



Your G2B trading partner

TRADE INFORMATION PORTAL FORUM 35th UN/CEFACT 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



About Us

- SNS
- World
- Management
- System
- Connect
- File

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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 1st country in Sub-Saharan Africa to implement the portal. To date the portal has published import, export and transit procedures for over seventy four(74) commodities

WTO TFA Article I

Trade Information Portals aim is to achieve total transparency through publishing of trade information required by traders from the traders point of view.

PUBLICATION AND AVAILABILITY OF INFORMATION

Art.
I

Section I.1: Each Member shall promptly publish the trade information in a non-discriminatory and easily accessible manner to enable governments, traders, and other interested parties to become acquainted with them.



Information for Trade Kenya Portal

www.infotradekenya.go.ke

Using Trade information to simplify &
harmonise trade procedures

A STEP-BY-STEP GUIDE ON FOREIGN TRADE PROCEDURES

Search by

Product

Pre-clearance procedures

Clearance procedures

Type of operation: ▼

Product: ▼

Search

Type of operation:

Export

Import

Transit

AND CONTACTS

TRADE FACILITATION AGREEMENT REPOSITORY

FOREIGN TRADE STATISTICS POWERED BY ITC

 EXPORT

- Export of fruits and vegetables
- Export of flowers
- Export of coffee
- Export of tea
- Export of pharmaceutical products

 IMPORT

- Import of fruits and vegetables
- Import of flowers
- Import of pharmaceutical products
- Import of used motor vehicles (For private use)
- Import of used motor vehicles (For commercial use)

WHY TRADE INFORMATION PORTAL

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**?

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



**Intl' Trade
Information
gap**

InfoTrad^eKenya

**Documented
Trade Procedures**

Remove unjustified steps and
requirements

Streamline procedures

Interpretation and review of
regulations

**Simplification of
Trade
Procedures**



Simplification Principles

Simplification focus on four areas as mapped on the portal:

- a) Number of interactions/steps with a government officer
- b) Requirements in terms of documents required
- c) Duration
- d) Administrative burden cost- Administrative burden cost is any hidden cost passed indirectly to the trader without the regulator's knowledge.



Coffee Simplification Journey

In Kenya, the procedure of export of Coffee was the 1st to be identified for simplification in 2019.

Original procedure(88 steps):

<https://infotradekenya.go.ke/procedure/1045?l=en&includeSearch=true>

Current Procedure(55 steps):

<https://infotradekenya.go.ke/procedure/403?l=en&includeSearch=true>

Export of coffee through Port of Mombasa

	Original procedure	Short procedure	term
Steps	88	55	
Requirements	76	49	

Cost Benefits to Traders

- ✓ Simplification of procedure to export coffee has not only impacted on the total number of steps involved in the export of coffee but also for the procedures of ; **tea, flowers, beans, peas, avocados, nuts and oil crops products, cotton** among others
- ✓ The process has reduced the administrative burden cost incurred by businesses in the registration procedure from **KES 40,197.35** to **KES 15,287.29** therefore saving business a total of **KES 24,910.06** approximately **38%** of the total cost



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

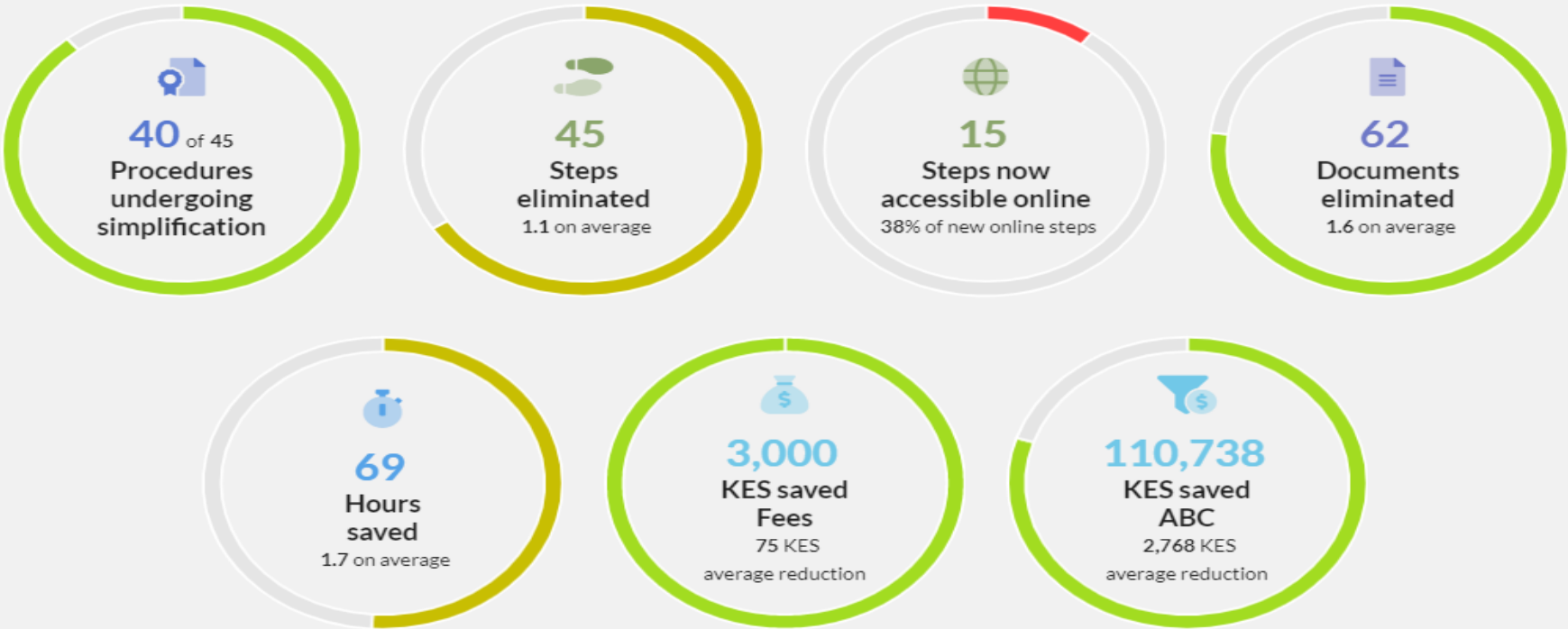
Our goal to have simplified and harmonized procedures for all documented commodities on the portal for increased Kenya's competitiveness in trade



SIMPLIFICATION DASHBOARD

Simplification dashboard <

- Summary
- Priorities
- Work groups
- Publications



Approach and priorities

- 10 PRINCIPLES TO SIMPLIFY
- HOW TO SIMPLIFY
- SIMPLIFICATION PRIORITIES
- SIMPLIFICATION PROCESS

infoTradeKe Portal awareness

- ✓ The portal has become the authoritative source of accurate and clear information on Kenya's international trade procedures over the years
- ✓ Increased traffic on the portal registering 20,000 visits monthly up from 6,000 a year ago
- ✓ It's evident there is need for this information



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
- ✓ 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 SUCCESS FACTORS

- ✓ Governance Structure - Identify an implementing Agency from the onset
- ✓ Ensure designated/contact staff
- ✓ Ensure consistent reviews & update of the information
- ✓ Dissemination and communication - Identify a marketing strategy that will consistently create awareness for the portal





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Thank You



Simplifying Trade Processes For Kenya Competitiveness