target was set for this indicator, however, in Q3, Canestay Farming exported tea tree oil to the value of \$117,600.00.</p>
2	Value of targeted non-	Quarterly	Objective 1: Region to SA	\$100,000.00	\$233,529.00	\$34,487.00	\$9,525,093.00	\$9,793,109.00	9,793%	Achieved	In FY2022, the USAID TradeHub set

Indicators	Reporting Frequency	Related Objectives									Performance Status against Annual Targets	Narrative
			FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance				
agricultural commodities exported with USG assistance [Custom]		Objective 3: AGOA	Region-SA: \$50,000.00	Region-SA: \$64,750.00	Region-SA: \$0.00	Region-SA: \$9,419,884.00	Region-SA: \$9,484,634.00	18,969%			<p>an annual target for non-agricultural commodities exported, at \$100,000.00, with a target of \$20,000 for Q3. At the end of Q3, the USAID TradeHub achieved a cumulative performance of \$9,793,109.00, translating to a 9,793% achievement against the annual target. The results are attributed to the USAID TradeHub's continued engagement and technical support to members of ZAM through participation in webinars and other learning events.</p> <p>The high achievement is attributed to the higher than anticipated performance from two firms, ZAMEFA and Jewel of Africa.</p>	
			Region to U.S. - AGOA: \$50,000.00	Region to U.S. - AGOA: \$168,779.00	Region to U.S. - AGOA: \$0.00	Region to U.S. - AGOA: \$80,209.00	Region to U.S. - AGOA: \$248,988.00	498%				
			Region to U.S. - Non AGOA: \$0.00	Region to U.S. - Non AGOA: Not applicable	Region to U.S. - Non AGOA: \$34,487.00	Region to U.S. - Non AGOA: \$25,000.00	Region to U.S. - Non AGOA: \$59,487.00	Not applicable				

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p><b>Region-S. A:</b> In Q3, ZAMEFA exported copper cables to the value of \$ 9, 941,884.00.</p> <p><b>Region-U.S. AGOA:</b> Jewel of Africa exported jewellery to the United States to the value of \$80,209.00.</p> <p><b>Region to U.S., Non-AGOA:</b> No target was set for this indicator, however, in Q3, Mulberry Mongoose exported handmade jewellery to the value of \$25,000.00</p>
3	Percent of firms/organizations with increased profitability or increased self-sufficiency [Custom]	Annual	Objective 1, 2 and 3	25% of the assisted firms (15 firms) report increased profitability or self-sufficiency	Not applicable	Not applicable	18%	18%	18%	18%	Not achieved	The USAID TradeHub continues to support firms to be profitable and self-sufficient. A total of 15 firms were targeted to be surveyed for improved profitability and self-sufficiency, but only 11 firms

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												were survey with all firms reporting increased profitability or self-sufficiency, translating to 18% achievement. The firms that did not report profitability and sustainability, were mostly emerging firms that were affected by COVID-19.
4	CBLD-9 Percent of USG-assisted organizations with improved performance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the agricultural firms expected to apply and report improved performance	Not applicable	Not applicable	89%	89%	89%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of nine agricultural firms were surveyed, and all nine qualified to be assessed according to the CBLD-9 standards. Out of the nine agricultural firms assessed using the CBLD standards, eight agricultural firms reported to have improved performance	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											translating to 89% achievement.
5	Percent of USG-assisted non-agriculture organizations with improved performance [Custom]	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	70% of the non-agricultural firms expected to apply report improved performance	Not applicable	Not applicable	100%	100%	100%	Achieved	The USAID TradeHub continues to support firms to improve performance which was assessed in Q3. A total of two non-agricultural firms were surveyed, and only one firm qualified to be assessed according to the CBLD-9 standards, which reported to have improved performance translating to 100% achievement.
6	EG.3.1-14 Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$132,600.00	\$94,773.00	\$42,012.00	\$50,635.00	\$187,420.00	141%	Achieved	The annual target for agricultural USG commitments was set at \$132,600.00. The Q3 target was set at \$26,520.00. In Q3, there were four agricultural in-kind USG commitment investments to the value of \$50,635.00,

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											<p>which contributes to a cumulative performance of \$187,420.00 translating to 141% achievement of the annual target. The agricultural transactions that contributed to this result include the following agricultural firms that participated at the SFF Show:</p> <ol style="list-style-type: none"> <li>1. 260 Brands</li> <li>2. Traviium Supplies,</li> <li>3. Nature's Nectar</li> <li>4. Luano Honey</li> </ol>
7	Value of new USG commitments and private sector investment leveraged by the USG to support economic growth in non-agricultural targeted	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Not applicable	Not applicable	<p>An annual target was not set for this indicator. However, in Q3, in-kind USG investments towards business development services of non-agricultural laboratory equipment to the value of \$266,505.00 for the following firms:</p> <ol style="list-style-type: none"> <li>1. VETLAB (\$41,088.77),</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
	sectors [Custom]										<ol style="list-style-type: none"> <li>2. CVRI (\$222,793.85), and</li> <li>3. NISIR (\$2,622.48).</li> </ol>
8	EG.3.2-27 Value of agriculture-related financing accessed as a result of USG assistance	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$7,882,000.00	\$0.00	\$334,448.00	\$1,232,000.00	\$1,566,448.00	20%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$7,882,000.00 and the Q3 target at \$1,576,400.00.</p> <p>Two agricultural finance deals were concluded in Q3 to a value of \$1,232,000.00 as follows:</p> <ol style="list-style-type: none"> <li>1. Canestay Farming (\$177,000.00), and</li> <li>2. Golden Dawn Farms (\$542,000.00)</li> <li>3. Shuthuka Farms (\$345,000.00)</li> <li>4. Makhomba Farm (\$168,000.00)</li> </ol> <p>The capital provider Sebvest Capital issued two</p>

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											agricultural term sheet offers to the value of \$500,000.00 that will continue to be negotiated in Q4 as follows: Zambezi Mushroom (\$450,000), and Jaja Farms (\$50,000.00).
9	Value of non-agriculture-related financing accessed as a result of USG assistance [Custom]	Quarterly	<b>Output:</b> 2.1, 2.2, 2.3, 2.4, 2.6	\$1,394,000.00	\$0.00	\$0.00	\$502,500.00	\$502,500.00	36%	Not Achieved	<p>In FY2022, the USAID TradeHub set an annual target for agricultural financing at \$1,394,000.00 and the Q3 target at \$278.800.00.</p> <p>Through the ATP, trade financing to the value of \$502,500.00 was disbursed to 2 Global Diversity, Now Import and Exports, translating to 36% achievement.</p> <p>Furthermore, the capital provider Sebvest Capital issued five non-agricultural term sheet offers to the value of</p>



	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												\$10,715,000.00 that will continue to be negotiated in Q4 as follows: 1. Luapula Energy (\$8,000,000.00) 2. Sky Dutch Company (\$2,000,000.00), 3. Kuleni Supergold (\$100,000.00), 4. Zambian Commodity Solutions (\$115,000.00), and 5. Mumwa Crafts Association (\$500,000.00).
10	Number of agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	15 firms	7 firms	37 firms	6 firms	50 firms	333%	Achieved	In FY2022, the USAID TradeHub set an annual target of fifteen agricultural firms, and a target of 3 firms for Q3. In Q3, six agricultural firms managed to apply improved organization-level technologies or management practices, which contributes to a	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											<p>cumulative total of 50 firms for FY2022. This translates to a 333% achievement against the annual target. Kafuelami Consulting Ltd Kuleni-Supergold Limited and Newgrowco Limited were onboarded onto the ATP platform and were verified as suppliers. Four supported firms exhibited at the Specialty Food Association Summer Fancy Food show in New York, namely, Travium Supplies, 260 Brands, Luano Honey and Nature's Nectar. One firm, Kalahari Natural Oils was supported to develop a new product catalogue and included in the Fair &amp; Square cosmetics LookBook.</p>
11	Number of non-	Quarterly	<b>Output:</b> 1.1, 1.3, 2.1, 2.3,	5 firms	2 firms	13 firms	11 firms	26 firms	520%	Achieved	In FY2022, the USAID TradeHub set

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
	agricultural firms that have applied improved organization-level technologies or management practices with USG assistance [Custom]		2.6, 2.7, 3.4, 3.5								an annual target of five non-agricultural firms, and a target of one firm for Q3. In Q3, 11 non-agricultural firms applied improved organization-level technologies or management practices, which contributed to cumulative total of 26 firms translating to a 520% achievement against the annual target. Nine supported firms namely Jea Trading Ltd, Kubu Crafts, Luapula Energy, Mentor Me Africa, Mulberry Mongoose, Mumwa Crafts Association, Now Import & Export Zambia, Oracle Energy (Z) Ltd and Sky Dutch, were onboarded onto the ATP platform and were verified as suppliers. The USAID TradeHub supported

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											both CVRI and VETLAB to purchase equipment for increasing testing services of sanitary and phytosanitary.
R 12	EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3, 2.6, 2.7, 3.4, 3.5	15 individuals	8 individuals	54 individuals	12 individuals	74 Individuals	493%	Achieved	In FY2022, the USAID TradeHub set an annual target of 15 individuals from agricultural firms applying improved management practices or technologies and a target of three individuals was set for Q3. In Q3, 12 Individuals reported applying improved organization-level technologies or management practices, which contributed to a cumulative total of 74 individuals for FY2022. This translates to 493% achievement against the annual target. Some examples of individuals that applied improved

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												<p>management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>1. Three individuals were onboarded onto the ATP platform, and verified as suppliers.</li> <li>2. Three individuals were supported to exhibit at the SFF Show in New York</li> <li>3. One individual was assisted with U.S. product registration that they followed through.</li> <li>4. One individual was supported to develop a new product catalogue and included in the Fair &amp; Square cosmetics LookBook.</li> </ol>
13	Number of individuals in the non-	Annually	<b>Output:</b> 1.1, 1.3, 2.1, 2.3,	5 individuals	4 individuals	25 individuals	20 individuals	49 individuals	980%	Achieved	In FY2022, the USAID TradeHub set an annual target of	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
	agriculture system who have applied improved management practices or technologies with USG assistance [Custom]		2.6, 2.7, 3.4, 3.5								<p>five individuals from non-agricultural firms applying improved management practices or technologies, and a target of one individual was set for Q3. In Q3, 20 individuals reported applying improved organization-level technologies or management practices, which contributed to a cumulative total of 49 individuals for FY2022. This translates to 980% achievement against the annual target. Some examples of individuals that applied improved management practices in Q3 are:</p> <ol style="list-style-type: none"> <li>12 Individuals participated in the USAID TradeHub handover event of Laboratory equipment.</li> </ol>

	Indicators	Reporting Frequency	Related Objectives									
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative	
												2. Assisted with registering on the ATP platform and being verified as facilitators (Eight individuals).
14	Number and value of export deals facilitated [Custom]	Quarterly	<b>Output:</b> 1.1, 3.4	15 Deals 10 deals: SA-region 5 deal: U.S.	1 deal 0 deals: SA-region 1 deal: U.S.	8 deals 7 deals: SA-region 1 deal: U.S.	36 deals 29 deals: SA-region 7 deals: U.S.	45 deals 36 deals: SA-region 9 deals: U.S.	300% 360% 180%	Achieved Q3 target 3 SA 2 U.S 1	<p>The FY2022 annual target for this indicator was set at 15 deals and three deals for Q3. A total of 36 deals were facilitated in this quarter reaching a cumulative total of 45 export deals facilitated at end of Q3, which translates to 300% achievement of the annual target.</p> <p><b>Region to SA:</b> In Q3, a target for two deals was set, and in this quarter 29 deals were facilitated. Some of the examples of the deals are working through Catalyze, 15 deals were facilitated between five Zambian firms (260</p>	

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											<p>Brands, Luano Honey, COMACO, Anthill Kitchen and Kalahari Natural Oils) and 12 South African buyers.</p> <p><b>Region to U.S.:</b> In Q3, a target for one deal was set, and seven deals were facilitated.</p> <p>Some of the examples of the deals (all working through Fair &amp; Square) are as follows:</p> <ol style="list-style-type: none"> <li>1. Kalahari Natural Oils with Wholefoods,</li> <li>2. Luano Honey with Wholefoods, and</li> <li>3. Anthill Kitchen with WholeFoods.</li> </ol>
15	Number and value of finance deals facilitated [Custom]	Quarterly	<b>Output: 2.1</b>	2 deals	21 deals	1 deal	0 deals	22 deals	1,100%	Achieved	The FY2022 annual target for this indicator was set at two deals and no targets were set for Q3. There was no



	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											deal facilitated this quarter, however, the annual target was surpassed in Q1 contributing to a 1,100% cumulative achievement.
16	Number of firms receiving USG-funded technical assistance [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	25 firms	49 firms	48 firms	67 firms	164 firms	656%	Achieved	The FY2022 annual target for this indicator was set at 25 firms, with a Q3 target of five firms. In Q3, a total of 67 firms received USG funded technical assistance, with a cumulative total of 164 firms which translates to 656% achievement. Some of the examples for technical support to the firms are participation in the: <ol style="list-style-type: none"> <li>1. AWIEF Masterclass.</li> <li>2. 2022 SFF Show, and USAID TradeHub support with meeting market entry requirements.</li> </ol>

	Indicators	Reporting Frequency	Related Objectives								
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance	Performance Status against Annual Targets	Narrative
											<ul style="list-style-type: none"> <li>3. ZTIP and WTO awareness workshops</li> <li>4. Zambia exporters award press briefing.</li> <li>5. Handover event of laboratory equipment.</li> </ul>
17	Number of individuals participating in USG-assisted trade- and investment-related programs [Custom]	Quarterly	<b>Output:</b> 1.1, 2.1, 3.4	100 individuals	85 individuals	68 individuals	267 individuals	420 individuals	420%	Achieved	<p>In FY2022, the USAID TradeHub set an annual target of 100 Individuals receiving USG funded technical assistance, with a Q3 target of 20 individuals. In Q3, 267 individuals participated in USG assisted trade and investment related programs, which contributes to a cumulative total of 420 individuals, translating to 420% achievement of the annual target.</p> <p>The individuals reported participating in USG assisted trade and</p>

	Indicators	Reporting Frequency	Related Objectives								Performance Status against Annual Targets	Narrative
				FY2022 Targets	Quarter 1 Performance	Quarter 2 Performance	Quarter 3 Performance	Cumulative Project Performance	Cumulative % Performance			
												investment related programs as follows: 1. AWIEF Masterclass, 2. SFF Show, and support with meeting market entry requirements 3. ZTIP and WTO awareness workshops 4. Zambia exporters award press briefing. 5. Handover event of laboratory equipment.
18	Number of PPPs formed with hub assistance	Quarterly		1 PPP	0 PPPs	0 PPPs	0 PPPs	0 PPPs	0%	Not Achieved	In FY2022, the USAID TradeHub set an annual target of one PPP. At the end of Q3, no new PPPs were formed. PPPs that were made in previous years, were maintained in the current year.	

## ZAMBIA BUY-IN

### ACTIVITY 4.1: STRENGTHEN THE NATIONAL TRADE FACILITATION COMMITTEE

#### Planned Activities:

From Q1 to Q3, the USAID TradeHub will support the National Trade Facilitation Committee (NTFC) and BMOs to undertake WTO, TFA, and ACFTA socialization activities among private-sector traders. These will be conducted electronically at national and provincial levels.

*Some milestones under this activity were completed as of the end of Q3. However, the electronic awareness campaigns have not been undertaken and we are engaging with the Ministry of Commerce Trade and Industry (MCTI) to produce a script for broadcasting. This engagement continues in Q4.*

Summary: The USAID TradeHub supported officials from the Ministry of Commerce, Trade and Industry (MCTI) to conduct physical WTO-TFA campaigns that were carried out in five provinces; Copperbelt, Northwestern, Lusaka, and Southern provinces. The number of attendees at these awareness campaigns is shown in the following table.

**Table 1: Participation in WTO-TFA awareness campaign workshops in six provinces of Zambia**

#	Town	Male	Female	Total Number of Participants
1	Ndola	13	7	20
2	Kasumbalesa	12	5	17
3	Solwezi	9	7	16
4	Chipata	9	15	24
5	Livingstone	12	13	25
6	Luangwa	15	11	26
		70	58	128

The purpose of the campaigns was to improve how people trade in or with Zambia, particularly in relation to the World Trade Organization-Trade Facilitation Agreement (WTO-TFA) protocols that are being introduced in Zambia. The USAID TradeHub is currently waiting to hear from the MCTI on the electronic campaign start dates and on the start of script recording for radio broadcasts across Zambia.

### ACTIVITY 4.2: PROVIDE TECHNICAL ASSISTANCE TO THE PRIVATE SECTOR TO VOLUNTARILY COMPLY WITH SPS STANDARDS

#### Planned Activities:

- From Q1 to Q3, the USAID TradeHub will support ZARI/PQPS and BMOs with designing and placement of three SPS awareness billboards in selected border posts.
- From Q1 to Q3, the USAID TradeHub will support one SPS national authority, namely the Ministry of Agriculture, to conduct two SPS awareness events (TV and radio sessions) on SPS standards among private-sector actors, in partnership with the Cross Border Traders Association (CBTA) and the Zambia Fruits and Vegetable Association (ZFVA).

*The milestones under this activity were not completed as of the end of Q3. Broadcasting of TV and radio SPS awareness programs will be completed in Q4.*

Summary: In Q3, the USAID TradeHub supported the Department of Plant Quarantine and Phytosanitary Service (PQPS) and ZFVA/CBTA with designing and placement of an additional three SPS awareness billboard at Mwami, Victoria Falls, and Katima Mulilo border posts. The billboards will help create awareness among local and international traders on plant health, and requirements when transporting plants and plant products regionally and internationally.

Between June 19 and July 2, 2022, the USAID TradeHub supported PQPS in the Ministry of Agriculture of Zambia with the placement of three billboards to raise awareness of sanitary and phytosanitary (SPS) issues in the country. This followed positive feedback from traders and other stakeholders after an earlier placement (with USAID TradeHub support) of billboards at three border posts (Nakonde, Chirundu, and Kasumbalesa) in January 2022. The three new billboards were placed at the Victoria Falls, Mwami, and Katima Mulilo border posts. The billboards support the Zambian Government's ongoing effort to raise awareness of SPS issues and promote trade. This effort aims to increase knowledge among traders on the importance of plant health and safe movement of plant products within the country and across borders. Preceding the current initiatives, on February 19-20 2019, the USAID TradeHub, in collaboration with PQPS, had conducted a workshop for private-sector stakeholders on best practices in SPS issues. In 2021, the USAID TradeHub further supported PQPS with the development and printing of plant-health brochures, pull-up banners, and informational clothing. PQPS has taken full control of the recent billboards and will be providing maintenance and monitoring going forward.

Also in Q3, the USAID TradeHub supported PQPS with production of TV and radio programs to sensitize merchants, farmers, traders, customs brokers, and the general public on SPS requirements. However, broadcasting of the TV and radio programs on ZNBC will be done in Q4. These activities will improve awareness on the WTO SPS Agreement, international SPS standards, and local SPS regulations.

### **ACTIVITY 4.3: PROVIDE TECHNICAL ASSISTANCE TO THE PRIVATE SECTOR WITH SPS TESTING AND INSPECTION SERVICES**

#### Planned Activities:

- From Q1 to Q2 (carried over to Q3), the USAID TradeHub plans to support at least three public laboratory institutions in Zambia through a grant for procuring the priority laboratory equipment and reagents/consumables.
- From Q2-Q3, the USAID TradeHub will assist SPS national institutions to work closely with the Veterinary Association of Zambia and the Department of Veterinary Medicine at the University of Zambia to deliver training for laboratory staff that will focus on topics such as internal auditing, method validation, measurement uncertainty, risk-based sampling methods, quality management systems, pesticides, and veterinary drug residues.

*The milestones under this activity were completed as of the end of Q3.*

Summary: On June 2 and 3, 2022, the USAID TradeHub presented laboratory equipment to the Central Veterinary Research Institute (CVRI), a national reference laboratory in the Ministry of Fisheries and Livestock, and the private laboratory Vetlab Zambia, respectively. The equipment handed over to CVRI, comprised a triple quadrupole mass spectrometer and its accessories, valued at \$222,793.85. The equipment was officially received by Paul Fandamu, Deputy Director of Research and Epidemiology in the Department of Veterinary Services, Ministry of Fisheries and Livestock, at a ceremony held at the CVRI laboratory in Balmoral, Chilanga.

The new laboratory equipment for Vetlab Zambia comprised a spectrometer and its accessories, valued at \$41,088.77 which was received by Martin Kaluba, Business Development Manager at Vetlab

Zambia in Lusaka Showgrounds. The transfer of the equipment purchased by the USAID TradeHub follows a gap analysis and needs assessment conducted by the USAID TradeHub in February 2019 to understand the testing requirements for some priority commodities, such as those featured under the AGOA, and to determine the availability and capability of industry testing service providers in Zambia. Building on the 2019 analysis, the USAID TradeHub conducted a survey in June 2020 to understand the challenges faced by the local laboratories in testing products for certification to meet export requirements for the South Africa and U.S. markets. The findings from the 2019 analysis and 2020 survey ultimately recommended that the program strengthen the technical capacity of four institutions – CVRI, Vetlab Zambia, the National Institute for Scientific and Industrial Research (NISIR), and Zambia Agriculture Research Institute (ZARI) – to effectively perform sanitary and phytosanitary (SPS) testing. SPS testing will support export-certification procedures for private-sector exporters.

The new equipment enables the production of timely laboratory results, and also provides revenue to the testing facilities, as tests are conducted for a small fee to traders requiring certificates of analysis. The money raised will be used for maintenance of the equipment. The modern equipment will bolster confidence among traders and other clients regarding the accuracy of test results.

Between April 25 and May 27, 2022, the USAID TradeHub supported the training of 20 laboratory analysts from nine public and private agencies in Zambia. The in-person training, conducted over five weeks, took place in Lusaka and covered topics such as ISO 17025 internal auditing, method validation, measurement uncertainty, risk-based sampling methods, and quality management systems. The USAID TradeHub contracted a Standards and Quality Assurance Expert to conduct the training, and covered the costs of the venue, food, and transportation of trainees. Five other institutions also participated in the training: the Department of Plant Quarantine and Phytosanitary Service (PQPS) of the Ministry of Agriculture; the Food Science Department of the University of Zambia (UNZA); the National Food Laboratory of the Ministry of Health; the Seed Control and Certification Institute (SCCI) of the Ministry of Agriculture; and the Zambia Bureau of Standards (ZABS) in the Ministry of Commerce, Trade, and Industry.

Overall, this support will strengthen the technical capacity of laboratories to perform SPS testing and export certification for private-sector exporters and traders in Zambia. This aims to expand market access and trade for the country's agriculture and food products.

#### **ACTIVITY 4.4: SUPPORT ZAMBIA SPS NATIONAL ENQUIRY POINTS (NEPS)**

##### Planned Activities:

- From Q1 to Q3, the USAID TradeHub plans to support ZARI/PQPS with upgrading of the country's Phytosanitary Information Management System (PIMS).
- From Q1 to Q3, ZARI/PQPS will also be supported with the upgrading of the e-certification system.

*The milestones under this activity were completed as of the end of Q3. USAID TradeHub will however continue to monitor the utilization of PIMS in Q4.*

Summary: In Q3, the USAID TradeHub supported the Department of PQPS with the upgrading of the Phytosanitary Information Management System (PIMS) to make it more efficient for Plant Health Inspectors using it in border areas and traders to access phytosanitary information. The USAID TradeHub's support to PQPS aims to improve its service delivery through integrated and updated electronic systems that provide plant health information and phytosanitary documentation for trade facilitation. The PQPS, working closely with SMART Zambia Institute, will continue to maintain and update PIMS and ensure that the system is used by plant health inspectors beyond the end of the USAID TradeHub project.

## **ACTIVITY 4.5: HARMONIZE SPS BORDER INSPECTION PROCEDURES**

### Planned Activities:

- From Q1-Q3, the USAID TradeHub will support the SPS national authorities with the harmonization of standard operating procedures.
- From Q2-Q3, the USAID TradeHub will support SPS national authorities with trainings of border officials (veterinary and plant health).
- From Q2-Q3, the USAID TradeHub will support one training event (virtual) on food safety.
- From Q2 to Q3, the USAID TradeHub will support MCTI with the development of system procedures for clearance of perishable goods at border points. From Q1 to Q3, the USAID TradeHub will support at least three stakeholders' sensitization/training workshops. The trainings will be conducted for the public- and private sector, specifically on food safety, U.S. market-entry requirements, and capacity-building training for border officials on procedures for clearance of perishable goods.

*The milestones under this activity were completed as of the end of Q3.*

Summary: In Q3, the USAID TradeHub continued to work closely with MCTI as the National Notification Point on Trade Facilitation (especially on placement of SPS billboards at border posts). The USAID TradeHub also supported PQPS to upgrade PIMS, which has enabled PQPS staff to upload harmonized information on plant-health requirements that is accessible across the country. In Q3, the USAID TradeHub also supported institutions involved in testing food and agricultural products for export, with training of laboratory analysts. The training focused on topics such as ISO 17025 internal auditing, method validation, measurement uncertainty, risk-based sampling methods, and quality management systems. Institutions that participated in the training were: CVRI; Vetlab Zambia; Zambia Agriculture Research Institute (ZARI); National Institute for Scientific and Industrial Research (NISIR); Department of Plant Quarantine and Phytosanitary Service (PQPS); Food Science Department of UNZA; National Food Laboratory of the Ministry of Health, SCCI; and ZABS.

## **ACTIVITY 4.6: DEVELOP RESILIENT VALUE CHAINS THROUGH AN AGRICULTURAL INFORMATION SYSTEM**

### Planned Activities:

- From Q1 to Q2 (carried over to Q3), the USAID TradeHub will facilitate the procurement and installation of information system software for ZAIS.
- In Q1 and Q2 (carried over to Q3), the USAID TradeHub will support ZAIS with the implementation of its developed business plan and marketing strategy model by providing training to industry on the collection, use, and dissemination of market information generated by ZAIS. The USAID TradeHub facilitation will take the form of training-of-trainers to collect, process, and disseminate agricultural market information to industry players such as GTAZ and the Millers Association of Zambia (MAZ). This will be done in one physical or virtual workshop targeting 50 stakeholders.

*The milestones under this activity were halted in Q3 due to the fact that ZAIS still needs organizational development to roll out some of the recommended activities.*

Summary: While the USAID TradeHub supported Zambia Agriculture Information System (ZAIS) to develop the grain information system and stakeholder training for members from GTAZ and MAZ in Q2, and preparations also began for the planned stakeholders' consultative meetings and trainings planned to be convened by MCTI, this did not materialize as ZAIS lacked the personnel to implement the activities.

## **ACTIVITY 4.7: SUPPORT LUSE AND ZAMACE MERGER**

### Planned Activities:

- Building on the LuSE and ZAMACE merger initiated in year four, in Q3, the USAID TradeHub intended to provide technical assistance support to LuSE with marketing and implementation of developed market derivatives products.
- From Q2-Q3, the USAID TradeHub will support the capacity-building of the LuSE board, management, and staff on the market derivatives products.
- From Q2-Q3, the USAID TradeHub will support the capacity-building training on market derivatives to BMOs.

*The milestones under this activity were completed as of the end of Q3.*

Summary: In Q3, the USAID TradeHub finalized its support to the Lusaka Security Exchange (LuSE) for development of sample contracts to be traded on LuSE, loading of contracts on the trading system, and market sensitization on the products created. Johannesburg Stock Exchange (JSE) contract specifications for agricultural products were shared with LuSE for the organization to base its contracts on. LuSE has made some progress on configuring the derivative system for the spot market. The USAID TradeHub worked alongside LuSE to prepare user access to the exchange, warehouse operators, and issuance of receipts. The USAID TradeHub and LuSE are now awaiting approval of the derivatives rules by the regulator (the country's Security and Exchange Commission) to start configuration of the system for derivatives. The USAID TradeHub further supported LuSE with the development of a derivatives products guide providing information to LuSE on the structure of the products to bring to market, particularly considering feedback from stakeholders.

In Q3, the USAID TradeHub support LuSE with the development of standard operating procedures on trading, clearing, settlements, and surveillance of derivatives marketed, and fully developed contracts have since been loaded on the trading system at LuSE. This support to LuSE saw the development of a tool kit and key performance indicators (KPI) for surveillance and self-regulation of a commodity exchange once it is launched at LuSE. The USAID Trade in Q3 therefore support LuSE to develop surveillance and enforcement manual for the implementation of a market derivatives in Zambia. The USAID TradeHub further supported LuSE to developed clearing operations, funds flow and surveillance manuals, and ran training sessions with the exchange, banks, brokers and the regulator (Securities and Exchange Commission).

## **ACTIVITY 4.8: SUPPORT DISSEMINATION AND UPTAKE OF ZTIP**

### Planned Activities:

- From Q1 to Q3, 11 more ZTIP radio awareness campaign publicity activities will be conducted by MCTI targeted at traders and other market actors.
- From Q1 to Q2 (carried over to Q3), the USAID TradeHub will facilitate placement of additional ZTIP billboards at two key border posts.
- In Q1 to Q2 (carried over to Q3), the USAID TradeHub will support building the capacity of three MCTI officials with regard to ZTIP backstopping activities using the contractor Cyberia Co. of Laos.

*The physical milestones under this activity were completed as of the end of Q3. In addition, the ZTIP electronic awareness campaigns have been undertaken in Chipata, Chinsali, Kabwe, Mansa, Mongu and Ndola. The remaining electronic awareness campaigns at Chirundu, Choma, Kasama and Solwezi will be undertaken in Q4. Further, the ZTIP billboards were placed in the selected border posts in Q1 and Q2.*



However, the building of capacity in MCTI officials with regard to ZTIP backstopping activities and transfer of the ZTIP website hosting to INFRATEL from Cyberia Co. Ltd have not been completed. Engagements with the MCTI are continuing in Q4 to ensure capacity is built and the ZTIP is hosted by INFRATEL.

**Summary:** On May 27, 2022, MCTI concluded its campaigns aimed at strengthening awareness of the Zambia Trade Information Portal (ZTIP) among stakeholders across three provinces in Zambia. In 2020, the USAID TradeHub had supported the MCTI to develop and launch ZTIP as a one-stop website with up-to-date trade-related information – trade laws, regulations, and procedures – that aims to guide the local and international business community on how to trade in or with Zambia. The May awareness campaign covered the Southern, Copperbelt, and Northwestern Provinces, and was undertaken in collaboration with key partners, including the provincial Chambers of Commerce and the Cross-border Traders Association. The campaign aimed at increasing use of the ZTIP website to enhance compliance with trade laws, reduce the time and cost of trading across borders, and improve the country’s competitiveness. The campaign also provided an opportunity for the private sector to provide feedback to the MCTI staff on challenges faced by traders. The awareness campaign involved 103 participants, as shown in the table below.

**Table 2: Awareness workshops for the Zambia Trade Information Portal**

#	Town	Male	Female	Total Number of Participants
1	Ndola	10	6	16
2	Solwezi	17	6	23
3	Kasumbalesa	18	9	27
4	Chirundu	16	5	21
5	Livingstone	11	5	16
	Total	72	31	103

In addition to physical meetings, the USAID TradeHub supported the ZTIP campaigns via radio, and the estimated radio audience was about half a million (500, 000) listeners.

The USAID TradeHub continues to work with MCTI on the transfer of the ZTIP website from Laos, where it is currently hosted, to Infratel in Zambia. The USAID TradeHub awaits further instructions from MCTI on the matter, which also includes capacity-building for MCTI staff on ZTIP backstopping activities.

## FY2022 Q3 PERFORMANCE TABLE: ZAMBIA BUY-IN

Under the Zambia Buy-in, the USAID TradeHub is partnering with the Government of Zambia to strengthen bilateral and intra-regional trade by modernizing Zambia's trading systems and implementing the WTO TFA protocols.

In Q3 of FY2022, the USAID TradeHub in Zambia continued to provide support to create an enabling environment for increased trade and investment in Zambia. Summary of milestones achieved to this effect are depicted in the table below.

Activity Description	Milestone	Level of Framework	Current Process/Step	Framework Area/Sector	Gender Inclusive	Comment
Activity 4.2.1: Support the uptake and utilization of SPS standards.	Placement of PQPS billboards at Mwami, Victoria Falls and Katima Mulilo border posts	National – public and private	The placement of PQPS billboards has been completed	WTO-TFA	Not applicable	Government will continue to pay council subscription fees for the billboards after closure of the project.
Activity 4.3.1: Support public laboratory institutions in Zambia through a grant for procuring the priority laboratory equipment and reagents/consumables.	Acquisition of laboratory equipment for Vetlab Zambia and Central Veterinary Research Institute (CVRI)	National – public and private	The activity was completed	Trade Facilitation	Not applicable	The new laboratory equipment will assist improve the efficiency in laboratory testing and further increase the scope of agricultural/food commodities analyzed.
Activity 4.3.2: Support SPS national institutions with tailored technical training of laboratory staff	Technical training of 20 laboratory analysts from 9 Zambian public and private institutions	National – public and private sector	The activity was completed	Trade Facilitation	Yes – 50% (10/20) of participants were women	The technical trainings of laboratory analysts will assist in improving their competences and service delivery as they are already involved in testing and certification of agricultural and food products for local consumption and export.

<b>Activity Description</b>	<b>Milestone</b>	<b>Level of Framework</b>	<b>Current Process/Step</b>	<b>Framework Area/Sector</b>	<b>Gender Inclusive</b>	<b>Comment</b>
Activity 4.4.1: Support PQPS with upgrading of the Phytosanitary Information Management System (PIMS)	PIMS upgraded	National – public and private sector	The activity was completed	Trade Facilitation	Not applicable	Upgraded PIMS will enable Plant Health Inspectors to serve traders/exporters more efficiently and save time.
Activity 4.7.1: Provide technical assistance support to LuSE with marketing and implementation of developed market derivatives products.	Sample contract drafted and the loading of contracts on the trading system commenced. Further, mechanisms for market sensitizations on the products created.	National – public and private sector	The activity was completed	Commodity exchange	Not applicable	The activity was in partnership with Lusaka Stock Exchange (LuSE).