



Closing Message from
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TradeMark East Africa (TMEA) is a new and exciting venture here in East Africa. Tasked solely with supporting the region on the road to integration, the organisation blends aspects of the private sector model with those of a not-for-profit organisation. Specifically, TMEA aims to promote regional trade and economic integration in East Africa by working hand-in-hand with East African Community institutions, national governments, civil society and the private sector.

Based in Nairobi with offices throughout the East African region, TMEA provides a multi-donor platform for scaling-up assistance to East Africa on regional integration, transport corridors, trade-related infrastructure, trade facilitation, export development, regional investment, and coping with the social and environmental adjustment costs of deeper integration and rapid export-led growth. Committed to supporting the EAC Secretariat, EAC Partner State governments, and business and civil society organisations to move forward while benefiting from the process of economic integration in East Africa, TMEA has the backing of the UK's Department for International Development (DFID) and the

governments of Denmark, Sweden and Belgium.

By 2015, TMEA aims to contribute to the reduction of transport costs by 15 per cent, to increase the value of exports by 10 per cent, and to increase significantly the share of intra-regional trade as a total of East African trade by 25 per cent. In addition, TMEA is aiming for a significant reduction in non-tariff barriers in support of the EAC Customs Union and Common Market, along with the harmonisation of rules of origin, standards, and transport regulations across COMESA-EAC-SADC (Tripartite).

A key component of TMEA's mandate is to support business and civil society to make a strong contribution to progressing the regional integration agenda, recognising that their involvement is a vital element in ensuring that trade integration is sustainable and poverty reducing. TMEA aims to provide long-term financial and technical assistance to key organisations to enable them to provide important input and analysis on the regional programme.

The team at TMEA are very excited about this opportunity to help East Africa realise strong economic growth and prosperity through integration. **F**