

The USAID Southern Africa Trade Hub: Enhancing Economic Growth and Food Security through Trade

South Africa



Project Duration:

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The USAID Southern Africa Trade Hub: Working in South Africa

The goal of the United States Agency for International Development (USAID) Southern Africa Trade Hub is to increase international Competitiveness, intra-regional trade and food security in Southern Africa.

South Africa has a critical role in the Trade Hub's programming throughout the region.

One of the Hub's primary strategies is to promote the ability of regional service providers to extend their scope throughout Southern Africa. In implementing this strategy, the Trade Hub provides **Strategic Partnership Grants** to the South African private sector to make investments in the regional agriculture sector in the regional Feed the Future focus countries, Malawi, Mozambique and Zambia in order to facilitate technology transfer, access new markets, increase trade, accelerate agricultural growth and improve regional food security.

Source Africa Trade Show: The Trade Hub supports Source Africa, the annual pan-African textiles, apparel and footwear trade show in Cape Town that brings regional suppliers together with international buyers. Source Africa also includes a business-to-business match-making program, networking events and business seminars. Source Africa 2015 took from June 9-11 at the Cape Town International Convention Center. In addition, the Trade Hub assists companies to export to the US through sponsoring them to attend trade shows and organizing events to promote trade with the US.

Support to regional seed trade information systems of the South African National Seed Organisation (SANSOR): SANSOR is developing a seed trade information system that the Trade Hub seeks to promote across SADC members states to attract more investments in seed development and trade.

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