



**TOGETHER**  
*for a sustainable future*

## OCCASION

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EAST AFRICAN COMMUNITY CONTRIBUTION  
TO INDUSTRIAL INFORMATION

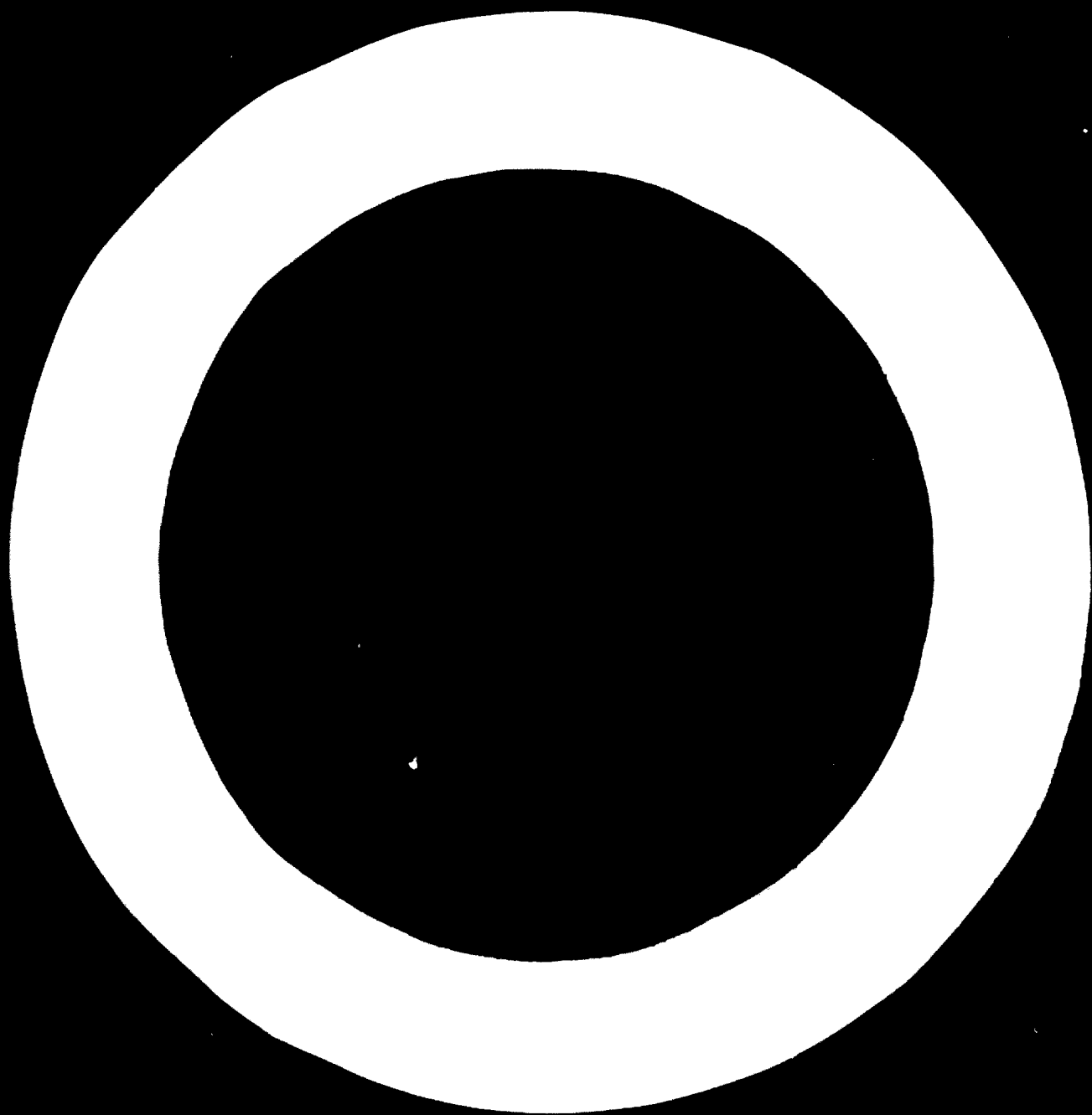
by

East African Community,  
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id. 73-323

We regret that some of the pages in the microfiche copy of this report may not be up to the proper legibility standards, even though the best possible copy was used for preparing the master fiche.



Contact between different sectors of Commerce and Industry in Kenya, Uganda and Tanzania would have been minimized tremendously were it not for the services provided by one of the East African Community Corporations - namely the East African Posts and Telecommunications. Apart from the telephone services within East Africa and delivery of mail - including newspapers to countries outside East Africa, the Posts and Telecommunications is responsible for the compilation of Telephone Directories for the three countries as well as Voluminous Post Office Directories for the same area.

The Telephone directories, apart from giving postal addresses and telephone numbers of different industries and consumers, enable different sectors of commerce and industry an opportunity to contact each other in person by providing the exact location (Street names etc.) of both private consumers and firms. Another important aspect of the Telephone Directory is the facility it gives to commercial and industrial enterprises to advertise their trade or products. The Industrial section of the Directory where industries are listed sector by sector offers ample opportunity to consumers and businessmen alike to select their relevant business contacts accordingly.

But while the Telephone Directory caters mainly for the urban areas in East Africa, the Post Office Directory enables industry to trace the whereabouts of rural consumers in most remote parts of East Africa. For an industry willing to advertise its products, all that it needs is to print brochures and post them to rented boxes and these no doubt will reach the desired destination.

When industry is in need of basic information on East Africa's communications network, touristic attractions, agricultural or mineral potential in Kenya, Uganda and Tanzania the best source is the East African Community Handbook - a periodic publication from the Community's Information Services. The same handbook gives detailed information about the major commercial goods in East Africa. It also publishes currency rates and important trade agreements between the Partner States of the East African Community and other economic groupings such as the European Common Market.

"The Community", a monthly magazine also published by the Information Division of the East African Community and the annual reports of various Community institutions are sources of up-to-date information on research findings and recommendations thereto, all essential to pharmaceutical and other industries. In the Community monthly magazine for example the most up to date information on East African trade regulations is available. A regular feature in this magazine is the publication of tariffs rates and trade pacts between East Africa and other foreign countries.

A major contribution by the Information Division of the East African Community is the regular issue of press releases for dissemination to the public through the general press - radios, newspapers and television, both within East Africa and outside. Such reports consist mainly of activities, findings and recommendations of the Community's various institutions. It is mainly through such reports that the East African Community makes public its recommendations and decisions regarding such matters as Common standards or change to metrication which are of vital importance to commerce and industry. In the same media are published recent market researches, plans for multi-national industries, studies on development of tourism on an East African basis and efforts of expanding the present East African Community to incorporate neighbouring African countries.

Of course there are other Community publications without which development of Industry in East Africa would be greatly impaired. Among these is the "E.A.A.F.R.O. Newsletter", a monthly publication on Research Development at the East African Agriculture and Forestry Research Organisation. The purpose of this is to discuss one specific research break-through among its many research branches giving the necessary recommendations to farmers and other researchers.

Trade figures and other statistical data required by the business Community are supplied on an East African basis by two Community Departments - the Customs and Excise Department in its Annual Trade Report and the East African Statistical Department in its quarterly Economic and Statistical Review. And of late the latter department has started compiling statistics on East African Community institutions revealing for the first time that the Community contributes about 5 percent of East Africa's monetary gross Domestic Product including slightly more than 35 percent of "Transport, Communications and Storage" and 7 percent of Manufacturing and Repair.

All this information no doubt, goes a long way in assisting the Community towards its major objective namely, to strengthen and regulate the industrial, commercial and other relations of the Partner States to the end that there shall be accelerated, harmonious and balanced development and sustained expansion of economic activities the benefits whereof shall be equitably shared.

