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ABOUT US

Export Promotion Council and Brand Kenya Board merged to form Kenya Export Promotion and Branding Agency.

Kenya Export Promotion and Branding Agency is a state corporation that offers integrated solutions for all trade promotion and nation branding activities for Kenya, covering local, regional and international engagements.

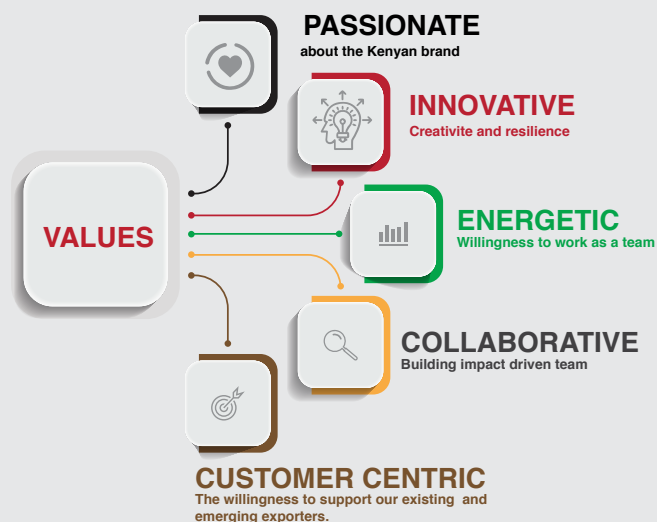
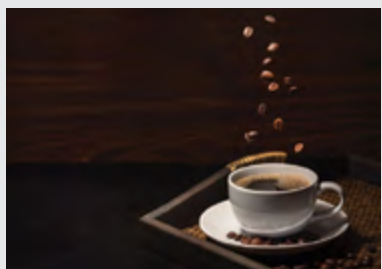
OUR VISION

To Transform Kenya into a Top Global Brand

OUR MISSION

Brand Kenya, Export Kenyan, Build Kenya

OUR BRANDS



OUR SERVICES

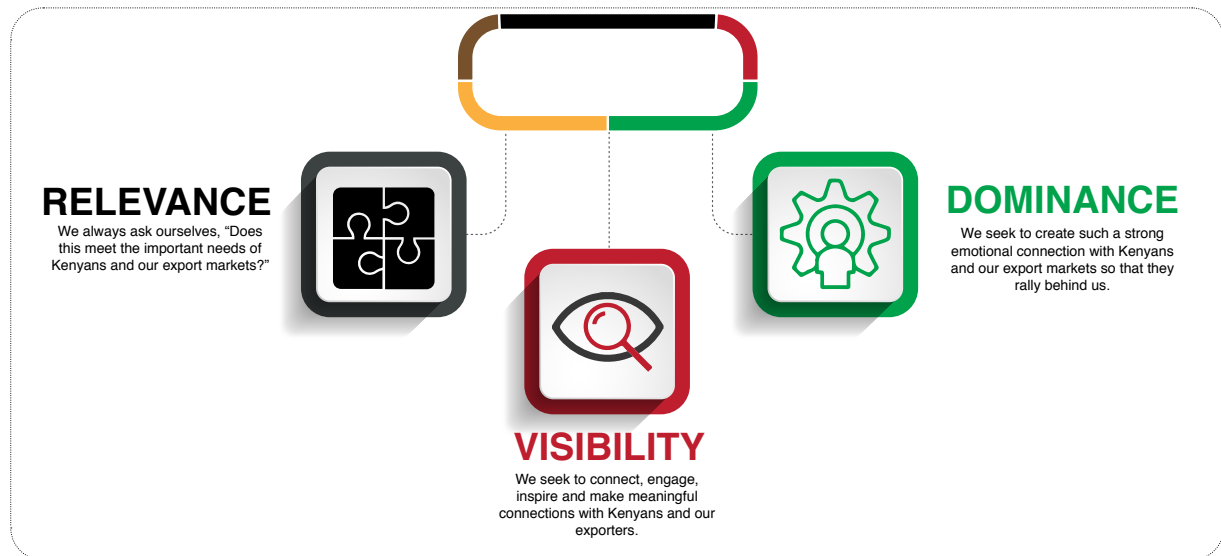
- Export Trade Information Services
- Advocacy and Trade Policy Facilitation
- Market Intelligence
- International Market Development and Promotion
- Enterprise and Product Development
- Market Research & Surveys



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Corporate Mantra

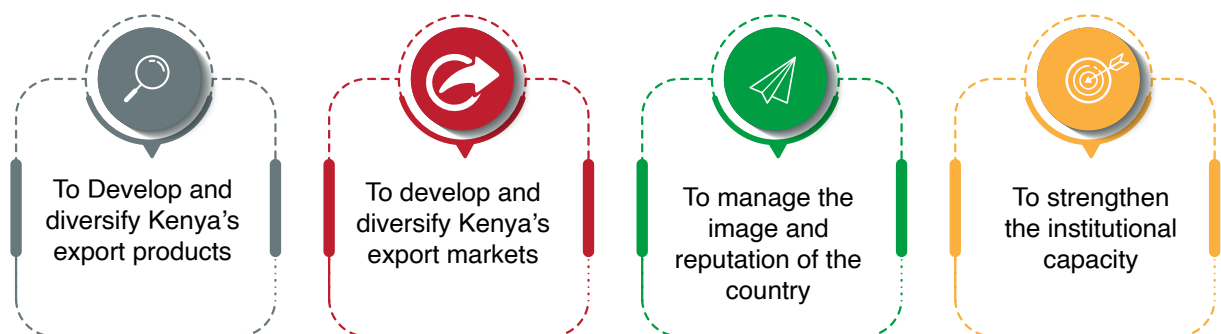


Activities

The Agency's mandate is to implement export promotion and nation branding Initiatives and policies to promote Kenya's export of goods and services. The Agency's Core activities include: -



Our Strategic Focus



Facts about Kenya

AREA

582650 sq Km

POPULATION

54M

OFFICIAL LANGUAGE

English

AGE STRUCTURE

0-14 years: 40.02%

15-35 years: 35%

36-64 years: 21.98%

65 years and over: 3%

POLITICAL SYSTEM

Devolved State with Multiparty Democracy, 47 counties.

Kenya lies on the equator and enjoys a varied climate ranging from tropical to temperate (10° to 40°C).



GDP (2020)

US\$ 98.84B

FDI Inflows (2020)

US\$ 717B



Average GDP Per Capita(2020)

US\$ 1,838



GDP Growth (2020)

0.3% ↓

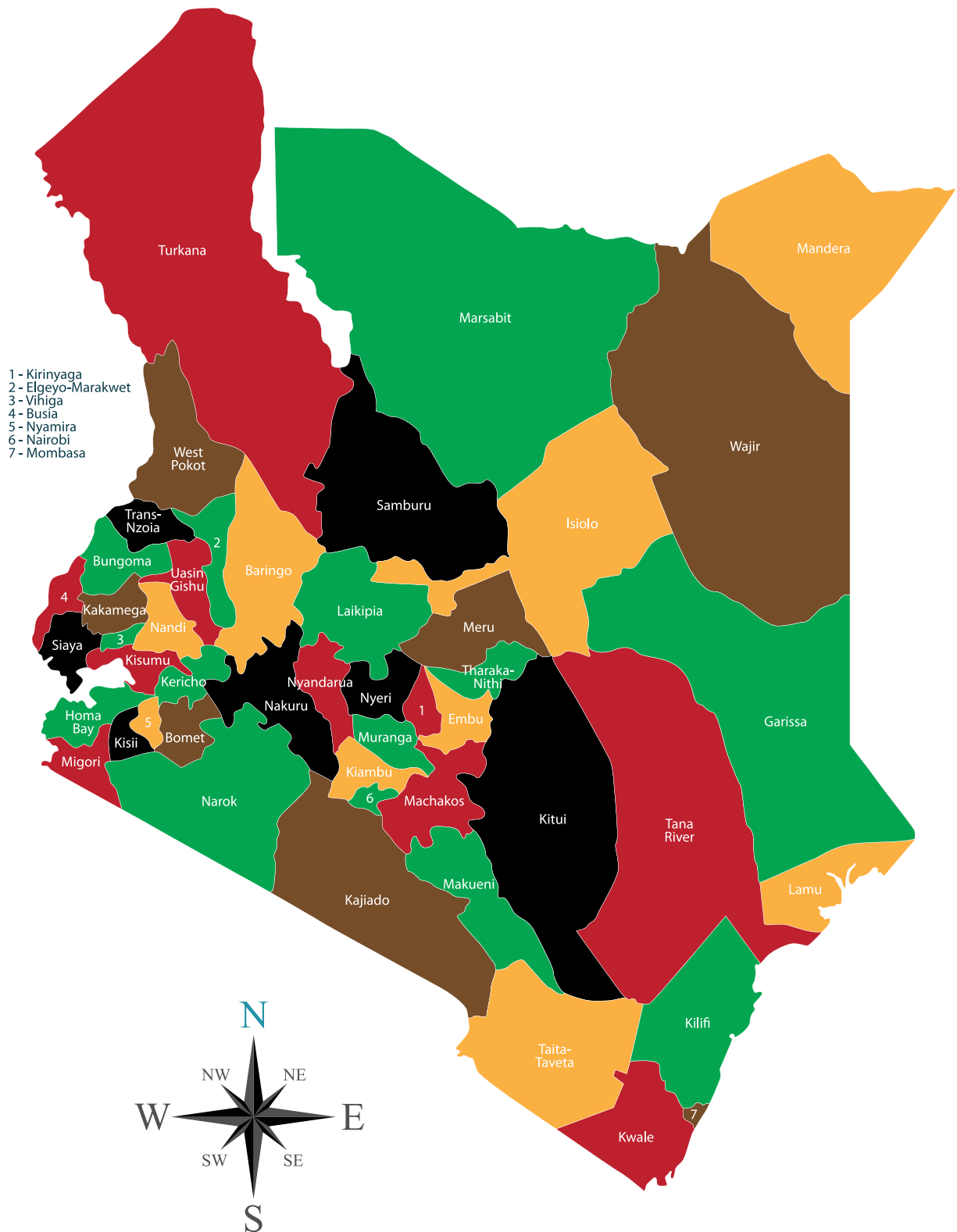
FDI Growth (2017)

34.7% ↓



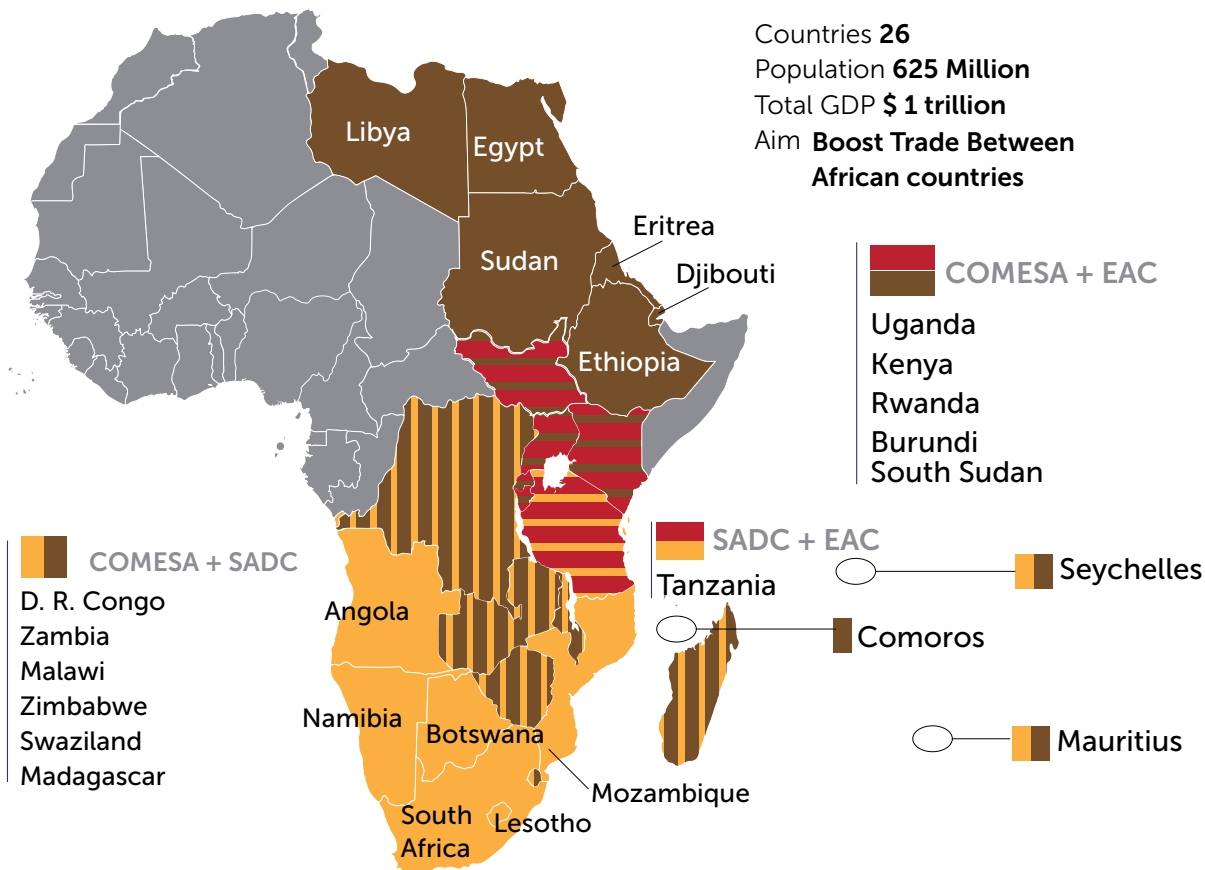
Average Exchange Rate

US\$ 1 - KES 109.8



A common market spanning half of Africa

A step towards a continental free trade area



Tripartite Free Trade Area

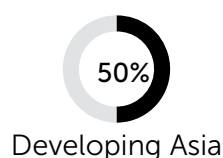
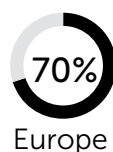
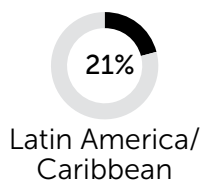
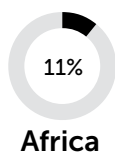
Links 3 regional blocs

EAC
 East African Community

SADC
 South African Development Community

COMESA
 Common Market of East and Southern Africa

Intra-regional trade as a share of region's total exports



From the Editor:



Joanne Wanjala

Hello Readers,

Welcome to our 2nd issue of the MAKE IT KENYA Magazine where our focus is on Democratic Republic of Congo (DRC). DRC remains DRC is a strategic partner of Kenya in many areas, particularly trade and security. Kenya maintains an embassy in Kinshasa and the Democratic Republic of the Congo in Nairobi. In this Issue, we demystify DRC and bring it closer to you, pointing at some of the investment opportunities available there in.

In the face of Africa Continental Free Trade Area where Africa is striving to trade from within, DRC remains a new frontier to Kenya in terms of trade and investments.

Read about the recent Kenya's trade mission to DRC and the prospects that the country has. Also, read about AfCFTA, what it means for Kenya and Kenyans and the opportunities presented.

Welcome as we journey together through this Africa gem that is DRC!

Enjoy the read and let us keep choosing Kenya!

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CEO Foreword

Dr Wilfred Marube

CEO KENYA EXPORT PROMOTION AND
BRANDING AGENCY

Kenya, through the just concluded Kenya -DRC trade mission that took place in the month of November-December 2021 where over 300 delegates drawn from both public and private sectors of Kenya visited the cities of Kinshasa, Lubumbashi, Goma and Mbuji Mayi, is a clear demonstration of how much the well-orchestrated economic diplomacy spearheaded by H.E. President Uhuru Kenyatta and his counterpart H.E. President Felix Tshisekedi of DRC is shaping up the expansion of the regional market and trade development between the great lakes region countries.

KEPROBA, the leading export promotion institution in the country has previously undertaken market research in the vast DRC whose findings disclosed the need to venture and explore further in this vast market and open up links for the development of trade between the two countries and by extension the greater lakes regions.

Kinshasa, the capital city of DRC has an active population of 17 million people within the city limits making it the largest in Africa population wise. Its the second largest French speaking city in the world behind Paris. After decades of armed conflicts imposed by neighboring countries, the infrastructure

of the once leading African modern city are now being restored and promising to regain its lost glory in the near future.

Surrounded by 9 countries (CAR, Sudan, Rwanda, Burundi, Tanzania, Zambia, Angola and Congo Brazaville), DRC remains the most strategically positioned country in Africa, both in size and resources, making it a strategic partner for trade and investment.

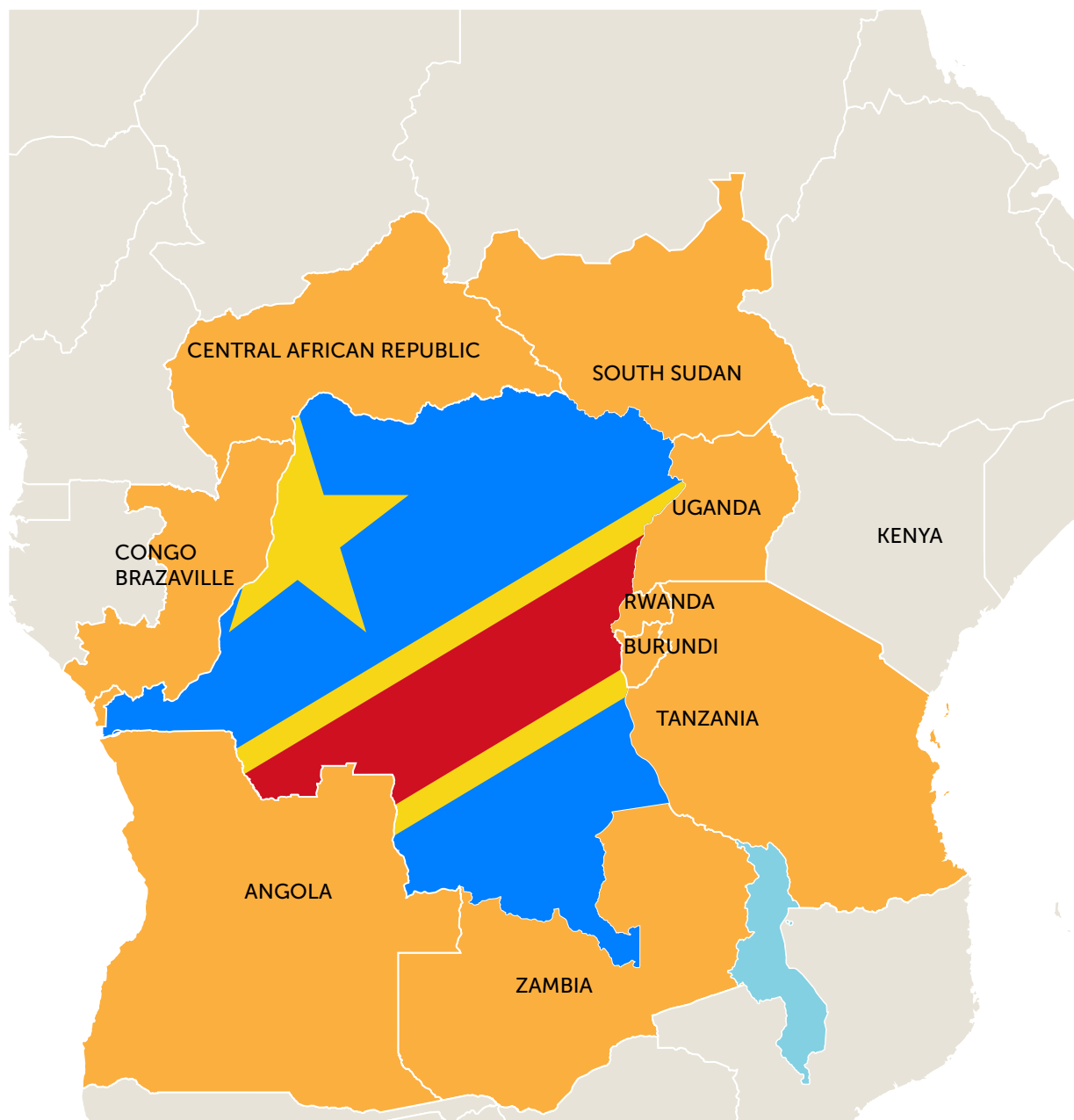
KEPROBA welcomes the initiative undertaken by Equity Bank, a leading financial institution in Kenya and the EAC region for taking the initiative and mobilizing active and leading businesses in the just concluded trade mission to witness the vast investment and trade opportunities present mainly in real estate, technology and the financial sector where they are a leading player.

Kenya is a fast-growing economy with an equally fast-growing population that is currently dominated by a youthful and well-educated population that remains threatened and frustrated over the ever-diminishing employment opportunities. One remedy that is certain in helping unravel the situation is looking beyond our political boundaries and taking advantage of the opportunities that prevail.

We are optimistic as a country that, with the likelihood of DRC joining the much-awaited entry into EAC as a member state, the country stands to gain more from the additional 105 million members thus considerably reducing the trade imbalance that threatens to drive our economy into a net importer of both agricultural and manufactured goods that we once controlled as market leaders in both production and distributorship.

The entry of Kenyan service industry players from the aviation and hotel industry into the market is a pointer on the expectations that will come along with the findings established during the just concluded

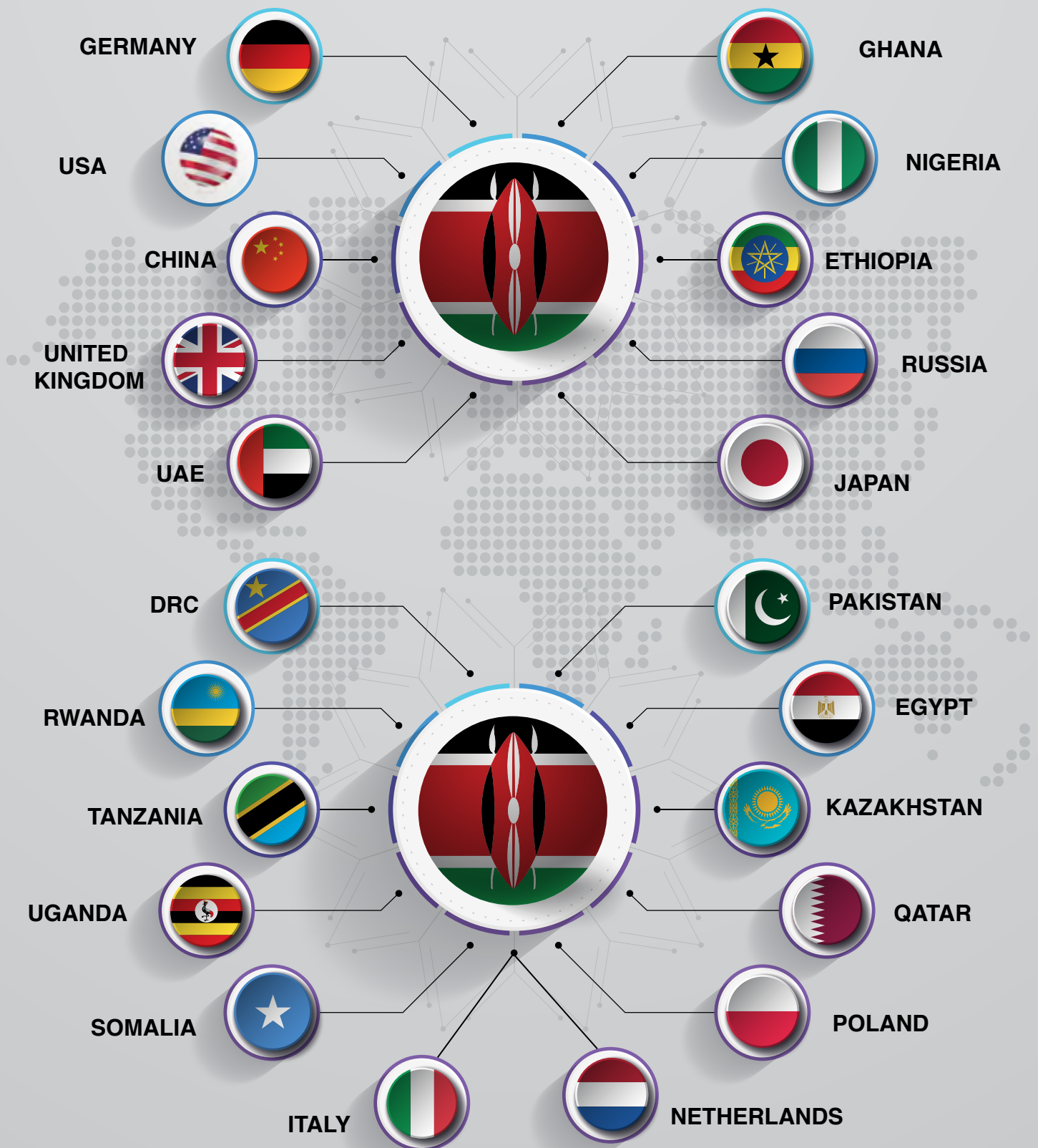
visits where Equity Bank is taking the lead by extending financial support for the establishment of business both in DRC and Kenya. With our focus on the existing potential in the greater DRC, supported with the goodwill created by both leaders, credible partnerships and collaborations will help support growth and sustainability from both the demand and supply side where both countries and the region will effectively strengthen their economic strength as they walk into the expanded African market under the AfCFTA framework.



Prioritized Products



PRIORITISED MARKETS





FACTS ABOUT DR CONGO

Is Africa's 4th most populous country.

The Democratic Republic of Congo also known as Congo-Kinshasa or Zaire is a central African nation. It is the largest sub-Saharan country and 11th largest nation in the world. Congo has a population of 92 million people and is Africa's 4th most populous country. Its capital city is Kinshasa which sits on the banks of the Congo river. DRC applied to join the East African community bloc in 2014 and is set to become the 7th member country of the block opening up the central African region to East Africa. The country is well gifted with natural resources and has the second largest rainforest in the world

Currency; DRC's official currency is the Congolese franc

Exports; DRC is a mineral economy and its top exports are cobalt, copper, diamond, wood, tungsten, gold, crude-oil, tin among other minerals. They also trade in Agriculture with coffee, tobacco, rubber among their main agricultural exports.

Imports; DRC's main imports are foodstuff, fuel, textiles and machinery

DRC's main cash crops are coffee, palm oil, cotton, sugar, tea, cocoa, tobacco, rubber etc.

Culture; DRC is made up of nearly 200 ethnic groups speaking over 250 languages. The official language is French. National recognized languages are Kikongo,

Lingala, Tshiluba, and Swahili (Kingwana). Poulet à la Moambe (chicken in a moambe sauce) is considered Congo's national dish. Other popular dishes are fufu, fumbwa etc. Cassava is Congo's staple food.

Sports; DRC is a sporting powerhouse with the national football team featuring in the world cup finals in 1974, and have won the Africa cup (AfCON) twice. They also play basketball with a number of players in world renowned leagues such as the NBA in USA. The central African nation also does well in rugby.

Virunga National Park in DRC was the first national park on the African continent. It is a renowned home of the endangered mountain gorilla and is designated as a UNESCO world heritage site. Virunga also hosts the active volcano "General Nyiragongo". The wildlife in DRC is phenomenal with the Okapi "forest giraffe" as one of the rare endemics.

The Congo river which runs through DR Congo, is Africa's second longest river- 4700km after the Nile. It is also the world's deepest river. The river separates the French speaking cities of Kinshasa and Brazzaville making them the world's closest capitals with just 1.6 km between them.

By Lilian Okumu







Kenya's Bilateral Relations with DRC

Culturally, the two nations share Swahili as their national languages.

Kenya enjoys a cordial relationship with her African counterpart, the Democratic Republic of Congo. The two nations are strategic partners in matters trade and security, which makes them ideal investment partners in East and Central Africa. This is evidenced by the ever presence OF DRC's embassy in Nairobi and Kenya's embassy in the Democratic republic of Congo.

Culturally, the two nations share Swahili as their national languages. DRC's proximity to Kenya and the presence of a common language makes DRC an ideal investment hub for Kenya's entrepreneurs and expanding companies. This is evidenced by the recently concluded Kenya-DRC trade mission that attracted over 200 investors from both Kenya and the Democratic Republic of Congo.

The trade mission included among other things, business forums, trade exhibition and visits to DRC's largest cities namely Goma, Kinshasa, Mbuji Mayi and Lubumbashi. The trade mission is as a result of bilateral agreements that were signed between Kenya and DRC bilateral agreements between Kenya and

the DRC in April 2021 by Kenya's President, Uhuru Kenyatta and DRC's President, Felix. The bilateral trade agreement's main aim is to enhance trade and movement of people and goods from the two nations.

With over 100 million people, the bilateral relations between Kenya and DRC makes the central African state an ideal investment destination for Kenyan companies, Small and Medium Enterprise startups, tourism, real estate, transport and logistics, agricultural products and Kenya's rapidly growing Information and Communication Technology (ICT).

The Democratic Republic of Congo's application to join the East African Community (EAC) is awaiting the final verdict from the Regional Council of Ministers after successfully passing the technical committee stage. This is even greater news for Kenya who can leverage on the opportunities that are created by regional cooperation frameworks such as The mission aims at optimizing the opportunities availed by regional cooperation frameworks such as the Africa Continental Free Trade Area (AfCFTA), Common

Market for Eastern and Southern Africa (COMESA) and Southern Africa Development Community (SADC). Through these, cooperations, Kenya will penetrate the East, Central, South and Sub-Saharan trade corridors and regional supply chains hence amassing billions in return on investments, a factor that will aid in the country's recovery and development in the Post Covid-19 era.

According to Dr. Betty Maina, the Cabinet Secretary, Ministry of Trade, Industrialization and Enterprise Development, the Democratic Republic of Congo is the world's 6th importer of Kenyan Products, with agricultural and manufactured goods topping the

list. Kenya and DRC's bilateral relations will not only strengthen product and service investment between the two nations but will also lead to exploration of common opportunities in different sectors of the economy.

According to Kenya National Bureau of Statistics, Kenya's exports to DRC was Ksh 14.2 Billion in 2020 an increase of Ksh 13.4 Billion as compared to 2019. On the other hand, Kenya's imports from DRC was Ksh. 2.7 Billion, up from Ksh. 1.9 Billion in 2019 and Ksh. 1.2 Billion in 2018.

By Jonah Karanja



KSH 13.4 BILLION
2019



KSH 14.2 BILLION
2020



KSH 1.9 BILLION
2019



KSH 2.7 BILLION
2020



The Kenya-DRC Mission Review

The targeted areas include Food and Agriculture, Professional Services, trade, construction, manufacturing, real estate, hospitality, education, transport and logistics.

Kenya's President Uhuru Kenyatta on April 2021 made a State visit to the Democratic Republic of the Congo (DRC) where he met his counterpart, the Democratic Republic of Congo President, H.E Felix Tshisekedi. The two leaders agreed to strengthen the bilateral relations between Kenya and Democratic Republic of Congo. At the same time, H.E President Uhuru Kenyatta promised to send a trade delegation to DRC to explore investment opportunities for both Kenyan and Congolese investors.

As promised by the Kenyan President, the Kenyan delegation set out for the trade mission to the DRC took place from 28th November to 14th December, 2021. The Kenyan delegation comprised of high-ranking government officials, equity

holding leadership, business community and representatives from government ministries and private sector. The first leg of the Trade Mission took off in Kinshasa from 30th November to 3rd December and was later followed by Lubumbashi from 4th to 8th December 2021, Goma from 9th to 11th December and finally Mbuji-Mayi from 12th-13th December.

The Trade Mission's main objective was to facilitate the effective and efficient realization of the opportunities that are readily available in the DRC. The bilateral relations between the two nations gives existing and potential Kenyan businesses and opportunity to have one-on-one contacts with potential buyers from selected cities with a view of establishing long term contacts.

The 2021 Kenya-DRC Trade Mission ideally aims at unlocking Tourism, Trade and Investment Opportunities not only in DRC but also in the Great Lakes Region.

The forums were held in 4 different parts of DRC (Kinshasa, Lubumbashi, Goma and Mbuji Mayi) and comprised of sector driven forums, networking forums for direct business engagements, Panel discussions on topical issues by both government and private sector players, presentations on the state of affairs in both countries in different areas of concern, individually organized and arranged B2Bs and an exhibition to showcase sample of products produced in Kenya and DRC for the two markets.

The targeted areas include Food and Agriculture, Professional

Services, trade, construction, manufacturing, real estate, hospitality, education, transport and logistics. Additionally, the trade mission uncovered potential investment areas in DRC:

1. Energy especially electricity.
2. Construction (Real estate, infrastructure, housing)
3. FMCG Industry (Manufactured products).
4. Agriculture mostly vegetables.
5. Telecommunication (ICT both soft and hardware).
6. Transportation (Taxi operations and automobile repairs).
7. General Trade.
8. Education and skill training (Schools, colleges).
9. Mining (restricted and highly sensitive)

The Kenya-DRC Trade mission was a major success. Through the partnership between Kenya and DRC governments and Equity group holdings, over 300 Kenyan investors and business people visited DRC while over 7,000 delegates attended the conferences and networking sessions in Kinshasa, Goma, Lubumbashi and Mbuji Mayi. Now that the Democratic Republic of Congo is an official member of the East African Community, both nations stand to gain from bilateral cooperation and the common markets within the East African region. The collaboration between the private government, equity bank and the private sector will go away in enabling future partnerships and cooperation on international level.

The Kenya Export Promotion and Branding Agency (KEPROBA) is set to revisit the establishment of the project in the Democratic

Republic of Congo to support the distribution of Kenyan products in the DRC. KEPROBA is also set to work closely with Kenya mission in DRC to utilize the idle capacity of the Kenyan diaspora in identifying opportunities and growing trade between the two countries. Through the Ksh 500 billion that Equity bank promised to pump into the DRC economy, KEPROBA can partner with the bank to support market entry initiatives that will lead to SMEs being under the product development to introduce their newly developed products into the market. KEPROBA has also agreed to organize forums where equity bank can educate the local producers on how to access financial support from the bank for business development and market access.

By Jonah Karanja





Kenya-DRC Trade Mission to unlock investment opportunities

DRC imports over two billion dollars' worth of basic goods.

The Kenya-DRC Trade Mission under the theme 'Unlocking Trade, Tourism and Investment Opportunities in DRC and the Great Lakes Region' brings together Kenyan and DRC investors and entrepreneurs to strengthen service and product investment.

It will increase trade and investment inflows and outflows in DRC and is in line with both governments' agenda of fostering regional trade and driving business growth by unlocking investment opportunities in East and Central Africa.

Small and Medium Enterprises (SMEs) will have opportunities to explore business in DRC through business forums and panel discussions moderated by experts in various fields, networking sessions, trade exhibitions and site visits in four of DRC's largest cities – Kinshasa, Lubumbashi, Goma, and Mbuji Mayi that will allow businesses to showcase their products and services.

Kenya and DRC have existing trade relations and this Mission will enhance the matching of local Kenyan entrepreneurs to local DRC businesses. DRC imports

over two billion dollars' worth of basic goods and that is a clear sign that investors from Kenya can tap into this market by looking at DRC as a market for regional expansion.

The Trade Mission follows bilateral agreements between Kenya and the DRC aimed at increasing trade and movement of people and products that was signed by H.E. President Uhuru Kenyatta and H.E. President Felix Tshisekedi of the Democratic Republic of Congo in April 2021.

The Trade Mission will look to improve relations between the Government of Kenya and the Government of the Democratic Republic of the Congo and will focus on businesses in the areas of manufacturing, agriculture, energy, education, tourism, health, housing sports, environment, infrastructure development and mining.

The Trade Mission comes after the approval of DRC by the EAC Council of Ministers to join the trading bloc, a solid move that is expected to open up the country and the region to fair trade and business cooperation.

The Mission seeks to optimize the opportunities availed by regional cooperation frameworks such as the Africa Continental Free Trade Area (AfCFTA) and to leverage trade paths and create regional supply chains.

Through the Trade Mission Kenyan SMEs and entrepreneurs will get an opportunity create market linkages ,exhibit what they offer and partner with companies in DRC who will be showcasing their businesses and seeking to partner with Kenyan business owners and entrepreneurs.

This will be an opportunity for Kenyan corporates, SMEs and entrepreneurs to engage in networking opportunities, seek out new contacts and realize business deals through one to one meetings hence creating vital links in this emerging market. It will also be an opportunity to understand the market better and hence sharpen the participating company's strategies in producing market-led products.

This trade mission will provide a forum for businesses and policy makers from the two countries to discuss

barriers and solutions to trade flows, explore opportunities for enhanced export revenue and discuss the cost effectiveness and efficiency in penetrating and servicing the DRC market.

This will also be an opportunity for the participating businesses to enhance their brand and corporate image, engage in Government – to - Government (G-2-G) to facilitate business partnerships and trade Business-to-Business (B-2-B) level interaction and to gauge the competition in the DRC market.

This will be a time to launch and test-market new products especially manufactured goods and services including financial, ICT, retail and distribution, education, hospitality, transportation, warehousing and Building & Construction among others with access to a virgin market for Kenya's products and services while enhancing our market share in this market.

By Gertrude Mirobi



CREATIVE WAYS; THE CREATIVE ARTS IN DRC

Contemporary Congolese literature emerged in the 1950's with the works of authors like Tchikaya de Boempire (1937) and Dadet Domongo .

Traditional Architecture

Architects played a crucial role in defining those characteristics to the citizens with memorable and monumental architecture of buildings, public places, monuments and even new neighbourhoods built by the masters of the time, namely Eugène Palumbo and Fernand Tala-Ngai, et al. They were the fathers of post-colonial Congolese architecture. They developed a version of the Modernist/Art Nouveau movement with a definite quest after tonicity rooted in ancestral imagery or visual references." Residents social habits are accommodated. Homes are designed to accommodate the Congolese way of life. Climate is additionally a key factor, as residents spend most of their days' outdoors because of the weather. This suggests that almost all activities within the home happen within the courtyard. The public, semi-public and personal spaces are a part of the social and cultural order.

Music

Cultural and national pride certainly contributed to the environment that bred Africa's most influential popular music genre.

Called soukous , rhumba, or kwassa-kwassa, this sound stemming from Congo has shaped modern African music and dance more intensely than the other. A recent sub-genre that intersperses shouts with bursts of vocal melody and harmony over a frenetic din of electrical guitars, synthesizers and drums called Ndombolo was introduced by JP Mpiana and Pepe Kalle.

Big bands is the common format; using acoustic bass, multiple electric guitars, conga drums, maracas, scraper, flute/clarinet, saxophones, and trumpets. Grand Kalle et l'African Jazz by Joseph Kabasele Tshamala (Grand Kalle) , and OK Jazz/TPOK Jazz

are the most influential bands out of DRC, emerging within the 50s. Influential figures of Soukous and its offshoots (N'dombolo , Rumba Rock) include Franco

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Literature

French is that the dominant language employed in Congolese literature. Contemporary Congolese literature emerged in the 1950's with the works of authors like Tchikaya de Boempire (1937) and Dadet Domongo . Jean Malonga is regarded as one

of the deans of Congolese literature through his book entitled, "Coeur d'Aryenne " published in 1954. Post-independence Congo saw the emergence of a brand-new set of authors inspired by the older generation of Congolese authors. Guy Menga is one of the primary Congolese playwrights who set the tone for contemporary Congolese literature in the 1970s. Other creative and talented authors like Makouta-Mboukou, Henri Lopès , Emmanuelle Dongala , Tchichelle Tchivela or Sony Labou Tansi all achieved an international reputation. Henri Lopès is known for his erudite style, and activism on cultural diversity in literature. A number of his most acclaimed works include *Le Pleurer-rire* (The Laughing Cry, 1982), *Tribaliques* (Tribaliks , 1971), *Sans tam tam* (Revolutions without drums, 1977) and *Le Lys et le Flamboyant* (The Lys and therefore the *Caesalpinia pulcherrima*, 1997) and recently , *Un enfant de Poto-Poto* (A Child from Poto-Poto, 2011). The rise of female authors within the early 1970s unveils the range of Congolese literature. In 1971, Paule Etoumba published a group of poems referred to as, "Un mot fracasse un avenir " (a word shatters the future). The 1980s saw, Cecile-Ivelyse Diamoneka , Jeannette Balou-Tchichelle and Francine Laurans commence a romantic adventure genre. Adèle Caby-Livannah stands out as a fiction story writer through her books "Les contes de la pleine pluie , " (Tales of full rain) and "Contes et histoire du Congo," (Tales and History of Congo).

By Lilian Okumu



Musical street performance in Case De Gaulle, Brazzaville, Republic of the Congo



DRC's Application to join EAC and what this means to Kenya and EAC Region

With a population of almost 90 million people, the Democratic Republic of Congo has a very large market.

DRC's application to join the EAC is an indication to businesses in the region to strategically prepare to tap into the lucrative DRC market due to its current trade relations and because of its vast natural resources with great potential for regional market expansion.

With a population of almost 90 million people, the Democratic Republic of Congo has a very large market. The DRC will be the EAC's seventh member after Kenya, Uganda, Rwanda, Tanzania, South Sudan and Burundi making it the largest sub Saharan country in the bloc.

Most EAC countries have reported substantial positive balance of trade with the DRC in the past decade meaning it will be easy to expand and reinforce economic, political, social and cultural integration from the already existing bilateral relations.

Ahead of the decision to admit the DRC, EAC member states- Kenya, Uganda and Rwanda have been signing bilateral agreements aimed at boosting trade, business and improving security in the DRC. H.E President Tshisekedi has been a regular visitor to Kenya, Rwanda and Uganda which share borders with eastern DRC.

In April 2021, Kenya signed four cooperation agreements with the DRC to boost trade, security and maritime transport cementing bilateral ties between Kenya and the DRC through enhanced trade and people to people interactions. Uhuru Kenya also offered to open two diplomatic outposts in Lubumbashi and Goma.

In May 2021, Uganda's President H.E Yoweri Museveni and H.E President Tshisekedi signed inter-governmental and project development agreements to partner in cross-border infrastructure projects in three

90 POPULATION
MILLION

MAY 2021

H.E Yoweri Museveni and H.E President Tshisekedi signed inter-governmental and project development agreements

crucial sectors of roads, electricity and security.

In June 2021, Rwanda's President H.E Paul Kagame and H.E president Tshisekedi visited each other and signed a bilateral investment treaty, a double taxation elimination agreement and a MoU to promote mining.

Last year, Tanzania opened Kabwe port on Lake Tanganyika with a railway link to Lubumbashi, which it hopes will attract more of the eastern DRC sea route imports. The port also links the DRC to Burundi.

Regional blocs such as the EAC operate on the principle of liberalization of the market and removal of trade barriers.

Liberalization has the effect of opening up markets to fair competition. This in the long run is good for regional trade and market expansion.

Other than the general benefits of liberalization there are direct benefits due to the EAC Treaty where all partner states agreed to establish more cooperative economic and political relations.

Some of these benefits include - Increase in foreign direct investment, reducing the monopoly of public sector, increase in employment opportunities, economic development of the nation, reduction in rates of interest and tariffs and technological advancement.

The EAC protocol supports free movement of goods, capital and people within the region to the rest of the bloc. This means it will be easier to open new businesses in DRC and likewise from DRC without much restrictions. Movement of goods through the Dar es Salaam and Mombasa ports will be an added advantage.

Taxes are also harmonized making it easy to export goods to the DRC and import goods from the DRC. DRC has a lot of raw materials such as cocoa and minerals. For those in manufacturing industry Importing from DRC will be cheaper and exporting to the DRC will also be cheaper.

By Gertrude Mirobi



The Africa Continental Free Trade Area: What is it?

The African Continental Free Trade Area agreement (AfCFTA) is envisioned to be the world's biggest free trade area since the formation of the World Trade Organization(WTO). It will bring together all 55 member states of the African Union, countries with a combined Gross Domestic Product (GDP) of more than US\$3.4 trillion, and a market of more than 1.3 Billion people.

The Agreement came into force from January 2021.

African heads of states held a summit on the African Continental Free Trade Area on 17-21 March 2018

The 36 countries that have ratified the AfCFTA agreement among which are leading African economies Ghana, Kenya, Rwanda, Niger, Chad, Congo Republic, Djibouti, Guinea, eSwatini (former Swaziland), Mali, Mauritania, Namibia, South Africa, Uganda, Ivory Coast (Côte d'Ivoire), Senegal, Togo, Egypt, Ethiopia, The Gambia, Sierra Leone,

The AfCFTA agreement covers Trade in Goods and Services, Investment, Intellectual Property Rights and

Competition Policy. Phase 1 of the Agreement that has been concluded include the Protocol on Trade in Goods, Protocol on Trade in Services and Protocol on Rules and Procedures on the Settlement of Disputes. Meanwhile, Phase 2 of the Agreement is to include the Protocol on Competition Policy, Protocol on Investment and Protocol on Intellectual Property Rights.

Why does it exist?

The main objective of the Continental free trade area is to create a single continental market for good and services, with free movement of business persons and investments, thus paving the way for accelerating the establishment of the continental custom union and the African Customs Union. Likewise, it is also aimed at expanding Intra African Trade through better harmonization and coordination of trade liberalization and facilitation regimes and instruments across Regional economic communities (RECs)-suggested in Article 3 of the AfCFTA agreement- and across Africa in general.



GENERAL OBJECTIVES

1. Create a single market for goods, services, facilitated by movement of persons in order to deepen economic integration
2. Create a liberalized market for goods and services through successive rounds of negotiations
3. Contribute to the movement of capital and natural persons and facilitate investments building on the initiatives and developments in the State Parties and RECs
4. Lay the foundation for the establishment of a Continental Customs Union at a later stage
5. Promote and attain sustainable and inclusive socioeconomic development, gender equality and structural transformation of state parties
6. Enhance competitiveness of the economies of State Parties within the continent
7. Promote industrial development through diversification and regional value chain development, agricultural development and food security
8. Resolve the challenges of multiple and overlapping membership and expedite the regional and continental integration process

SPECIFIC OBJECTIVES

1. Progressively eliminate tariffs and non-tariff barriers to trade in goods
2. Progressively liberalize trade in services
3. Cooperate on investment, intellectual property rights and competition policy
4. Cooperate on all trade related policies
5. Cooperate on customs matters and the implementation of trade facilitation measures
6. Establish a mechanism for the settlement of disputes concerning their rights and obligations
7. Establish and maintain an institutional framework for the implementation and administration of the AfCFTA

1.3 Billion

— PEOPLE —

AFRICA GDP

US\$3.4 TRILLION**AfCFTA**

The Agreement came into force from January 2021.

Opportunities for Kenya

Kenya was amongst the first nations to approve the AfCFTA treaty for ratification. This new integration is projected to bring the country industrial development, regulation of value chain development, agricultural development, and food security.

The AfCFTA is expected to catalyse solid export growth and strong expansion in the region. The focus of H.E. President Kenyatta in his second and final term is the "Big Four Agenda". The four pillars are manufacturing, affordable housing, universal healthcare and food security. The AfCFTA has the potential to further positively influence this governmental agenda, trade with other member states which will bring much needed revenue to the country's budget.

In addition, Kenya has scrapped visa requirement for Africans in a bid to further promote integration, trade, security, and intercontinental travel. President Kenyatta announced this in his second term inauguration saying that free movement of people has always been a cornerstone of Pan-African brotherhood and fraternity. The expected expansion in intra-Africa trade in goods and services would be accompanied by people flow across Africa including entrepreneurs, services providers, economic migrants, government officials and tourists. Furthermore, Kenya's economy is growing, and is expected to accelerate even more in the coming years.

The Kenya Vision 2030 is a long-term development blueprint for Kenya, motivated by collective aspiration for a better society and country by the year 2030.

It aims to transform the country into "a newly-industrializing, middle income country providing a high quality of life to all its citizens in a clean secure environment."

The integration is set to bring together all regional economic blocs that Kenya is a part of, The Common Market for Eastern and Southern Africa (COMESA), the East African Community (EAC) and the Southern Africa Development Community (SADC). This will sufficiently harmonize trade and investment rules and regulations, and will be a great advantage for the private sector that will benefit from expanded markets. The CFTA is very strategic considering that from a demand perspective, the continent's market will grow to over 2 billion people by 2030. Meanwhile from a supply perspective, the agricultural and agribusiness sector is expected to grow to £0.86 trillion by the same period.

The pillars of the Country's vision 2030 are the Economic pillar, Social pillar, Political pillar and the Enablers of the macro. The economic pillar aims to achieve an overall economic growth rate of 10% and sustaining till 2030. With the AfCFTA, this economic growth is set to climb even higher than projected, with the expanded market, traders and exports are drawn to a larger market through the expanded intra-African trade. The continental free trade areas offer benefits for African countries as it serves a means of creating a better economic, social and political atmosphere, and this is in line with Kenya's Vision 2030.



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