



Your G2B trading partner

# LEVERAGING ON TRADE INFORMATION PORTALS FOR BUSINESS RE-ENGINEERING

## GLOBAL NTFC WEBINAR

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*Simplifying Trade Processes For Kenya Competitiveness*

# KENTRADE:

- ❑ A State Corporation established in January 2011
- ❑ Principal Objectives:
  - ❑ To Facilitate International Trade
  - ❑ To implement, operationalize and manage the Kenya Electronic Single Window System.
- ❑ Parent Ministry:
  - ❑ National Treasury



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## LEVERAGING ON TIPs

- ✓ Trade facilitation is key for successful cross border Trade ensuring swift movement of goods
- ✓ Implementation of trade facilitation reforms in EAC (WTO TFA) was timely based on what Covid 19 Pandemic brought forth
- ✓ TIPs ensured that there is transparency and accessibility on cross border formalities at all times; especially Micro, Small and Medium-sized Enterprises; - deeper understanding on the process



## **InfoTradeKe PORTAL (Background)**

- Kenya Trade Network Agency (KENTRADE), in partnership with TradeMark East Africa, UNCTAD and International Trade Centre (ITC) has been implementing the Information for Trade in Kenya Portal (infoTradeke) since 2016
- The portal was launched in November 2017 making Kenya, the 1<sup>st</sup> country in Sub-Saharan Africa to implement the portal. To date the portal has published import, export and transit procedures for over ninety (90) commodities



# infoTradeKe Portal & Covid 19

- ✓ Having been launched in 2017, During the pandemic the portal has become the authoritative source of accurate and clear information on Kenya's international trade procedures over the years
- ✓ We witnessed increased traffic on the portal registering 18,000 visits monthly up from 10,000 the previous years
- ✓ It's evident there is need for this information





## WHAT MORE?

### Trade Information Portals:

A Mirror of

&

Tools for

Trade reforms



a) What **do we have** now? A database of Trade information (infoTradeKe Portal)

b) What **can we do** with it?

- Simplify procedures and promote TF reforms
- Monitor and measure progress of TF reforms

c) What **can we measure**?

- Reduction in steps, documents and time

d) What **will we have**?

- Thus the portal had been significance in process re-engineering and automation of business processes through Simplification
- In collaboration with the NTFC, simplification has enabled automation of all possible processes as much as their infrastructure allows to speed up processing and reduce the need for physical contact between border agencies and traders.





## b) What can we do with it? (Simplification of trade procedures)



Intl' Trade  
Information  
gap

**InfoTrad<sup>e</sup>Kenya**

Documented  
Trade Procedures

Remove unjustified steps and  
requirements

Streamline procedures

Interpretation and review of  
regulations

**Simplification of  
Trade  
Procedures**

## Simplification Benefits

- ✓ **Reduction in cost and time:-**The simplification process has reduced the administrative burden cost incurred by businesses e.g...in the registration procedure from **KES 40,197.35(USD 402)** to **KES 15,287.29 (USD 153)** therefore saving business a total of **KES 24,910.06(USD 250)** approximately **62%** of the total cost
- ✓ Adoption of Multiple channels of payment e.g. mobile money platforms, e-payments, Mobile Banking etc
- ✓ Time taken from one institution from another(e-Paperless at play)
- ✓ Promotion of Public-Private Dialogue
- ✓ Increased compliance

## InfoTradeKe & COVID 19

- ✓ A new menu on Covid-19 measures is mapped on the portal in line with measures institutions are putting in place to promote e-paperless environment.
- ✓ Increased adoption of mobile money payment platforms by regulators especially at the onset of the pandemic
- ✓ Automation has been on the fore front for a number of institutions
- ✓ Increased digital awareness campaigns for the portal to increase its traffic especially during the current prevailing situation.



## Implementation & Monitoring

KenTrade in collaboration with NTFC regularly follow-up with the respective Government Agencies and key stakeholders on simplification implementation of the proposed measures.

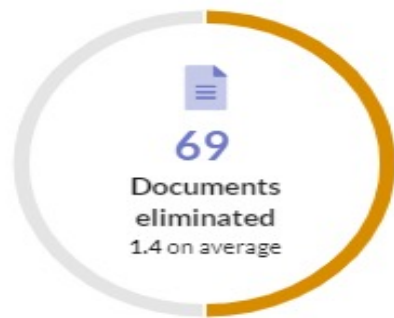
The use of the reform tracker comes in handy for the same



# SIMPLIFICATION DASHBOARD

## Simplification dashboard

- Summary
- Priorities
- Work groups
- Publications





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# Thank You



*Simplifying Trade Processes For Kenya Competitiveness*