

Key Functions of the InfoTrade Portal

- A step-by-step guide on procedures required to export, import, and transit goods within the country.
- Documentation of trade procedures.

Key Milestones

The information for trade simplification exercise has seen reduction & duplication of steps and documentation as well as costs as below:

- 53 procedures have undergone simplification.
 - 45 steps have been eliminated.
 - 66 required documents have been removed.
 - 21 steps can now be completed online.
 - There has been KES 218, 611 administrative burden cost savings for these procedures.
 - 93 hours waiting time in the queue, at the counter & in between steps have been saved.
- The table below shows 2 commodity procedures simplified since 2018 with support from TMEA, EU Markup Project & GIZ for Meat & meat products and Flowers, through the port of Mombasa and JKIA, respectively.

	Product/Process	Original procedure	Current procedure
1.	Export of Meat and Meat products through Port of Mombasa	57	37
2.	Export of Flowers through JKIA	40	35

- The table below demonstrates the number of infoTradeKe portal visitors per country in Q1 of FY 2023-2024.

Country	Users	New users	Engaged sessions	Engagement rate
	8,732 100% of total	8,395 100% of total	6,506 100% of total	52.06% Avg 0%
1 Kenya	6,456	6,112	4,723	51.39%
2 India	235	225	193	63.91%
3 Netherlands	228	217	169	65.76%
4 United States	226	215	145	48.17%
5 United Kingdom	165	163	104	49.29%
6 South Africa	116	110	96	60.76%
7 China	96	91	28	25.23%
8 Germany	96	88	49	42.98%
9 United Arab Emirates	82	75	65	59.63%
10 Tanzania	66	64	47	55.29%

- For increased awareness and accessibility of the portal from different sites, the Agency in Q1 of FY 2023-2024, managed to embed the infotrade portal on Uasin Gishu County website.

For more Info. reach us on:
+254 709 95 0000
 contactcentre@kentrade.go.ke

Follow us on



@KenTrade_G2B | @KenTrade_Care | @CEO_KenTrade



@KenTradeG2B



Kenya Trade Network Agency

