



Trade Facilitation Innovation Days 2023

19-20 September 2023

Pitch for Trade Facilitation Innovation

Title of TFID 2023 Session	Advancing E-commerce
Title of Innovation	Milimonline Agri-Food Marketplace
Name of the Innovator and Designation	Rowland Mwale, Chief Executive Officer
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Description of the Innovation (max 1,000 words)	<p>Milimonline Agri-Food Marketplace represents a groundbreaking innovation in the realm of Agri-Food trade facilitation, with a strategic focus on leveraging the opportunities presented by the African Continental Free Trade Area (AfCFTA). This platform serves as a catalyst for inclusive growth and economic transformation across Africa by connecting farmers and Micro, Small, and Medium-sized Enterprises (MSMEs) to regional and global markets. It has effectively bridged the gap between producers and consumers, ensuring a seamless flow of agricultural products.</p> <p>One of the key strengths of Milimonline is its commitment to inclusivity. By providing a digital marketplace accessible to farmers and MSMEs, it addresses the longstanding challenges of market access and financial inclusion. Through the platform, small-scale farmers can showcase their produce to a broader customer base, breaking down geographical barriers. This not only leads to improved livelihoods for farmers but also contributes to food security by optimizing the distribution of agricultural products.</p> <p>Milimonline has harnessed the power of technology to ensure transparency, quality control, and supply chain efficiency. With features like real-time market data, secure transactions, and traceability, it enables both buyers and sellers to make informed decisions. This innovation aligns perfectly with AfCFTA's vision of enhancing intra-African trade, fostering economic growth, and reducing poverty. In essence, Milimonline Agri-Food Marketplace is a pioneering solution that empowers African farmers and MSMEs, enabling them to participate actively in the evolving</p>

	landscape of regional and international trade, all while fostering economic development on the continent.
URL Linkedin profile	https://www.linkedin.com/company/milimonline-agri-food-marketplace