



25.01.2020

Press Release

TradeMark East Africa to Build Capacity for 2,000 Women Entrepreneurs and Informal Cross Border Traders in South Sudan

NIMULE: TradeMark East Africa and the Government of South Sudan have today launched a capacity building program that will benefit 2,000 women entrepreneurs and informal women cross border traders. The launch event was held in Nimule boarder town and had representation from senior officials from both the Ministry of Trade& Industry, TradeMark East Africa, Sudan Women Entrepreneurs Association (SWEA) and Chamber of Women Entrepreneurs (COWE)

The Women in Trade Programme is a 9-month programme and is funded by Global Affairs Canada through regional trade agency TradeMark East Africa. The programme will train women across the borders of Nimule, Kaya and Nadapal and will focus on improving the trading environment for women in trade as well as build business capacity of women traders, SMEs and Cooperatives.

Through the Programme, TradeMark East Africa seeks to increase incomes and improve livelihoods for women traders and women-owned enterprises through capacity building, addressing trade barriers and advocacy for policies that will create an enabling environment for women traders and women-led SMEs. This is part of a larger initiative by TMEA to tackle poverty and reduce inequality through increased trade and competitiveness. The expected end of programme outcome is “Increased Social and Economic Empowerment of Women Traders in Eastern Africa.

Speaking during the launch, Undersecretary for EAC Affairs Hon. Mou Mou Athian lauded the program as one anticipated to give a major boost to women traders, women entrepreneurs, and co-operative societies in the country. *“Women traders and entrepreneurs have been raring to reach regional markets but most don’t have the necessary capacity to navigate aspects of international trade. This training will thus address a very real need and in doing so unlock much value in terms of trade”* noted Ohure.

The programs key objectives are to; increase income from trade, increase the capacity of women to participate in trade and promote the rights of women in trade while reducing their vulnerability to violence and exploitation.

TradeMark East Africa Country Representative John Bosco Kalisa noted that the training could not have come at a more opportune time. *‘Many informal cross border women traders’ businesses have been hit hard by the Covid19 pandemic. Through the skills attained from this programme we anticipate they will be able to recover, build more resilient businesses and expand their various trades across the region”* observed Kalisa.

The training will be undertaken by AMSCO Development Ltd, a pan African private sector development company.



Notes to Editor

For more information, please contact TMEA Programme Officer for South Sudan David Kenyi on email david.kenyi@trademarkea.com or through mobile number 0787 541 834

About TradeMark East Africa (TMEA)

TradeMark East Africa is an aid-for-trade organisation that was established in 2010, with the aim of growing prosperity in East Africa through increased trade. TMEA operates on a not-for-profit basis and is funded by the development agencies of the following countries: United Kingdom, Belgium, Canada, Denmark, Finland, Ireland, Netherlands, Norway, United States of America as well as the European Union. TMEA has its headquarters in Nairobi, Kenya, with successful operations and offices in EAC-Arusha, Burundi (Bujumbura), Tanzania (Dar es Salaam), Democratic Republic of Congo (Bukavu), Ethiopia (Addis-Ababa), Malawi, Zambia, South Sudan, Uganda (Kampala) and Rwanda (Kigali).

For more information, please visit our website www.trademarkea.com