

Multi-year Expert Meeting
on Transport, Trade Logistics and
Trade Facilitation
9th Session

**Sustainable and resilient transport and
trade facilitation in times of pandemic
and beyond: key challenges and
opportunities**

12–14 July 2022

Kenya: Trade portal experiences

Presentation by

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KenTrade
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KenTrade IMPLEMENTING SUSTAINABLE AND
TRANSPARENT TRADE FACILITATION
REFORMS

Your G2B trading partner

MYEM FORUM
12th July 2022
Presented by Jane Musyoki



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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.
- Parent Ministry:
 - National Treasury

About Us

- DNS
- World
- Management
- System
- Connect
- File

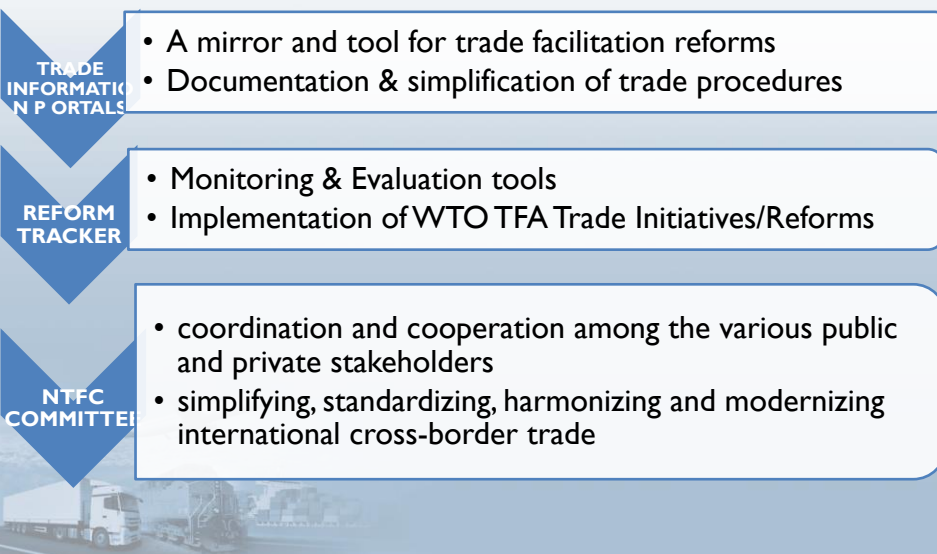
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SUSTAINABLE TF REFORMS

- ✓ Trade facilitation is key for successful cross border Trade ensuring swift movement of goods
- ✓ Effective implementation of reforms to trade facilitation in developing countries can catalyze progress towards meeting development goals
- ✓ 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;

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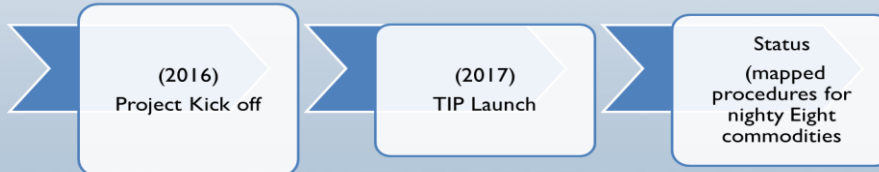
TRADE FACILITATION REFORM TOOLS



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InfoTradeKe PORTAL Milestones

- 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



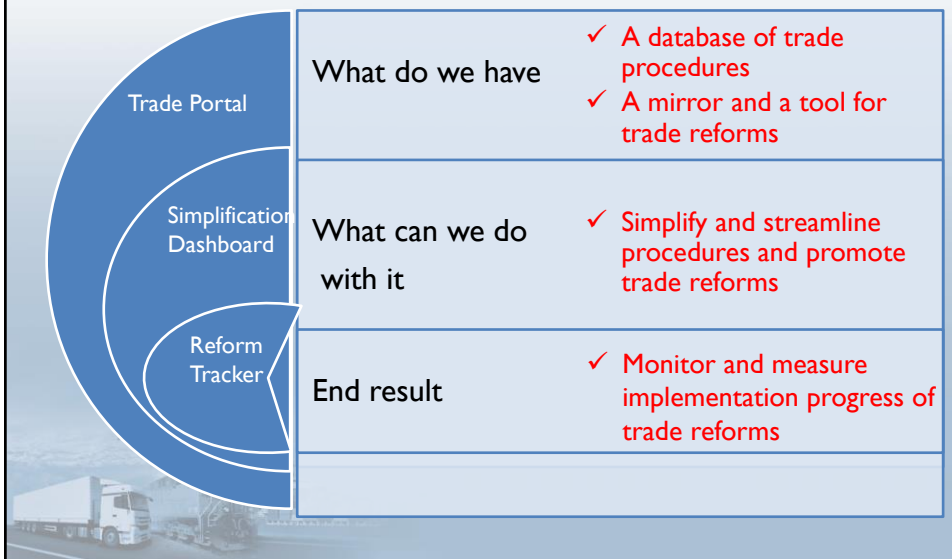
- Trade information database of import, export, and transit requirements
- Authoritative source of trade information; increased traffic registering 18,000 visits monthly

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- 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.

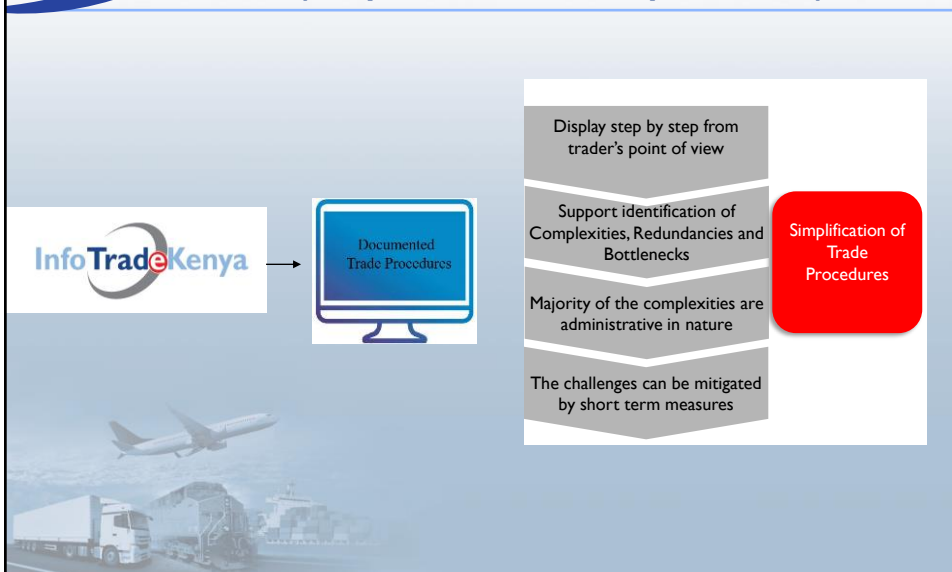
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TIPs as a TRADE FACILITATION TOOL



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



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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 (USD153)** 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
- ✓ e-Paperless at play; Time taken from one institution from another(
- ✓ Promotion of Public-Private Dialogue
- ✓ Increased compliance

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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.

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IMPLEMENTATION SUCCESS FACTORS

- ✓ Governance Structure - Identify an implementing Agency from the onset
- ✓ Ensure designated/contact staff for inquiries
- ✓ Ensure consistent reviews & updates of the information on the portal
- ✓ Automation/Business re-engineering
- ✓ Change Management and communication - Identify a marketing strategy that will consistently create awareness for the portal

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WAY FORWARD

- ✓ Legal framework, Policies, and initiatives that integrate risks, environmental sustainability, and technology are prerequisites for a sustainable and resilient post-pandemic world.
- ✓ Technological advancement is key for sustainable trade facilitation environment
- ✓ Full implementation of all identified initiatives
- ✓ Monitoring and evaluation of trade reforms

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Thank You



Simplifying Trade Processes For Kenya Competitiveness