Multi-year Expert Meeting on Transport, Trade Logistics and Trade Facilitation 10th Session

Coordination and digitalization as a means to accelerated and climate-smart trade facilitation

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Trade Information Portal (TIP) as a tool for trade facilitation

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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.
  - Enactment of a single Window Bill 2022
- Parent Ministry:
  - National Treasury
**TRADE INFORMATION PORTALS**

One-Stop-Shop

The TIP serves as a one-stop-shop for all national information on trade-related procedures and helps businesses overcome common trade barriers.

Simplify Procedures

The TIP has proven to be an effective tool to identify simplification opportunities and help monitor the implementation and impact of trade facilitation measures.

Enquiry Point

The TIP is well placed to function as the national enquiry point to offer efficient handling of trade-related inquiries.

KENYA TIP Milestones(infoTradeKe)

- **Project kick off 2016**
- **Tip Launch 2017**
- **Mapped procedures for 27 commodities**

2018

- A dedicated team was appointed to oversee the operation of the portal
- Onset of simplification of procedures

Current Status (2023)

- Mapped procedures for 121 commodities & simplified procedures for ten commodities
- Traffic (over 10000 visits monthly)

Kenya's TIP has become the authoritative source of accurate and clear information on Kenya's international trade procedures over the years.
Kenya’s TIP Governance framework

CONTINUOUS IMPROVEMENT (PDCA CYCLE)

Plan
Identifying the as-is business process and mapping on the portal

Design
Identification of Simplification opportunities for the mapped procedures

Continuous improvement
Implementing the "to-be" recommendations

Monitoring for full implementation

Adopting/using the new environment
Institutional Arrangement; restructuring and transfers

Duplication (A wide range of sources) conflicting information and authorities

Sustainability - Lack of ongoing adequate resources, including funding, personnel, and technical expertise

Difficulties in continuously coordinating government agencies and the diffusion of responsibility;
IMPLEMENTATION SUCCESS FACTORS

❖ Governance Structure - Identify an implementing Agency from the onset

❖ Ensure designated/contact staff from the respective institutions

❖ Ensure consistent reviews & updates of the information - User Trust

❖ Ensure the coverage is up-to-date (Statistics from different sources)

❖ Private sector collaboration (PPDs)

❖ Dissemination and communication - Identify a marketing strategy

Thank You