ABOUT ITC

The International Trade Centre is the joint agency of World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the framework of the Aid-for-Trade agenda and the Millennium Development Goals.

ABOUT CBI

The Centre for the Promotion of Imports from developing countries is an Agency of the Ministry of Foreign Affairs of the Netherlands. CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries. This is done through sustainably strengthening the competitive capacity of SME exporters and producers in developing countries, focusing mostly on European markets.

ABOUT ICTA

The Information and Communication Technology Authority (ICTA) is a State Corporation under the Kenyan Ministry of Information Communication and Technology. The corporation was established in August 2013. ICTA is tasked with rationalizing and streamlining the management of all Government of Kenya ICT functions.

ABOUT KITOS

KITOS is a Trade Association representing Kenyan IT and ITES member businesses. KITOS is the platform through which local SMEs in the sector engage with the government and other players in the ecosystem. KITOS is the main technical counterpart under NTF III Kenya and directly works with the companies of the IT and ITES industry. The trade support institution also provides industry expertise and technical guidance to the project team.

PROJECT FOCAL POINTS

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KENYA

Information Technology (IT) and IT-Enabled Services (ITES) Sector

EXTRA SECTOR COMPETITIVENESS PROGRAMME

Netherlands Trust Fund Phase III

For more information on our project, visit our page on the internet: http://www.intracen.org/ict/projects/ntf-3/kenya/
The expected results of the project are:

- 5% more jobs created in 20 beneficiary small and medium enterprises (SMEs).
- An increase of 8% in the value of IT&ITES exports as reported by participating SMEs.
- 3 new export markets entered by beneficiary enterprises.
- 55 new potential buyers met through the project.

**Market Linkages**

‘On the whole the experience was wonderful, as I was able to make business linkages that provided leads that will translate into more business for my company. I was able to meet business leaders who actually referred an SME owner to my company to provide my services.’

Sherifah Tumusiime, CEO, Zimba Group Ltd.

### Project Outputs

**OUTPUT 1: Validated export plan for the IT and ITES sector in place**

Building on Kenya’s ICT Master Plan, the project has supported ICTA in institutionalizing a set of thematic groups (known as caucuses) composed of private sector stakeholders who interact with government officials. Kenya’s ICT Master Plan is widely recognized and covers most aspects of a sector export strategy. The project is developing a practical action plan to initiate and support the Master Plan.

**OUTPUT 2: Export capacities of SMEs in the IT and ITES sector improved**

Export capacities of 33 selected SMEs will be improved by:

- Enhancing their business and marketing capacities
- Branding and sales negotiation training
- Improving access to finance for the SMEs
- Developing an e-commerce infrastructure on which SMEs display their products and services

**OUTPUT 3: Capacity of partner TSIs in providing services to SMEs in the IT and ITES sector improved**

The capacity of the main beneficiary trade support institution, KITOS, will be reinforced in the fields of institutional marketing and positioning. This includes expanding KITOS’s service portfolio by providing training on how to set up a member portfolio database and on the industry association’s business matchmaking capacity.

**OUTPUT 4: Business linkages and technical partnerships created and/or expanded**

The project will connect Kenyan companies in the IT and ITES sector with global markets by facilitating their participation at international conferences and B2B events. Strong synergies will also be sought among the three NTF III projects that focus on the IT and ITES sector, namely: Bangladesh, Kenya and Uganda. This will include regular meetings to exchange lessons learned and share experiences, and to promote joint south-south cooperation activities.