



## Press Release

### The African Alliance for E-Commerce is launching the AFRICA E-TRADE HUB 'AFTRA'

**Dakar, 16 March 2022** - The AAEC is organising its 13th General Assembly and 21st meeting of its Executive Committee, on 30-31 March, 2022 in Mombasa.

These meetings will be held in Mombasa following the validation by the Executive Committee of the offer by Kenya, an active member of AAEC, to host these events which coincide with the celebration of the tenth anniversary of the Kenya Single Window 'KenTrade'.

On the sidelines of these meetings, AAEC will launch the AFTRA platform (Africa E-Trade Hub) [www.africantradehub.org](http://www.africantradehub.org), on 31 March 2022 in Mombasa, Kenya.

With the financial support of the African Development Bank (AfDB), AAEC initiated a project called 'Africa e-Trade hub'. The aim of this project is to set up a business information portal that centralises import, export and transit procedures from African countries and a digital data/document sharing platform among African countries.

In line with the recommendations from WTO and the African Continental Free Trade Area (AfCFTA), this project falls within the digital economy framework and intends to largely contribute in reducing the use of paper. The promotion of new digitalized procedures will henceforth enable to enjoy the ensuing benefits namely, time savings, cost reduction, reduction or even cancellation of printed documents, and limited physical movements.

The main goal of this launching event that will bring together the project's key stakeholders and actors (pilot countries, technical and financial partners, administrations and the private sector), is to inform and sensitize them on the concrete achievements of this major project.

This approach aims to accelerate their ownership of the platform while reinforcing buy-in and commitment in the promotion and use of the business information portal and the digital data/document sharing platform among African countries.

This will equally involve publicizing the project components, increasing stakeholders interest, and finally, engaging them to act towards implementation through adopting a roadmap for its expansion to all African States.

Launching this project ultimately contributes to sensitizing business actors' on the importance of this project. This step marks the initial phase in implementing all actions pertaining to the achievement of this pilot.

Specifically, this will involve sensitizing on:

The use of the business information portal and the platform;

Data sharing among Single Windows;

Extension of the business information sub-portal to countries not having a national TIP;

Prospects.

The following shall attend this major event: the African Development Bank (AfDB), the WAEMU Commission, the World Customs Organisation, and all AAEC members.

The African Alliance for e-Commerce (AAEC) is a framework for exchange and sharing on trade facilitation.

It gathers more than twenty African countries and aims to promote the concept of national and regional Single Windows in compliance with recommendations of international institutions. One of its priorities is to act as a resource centre for the development of Single Window projects in Africa.

For further information: contact

Diagne DIOP Nogaye

Tel.: +221 77 521 09 90

[nddiop@african-alliance.org](mailto:nddiop@african-alliance.org)