

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**

17–19 July 2023

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

Presentation by

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Your G2B trading partner

MID-YEAR EXPERT MEETING

Transport, Trade Logistics and Trade Facilitation, 10th session

TIP AS A TOOL FOR TRADE FACILITATION

Presented by Jane Musyoki
July 2023



Simplifying Trade Processes For Kenya Competitiveness

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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

About Us

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



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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



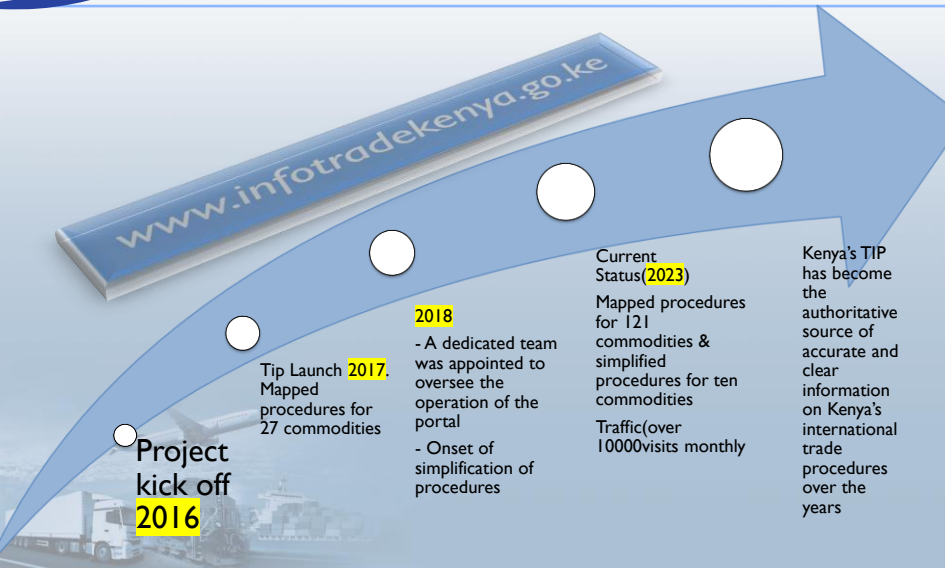
Enquiry Point

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

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KENYA TIP Milestones (info TradeKe)



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

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Kenya's TIP Governance framework



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CONTINUOUS IMPROVEMENT (PDCA CYCLE)




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

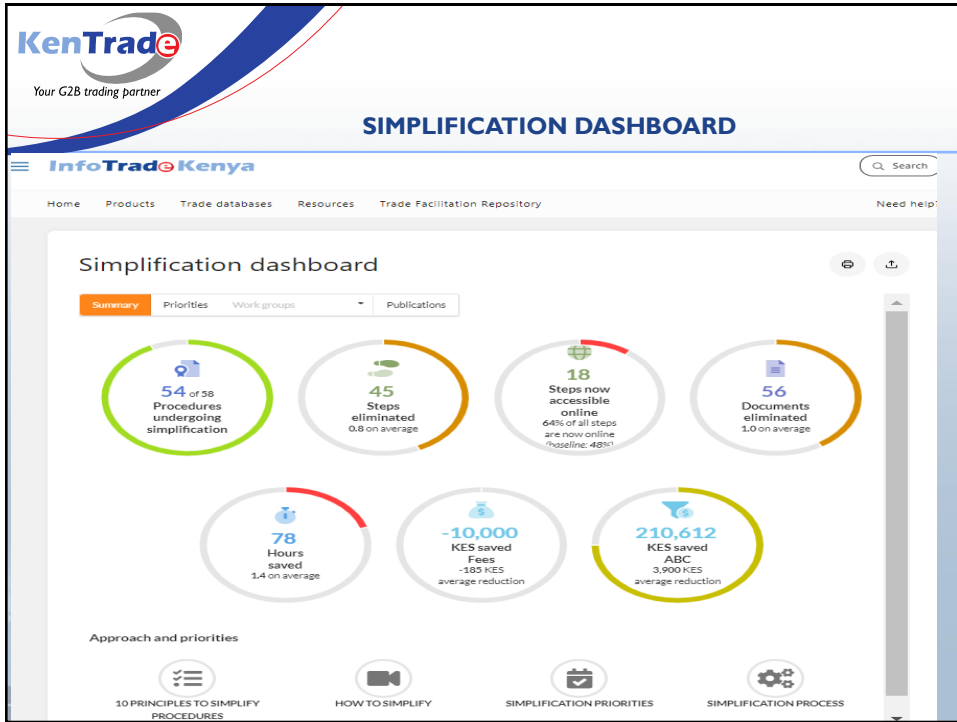
Design
Identification of Simplification opportunities for the mapped procedures

Continuous improvement
Implementing the "to-be recommendations
Monitoring for full implementation

Adopting/using the new environment



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CHALLENGES

- ❖ 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;

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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

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Thank You



Simplifying Trade Processes For Kenya Competitiveness

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