

From
**TradeMark East
Africa (TMEA)**



To
**TradeMark
Africa (TMA)**

Frequently Asked Questions (FAQs)

Q1

What informed the rebrand from TradeMark East Africa (TMEA) to TradeMark Africa (TMA)?

TradeMark Africa (TMA) prides itself in multi-year impact in facilitating trade and improving business competitiveness in Eastern Africa. Years of interactions and extensive experience working with its partners across Africa, including the African Continental Free Trade Area (AfCFTA) Secretariat, regional economic communities (RECs), governments and private sector agencies, created the need for the organisation to scale its impactful programming to other parts of sub-Saharan Africa (SSA). As a leading Aid-for-Trade (AfT) institution, TMA will play a prominent technical advisory role in the AfCFTA Secretariat to unlock huge impacts of free trade across the continent.

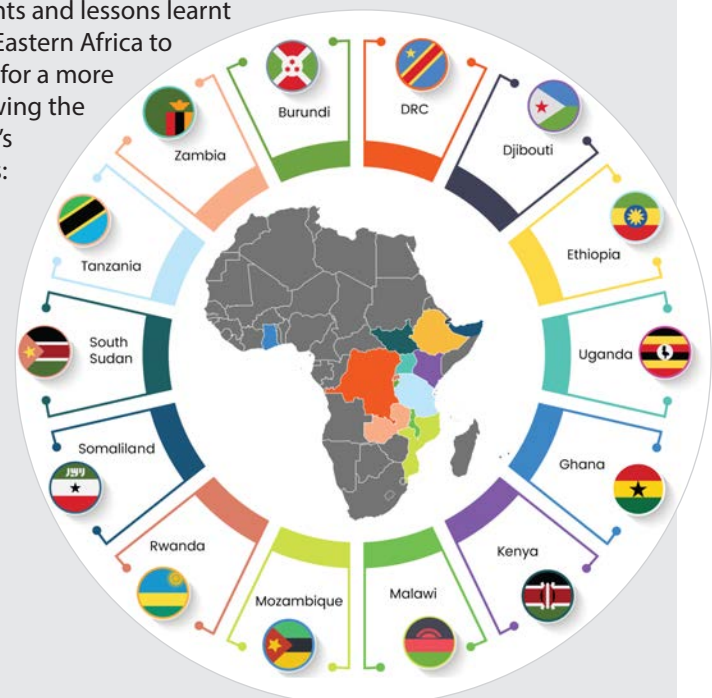
Q2

Does it mean that TradeMark Africa will now operate everywhere in Africa?

Over the past 12 years, TradeMark Africa's primary focus has been in Eastern Africa where it was founded. This region has been the organisation's innovation pillar. With the rebranding, TMA shall expand progressively to support the implementation of the AfCFTA to realise the immense impact that free trade particularly in high value production, exists in Africa.

With the continental posture, TMA aspires to replicate the achievements and lessons learnt from its programmes in Eastern Africa to the rest of the continent for a more prosperous Africa. Following the launch, TradeMark Africa's coverage now comprises:

- Burundi
- DR Congo
- Djibouti
- Ethiopia
- Ghana
- Kenya
- Malawi
- Mozambique
- Rwanda
- Somaliland
- South Sudan
- Tanzania
- Uganda
- Zambia



Q3

What will be TradeMark Africa’s strategic areas of focus with this continental outlook?

Apart from an expanded continental scope, whose implementation will happen gradually, TradeMark Africa is not shifting its focus away from Eastern Africa where the bulk of its funding and programmes exist. Further, TradeMark Africa’s aim remains growing prosperity through trade by facilitating interventions that reduce barriers to trade and improve business competitiveness. TradeMark Africa retains its approach to trade and transport corridor improvements, digitalisation of trade processes, support for women in trade as well as small and medium enterprises.

The key focus remains: **Trade Facilitation.**

Q4

What role will TradeMark Africa play in AfCFTA implementation?

The rebranding comes at a timely moment that coincides with the implementation of AfCFTA whose objective is to eliminate trade barriers and boost intra-Africa trade, two areas in which TradeMark Africa has succeeded in. TMA will play the role of technical partner to AfCFTA Secretariat to replicate successes and lessons learnt from operations in Eastern Africa to other areas of the continent.

TradeMark Africa will also create new partnerships and nurture existing ones with other pan-African institutions such as Afreximbank, the African Union, regional economic communities including ECOWAS, EAC, IGAD, COMESA, SADC, national governments, the private sector, and civil society organisations, among others in new areas of implementation. TradeMark Africa will take a continental, regional and national approach – which has always been its comparative advantage.



AfCFTA

The African Continental Free Trade Area

Q5

What are some of the key successes from TradeMark Africa’s operations in Eastern Africa, which can be replicated in the rest of the continent?

There are many successes that can be replicated, for example the One Stop Border Posts (OSBPs) projects, Single Window Information for Trade (SWIFT) systems, Regional Electronic Cargo Tracking System (RECTS), Standards, Sanitary and Phytosanitary (SPS) projects, Non-Tariff Barriers (NTBs) Programmes, support for women cross border traders, among many others. TradeMark Africa is also cognisant that the context of operation varies in different countries and regions. Therefore, there is need to adapt what TradeMark Africa does.

Q6

What has changed as a result of the rebranding?

Our new logo:

TradeMark Africa has built significant identity and credibility in the ability to deliver results. The organisation wants to retain and build on that record and has therefore, retained its purpose, values, colours, and typefaces. The logo has been tweaked to include new elements, one of the prominent ones being the African map.

Besides the name change, TradeMark Africa has also changed its vision and mission. These are reflected across all materials and other organisational brand collateral. For more information on the specifics regarding usage of TradeMark Africa’s brand items such as logos in projects or promotional activities, reach out to our Communications Team through CM@trademarkafrica.com



Q7	How can we access the new logo?	<p>The new TradeMark Africa logo is available on our website at this link: https://www.trademarkafrica.com/branding-guidelines/</p>
Q8	What items have been rebranded and how quickly should partners comply with the new brand requirements?	<p>All digital and physical assets including reception signage, roll-up banners, posters, letterheads, templates, logos, the website, all internal and external facing materials assumed the new identity following the new brand unveiling on 27 January 2023. External signage, for instance, those installed at sites such as OSBPs can remain as is for now.</p> <p>However, any new external signage must adhere to the new brand look in line with our branding manual available at this link https://www.trademarkafrica.com/branding-guidelines/ on our website</p> <p>Stakeholder sensitisation on the new brand requirements will continue over several months in digital and traditional platforms. As TradeMark Africa is taking a phased approach in changing the collaterals, please, be patient with us.</p>
Q9	What should we do with old, branded assets?	<p>The old, branded materials such as pull-up banners, posters, signage, etc., must be discarded by 28 January 2023 or as soon as is practically possible.</p>
Q10	How can external stakeholders inquire about TradeMark Africa's new identity?	<p>If you have any additional query or you need clarity on any aspect of applying TMA corporate identity, please do not hesitate to contact us on: CM@trademarkafrica.com</p>
Q11	How are partners, service providers and regulatory agencies being informed about TradeMark Africa's new identity?	<p>TradeMark Africa has informed its partners and service providers through the launch and accompanying campaigns. Engagements with partners will continue for the next couple of months. Furthermore, each Country Director and Programme Lead, with the support of the Communications team, is leading the sensitisation effort for respective primary stakeholders.</p>
Q12	Whom should we contact in case we have questions on the new brand?	<p>Please, write to the contacts below:</p> <p>Risk and Compliance Director Joanita.Nakimuli@trademarkafrica.com</p> <p>Communication Director Shiro.Mbiruru@trademarkafrica.com</p>