

KENYA

SIMPLIFICATION EXPORT PROCESSES FOR AVOCADO AND PROCESSED FISH IN KENYA



Kenya Trade Network Agency (**KenTrade**) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (**GIZ**) GmbH jointly implemented a project to **simplify export procedures** for processed fish and avocado, two commodities prioritised in **Kenya's export strategy in 2021**. The partnership through the German Alliance for Trade Facilitation was aimed at unlocking **further trade potentials** in Kenya by **reducing the time and costs** involved in the cross-border trade for the two commodities.

WHAT WE DID:

The project endeavored to **map, simplify,** and **digitize** export procedures for avocado and fish.

Project activities included:

- Validation and **review** of the **business process** for the export of avocado and fish.
- **Simplification** and **digitization** of export procedures and documentation.
- **Capacity building** on the use of **KenTrade's Information for Trade Portal** for export of avocados and fish.
- Facilitation of the **exchange of best practices** among exporters in the industry.
- Conduct on-the-ground **evaluation/assessment** of **post-simplification** processes of selected commodities.



THE PROJECT AT A GLANCE

Title	Alliance for Trade Facilitation (A4TF)	 German Alliance for Trade Facilitation
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)	
Implemented by	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	
Implementing Partners	Kenya Trade Network Agency (KenTrade), State Department of Trade and Ministry of EAC Affairs	
Duration	June 2021-December 2023	

RESULTS



- 8 targeted **sensitization stake-holders rounds** covering **400 SMEs** of fish and avocado on the Info-Trade Portal and the Trade Facilitation Platform.



- Promotion of **gender equality** through the inclusion of women in the project activities.



- **Reduction** in the number of **export process steps** for **avocado by 10% for air cargo** (from 39 to 35) and by **11% for sea cargo** (from 52 to 46).

- **Reduction** in the number of export **process steps for fish** by **9% for sea cargo** (from 66 to 60).



- Kenya Fisheries Services has simplified fish export by replacing the letter of intent with a form and **introducing a standardized format**.



FEEDBACK FROM PARTICIPANTS:



Gideon Kamau Gichimu (Avocado Farmer):

“I ventured into the avocado business because of the lucrative market. I mostly sell products through the association, they look for markets internationally and locally. The biggest challenge is the access to information.

Through this training, I see that it is possible to export even without the ‘godfather’ and export globally. GIZ and KenTrade’s presentation has shown me the different stages required as a farmer and an aspiring exporter; the qualities I must meet, the different agencies I need to approach. In the next 3 years, I hope to consign to different countries and to be a global brand with avocado plants.”

Musonik Kipkirui (Fish Inspector, Kenya Fisheries Services, attached to Kisumu Regional Office):

“After incorporation of our services into the KenTrade system, there is no need for physical meetings. The consignments will be booked by the client at the comfort of their processing establishments, and we will approve that from the comfort of where we are. But with the KenTrade systems we can approve these any day, any time if it is convenient. We can facilitate these consignments to catch flights and shipments bookings for those consignments to reach the markets promptly and on time”.



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