



**STATEMENT BY KENYA DURING THE 57<sup>TH</sup> ANNUAL SESSION OF THE JOINT ADVISORY  
GROUP OF THE INTERNATIONAL TRADE CENTRE**

**20 July 2023**

Thank you Chair.

1. I take this opportunity to commend the outgoing Chair of the 56<sup>th</sup> Session, **H.E. Ambassador Usha Canabady** for her sterling stewardship, and congratulate the Chair of this 57<sup>th</sup> Session, **H.E. Amb. Nadia Theodore**, on her assumption of the role.
2. I also acknowledge the exceptional leadership of the WTO Director-General, **Dr. Ngozi Okonjo-Iweala**, the UNCTAD Secretary-General, **Ms. Rebeca Grynspan**, and the ITC Executive Director, **Ms. Pamela Coke-Hamilton**, who represent the three-strand cord of the Geneva multilateral trade ecosystem, and thank them for their respective interventions.
3. While the UNCTAD SG noted the glaring gender divide in her recorded remarks, it is not lost on us that this session has been steered by five accomplished women, a sure sign that the realm of trade is making strides in its responsiveness to this plight at the highest levels.
4. It was a pleasure to learn that in 2022, ITC's war chest recorded its highest receipt of donor support at over USD150million. Kenya appreciates all the donor partners who made this happen and echoes the WTO DG's call for more support to amplify ITC's reach.
5. The deeply rooted partnership between Kenya and the ITC cannot be gainsaid, from the far-reaching She Trades initiatives, the digital trade interventions, Green2Compete hubs and countless others.
6. The recent visits by the WTO Director General and the ITC Executive Director in Nairobi saw high-level engagement with the new administration at presidential and Ministerial levels to explore opportunities to further strengthen Kenya's MSME landscape for better integration in international trade.
7. While Kenya has always been at the forefront of promoting MSMEs, the current administration has given further prominence to these enterprises in the Bottom-Up Economic Transformation Agenda (BETA). ITC's One Trade Africa program is a significant link in the continental context as it provides AfCFTA-related capacity building and technical assistance, which is particularly impactful to Kenya as 1 of the 8 countries that are implementing the Guided Trade Initiative to pilot the negotiated provisions of the continental Agreement.
8. The ITC has been and is partnering with Kenya to deliver impactful initiatives, notably:

- i. The 4-year East Africa Community – European Union Market Access Upgrade Programme (EAC-EU MARKUP) which targets export-oriented agricultural value chain development. The EU funded phase I of the programme to the tune of **35million Euros**, of which Kenya was allocated **3.73million Euros** from February 2019 – September 2023 for the horticultural value chain development targeting mangoes, chillies, passion fruits, green beans, snow peas, nuts, herbs and spices. ITC has been a pivotal cog in the implementation of phase I and we look forward to greater collaboration during the rollout of the expanded phase II of the initiative.
  - ii. The **USD 5 million** KOICA-funded Refugees and Host Communities Self-Reliance project in Kakuma. ITC’s support in empowering the burgeoning refugee population in Kenya with practical skills has been invaluable.
  - iii. The **USD 1 million** VISA Foundation-funded Refugees and Host Communities Access to Markets Project is also giving a lifeline to refugees by creating digital entrepreneurship opportunities.
9. There is power in stories. Facts and figures are important as a functional necessity, but stories provide the context (the why) that touches our core and remain etched in our memory. The narratives that ED Pamela Coke-Hamilton gave this morning on ITC’s interventions at Dadaab refugee camp and her interaction with the women of the Nyota Farsamo initiative were powerful illustrations.
10. In the same spirit, allow me to draw your attention to a Kenyan case study featured on page 60 of the ITC Annual Report 2022, which provides a blow-by-blow account of one of the transformational journeys that ITC walked with MSMEs:

*Irene Mumo, founder of Trueways Enterprises Ltd, created her Peridot line of beeswax moisturizers but didn’t know how to market the product benefits in competitive overseas markets such as China. In 2018, Mumo attended the China International Import Expo with the support of ITC and met a Chinese branding agency, which resulted in a multi-year collaboration that would introduce Peridot to the Chinese market. To diversify advertising methods, the company moved its marketing campaigns to social media platforms ranging from WeChat and TikTok to Xiaohongshu. Mumo and her Chinese counterpart have expanded their alliance since they first collaborated five years ago. In 2022, they worked with Tmall International – a Chinese language website for business-to-consumer online retail – to target a wider consumer group, especially in the northern regions of China, by leveraging its cross-border e-commerce platform.*
11. Many more success stories abound, demonstrating the practical and impactful role that ITC plays in developing countries. Kenya remains committed to its fruitful partnership with the ITC and proposes the establishment of a country office in Nairobi to cement ITC’s regional presence.