



REPUBLIC OF KENYA



**KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY**

# **KENYA-RWANDA TRADE BRIEF REPORT**

**Prepared**

**BY**

**Kenya Export Promotion and Branding  
Agency (KEPROBA)**

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## **Table of Contents**

1.0	RWANDA.....	3
1.1	Rwanda's Lead Import Source Market.....	6
1.2	Rwanda's Lead Import products from World .....	7
1.3	Rwanda's Lead Export Destination Markets .....	8
1.4	Rwanda's Lead export products to the World.....	9
2.0	BILATERAL TRADE BETWEEN KENYA AND RWANDA .....	10
2.1	Kenya- Rwanda Bilateral Trade Trends:.....	10
2.2	Kenya's Top Export Products to Rwanda in 2022.....	11
2.3	Share of Kenya's Top Export Products to Rwanda in 2022 .....	12
2.4	Kenya's Key Import products from Rwanda in 2022.....	13
2.5	Share of top Import products from Rwanda in 2022 .....	14
<b>2.6</b>	<b>Kenya Export Potential on Rwanda market.....</b>	<b>15</b>
3.0	ANNEX 1 .....	16
1	ANNEX 1 .....	17

## **List of tables**

Table 1: Trend on Rwanda's Lead Import Sources Market .....	6
Table 2: Trends in Rwanda's Lead Import products from World. ....	7
Table 3: Trends in Rwanda's Lead Export Markets .....	8
Table 4: Trends in Rwanda's Lead export products to world.....	9
Table 5: Kenya's Trend on Export Products to Rwanda in 2022.....	11
Table 6: Kenya's Trend on Import Products from Rwanda in 2022 .....	13

## **List of figures**

Figure 1: Kenya-Rwanda Balance of Trade Trends-Annual (2018-2022).....	10
Figure 2: Share of Kenya's Top Exports to Rwanda in 2022.....	12
Figure 3: Share of Kenya's Top Imports from Rwanda in 2022 .....	14
Figure 4: Kenya export potential .....	15



## **1.0 RWANDA**

Rwanda is a landlocked country in the Great Rift Valley of Central Africa, where the African Great Lakes region and Southeast Africa converge. Located a few degrees south of the Equator, Rwanda is bordered by Uganda, Tanzania, Burundi, and the Democratic Republic of the Congo. It is highly elevated, giving it the soubriquet "land of a thousand hills", with its geography dominated by mountains in the west and savanna to the southeast, with numerous lakes throughout the country. The climate is temperate to subtropical, with two rainy seasons and two dry seasons each year. It is the most densely populated mainland African country; among countries larger than 10,000 km<sup>2</sup>, it is the fifth most densely populated country in the world. Its capital and largest city is Kigali.

Rwanda registered a good economic performance over the last years, and thanks to investments in education and infrastructure, it reached the Millennium development goals. In 2022, the economy continued to show signs of recovery from the recession brought on by the COVID-19 pandemic, with GDP growing an estimated 6%, thanks to the service sector and the measures taken to fight back the coronavirus. Growth is expected to continue in 2023 and 2024, when GDP should grow by 6.7% and 7%, respectively.

In 2022, inflation significantly increased to 9.5%, but it is expected to decrease to 8% in 2023 and 5% in 2024. The debt-to-GDP ratio increased to 68.1% in 2022, and it is expected to continue to rise in the coming years, reaching 68.6% in 2023 and 69.4% in 2024. The country's current account deficit also increased in 2022, reaching 12.6%, but it should decrease to 11.7% in 2023 and 10.3% in 2024. With over 70% of the population employed in agriculture, household incomes benefited from the favourable prices of export crops in 2022, which resulted in higher household expenditure. Public investment, through the national



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strategic transformation plan (NST), targeted infrastructures related to trade such as the construction of the airport of Bugesera, to help the restart of the economy. The NST focuses on economic, social and governance transformation, according to the aspirations of the plan Vision 2050. As part of the latter, the government is developing new medium-term development strategies aimed at turning the country in a country with intermediate high-income status before 2035, while the “Made in Rwanda” program aims to promote local production in order to reduce imports.

Despite the progress made, Rwanda remains an extremely poor country, where around 40% of the population lives below the national poverty line. In 2022, the unemployment rate in the country was at 24.3%, according to the government's Labour Force Survey, and increase from the previous year, when that rate stood at 23.5%

The Rwandan economy depends on subsistence economy, tea and coffee exports, and tourism. The mining sector is also a pillar of the economy: the country is one of the largest producers of tantalum, used, among other things, in the construction of mobile phones. Agriculture is the main economic activity of the Rwandan people, directly providing employment for 62.3% of the total population (World Bank). The sector accounts for 24.1% of GDP and accounts for around 80% of foreign income from exports of coffee, tea, hides and skins, horticulture and pyrethrum (chrysanthemum-based insecticide). About 61% of the Rwandan soil is suitable for agriculture because the soils are fertile, but food production often does not meet demand, requiring imports. In 2022, Rwanda's agricultural sector greatly benefited from an expansion in the country's planted area and favourable weather, which lead to above-average yields and an increase in agricultural export sales.



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## Situational Analysis

### **Rwanda's Trade Flows and Position in the Global Trade**

- Rwanda exports in 2022 were valued at **USD 1.4billion** and represented **0.01%** of world exports.
- In 2022, Rwanda imports valued at **USD 3.4 billion**, which represented **0.01%** of world imports.
- The lead export destination market in 2022 was United Arab Emirates with exports valued at **USD 4.6 million**, accounting for **31.8%** of Rwanda's total exports.
- The main export product was gold valued at **USD 454million** and was ranked as the **54<sup>th</sup>** world export product for Rwanda.
- The main import product was Petroleum oils and oils obtained from bituminous minerals, crude valued at **USD 525 million** accounting for **15.6%** of the country's share and was ranked as the **132<sup>nd</sup>** world import product for Rwanda.
- The leading import source market for Rwanda was China exporting worth **USD 720million** with **21.4%** share of Rwanda imports.

## 1.1 Rwanda's Lead Import Source Market

Table 1: Trend on Rwanda's Lead Import Sources Market

Rank in 2022	Exporters	Rwanda's importing markets					Share in 2022
		2018	2019	2020	2021	2022	
		Value in USD million					
1	China	551.9	626.1	701.5	715.8	720.3	21.4%
2	United Arab Emirates	305.0	242.3	257.4	305.8	336.9	10.0%
3	India	280.5	279.9	306.4	296.0	289.2	8.6%
4	Tanzania, United Republic of	134.5	265.8	487.4	496.1	280.4	8.3%
5	Kenya	164.2	276.8	397.6	281.1	271.7	8.1%
6	Belgium	67.6	43.9	78.7	68.5	111.6	3.3%
7	Saudi Arabia	103.8	152.2	51.9	88.7	89.0	2.6%
8	United States of America	49.7	52.7	80.5	79.5	84.3	2.5%
9	Türkiye	38.2	102.0	56.6	91.4	62.1	1.8%
10	Germany	69.4	92.9	80.5	140.7	61.6	1.8%
11	Japan	65.4	29.8	30.2	58.5	59.6	1.8%
12	Egypt	28.5	37.6	60.8	56.9	57.9	1.7%
13	Uganda	243.4	41.4	0.7	0.2	53.7	1.6%
14	Korea, Republic of	21.4	13.5	36.4	27.5	50.8	1.5%
15	Indonesia	44.4	57.9	76.0	88.2	49.9	1.5%
16	Malaysia	33.7	29.0	28.6	56.6	47.1	1.4%
17	Switzerland	78.9	114.1	88.4	77.8	46.9	1.4%
18	South Africa	71.5	117.3	145.8	129.6	45.1	1.3%
19	France	31.3	29.3	33.7	32.1	36.8	1.1%
20	Oman	22.8	24.5	10.0	21.9	34.6	1.0%
21	Zambia	33.3	20.7	17.5	13.5	31.8	0.9%
22	Russian Federation	62.3	36.8	51.3	49.1	30.1	0.9%
23	Congo, Democratic Republic of the	14.3	16.8	10.6	18.2	26.7	0.8%
24	Finland	16.4	16.1	14.4	13.8	26.4	0.8%
25	Netherlands	25.8	18.7	24.0	25.8	26.2	0.8%
	All other countries	413.5	451.5	579.7	503.6	437.0	13.0%
	World	2,971.5	3,189.4	3,706.6	3,736.7	3,367.6	100.0%

Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

- In 2022, the leading world exporters to Rwanda were China (21.4%), United Arab Emirates (10.0%), India (8.6%), Tanzania (8.3%), and Kenya (8.1%)
- On average, the growth of imports to Rwanda have been increasing annually by 3.6% between 2018 and 2022; and decreased by 9.9% between 2021 and 2022.

## 1.2 Rwanda's Lead Import products from World

Table 2: Trends in Rwanda's Lead Import products from World.

Rank in 2022	Code	
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Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

- In 2022, the leading exports to Rwanda from the world included petroleum oils and oils obtained from bituminous minerals excluding crude (15.6%), telephone sets including smartphones(2.9%), palm oil and its fractions(2.7%), mineral and chemical fertilizers(2.6 %), and medicaments(2.4%).

### 1.3 Rwanda's Lead Export Destination Markets

Table 3: Trends in Rwanda's Lead Export Markets

Rank in 2022	Importers	Rwanda's lead export destination markets					Share in 2022
		2018	2019	2020	2021	2022	
		Value in USD million					
1	United Arab Emirates	154.9	342.2	649.2	437.0	456.7	31.8%
2	Greece	0.0	0.0	0.1	-	275.8	19.2%
3	Congo, Democratic Republic of the	337.4	372.8	392.3	587.4	154.0	10.7%
4	Kenya	12.0	12.3	27.6	24.1	115.8	8.1%
5	Zambia	0.5	0.7	0.4	1.6	99.3	6.9%
6	Australia	0.3	0.5	0.5	0.9	59.6	4.1%
7	Switzerland	66.2	54.2	15.5	26.0	41.0	2.9%
8	Ethiopia	2.9	9.8	2.8	23.5	26.1	1.8%
9	United States of America	26.6	12.7	22.8	28.9	24.3	1.7%
10	Central African Republic	4.8	0.0	0.0	0.3	23.8	1.7%
11	South Sudan	2.9	20.2	12.8	7.9	19.9	1.4%
12	Congo	0.2	2.8	0.3	7.1	19.7	1.4%
13	United Kingdom	40.4	38.6	29.5	44.7	17.8	1.2%
14	India	4.3	6.8	15.7	11.6	16.4	1.1%
15	Belgium	18.7	16.6	15.6	18.6	14.6	1.0%
16	Germany	10.5	4.0	3.9	11.6	9.8	0.7%
17	China	9.5	6.7	8.4	16.5	8.4	0.6%
18	Netherlands	4.9	5.4	10.1	12.9	7.4	0.5%
19	Türkiye	1.8	1.7	55.2	1.7	4.8	0.3%
20	Viet Nam	3.9	3.6	4.7	4.6	4.3	0.3%
21	France	1.7	3.4	1.7	3.7	4.1	0.3%
22	Japan	1.9	2.2	1.5	2.2	3.1	0.2%
23	Italy	2.5	3.0	3.4	2.8	3.0	0.2%
24	South Africa	0.7	1.2	1.1	0.9	2.4	0.2%
25	Qatar	7.7	1.7	2.4	0.2	2.3	0.2%
	All other countries	300.5	209.1	153.8	285.8	21.6	1.5%
	World	1,017.9	1,132.0	1,431.2	1,562.5	1,435.9	100.0%

Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

- In 2022, the leading world importers from Rwanda were United Arab Emirates(31.8%), Greece(19.2%),DRC (10.7%), Kenya(8.1%) and Zambia(6.9%)
- On average, the growth of exports in Rwanda have been increasing annually by 9.7% between 2018 and 2022; and decreased by 8.1% between 2021 and 2022.



## 1.4 Rwanda's Lead export products to the World

Table 4: Trends in Rwanda's Lead export products to world

Rank in 2022	Code	Product label	Rwanda's lead exports to the world					Share in 2022
			2018	2019	2020	2021	2022	
			Value in USD million					
1	'7108	Gold, incl. gold plated with platinum,	195.3	301.5	665.5	363.1	454.5	31.7%
2	'0901	Coffee	81.8	74.4	70.5	84.8	441.5	30.7%
3	'0902	Tea, whether or not flavoured	92.6	86.7	104.6	104.2	109.4	7.6%
4	'9619	Sanitary towels (pads) and tampons, napkins	0.3	0.6	2.2	4.6	57.7	4.0%
5	'7210	Flat-rolled products of iron or non-alloy steel	0.6	0.5	0.6	2.4	47.2	3.3%
6	'1901	Malt extract	1.6	1.9	7.8	48.9	42.9	3.0%
7	'2523	Cement, incl. cement clinkers, whether or not coloured	7.7	8.2	11.3	21.8	41.1	2.9%
8	'1101	Wheat or meslin flour	28.7	28.1	31.7	39.1	39.3	2.7%
9	'7214	Bars and rods, of iron or non-alloy steel	6.8	8.0	17.4	18.3	23.2	1.6%
10	'8710	Tanks and other armoured fighting vehicles	-	-	-	-	13.2	0.9%
11	'1102	Cereal flours (excl. wheat or meslin)	9.7	3.5	3.9	10.2	10.4	0.7%
12	'1106	Flour, meal and powder of peas, beans, lentils and other dried leguminous vegetables	2.0	3.5	8.4	35.4	8.6	0.6%
13	'0102	Live bovine animals	7.0	6.0	5.8	8.0	7.1	0.5%
14	'6204	Women's or girls' suits,	0.2	0.6	0.8	1.1	6.3	0.4%
15	'1207	Other oil seeds and oleaginous fruits	-	-	-	-	5.8	0.4%
16	'2302	Bran, sharps and other residues,	18.0	26.0	8.1	5.0	5.5	0.4%
17	'3301	Essential oils	0.0	0.1	0.8	3.3	5.1	0.4%
18	'0904	Pepper of the genus Piper	0.4	1.3	3.2	3.9	5.0	0.4%
19	'1511	Palm oil and its fractions	17.6	24.8	25.7	49.0	4.9	0.3%
20	'0804	Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens,	0.5	0.8	1.4	2.9	4.8	0.3%
		All other products	0.5	0.6	0.5	0.8	0.1	0.0%
	'TOTAL	All products	1.017.9	1.132.0	1.431.2	1.562.5	1.435.9	100.0%

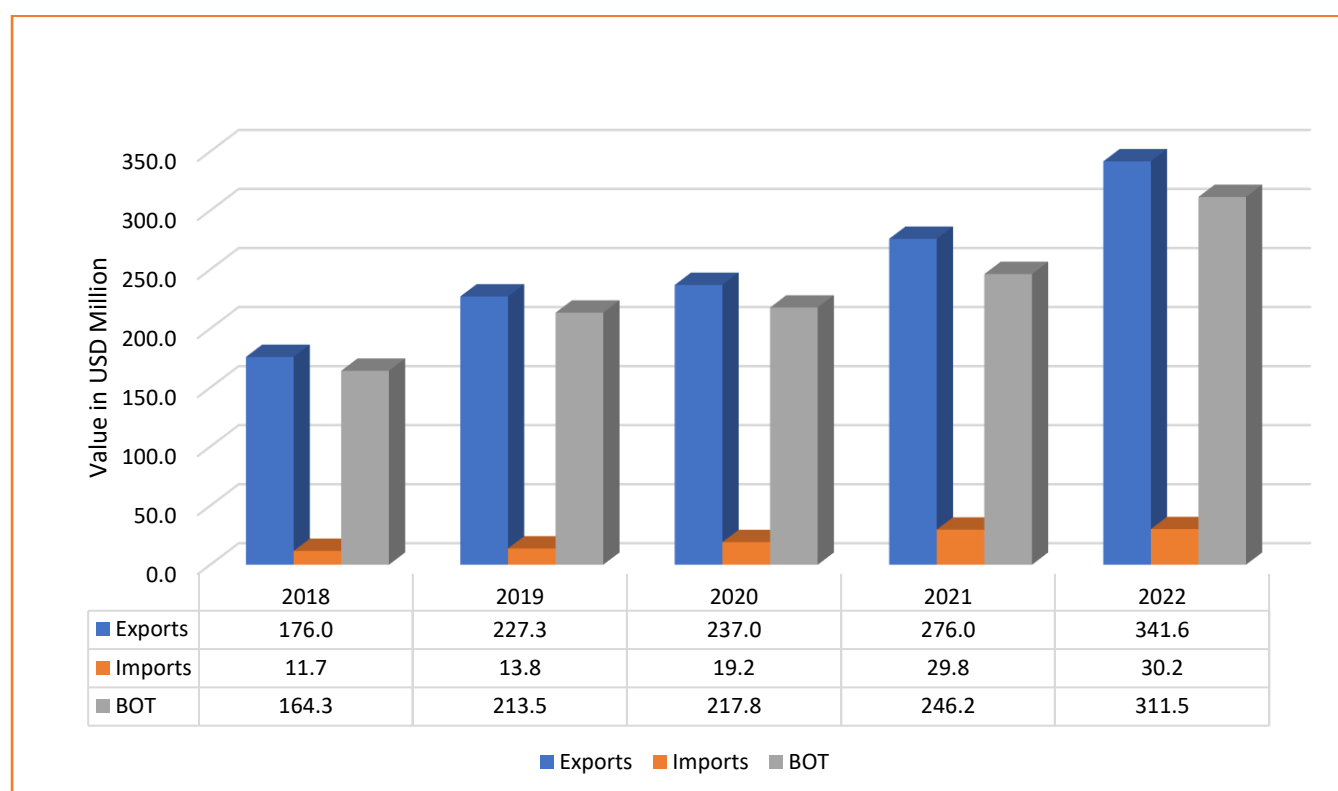
Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

In 2022, Rwanda's leading export products to the World included gold(31.7%), coffee(30.7%), tea(7.6%), sanitary towels and tampons(4.0%), and flat rolled products of iron (3.3%)

## 2.0 BILATERAL TRADE BETWEEN KENYA AND RWANDA

### 2.1 Kenya- Rwanda Bilateral Trade Trends:

Figure 1: Kenya-Rwanda Balance of Trade Trends-Annual (2018-2022)



Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

- The bilateral trade between the two countries has been in **favour of Kenya since 2018 to 2022.**
- Kenya's export to Rwanda has been below **USD 500 million** since 2018 to 2022 with **2022** recording the highest number of exports valued at **USD342 million**
- Also, her imports from Rwanda have been below **USD50million** between the year 2018 and 2022.**2022** recorded the highest number of imports valued at **USD 30million.**

## 2.2 Kenya's Top Export Products to Rwanda in 2022

Table 5: Kenya's Trend on Export Products to Rwanda in 2022

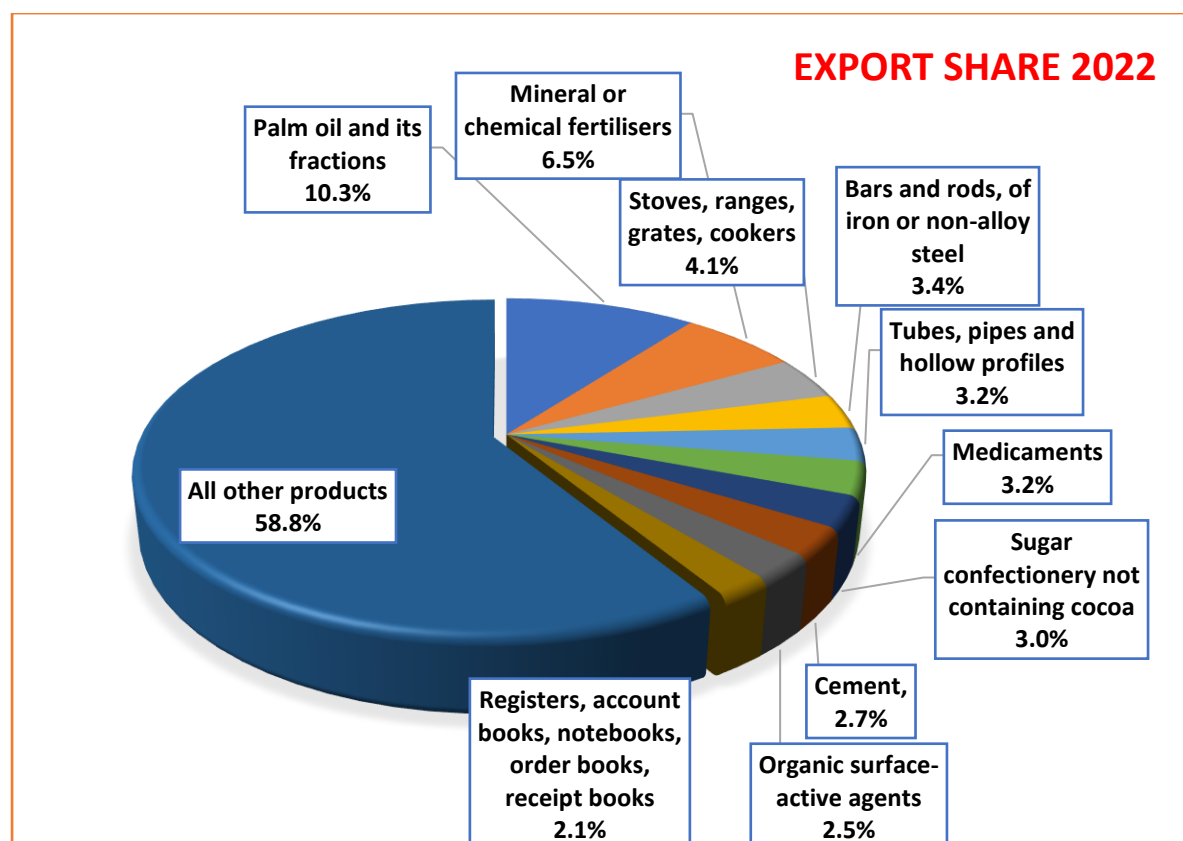
Rank in 2022	Product code	Product label	Kenya's exports to Rwanda					Share in 2022
			2018	2019	2020	2021	2022	
			Value in USD'000					
1	'1511	Palm oil and its fractions	2.7	8.7	7.8	17.1	35.3	10.3%
2	'3105	Mineral or chemical fertilisers	7.7	4.8	7.0	4.6	22.1	6.5%
3	'7321	Stoves, ranges, grates, cookers	0.1	0.1	0.1	0.1	14.1	4.1%
4	'7214	Bars and rods, of iron or non-alloy steel	4.4	6.8	11.6	6.1	11.5	3.4%
5	'7306	Tubes, pipes and hollow profiles	1.5	7.2	5.3	8.6	11.1	3.2%
6	'3004	Medicaments	7.1	8.4	7.3	8.3	11.1	3.2%
7	'1704	Sugar confectionery not containing cocoa	7.8	7.7	6.6	9.4	10.3	3.0%
8	'2523	Cement,	1.1	1.4	6.7	7.2	9.3	2.7%
9	'3402	Organic surface-active agents	4.4	6.3	7.0	8.1	8.6	2.5%
10	'4820	Registers, account books, notebooks, order books, receipt books	5.4	5.3	2.7	3.7	7.2	2.1%
11	'6402	Footwear with outer soles and uppers of rubber or plastics	6.6	8.1	5.4	7.3	6.9	2.0%
12	'1516	Animal, vegetable or microbial fats	2.1	3.4	7.6	9.8	6.6	1.9%
13	'3923	Articles for the conveyance or packaging of goods	2.8	4.8	5.6	7.1	6.3	1.8%
14	'2501	Salts	6.8	6.0	5.2	4.1	6.0	1.8%
15	'7210	Flat-rolled products of iron	2.7	6.2	5.0	6.1	4.9	1.4%
16	'2710	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	10.8	5.2	6.7	3.9	4.9	1.4%
17	'4821	Paper or paperboard labels of all kinds	0.3	0.5	1.0	3.1	4.3	1.3%
18	'3401	Soap	3.6	12.0	16.1	12.9	4.1	1.2%
19	'4802	Uncoated paper and paperboard	0.2	2.5	0.7	1.5	4.0	1.2%
20	'7317	Nails, tacks, drawing pins	0.2	0.7	1.2	3.3	3.8	1.1%
		All other products	0.1	0.1	0.1	0.1	0.1	0.0%
	'TOTAL	All products	176.0	227.3	237.0	276.0	341.6	100.0%

Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

- Key products to Rwanda in 2022 were palm oil(10.3%), and mineral or chemical fertilisers(6.5%).

## 2.3 Share of Kenya's Top Export Products to Rwanda in 2022

Figure 2: Share of Kenya's Top Exports to Rwanda in 2022



Source: Compiled by KEPROBA from ITC Database, 2022

- Top 5 products accounted for **27.5%** of total exports to the market in 2022.

## 2.4 Kenya's Key Import products from Rwanda in 2022

Table 6: Kenya's Trend on Import Products from Rwanda in 2022

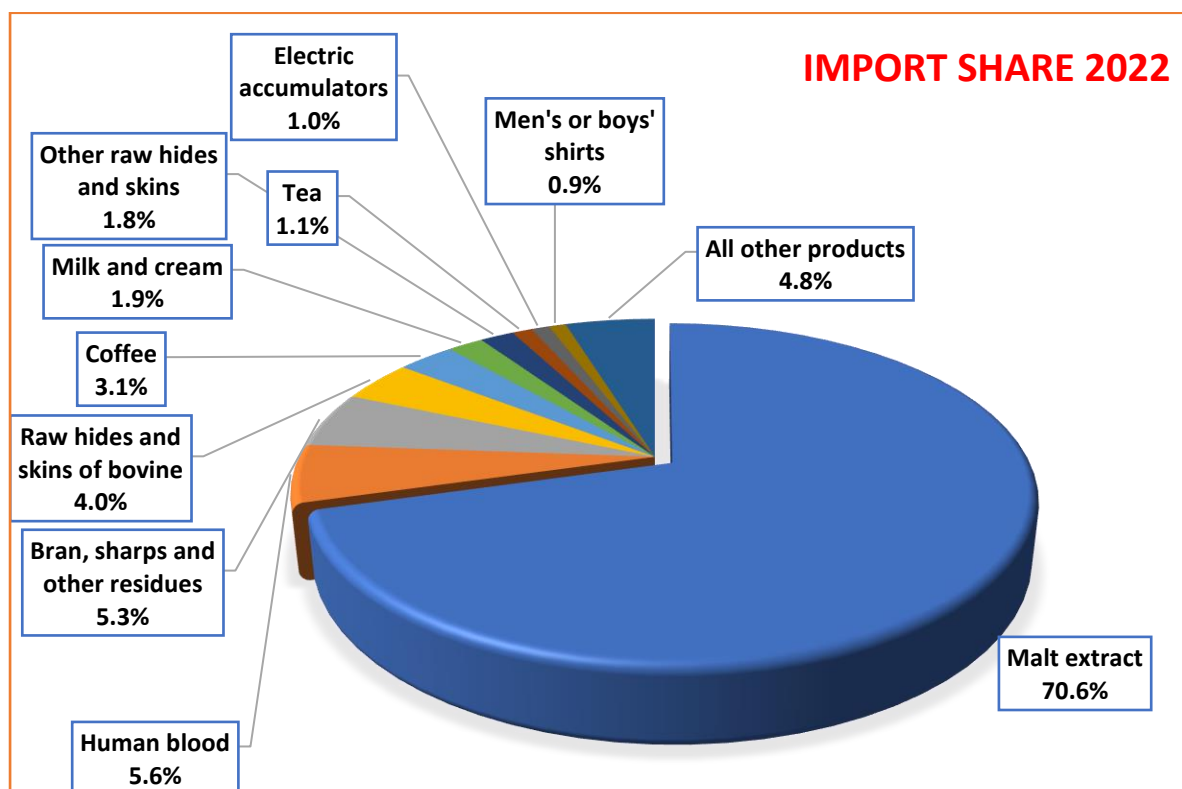
Rank in 2022	Product code	Product label	Kenya's imports from Rwanda					Share in 2022
			2018	2019	2020	2021	2022	
			Value in USD'000					
1	'1901	Malt extract	293	2,848	6,845	10,545	21,311	70.6%
2	'3002	Human blood	-	-	-	1	1,687	5.6%
3	'2302	Bran, sharps and other residues	-	2,734	1,098	802	1,612	5.3%
4	'4101	Raw hides and skins of bovine	1,031	673	775	974	1,196	4.0%
5	'0901	Coffee	2,513	934	2,922	9,750	926	3.1%
6	'0401	Milk and cream	317	15	320	333	579	1.9%
7	'4103	Other raw hides and skins	2,500	1,222	659	585	546	1.8%
8	'0902	Tea	3,165	3,453	5,128	4,657	322	1.1%
9	'8507	Electric accumulators	14	-	-	-	292	1.0%
10	'6105	Men's or boys' shirts	-	-	-	151	273	0.9%
11	'0709	Other vegetables	615	1,045	590	497	247	0.8%
12	'8711	Motorcycles	-	-	-	-	222	0.7%
13	'1512	Sunflower-seed, safflower or cotton-seed oil	-	-	-	-	105	0.3%
14	'4102	Raw skins of sheep or lambs	549	257	185	177	104	0.3%
15	'8426	Ships' derricks	-	-	-	-	83	0.3%
16	'8454	Converters, ladles, ingot moulds	-	-	-	27	79	0.3%
17	'1507	Soya-bean oil and its fractions	-	-	-	-	61	0.2%
18	'1905	Bread, pastry, cakes, biscuits	113	-	-	-	55	0.2%
19	'4401	Fuel wood, in logs, billets, twigs, faggots or similar forms	-	-	-	-	48	0.2%
20	'0405	Butter	-	-	-	22	43	0.1%
		All other products	599	573	658	1,249	394	1.3%
	'TOTAL	All products	11709	13754	19180	29770	30185	100.0%

Source: ITC Database, 2022; Compiled by KEPROBA

- The top import products in 2022 included malt extract(70.6%),human blood (5.6%) and bran, sharps and other residues(5.3%).

## 2.5 Share of top Import products from Rwanda in 2022

Figure 3: Share of Kenya's Top Imports from Rwanda in 2022

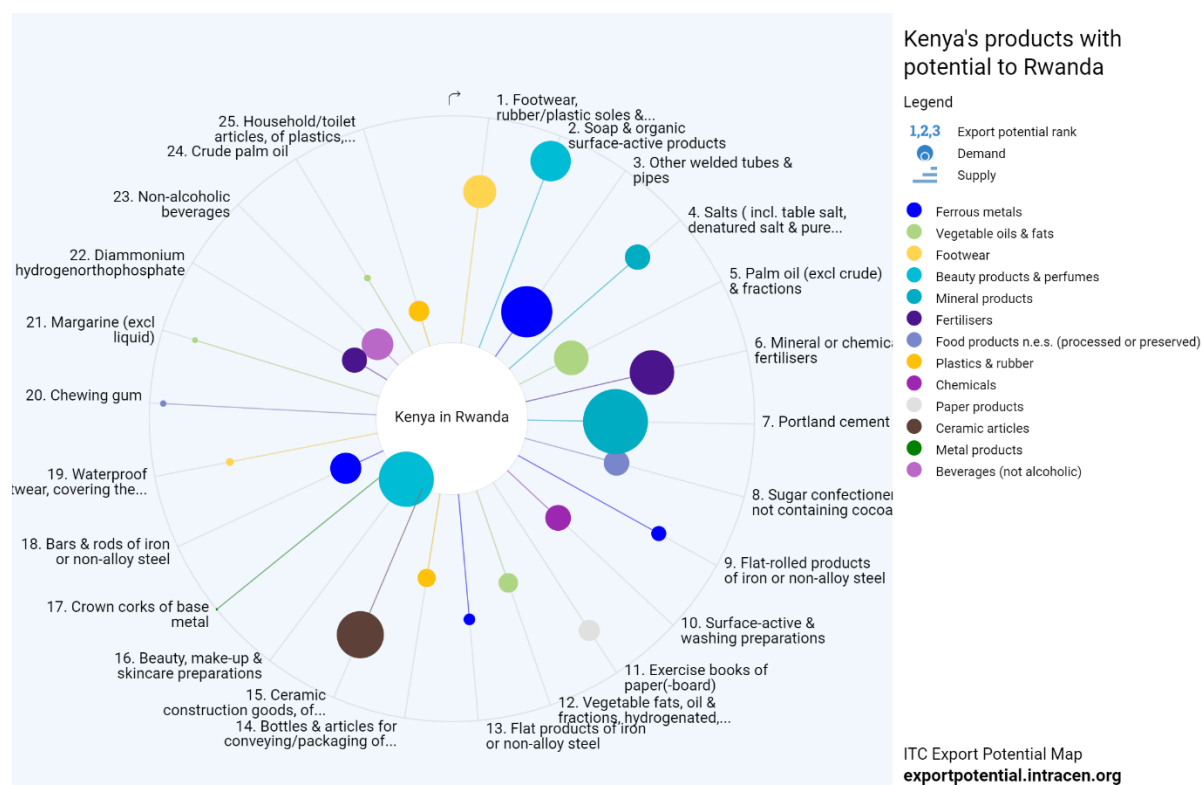


Source: International Trade Centre (ITC) Database, 2022; Compiled by KEPROBA

Top five import products accounted for **88.6%** of total imports to Kenya 2022.

## 2.6 Kenya Export Potential on Rwanda market

Figure 4: Kenya export potential



- The products with greatest export potential from Kenya to Rwanda are Footwear, rubber/plastic soles & uppers, Soap & organic surface-active products and Other welded tubes & pipes.
- Kenya has the highest supply capacity in Crown corks of base metal.
- Portland cement is the product that faces the strongest demand potential in Rwanda.



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### 3.0 ANNEX 1







# **KENYA EXPORT PROMOTION & BRANDING AGENCY**

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## **1 ANNEX 1**

<b>Also Known As</b>	Ruanda • Republic of Rwanda • Republika y'u Rwanda
<b>Head Of State and Government</b>	President: <a href="#">Paul Kagame</a> , assisted by Prime Minister: Edouard Ngirente
<b>Capital</b>	<a href="#">Kigali</a>
<b>Population</b>	(2023 est.) 14,482,000
<b>Form Of Government</b>	multiparty republic with two legislative houses (Senate [26]; Chamber of Deputies [80])
<b>Official Languages</b>	Rwanda <sup>1</sup> ; French; English; Swahili
<b>Official Religion</b>	none
<b>Official Name</b>	Repubulika y'u Rwanda (Rwanda); République Rwandaise (French); Republic of Rwanda (English)
<b>Total Area (Sq Km)</b>	26,338
<b>Total Area (Sq Mi)</b>	10,169
<b>Monetary Unit</b>	Rwandan franc (RF)
<b>Population Rank</b>	(2023) 76
<b>Population Projection 2030</b>	15,476,000
<b>Density: Persons Per Sq Mi</b>	(2023) 1,424.1
<b>Density: Persons Per Sq Km</b>	(2023) 549.9
<b>Urban-Rural Population</b>	Urban: (2020) 35% • Rural: (2020) 65%
<b>Life Expectancy at Birth</b>	Male: (2022) 66.5 years • Female: (2022) 70.5 years
<b>Literacy: Percentage of Population Age 15 And Over Literate</b>	Male: (2021) 79% • Female: (2021) 73%
<b>Gni (U.S.\$ '000,000)</b>	(2020) 10,072
<b>Gni Per Capita (U.S.\$)</b>	(2020) 780