Who We Are

Dynamic donor platform. Connected to both grassroots and global networks.

www.trademarkafrica.com
WHO WE ARE

Aid-for-trade not-for-profit. Founded in 2010

MISSION
To increase sustainable and inclusive intra-African trade and exports to the rest of the world

VISION
Africa pioneering in sustainable and inclusive growth as a pathway to prosperity for all Africans
FOOTPRINT
FUNDING

Invested about $1bn over the last 13 years

PARTNERSHIPS

National Governments, RECs, AfCFTA, AU, Private Sector, Civil Society

DONORS

Belgium, BMGF, Canada, Denmark, EU, Finland, France, Ireland, Mastercard Foundation, Norway, Netherlands, UK, USA
Responding to the TFA
Reducing the Cost & Time of Trading Across Borders

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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.
## Poverty Reduction

Lower maize and rice consumer prices

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maize at Busia</td>
<td>9-12%</td>
</tr>
<tr>
<td>Maize at Taveta-Holili</td>
<td>5-7%</td>
</tr>
<tr>
<td>Rice at Taveta Holili</td>
<td>4%</td>
</tr>
</tbody>
</table>
Effective Trade Systems and Procedures

TMA has supported development of approximately 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 $2727 in 2021 compared to costs when the projects started in 2017.

(Ke: $2012 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 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.

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%.

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

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 3554 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.
Bottom 5 measures with lowest implementation rate

Based on implementation commitments by all WTO Members

- Art. 7.4 – Risk management
  - Developed members: 65.5%
  - Category A current commitments: 64.4%
  - Category B current commitments: 63.2%
  - Category C current commitments: 61.3%
  - Unknown: 53.7%

- Art. 7.7 – Authorized operators
  - Developed members: 64.4%
  - Category A current commitments: 63.2%
  - Category B current commitments: 61.3%
  - Category C current commitments: 59.5%
  - Unknown: 58.2%

- Art. 8 – Border Agency Cooperation
  - Developed members: 63.2%
  - Category A current commitments: 61.3%
  - Category B current commitments: 59.5%
  - Category C current commitments: 57.4%
  - Unknown: 57.4%

- Art. 5.3 – Test procedures
  - Developed members: 61.3%
  - Category A current commitments: 60.5%
  - Category B current commitments: 57.4%
  - Category C current commitments: 55.6%
  - Unknown: 52.4%

- Art. 10.4 – Single window
  - Developed members: 61.3%
  - Category A current commitments: 60.5%
  - Category B current commitments: 57.4%
  - Category C current commitments: 55.6%
  - Unknown: 52.4%
AN INTEGRATED APPROACH

Foundation of Real Results

Continental Level
Working with AfCFTA Secretariat

Corridor wide work
with REC

Work at Country Level
The Future

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Types of documents in trade information:

- UCR
- Certificate of Origin
- Consignment
- Commercial invoice
- Export Certificate
- Phytosanitary Certificate