TRADEMARK AFRICA

Strategy 3

Building Sustainable and Resilient Trade for Africa

2023 - 2030



OUR VISION

Africa pioneering in sustainable and resilient growth as a pathway to prosperity for all Africans.

OUR MISSION

To increase sustainable and resilient intra-African trade and exports to the rest of the world.

CORE VALUES

- Innovation
- Professionalism
- Collaboration
- Integrity
- Fairness
- Results Driven

Copyright
TradeMark Africa



TABLE OF CONTENTS

TMA Growth Journey 01

Results Offer 03

Portfolio Areas 04

- Trade and Investment Environment 06
- Quality and Value of Traded Goods 08
- Digital Systems 10
- Physical Connectivity 12
- Sustainable Trade 14
- Resilient Trade 16

TMA Headline Results Offer and Metrics of Success by 2030 17

TMA Achievements 2010 to 2023 18



TMA Growth Journey

This is TradeMark Africa's strategic plan for building sustainable and resilient trade in Africa over the period 2023 to 2030.

It is the third such plan since 2010 and draws on lessons learned in the last 13 years, as well as insights gained into the challenges and opportunities shaping the future economic development of the African continent.

TradeMark East Africa rebranded in 2023 to become TradeMark Africa (TMA), reflecting the continent-wide scope of its work. It will retain a corridor focus, and include a continued priority on East Africa, as well as enhancing existing support in the Horn of Africa, establishing interconnected interventions in Southern Africa, and expanding operations in West Africa, with an emphasis on the Abidjan to Lagos corridor and interlocking routes.

Support for the African Continental Free Trade Area (AfCFTA) Secretariat will be central to this, as it is a strategic imperative to use TMA's capabilities to ensure that the African single market becomes a reality; in conjunction with enhancing the essential building blocks of free trade in Africa that are constituted by the Regional Economic Communities (RECs), with a particular focus on the

- Common Market for Eastern and Southern Africa (COMESA)
- East African Community (EAC)
- Economic Community for West African States (ECOWAS)
- Intergovernmental Authority on Development (IGAD)
- Southern Africa Development Community (SADC).

TradeMark Africa Trade and Transport Corridors



TMA is Supported by **12 Funding Partners**

France
AFD Agence Française de Développement
Gates Foundation
In partnership with Canada
Ministry of Foreign Affairs of Denmark
Danida
European Union
mastercard foundation
Ministry for Foreign Affairs of Finland
Norway
Government of Ireland International Development Programme
Ministry of Foreign Affairs of the Netherlands
Sweden
Sverige
UK International Development
Partnership | Progress | Prosperity

RESULTS OFFER

TMA's objective is to contribute to prosperity in Africa through increased sustainable trade flows.





Over this strategic plan, TMA will build on effective approaches that have been proven to deliver more inclusive and sustainable trade in Africa, and deploy new technologies and innovations, in responding to the shifts in the major development challenges ahead.

It will take a systemic approach in order to achieve sustainable results across trade corridors, while focusing on core value chains that are best able to drive up export values and create jobs and incomes for poor people.

Portfolio areas 2023 to 2030





1

TRADE AND INVESTMENT ENVIRONMENT

Africa rising

The creation of the AfCFTA and revitalisation of RECs provide a major opportunity to boost intra-African trade and drive the structural transformation of trade in the continent, through enhanced integration of trade policy, and the reduction of Non-Tariff Barriers (NTBs) to trade.

A MULTI-LEVEL APPROACH

TMA will take a multi-level approach, addressing the three key levels of coordination necessary: continental, regional, and national. Successful implementation of regional and continental agreements will require improving the trade and investment environment, through enhancing the connectivity and coordination of trade corridors, diversifying exports, enhancing digital connectivity, and driving up institutional capacity.

HOW TMA WILL ACHIEVE THIS

» **AfCFTA SUPPORT**

Support the AfCFTA Secretariat to develop continental trade instruments and policies that will contribute to the reduction of barriers to trade across the continent, increase economic integration and improve the trading environment for African business.

» **REGIONAL ECONOMIC COMMUNITIES**

Support RECs to facilitate intra-regional trade, as well as working along with AfCFTA to domesticate continental trade instruments and enhance inter-regional cooperation.

» **GOVERNMENT AND TRADE INSTITUTIONS**

Work with port and transport corridor authorities, national Governments, and their trade facilitation institutions to domesticate continental and regional policies, implement digital solutions, harmonise standards, and resolve Non-Tariff Barriers.

» **SIMPLIFICATION, STANDARDISATION AND HARMONISATION**

Support simplification, standardisation and harmonisation of cross-border regulations, processes and procedures that guide the clearance and movement of goods across regional and continental borders and to the rest of the world.

» **PRIVATE SECTOR CAPACITY BUILDING**

Enable the private sector to shape and respond effectively to trade policy, by building the capacity of private sector bodies.

» **BIG DATA INITIATIVE**

Generate data on trade flows and barriers on trade corridors, using trade and transport observatories. On the continental level, this means support to the development of a continental trade big data initiative and trade reporting.



2

QUALITY AND VALUE OF TRADED GOODS

Raising the standard

Standards have become the lingua franca of world trade, as they convey consistent and understandable information to the buyer – a common technical language for trading partners.

Increasing harmonisation between countries' frameworks significantly enhances the efficient flow of trade. At the same time, global off-takers, particularly in the agricultural sector, are applying increasing environmental, social and governance standards to production and trading, and access to destination markets depends on firms' ability to raise their compliance levels.



Supporting African businesses to consistently adhere to global standards, and increasing the voice will be the gateway to increasing exports.

HOW TMA WILL ACHIEVE THIS

» **STANDARDS BUREAUX**
Improve national implementation of international standards, in particular through National Standards Bureaux.

» **STANDARDS HARMONISATION**
Support Governments to implement standards and technical regulations consistent with world trade rules.

» **HARMONISATION OF TECHNICAL REGULATIONS**
Facilitate harmonisation of technical regulations at continental, regional and national levels.

» **CONFORMITY**
Help develop standards and conformity assessment services at national and regional level – including laboratory capacity, inspection and certification services; and product certification services in both the public and private sectors.

» **MUTUAL RECOGNITION AGREEMENTS**
Establish Mutual Recognition Agreements to build mutual confidence between countries on conformity of assessment procedures and facilitate the acceptance of goods and services everywhere on the basis of one assessment.

» **METROLOGY**
Support countries with metrology in order to develop accurate measurements and enable firms to satisfactorily implement their own process controls.



3

DIGITAL SYSTEMS

Harnessing technology - the roadmap to efficiency

Border and documentary compliance play a critical role in the efficiency of trade-related supply chains.

Perhaps the greatest success of the last strategic period has been the application of technological advancements in the digital sector. By investing in digital trade infrastructure and processes, countries can reduce the inconveniences of manual interactions and ensure continuity of trade flows.

PROVEN SUCCESSES

TMA will apply proven successes to new geographies to continue driving efficiency gains; as well as harnessing innovations in Artificial Intelligence and open ledger technology, in order to provide a secure and transparent platform for recording and tracking trade-related transactions.



HOW TMA WILL ACHIEVE THIS

» **DIGITISE TRADE PROCESSES**
Work with Governments and agencies to digitise trade processes including through single windows, customs management systems, and trade portals.

» **INFORMATION & COMMUNICATIONS TECHNOLOGY**
Deploy ICT solutions for enhancing market information access and improving financial inclusion.

» **ACCESSIBILITY**
Increase the ability of women and youth to access digital trade processes and systems.

» **eCOMMERCE**
Develop and enhance eCommerce platforms to link buyers with sellers; and digital payment systems to enable small businesses to trade across borders.

» **SYSTEMS INTERGRATION**
Enhance the interoperability of customs and other systems between countries, to enhance Integrated Corridor and Border Management.



Image by wirestock on Freepik

4

PHYSICAL CONNECTIVITY

Trade Catalyst Africa

» TRADE CATALYST AFRICA (TCA)

Many of the early gains in TMA's trade facilitation portfolio came from investments in physical infrastructure, not least the reductions in dwell times at Mombasa port from 21 to four days in the decade to 2021, as well as significant reductions in border crossing times. However, the resources available for such infrastructure have diminished, and yet the trade infrastructure gap remains substantial.

Another critical blockage to trade, especially restricting exports from Africa, is the limited access to trade finance. This restricts the growth of SMEs, which account for around 80% of the region's businesses. TMA has therefore created TCA as a catalytic capital facility, to pilot new commercial models for creating trade infrastructure.

TCA will help expand the scale of TMA's impact by complementing its portfolio with commercially sustainable solutions. TCA will also provide supply chain financing to enable micro, small and medium enterprises in Africa to trade more easily.





5 SUSTAINABLE TRADE

Trade and climate change are deeply entwined. Trade-related emissions account for as much as a quarter of all Green House Gas (GHG) emissions.

Seen positively however, adapting international trade can be a force multiplier for the global response to the climate crisis. Countries are also increasingly competing for a 'green export market' shaped by new rules. It is therefore critical to position Africa as a pioneer in green growth, staying ahead of rapidly evolving consumer preferences and regulatory requirements and so increasing its market share in global trade.

MODAL SHIFTS

TMA will focus on enabling modal shifts in transport corridors, increasing the emissions efficiency of the transport, logistics and export sectors, and increasing the climate resilience of trade infrastructure – in order to reduce Green House Gas emissions and drive low carbon and resilient trade in and from the region.

HOW TMA WILL ACHIEVE THIS

» **SHIFT TO SEA FREIGHT**
Support the shift from airfreight to sea freight in the export of high value, perishable agricultural produce from Africa.

» **EMISSIONS REDUCTION**
Reduce emissions in road transport and at transport nodes, through greener energy production and reduced congestion.

» **ENHANCE CLIMATE POLICIES FOR TRADE AND TRANSPORT**
Support the trade and transport sectors to develop more detailed national and sector-specific climate policies, strategies and institutional arrangements.

» **TRADE NEGOTIATIONS**
Support Governments and business associations to prepare effective positions in trade negotiations on climate-related export market regulations.

» **VALUE CHAIN SUPPORT**
Support policy and regulatory frameworks to strengthen value chain awareness and building capacities of value chain actors on compliance with emerging environmental and sustainability related green standards within specific value chains – not least horticulture.

» **CIRCULAR ECONOMY**
Develop leapfrog technologies to accelerate the establishment of circular economies that have export potential.

» **PROMOTE GREEN GROWTH AND CLIMATE RESILIENCE FUNDING**
Catalyse financial flows from the public, private and not-for-profit sectors to trade-related green growth, low-carbon development and climate resilience, in particular through its commercial arm TCA.



6

RESILIENT TRADE

An adaptation story

The story of climate change in the trade sector is not only one of mitigation and harnessing economic opportunities.

The impact of increasingly severe weather events and worsening long-term climate conditions on economies across TMA focus regions is expected to intensify, with significant implications for agricultural production and livelihoods, particularly in the Sahel and the East and Horn of Africa.

Trade facilitation supports adaptation not only by enabling vulnerable communities respond to crises, but also by addressing some of the structural factors that deepen their impact. By making the movement of food across borders faster and more efficient, it helps connect food-surplus areas with food-deficit markets, reducing costs while improving the quality, availability, and predictability of staple foods for both vulnerable populations and humanitarian responders.

ENSURING MARKETS REDUCE POVERTY

If trade facilitation is to contribute meaningfully to poverty reduction, it must deliberately include vulnerable and marginalised groups, including women, youth and persons with disabilities. Young people account for more than 60% of Africa's population, a proportion that is expected to continue rising, while closing the gender gap in trade could increase the value of exports from women-owned businesses by up to $1 trillion globally. Yet many women- and youth-owned businesses across Africa continue to operate largely in the informal sector, limiting their access to logistics services, business development support, finance, and the regulatory information required to grow and compete in formal markets.

Making markets work for the poor therefore requires targeted investments that increase formalisation, reduce specific barriers for small businesses, and increase market access.

HOW TMA WILL ACHIEVE THIS

» **EFFICIENCY IN FOOD TRADE**
Make regional food trade in staple crops more efficient, competitive and structured, through greater compliance with standards and sanitary measures, better aggregation and storage, and increased access to finance.

» **EFFICIENT HUMANITARIAN PAYLOAD TRADING**
Increase the speed of trading food aid-related cargoes at One Stop Border Posts (OSBPs) through green channels, and reducing bottlenecks for humanitarian payloads at borders.

» **WOMEN AND YOUTH**
Support youth and women, especially cross-border traders, to organise into cooperatives, enhance the quality of their businesses, and increase their access to information and services.

» **TRADE REFORMS FOR VULNERABLE GROUPS**
Promote trade reforms that enhance access for vulnerable groups, including implementation of Simplified Trade Regimes, creation of Joint Border Committees, and streamline regulations and border processes.

OUTCOME
IMPROVED MARKET ACCESS

OUTCOME
IMPROVED BUSINESS COMPETITIVESS

TARGET RESULTS

ATTRIBUTION

CONTRIBUTION

Increase in Africa's exports to the rest of the world by **33%** (from the current **$500 billion** to **$650 billion**) disaggregated by total Africa exports to the rest of the world and non-fuel exports to the rest of the world.

$800 million increase in the value of investments leveraged including resilient investments.

35% increase in the value of government revenue.

Increase in value of intra-African trade by **$70 billion** (**35%** increase from **$170 billion** in 2022).

15% average reduction in time to move goods and services across selected corridors and nodes.

15% average reduction in indirect costs to move goods and services across selected corridors.

15% reduction in pollutants above trend on selected corridors and value chains.

400,000 jobs created or sustained.

20% increase in export value of TMA supported value chains, disaggregated per country.



Achievements **2010** to **2023**

From 2010 to 2023, TMA delivered significant successes in its core outcome areas of reducing time and cost of trading across borders; and enabling business to capitalise on these gains.

We present some of the achievements in the following pages.

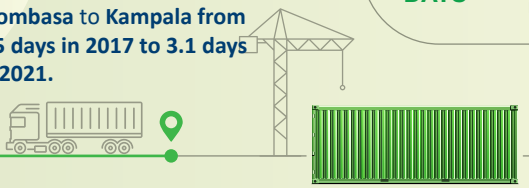
Sustainable and Efficient Transport Infrastructure

3.1 DAYS

The time taken to transport a 20-foot container from **Mombasa** to **Kampala from 4.5 days in 2017 to 3.1 days in 2021.**

3.5 DAYS

Interventions at Mombasa Port have contributed to reduced cargo dwell time from **7.2 days in 2012** to **3.5 days in 2022**



5.6% GROWTH

In Mombasa Port container traffic. From **1.09 million** Twenty-Feet Equivalent Units (TEUs) in 2016 to **1.36 million** TEUs in 2020.

5.7% GROWTH

annual compounded growth of cargo through the port of Mombasa from **27 million** metric tonnes in 2016 to **34 million** metric tonnes in 2020.

70% REDUCTION

Time to cross select **One Stop Border Posts** reduced by an average of 70%.

15 OSBPs

Number of OSBPs **completed and operationalised through TMA support** across the EAC region as of 2022.

Improved Trading Standards and Sanitary and PhytoSanitary Measures

Harmonisation of 66 Standards in the EAC contributed to the reduction in testing time by

74%

from **38 days** in 2010 to **10 days** in 2014

and testing cost reduced by an average of **59%** from **$500** in 2010 to **$205** in 2014.

58%

Tanzania Bureau of Standards reduced certification time by **58%** from **50** in 2017 to **21 days** in 2022

Tanzania Bureau of Standards reduced application and processing time of medical export certificates from an average of 48 hours to 1-3 hours in 2022 **1-3 Hours**

10 MINUTES

Time taken for sample analysis by Uganda National Bureau of Standards in 2022 from an average of **5.5 hours** in 2017.

300%

Increase in number of products certified by Uganda National Bureau of Standards due to enhanced capacity. From **847** in 2017 to **3,554** in 2022.

The value of intra-EAC export of products whose standards were harmonised increased from **$160 million in 2018** to

$227

MILLION IN 2021

an increment of 42%

Effective Trade Systems and Procedures

TMA has supported development of approx. **60** **TRADE PORTALS** in key government trade agencies

Simplified procedures through Trade Portals in Kenya, Rwanda, Tanzania and Uganda reduced the administrative cost burden by **$2,727** in 2021 compared to costs when the projects started in 2017.
(Ke: $2,012 | Rw: $168 | Tz: $16 | Ug: $531)

Cargo Tracking by rail reduced cargo clearance time for tagged containers at Nairobi Inland Container Depot from 12 days in 2018 to **4** **DAYS** in 2021



Support to Revenue Authorities

$26.4 **MILLION**

Cost savings by traders as a result of **Uganda Electronic Single Window** in 2021 due to **reduced clearance** time and **paperless transactions**

45%

less document processing costs from $68 to $37 in 2022 as a result of automation

2-3 **HOURS**

Kenya Revenue Authority: iCMS has reduced clearance time for air freight from an average of **2 days** when the project started to **2-3 hours** as of December 2021.

Improved Trade Regulatory Environment

77 **DAYS**

Time taken to resolve Non Tariff Barriers to trade by the East Africa Community Partner States in 2021. Reducing from **524 days** in 2015.

Resolution of **non-preferential treatment** for rice originating from **Tanzania** by **Rwanda,** increased rice exports from Tanzania to Rwanda by **3.2 million kgs,** and it has been increasing since then reaching **59 million Kgs** at a value of over **$35** **MILLION** as of 2021.

Resolution of the NTB between Kenya and Uganda on bar soaps in 2016, increased the quantity traded gradually to **148k kgs** then **2.3 million kgs,** with export growth valued at **$1.5** **MILLION** in 2021.

Enhanced Business Competitiveness

$24.8 **MILLION**

Between 2019 to 2022, support to horticulture firms by TMA partners in Tanzania, Rwanda and Kenya enabled them to generate additional **$24.8 million** in export value, leveraging additional finance of **$130 million**.

40% **INCREASE**

In 2021, TMA's Safe Trade programme partnership with Eastern Africa Grain Council enabled trading of **10,900 metric tons** of grains valued at **$4.2 million,** translating to **180%** and **168%** increase in trade volume and value respectively.

CONTACTS

Kenya, Nairobi (Headquarters)
Fidelity Insurance Center
Off Waiyaki Way
PO Box 313-00606
Westlands, Nairobi, Kenya
Tel: +254 020 423 5000

Kenya, Mombasa
Kenya Ports Authority (KPA)
Passenger Cruise Terminal
Mombasa, Kenya

Burundi
Building Old East
Place de I índépedence
PO Box 40
Bujumbura, Burundi
+257 22 27 71 01

Côte d'Ivoire
Palm Club Resort
Building No. 7
Cocody, Abidjan

Malawi
Kadale House, Area 15
Bwaila Street, Plot 244
Lilongwe, Malawi
Tel: +265 999 98 35 94

Djibouti
DW Towers
Plateau du Serpent
Djibouti
Tel: +253 77 31 96 80

Ethiopia
Elily International Hotel
Kazanchis Business District
Guinea Conakry Street Kirkos
Sub-city, Woreda 17/18
Addis Ababa, Ethiopia
Tel: +251 114 421 622

Ghana
Advantage Place
Mayor Road, Ridge West
Accra, Ghana
Tel: +233 50 858 4873

DR Congo, Kinshasa
Skyview Building
Avenue de la Justice
Municipalité de Gombe
Kinshasa, République
Démocratique du Congo

Rwanda
M&M Plaza
KG8, AV 6
Gishushu, Gisabo District
PO Box 523
Kigali, Rwanda
Tel: +250 788 380 730

Somaliland
Mansoor Hotel
Jigjiga Yar Road, Ibrahim Koodbuur District
Hargeisa, Somaliland
Tel: +252 63 8000437

Tanzania, Arusha
Papu Tower
Plot No. 114
Namanga Moshi Road
+255 762 233 028

Tanzania, Dar es Salaam
50 Mirambo
3rd Floor, Mirambo Street
PO Box 14956
Dar es Salaam, Tanzania
Tel: +255 22 212 8953

Uganda and South Sudan
Course View Towers
Plot 21, Yusuf Lule Road
PO Box 25820
Kampala, Uganda
Tel: +256 312 223 400

Zambia
4 on Bishops Road
Block B
Kabulonga
Lusaka, Zambia

Social Media

www.trademarkafrica.com

TradeMark Africa

@trademark_africa

@TradeMarkAfrica

TradeMark Africa

@TradeMarkAfrica

For general enquiries, please email

info@trademarkafrica.com