

**STATEMENT BY KENYA DURING
THE ITC JOINT ADVISORY GROUP (JAG) 25 NOVEMBER 2020**

- **Thank you Chair,**

- *H.E. Ms. Kirsti Kauppi, Ambassador, Permanent Mission of Finland*
- *H.E. Ms. Athaliah Lesiba Molokomme, Ambassador, Permanent Mission of Republic of Botswana*
- *UNCTAD Secretary-General, Mr. Mukhisa Kituyi*
- *WTO Deputy Director-General, Mr. Yonov Frederick Agah*
- *ITC Executive Director, Ms. Pamela Coke-Hamilton*

First and foremost, let me convey our congratulations to the new Executive Director, Ms. Pamela Coke-Hamilton for her appointment to lead the ITC and express Kenya Government's best wishes during her tenure. We are satisfied with the work ITC is doing in Kenya, and the commendable results the organization has achieved through various programmes and projects.

In this regard, I would like to mention some examples of the programmes undertaken by ITC in Kenya, such as:

The Market Access Upgrade Programme (MARKUP) aiming at increasing exports of agribusiness and horticultural products, promoting regional integration and access to the European market for SMEs within the EAC by targeting specific agricultural commodities. For Kenya, ITC targeted Coffee, Tea and Avocado. The project has been increasing the capacity of Business Support Organizations in the agriculture sector, the SMEs and exporters of tea, coffee and avocados, and significant progress reported throughout the entire value chain.

Similar achievements have also been recorded through the implementation of the **SheTrades Commonwealth Programme**, which aims at improving the participation of women-owned businesses in trade in order to increase economic growth and job creation. Women-led businesses, particularly the small and medium-sized enterprises (SMES) account for most jobs in Kenya. When they are able to connect to international markets the developmental gains are disproportionately large and are definitely shared across a wider section of the population.

Kenya is satisfied by the overall good results of the ongoing projects, including the positive achievements from online participation in the recent Virtual Macfrut Digital 2020 Trade Fair that took place in Rimini, Italy. This was

made possible by ITC working in conjunction with the Kenya Export Promotion and Branding Agency (KEPROBA), the project supported 10 women entrepreneurs to participate in the Digital Trade Fair.

Other key initiatives by the ITC which are also advancing job creation prospects, growth and sustainable development in the country. These include the **Partnership for Investment and Growth in Africa (PIGA) project**, aiming to increase investment-led exports and local development in two sectors i.e. agro-processing and light manufacturing for increased jobs, exports, and local development in agro-processing and light manufacturing sectors.

The Supporting Indian trade and investment for Africa (SITA) project aiming at Increased value of business transactions between India and selected African countries with the ultimate objective to create jobs and income opportunities and the Ethical Fashion Initiative, looking specifically at integrating the Kenyan high potential textiles and fashion to Global Value Chains.

We are indeed appreciative of the recent AfCFTA Summit held in Nairobi on 19 November, which brought together key actors around a high-level private-public dialogue, and which led to concrete outcome and recommendations from the private sector in terms of implementing the AFCFTA.

Kenya is happy with the overall flexibility and reactivity of programme delivery teams in the country, in particular in terms of recalibrating project activities in light of the new Covid-19 context and the interventions towards building resilience of SMEs in Kenya.

Lastly, we wish the new Executive Director all the best assures her of our continued and closer collaboration.

I thank the Assembly for the attention.
