

# Tradealert

A BI-MONTHLY EXPORT TRADE BULLETIN

A Publication by the Kenya Export Promotion and Branding Agency

ISSUE 1

14<sup>th</sup> APRIL,  
2023



## WHAT ARE TRADE AGREEMENTS ?

**T**rade Agreements are contractual arrangements between countries on their trading relationship. These trade agreements can be between two countries (bilateral) or among many countries (multilateral). Trade agreements are a tool used to reduce various unilateral barriers most countries use to regulate international trade. The barriers include tariff barriers, non-tariff barriers and outright prohibition.

As the world becomes a global village, there are numerous possible collisions of interest between nations and thus the possible unilateral trade barriers that can be imposed by nations are many. Moreover, some trade barriers are created for non-economic reasons such as desire to prevent foreign influence on a nation's culture and traditions and national security reasons.

One of the first tasks for the potential exporter is to determine what trade agreements will influence their export activities to a given market. Depending on the nature of the agreement, your products could be more or less competitive in the target market. One should also bear in mind that these agreements can change; for example, special preferences granted to a specific product or country may be eliminated in future agreements, reducing the competitive advantage.

### TYPES OF TRADE AGREEMENTS

There are many types of trade agreements that a country can be part of depending on the terms and concession agreed on by the participating bodies. Some of the types of trade agreements are:

#### Bilateral trade agreements

These are agreements strictly between two countries that aim at improving the trading status between the countries and gives them access to each other's market.

#### Regional trade agreements

The term regional trading agreement refers to a contract signed by two or more countries to promote free movement of goods and services between them. The regional trade agreement includes:

a) Free Trade Area - A free trade agreement eliminates all trade barriers between members, allowing them to freely exchange goods and services. The trade policies of each member still apply when it comes to dealing with non-members.

#### For more information read

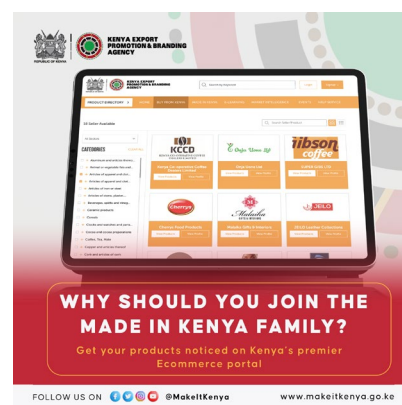
<https://www.makeitkenya.go.ke/about-keproba/news-room/latest-news/trade-agreements>

## UPCOMING EVENTS

[INTERNATIONAL TEA EXHIBITION IN RIYADH](#)

[THAIFEX ANUGA ASIA 2023 FOOD AND BEVERAGE EXPO](#)

## EMERGING TRENDS



FOLLOW US ON [Facebook](#) [Instagram](#) [Twitter](#) [LinkedIn](#) @MakeltKenya [www.makeitkenya.go.ke](https://www.makeitkenya.go.ke)