



PRESS RELEASE

EABC & GIZ TO LAUNCH STUDY ON TRADE OPPORTUNITIES IN THE DEMOCRATIC REPUBLIC OF CONGO FOR EAC SMEs

Monday, 17th August 2020, Arusha, Tanzania: In light of the Democratic Republic Of Congo (DRC) application to join the East African Community (EAC), the East African Business Council in collaboration with GIZ- *Creating Perspectives Project* undertook a study on “The Opportunities for Trade in the Democratic Republic of Congo” to increase knowledge on trade opportunities in DRC for Small and Medium Enterprises (SMEs) in the EAC. **The official virtual launch of the study is slated to take place on Wednesday, 19th August 2020 at 10:00AM EAT, link to the meeting is shorturl.at/enl16 .**

The study findings establish EAC’s exports to DRC stood at USD.7.4 billion in 2018. With a potential market of appx. 81 million consumers, the DRC offers great market opportunities for EAC SMEs to export Plastics and Rubber, Processed Foodstuffs, Textiles and Leather. The study will enable SMEs in the EAC to realign and focus their operations to match the growing opportunities in the DRC. It also identifies the key supplying markets of the DRC, thus enabling SMEs to gauge or even benchmark on the competition.

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EABC - The Voice of the Private Sector in East Africa**

Notes to Editors: -

About East African Business Council: The East African Business Council (EABC) is the regional apex body of private sector associations and Corporates from the 6 East African countries. It was established in 1997 to foster the interests of the private sector in the integration process of the East African Community. EABC vision is a borderless East Africa for business and investment. The primary mission is to promote sustainable private sector driven in the EAC.

About GIZ -Creating Perspectives: Business for Development, East Africa project is a joint initiative by Federation of German Industry BDI; the Federal German Ministry for Cooperation and Development (BMZ); the East African Business Council (EABC) and the EAC Secretariat. Working with selected 74 growth-oriented small and medium enterprises (SMEs) in East Africa the pilot project aims to improve their economic perspectives by increasing productivity, competitiveness, and innovation.