



Kenya Trade Opportunity Report

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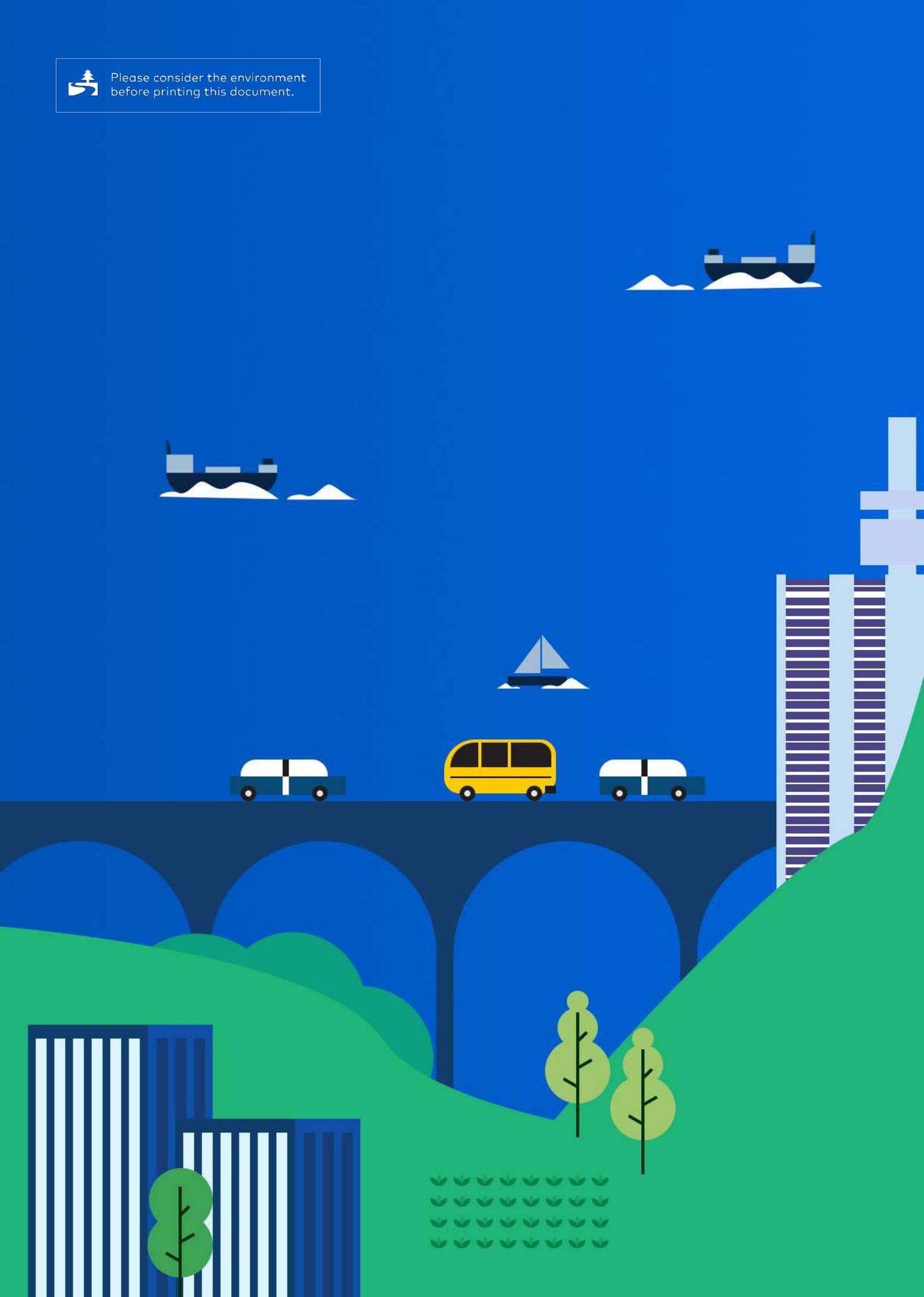


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INTRODUCTION

Africa's share in global trade remains negligible at only 2.7%, although about 85% of Africa's merchandise are exported to other continents (African Union, 2018). Not only is Africa's share of global exports negligible, but Africa's share is also dominated by just a few countries (60% of this trade comes from five countries - UNCTAD data 2014 – 2017). This implies that besides the low intra-African trade, most countries are marginal players in international trade. The Literature presents mixed evidence on the benefits of economic integration, such as the Africa Continental Free Trade Agreement (AfCFTA). We, however, align with the suggestion that the AfCFTA has the potential to raise intra-Africa trade by about 19% (Geda and Yimer 2019). We construct a pairwise Product Opportunity Index using people and products' factors (Social Connectedness and Export-Import intersection, respectively) for every exportable product possible between African countries (1,579 commodities). Our index helps to rank and recommend top countries to which a specific commodity from a particular country can be exported under the AfCFTA trading terms.

Our report on Kenya focuses on the top five non-industrial exportable products or commodities with little or no barrier to entry (using 2019 data). We highlight opportunities within African countries for five commodities, namely, Palm Oil, Soaps, Salt, Margarine, and Cleaning Products, though the country can export about 1,091 products. Using the Product Opportunity Index (POPI) designed by CcHUB, we highlight 5 top African countries for each commodity. Focusing on new opportunities or ease of doing business that AfCFTA will bring, we select the top 5 countries outside the regional economic area (Eastern Africa). We, however, identify all countries within the threshold of the recommended top 5 by identifying countries that Kenya can commercially export the products to within the region. To take advantage of opportunities brought about by AfCFTA, we focus on the top 5 countries for the product outside the Regional Economic Commission.

The index utilizes Facebook's Social Connectedness Index and the intersection of commodities for each African country (pairwise analysis). The SCI-Trade platform (<https://www.scitrade.africa/>) further provides information on opportunities based on country or commodity.



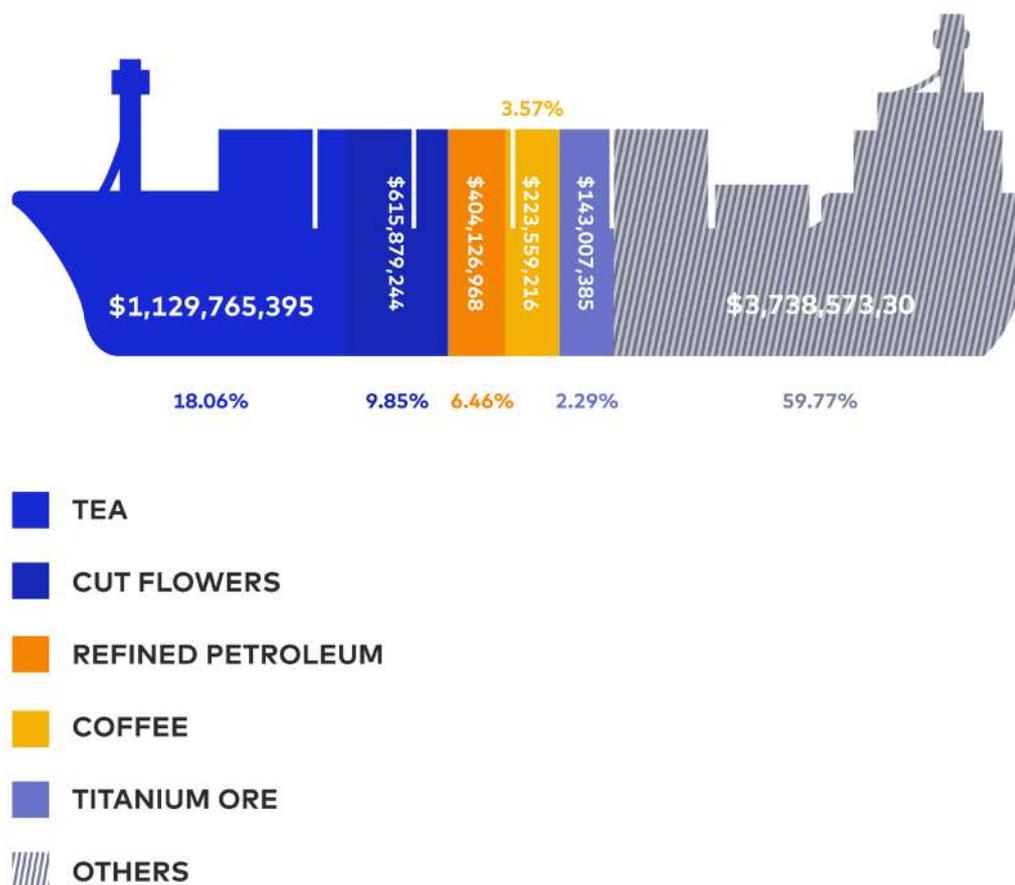
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01 WHAT DOES KENYA EXPORT GLOBALLY?

The economy of Kenya is ranked 61st in terms of nominal Gross Domestic Product (GDP of \$95.5 Billion) in the world and the 6th in Africa. The country's total export of about \$6.25 billion in 2019 made it the number 107 in the world in terms of export. Kenya's economy is one of the fastest-growing in the Sub-Saharan with an average growth rate of 5.7% between 2015 and 2019. The economy is dominated by the agriculture and the services industry (Services, 47.5%, Agriculture 34.5% and Industry 17.8%). In terms of employment, the agricultural sector employs over 61% of the country's workforce, while the services industry engages over 32% of the workforce. The five major commodities contributing to export proceeds are tea (over 18%), cut flowers (about 10%), refined petroleum (over 6%), coffee (over 3%) and titanium ore (over 2%). See Fig 1.

FIG 1: What Kenya exports globally¹



¹ https://oec.world/en/visualize/tree_map/hs92/export/nga/all/show/2019/

02 KENYA'S CURRENT INTRA-AFRICA TRADE

Similar to other African countries, the export of the main product from Kenya (tea) is mainly made to countries outside Africa, with about 20% of the export going to Africa, while Pakistan takes about 38%. Less than 2% of the cut flowers exports are made within Africa, while the Netherlands imports about 48% of the product from Kenya. Less than 15% of refined petroleum is exported to African countries, while the United Arab Emirates imports over 42% of the product from Kenya. However, unlike many African countries, Kenya still exports a substantial amount of other goods to African countries but mainly within the Eastern African region (dominant trading countries being Uganda and Rwanda). Overall, Africa is considered Kenya's largest export market, followed by the European Union. The fact that exports within Africa are concentrated mainly within the Eastern region even though many other African countries are importing commodities in high volumes indicates untapped opportunities within Africa for Kenya. Therefore, the commencement of trading on Africa Continental Free Trade Agreement terms in January 2021 opens the opportunity to boost exports of Kenyan produce to other non-Eastern African countries.

FIG 2: Top 5 commodities using export value but with no barrier to market entry

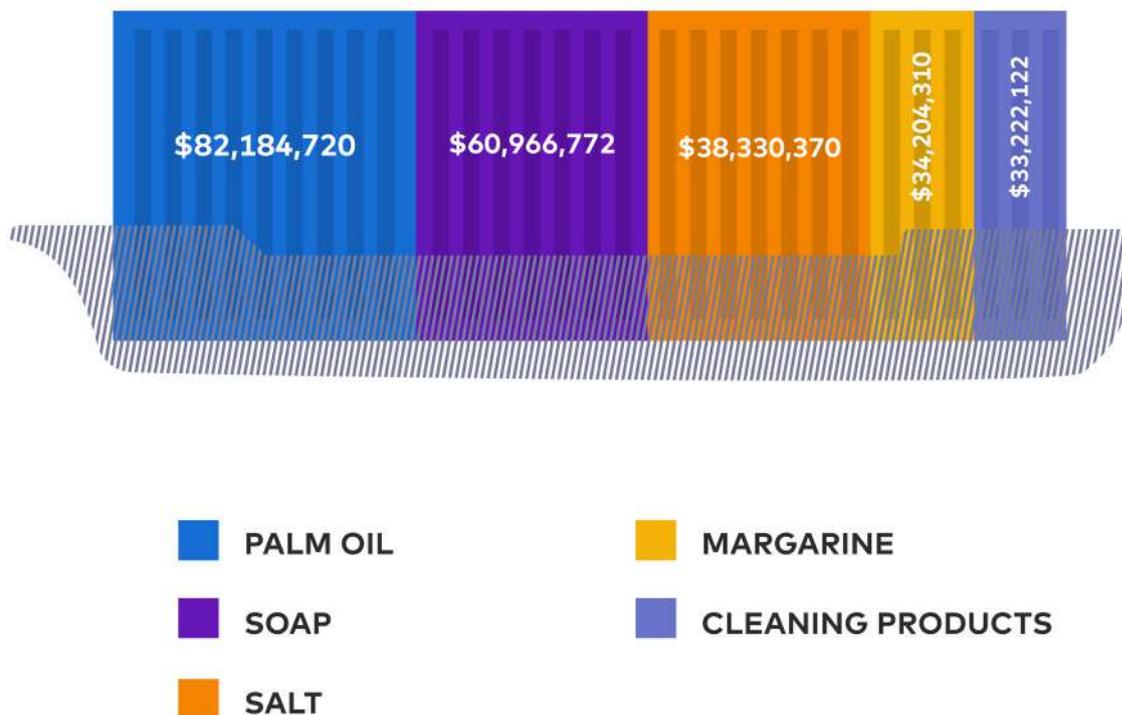


FIG 3: Countries Kenya is currently trading with



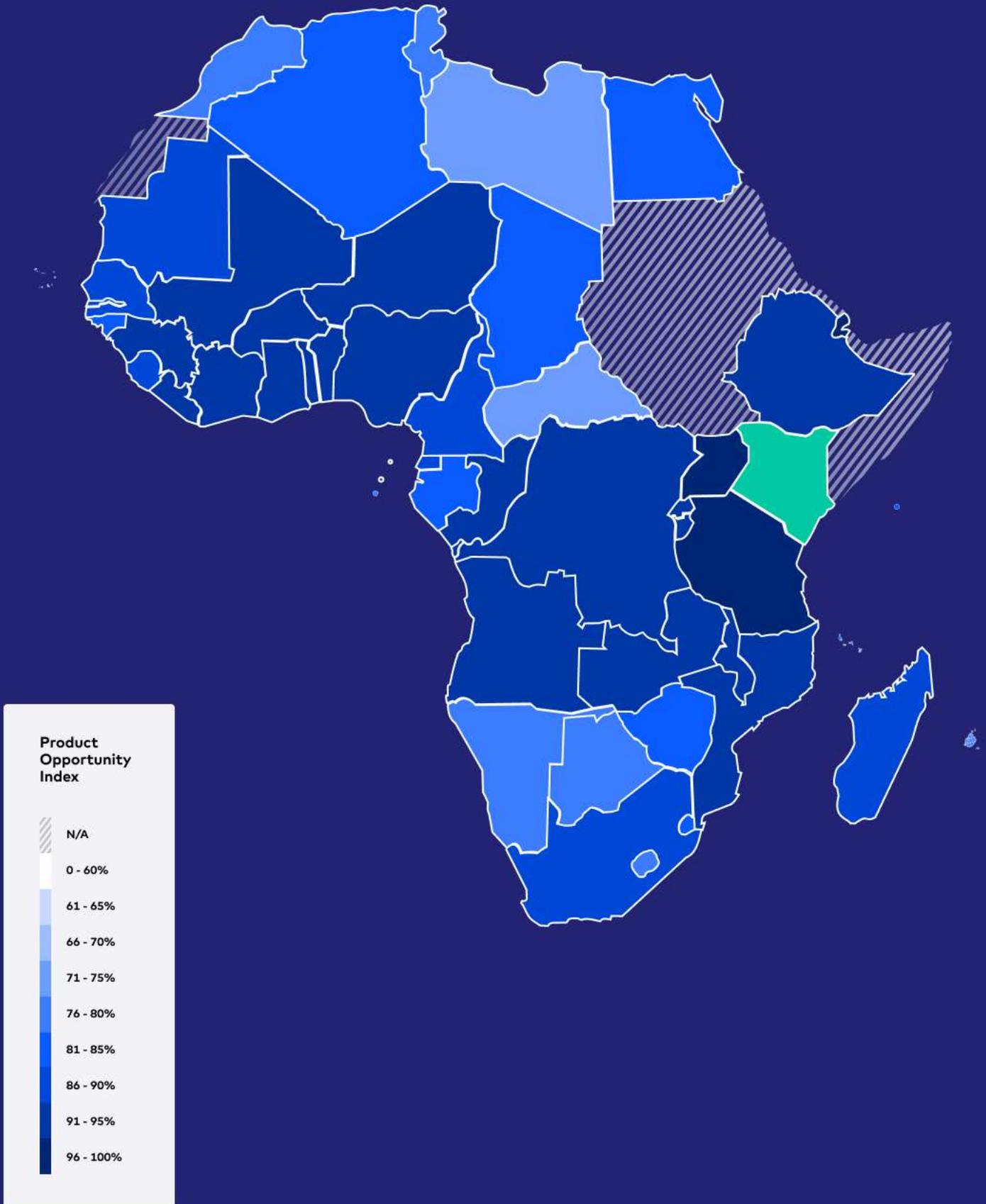
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Congo - Kinshasa, South Sudan, Somalia, Ethiopia, Burundi, Sudan, Zambia, South Africa, Malawi, Mozambique, Nigeria, Mauritius, Morocco, Zimbabwe, Madagascar, Chad, Ghana, Djibouti, Côte d'Ivoire, Seychelles, Comoros, Senegal, Botswana, Mali, Niger, Gabon, Congo - Brazzaville, Guinea, Tunisia, Burkina-Faso, Libya, Algeria, Central African, Republic Namibia, Togo, Angola, Mauritania, Sierra Leone, Eswatini, Cameroon, Liberia,, Benin, Lesotho, Cape Verd, Gambia, Guinea-Bissau, Equatorial Guinea, São Tomé & Príncipe

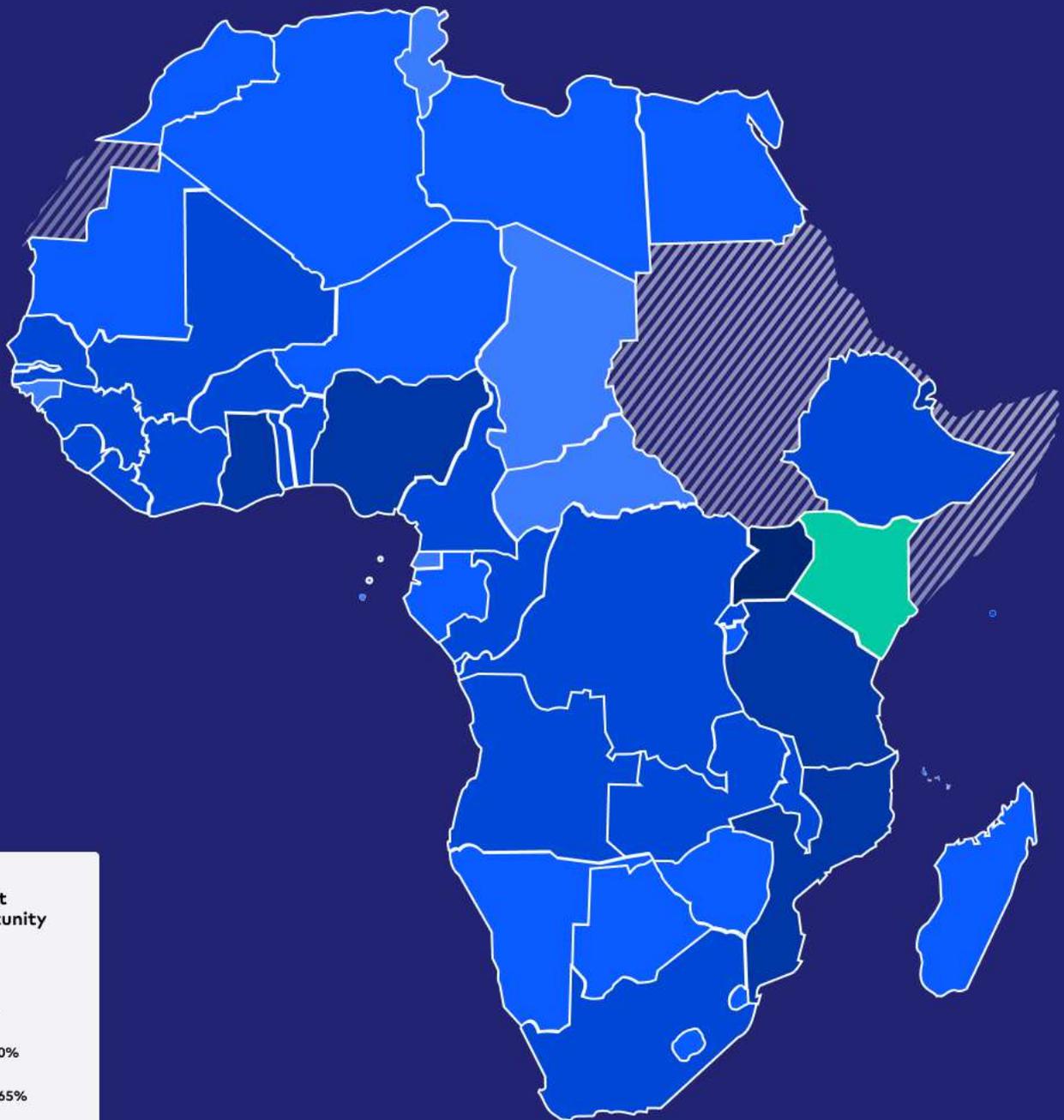
03 CURRENT TOP SOURCES OF COMMODITIES KENYA EXPORTS

TOP COMMODITIES IN KENYA	TOP COUNTRIES IN AFRICA IMPORTING THE COMMODITY	VALUE (\$) OF THE COMMODITY THE COUNTRY IMPORTS	CURRENT TOP SOURCE OF THE COMMODITY FOR IMPORTING COUNTRY
PALM OIL	Egypt	618,812,467 (EGY)	Indonesia - 92.8% (EGY)
	Kenya	385,287,190 (KEN)	Indonesia - 62.8% (KEN)
	Nigeria	358,172,346 (NGA)	Malaysia -65.6% (NGA)
	Tanzania	307,983,111 (TZA)	Indonesia - 64.4% (TZA)
	South Africa	267,269,032 (ZAF)	Indonesia - 64.5% (ZAF)
SOAP	Nigeria	66,734,289 (NGA)	Malaysia - 38.6% (NGA)
	Egypt	61,354,248 (EGY)	United Arab Emirates - 54.3% (EGY)
	Angola	57,258,900 (AGO)	Indonesia - 40.1% (AGO)
	South Africa	56,109,609 (ZAF)	United Kingdom - 23.9% (ZAF)
	Djibouti	55,545,165 (DJI)	Indonesia - 50.8% (DJI)
SALT	Uganda	24,980,144 (UGA)	Kenya - 98.2% (UGA)
	South Africa	22,413,549 (ZAF)	Namibia - 59.5% (ZAF)
	Nigeria	16,434,948 (NGA)	Namibia - 43.1% (NGA)
	Côte d'Ivoire	12,986,655 (CIV)	Senegal - 58.9% (CIV)
	Malawi	11,637,501 (MWI)	Botswana - 51.2% (MWI)
MARGARINE	Nigeria	55,357,933 (NGA)	Indonesia - 60% (NGA)
	Algeria	42,725,173 (DZA)	Indonesia - 74.8% (DZA)
	Ghana	40,383,567 (GHA)	Netherlands - 60.4% (GHA)
	Egypt	30,527,293 (EGY)	Indonesia - 50.9% (EGY)
	Libya	20,329,243 (LBY)	Tunisia - 57% (LBY)
CLEANING PRODUCTS	Egypt	167,047,198 (EGY)	China - 16.3% (EGY)
	South Africa	158,130,618 (ZAF)	Germany - 16.9% (ZAF)
	Algeria	125,931,739 (DZA)	Spain - 41.1% (DZA)
	Morocco	104,671,746 (MAR)	Spain - 32.8% (MAR)
	Libya	78,576,446 (LBY)	Egypt - 34% (LBY)

Top countries in Africa importing Palm Oil



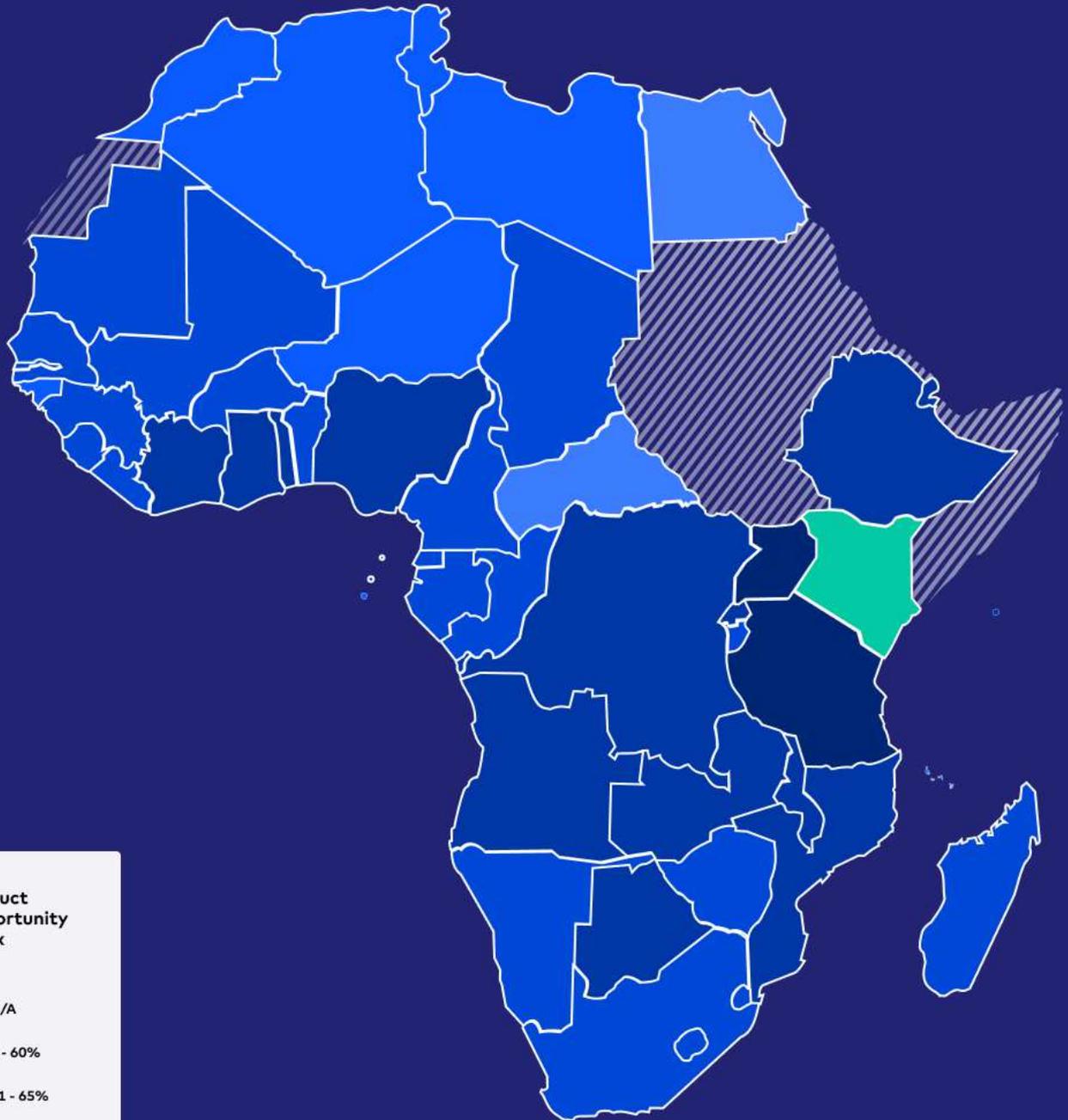
Top countries in Africa importing Margarine



Product Opportunity Index



Top countries in Africa importing Cleaning Products



Product Opportunity Index



04 WHAT TRADE OPPORTUNITIES EXIST?

We project what trade opportunities exist based on the following trade conditions:

- Expectations that trading on basis of AfCFTA will increase intra-African trade ²
- Evidence that countries' social ties can influence their trade ³
- Availability of export commodities from Kenya in relation to the imports of each other country in Africa

The SCI-TRADE model presents Opportunities Index⁴ for Kenya within the Free Trade Area, as shown in the below.

We focus on the top five countries outside the region (Eastern Africa) to take advantage of opportunities brought about by AfCFTA, and those countries are selected by our Product Opportunity Index (POPI).

We highlight all the countries within the range of the recommended top 5 by identifying countries within the region where Kenya can commercially export the product.

Top recommended commodities that Kenya commercially export using POPI

POPI - Product Opportunity Index (%)

Palm oil is a product imported by almost all African countries. It ranks 6th on the list of exportable items from Kenya, constituting 1.33% of the country's total exports, with over USD 83 million in trade value. Review shows that almost the entire export goes to countries within the Eastern African region except for Burundi that takes 3.16% of the export (Uganda, 76.7%, Rwanda, 10%, DRC 4.49%).

Fig 4: Top 5 African countries by POPI that import Palm oil that Kenya produces/exports



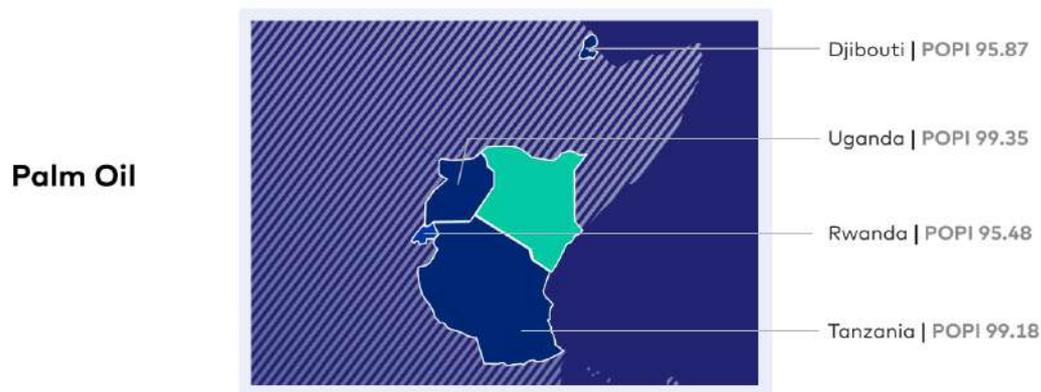
² Africa's Investment Gateway. AfCFTA: Intra-trading as the future of African economies. (2020)

³ Facebook: Social Connectedness Index Data. August, (2020)

In our analysis of palm oil trading in Africa, we highlight nine countries using CcHUB's designed index (POPI) and the criteria for selecting the top five countries outside the region (Eastern Africa).⁵ However, we focus on the top five countries that exporters could leverage on the economic openness of AfCFTA.

These countries are Togo, Ghana, Mozambique, Benin, and Burundi. Each of these five recommended countries outside the region can absorb 100% of current export from Kenya. All these countries lie in the top half of social connectedness with Kenya, and they import a substantial amount of the item. Therefore, this presents the market advantage to be harnessed in this item beyond the other four countries we highlighted within the Eastern African region. Figure 5 depicts this recommendation of the four countries within Eastern Africa that are suitable importers of palm oil within our cut-off threshold. Figure 4 shows the five countries that AfCFTA can make exporting equally feasible.

Fig 5: Top countries in the same region (Eastern Africa) import Palm oil that Kenya produces/exports



Soap is another product imported by almost all African countries. It ranks 8th on the list of Kenya's exports by trade value and constitutes 0.98% of the country's total export, amounting to over \$61M. Export of this product is mainly within the Eastern African region, with three countries (Tanzania, Rwanda and Uganda) absorbing 84% of the export. Using our specified criteria, we recommend nine countries for export consideration.⁶ Four of these countries are in Eastern Africa, but we highlight the top five for which the commencement of AfCFTA will make exporting outside the region equally viable.

⁴ Ranking of Social Connectedness Index adapted from Facebook SCI index = ... combined with commodities intersection for the country = Number of exportable products from country i / Number of products imported by country j

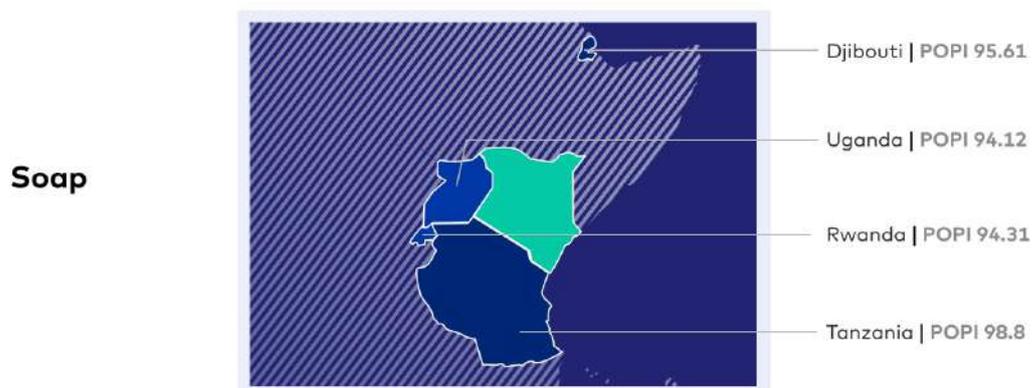
⁵ Outside the region: Togo, Ghana, Mozambique, Benin, and Burundi. Within the region: Uganda, Tanzania, Djibouti, and Rwanda.

Fig 6: Top 5 African countries by POPI that import Soap that Kenya produces/exports



Each of these countries recommended outside the region can import over 92% of Kenya's current product export. Before the commencement of AfCFTA, the country would have been advised to focus on the top four countries, which are all within the region. The commencement of trading on AfCFTA has extended market reach with reduced market restrictions within Africa. This highlights enlarged opportunities brought about by AfCFTA and a positive signal to boost production from Kenya and deploy more resources (human and capital) into production. Figure 7 depicts this recommendation with the four Eastern African countries and the other five countries (Figure 6) that AfCFTA can make exporting equally feasible.

Fig 7: Top countries in the same region (Eastern Africa) that import Soap that Kenya produces/exports



⁶ Outside the region: Ghana, Angola, Nigeria, Congo-Kinshasa, and Togo. Within the region: Somalia, Tanzania, Djibouti, Rwanda, Uganda, and South Sudan.

Salt is another commodity that at least 50 countries in Africa import. It ranks 13th on the list of Kenya's exports, constituting 0.61% of export and trade value of over \$38M. The commodity is currently 100% supplied within the Eastern African region (Uganda 64%, Rwanda, 16.9%, Tanzania 10,9% DRC 3.89% and South Sudan 2.82%). We highlight nine countries using the POPI and the threshold of the top five countries outside the exporting country's economic region.⁷ The five countries outside the region are Burundi, Malawi, Côte d'Ivoire, Zambia and Nigeria. Each of the five recommended countries can absorb over 86% of Kenya's current export. Figure 9 depicts this recommendation with the 4 Eastern African countries and the five countries (Figure 8) that AfCFTA can make exporting to be equally feasible.

Fig 8: Top 5 African countries by POPI that import Salt that Kenya produces/exports

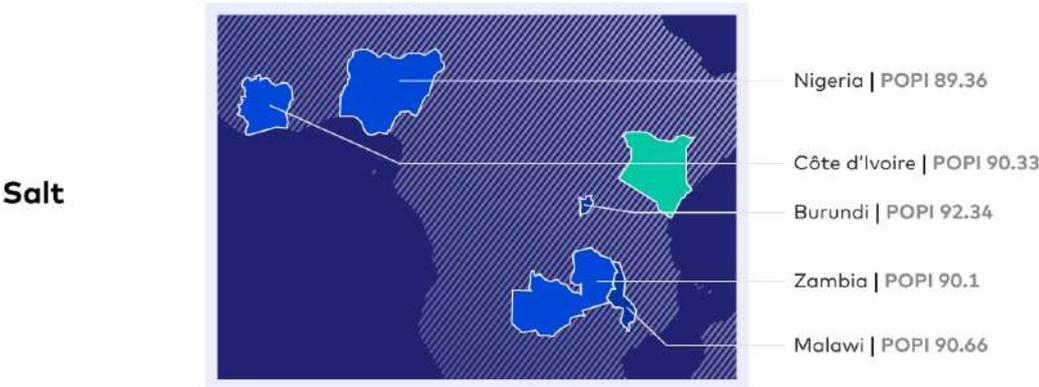
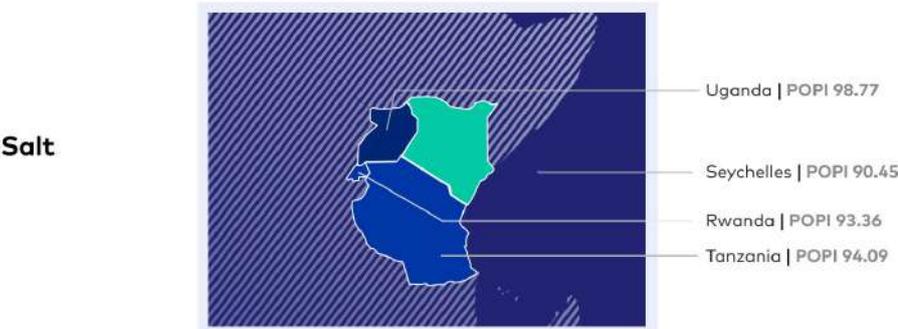


Fig 9: Top countries in the same region (Eastern Africa) that import Salt that Kenya produces/exports



⁷ Outside the region: Burundi, Malawi, Zambia, Côte d'Ivoire and Nigeria. Within the region: Uganda, Tanzania, Rwanda, Seychelles

Almost all African countries import margarine in one form or the other. It ranks 14th on the list of Kenya's exports with over \$34M in trade value. Currently, trade flow shows Uganda (37.7 %), Tanzania (22.9%), Zambia (13.7%), and Malawi (13.3%) as leading importers of the product from Kenya. Using similar methods for country selection using POPI, this report highlights nine countries⁸ for margarine export from Kenya. The five countries highlighted to take advantage of open economic opportunities by AfCFTA are Ghana, Nigeria, Mozambique, Angola and Zambia. Each of Ghana and Nigeria's current imports of the product is higher than Kenya's current export, while each of the other three countries imports over 90% of Kenya's current export of margarine. The possibility of reducing trade barriers between African countries (AfCFTA) raises Kenyan margarine producers' opportunities to increase production capacity. Figure 11 depicts this recommendation with the four Eastern African countries and the five countries (Figure 10) that AfCFTA can make exporting equally worthwhile.

Fig 10: Top 5 African countries by POPI that import Margarine that Kenya produces/exports

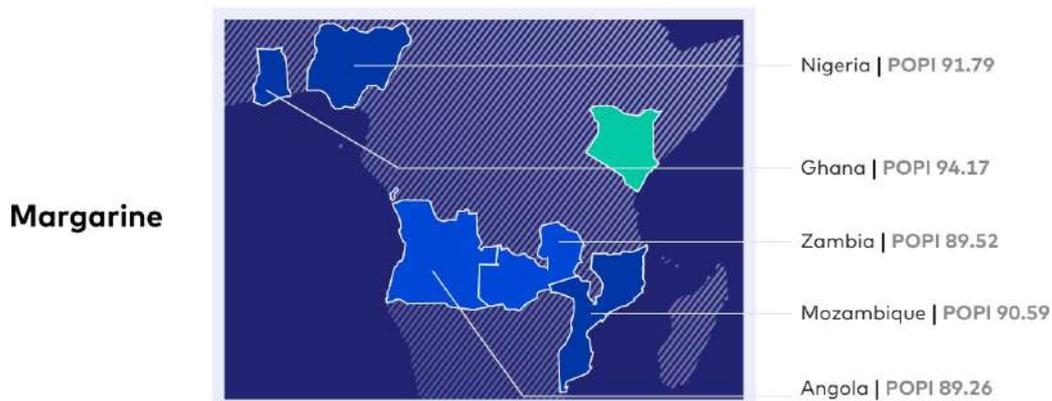
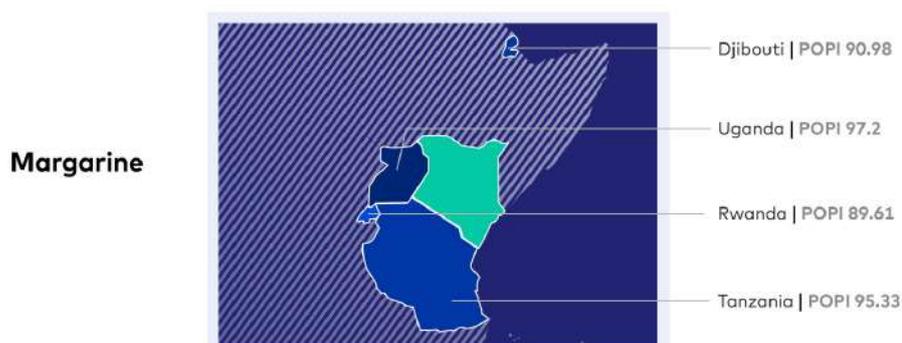


Fig 11: Top countries in the same region (Eastern Africa) that import Margarine that Kenya produces/exports



⁸ Outside the region: Ghana, Nigeria, Mozambique, Angola and Zambia. Within the region: Uganda, Tanzania, Djibouti, Rwanda

Similar to other afore-mentioned products, almost all African countries import cleaning products. It ranks 15th on Kenya's exports, constituting 0.53% of total exports with a trade value exceeding \$33M. Data on bilateral trade flow shows most of the exports that are made within the Eastern Africa region – Uganda (31.4%), Rwanda (19.1%), Tanzania (18.6%), DRC (12.2%), and Ethiopia (5.05%). However, the top 40 importing countries of the product in Africa lie outside Eastern Africa region. Using our threshold from POPI, we recommend eight countries.⁹ This is one of those products that Kenya has a massive capacity for, but leading importers within Africa lie outside the country's regional economic community. AfCFTA, however, portends trade barriers reduction between Kenya and these countries. Each of Togo and Zambia can take over 97% of Kenya's current exports, while each of the other three countries (recommended outside the region) could take the entire current export of cleaning products from Kenya. Recognising the massive unutilized resources and high unemployment in Kenya, products like this under AfCFTA open up massive opportunities for Kenyan businesses as cleaning products can be produced from every geopolitical zone of Kenya. Figure 13 depicts our recommendation of three countries within the Eastern region and five countries (Figure 12) outside the region that AfCFTA can export to generate economic growth.

Fig 12: Top 5 African countries by POPI that import Cleaning Products that Kenya produces/exports

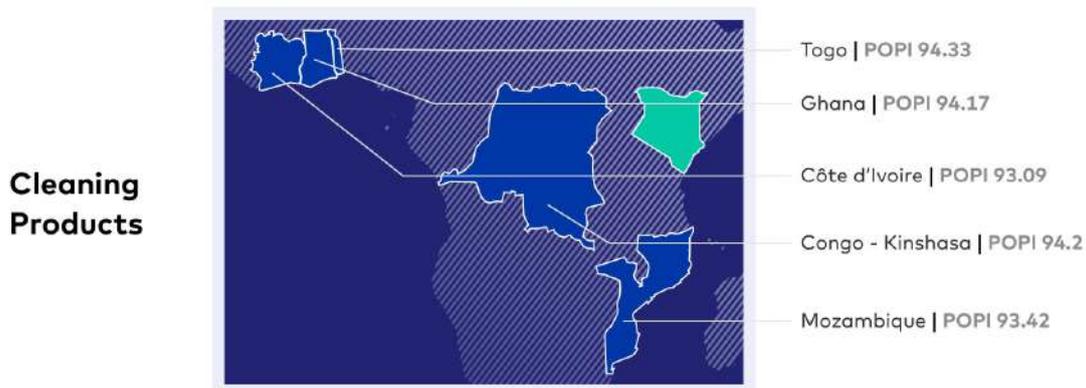
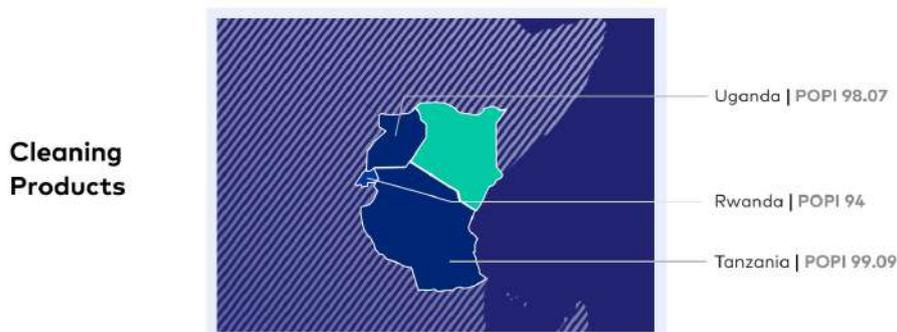


Fig 13: Top countries in the same region (Eastern Africa) that import Cleaning Products that Kenya produces/exports



⁹ Outside the region: Congo Kinshasa, Togo, Mozambique, Ghana and Côte d'Ivoire. Within the region: Tanzania, Uganda, and Rwanda

05 TRADE OPPORTUNITIES BY REGIONAL ECONOMIC COMMUNITIES

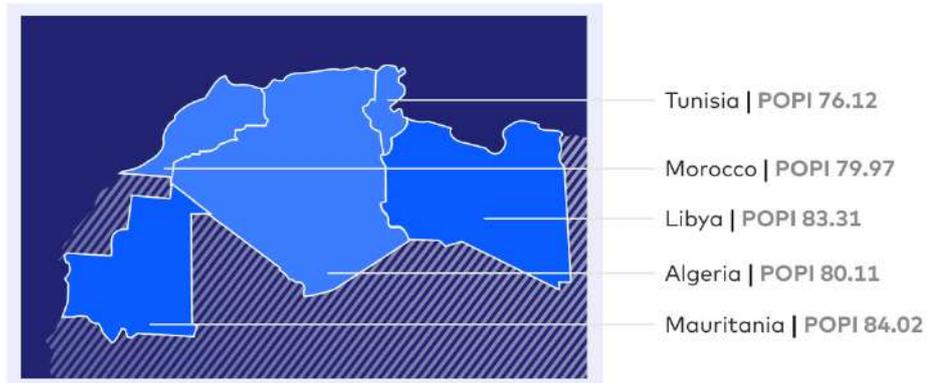
Arab Maghreb Union (AMU/UMA): Algeria, Libya, Mauritania, Morocco, Tunisia

POPI - Product Opportunity Index

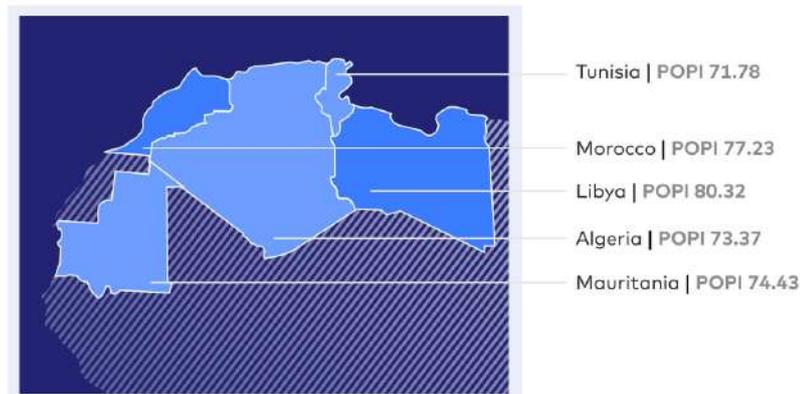
Palm Oil



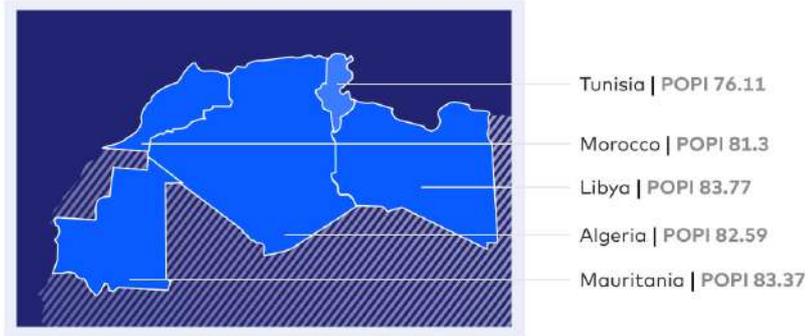
Soap



Salt



Margarine



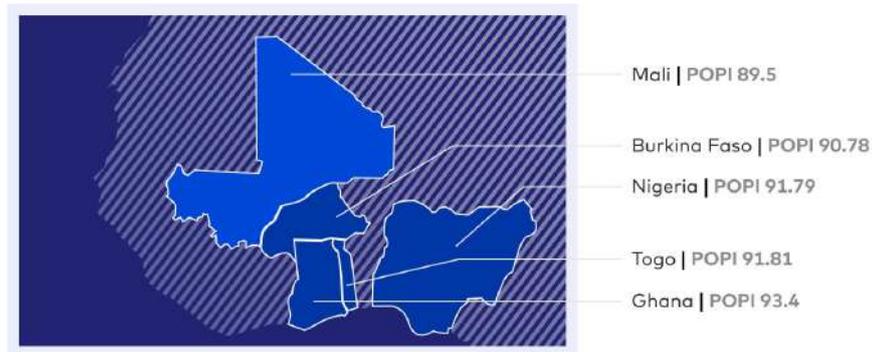
The Economic Community of West African States (ECOWAS): Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo

POPI - Product Opportunity Index

Palm Oil



Soap



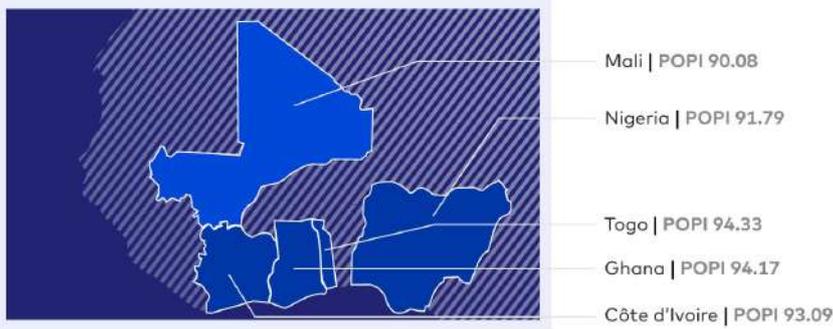
Salt



Margarine



Cleaning Products



The East African Community (EAC): Burundi, Kenya, South Sudan, Tanzania, and Uganda.

POPI - Product Opportunity Index

Palm Oil



Soap



- Uganda | POPI 94.12
- Rwanda | POPI 94.31
- Burundi | POPI 87.73
- Tanzania | POPI 98.8

Salt



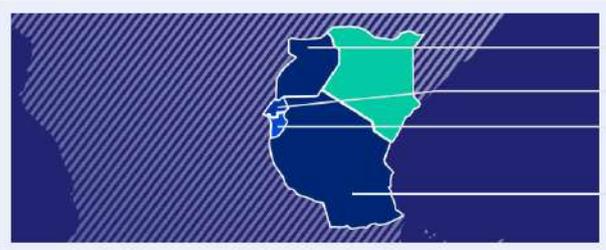
- Uganda | POPI 98.77
- Rwanda | POPI 93.36
- Burundi | POPI 92.34
- Tanzania | POPI 94.09

Margarine



- Uganda | POPI 97.2
- Rwanda | POPI 89.61
- Burundi | POPI 85.11
- Tanzania | POPI 95.33

Cleaning Products



- Uganda | POPI 98.07
- Rwanda | POPI 94
- Burundi | POPI 90.18
- Tanzania | POPI 99.09

The Intergovernmental Authority on Development (IGAD): Djibouti, Ethiopia, Eritrea, Somalia, Sudan, Uganda and Kenya

POPI - Product Opportunity Index

Palm Oil



Djibouti | POPI 95.87

Ethiopia | POPI 91.72

Uganda | POPI 99.35

Soap

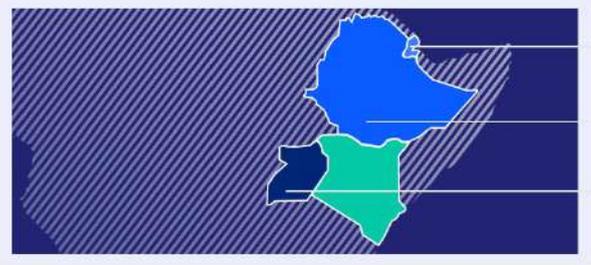


Djibouti | POPI 95.61

Ethiopia | POPI 89.26

Uganda | POPI 94.12

Salt



Djibouti | POPI 78.56

Ethiopia | POPI 80.57

Uganda | POPI 98.77

Margarine



Djibouti | POPI 90.98

Ethiopia | POPI 85.58

Uganda | POPI 97.2

Cleaning Products



Djibouti | POPI 92.99

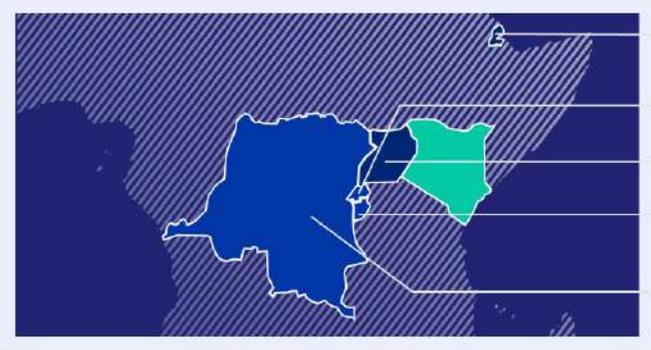
Ethiopia | POPI 91.29

Uganda | POPI 98.07

The Common Market for Eastern and Southern Africa (COMESA): Burundi, Comoros, Democratic Republic of the Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia, Zimbabwe

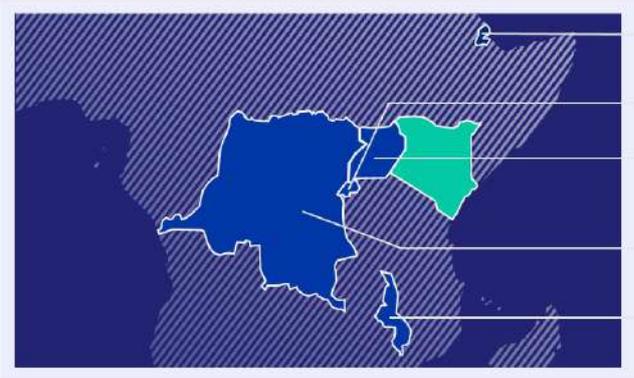
POPI - Product Opportunity Index

Palm Oil



- Djibouti | POPI 95.87
- Rwanda | POPI 95.48
- Uganda | POPI 99.35
- Burundi | POPI 92.84
- Congo - Kinshasa | POPI 92.69

Soap



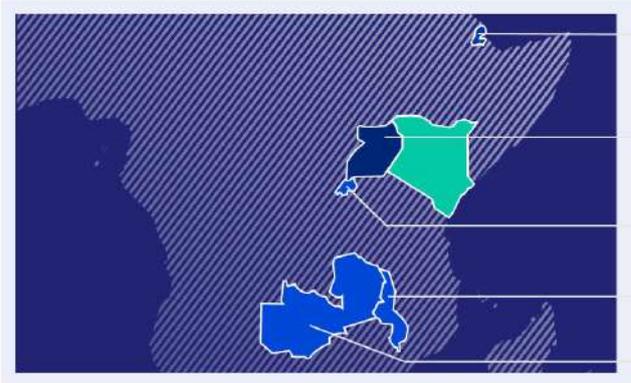
- Djibouti | POPI 95.61
- Rwanda | POPI 94.31
- Uganda | POPI 94.12
- Congo - Kinshasa | POPI 91.47
- Malawi | POPI 91.46

Salt



- Uganda | POPI 98.77
- Seychelles | POPI 90.45
- Rwanda | POPI 93.36
- Burundi | POPI 92.34
- Malawi | POPI 90.66

Margarine



- Djibouti | POPI 90.98
- Uganda | POPI 97.2
- Rwanda | POPI 89.61
- Malawi | POPI 88.8
- Zambia | POPI 89.52

Cleaning Products

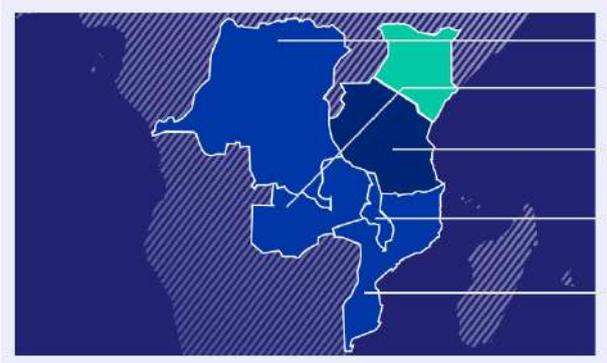


- Uganda | POPI 98.07
- Seychelles | POPI 93.02
- Rwanda | POPI 94
- Congo - Kinshasa | POPI 94.2
- Zambia | POPI 93.07

The Southern African Development Community (SADC): Angola, Botswana, Comoros, Democratic Republic of the Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe

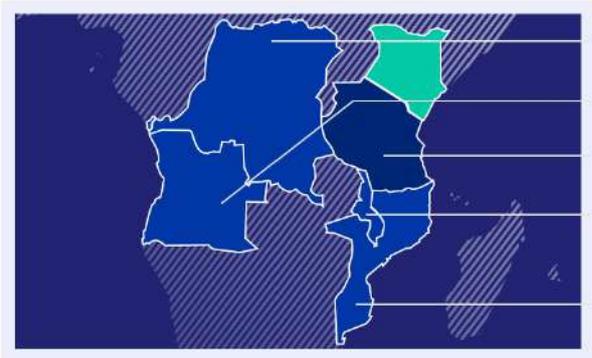
POPI - Product Opportunity Index

Palm Oil



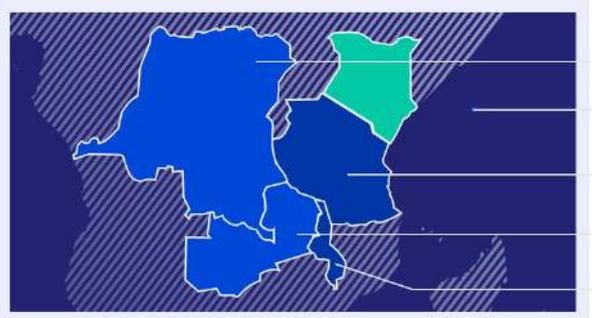
- Congo - Kinshasa | POPI 92.69
- Zambia | POPI 91.62
- Tanzania | POPI 99.18
- Malawi | POPI 91.54
- Mozambique | POPI 93.42

Soap



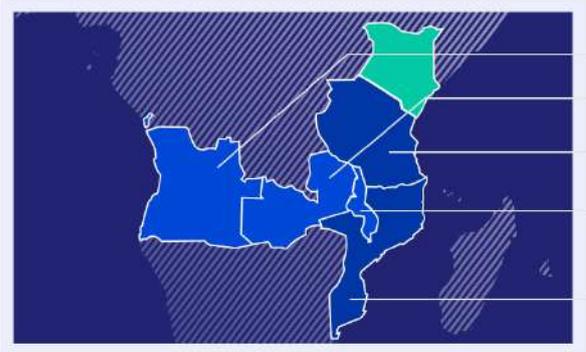
- Congo - Kinshasa | POPI 91.47
- Angola | POPI 91.04
- Tanzania | POPI 98.8
- Malawi | POPI 91.46
- Mozambique | POPI 90.98

Salt



- Congo - Kinshasa | POPI 89.14
- Seychelles | POPI 90.45
- Tanzania | POPI 94.09
- Zambia | POPI 90.1
- Malawi | POPI 90.66

Margarine



- Angola | POPI 89.26
- Zambia | POPI 89.52
- Tanzania | POPI 95.33
- Malawi | POPI 88.8
- Mozambique | POPI 90.59

Cleaning Products

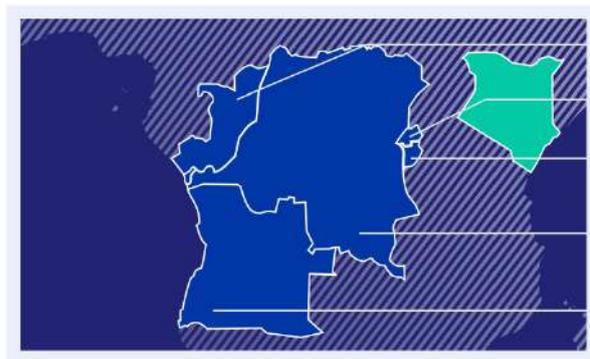


- Congo - Kinshasa | POPI 94.2
- Seychelles | POPI 93.02
- Tanzania | POPI 99.09
- Zambia | POPI 93.07
- Mozambique | POPI 93.42

The Economic Community of Central African States (ECCAS): Angola, Burundi, Cameroon, the Central African Republic, Chad, the Republic of Congo, Democratic Republic of the Congo, Equatorial Guinea, Gabon, São Tomé and Príncipe

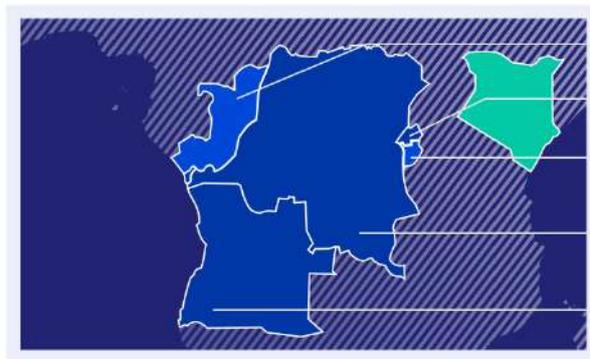
POPI - Product Opportunity Index

Palm Oil



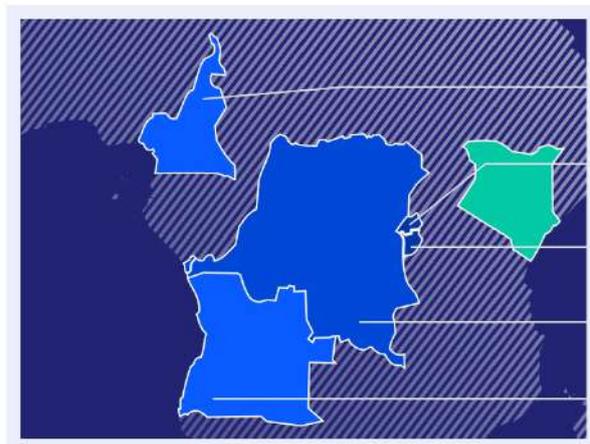
- Congo - Brazzaville | POPI 90.77
- Rwanda | POPI 95.48
- Burundi | POPI 92.84
- Congo - Kinshasa | POPI 92.69
- Angola | POPI 91.22

Soap



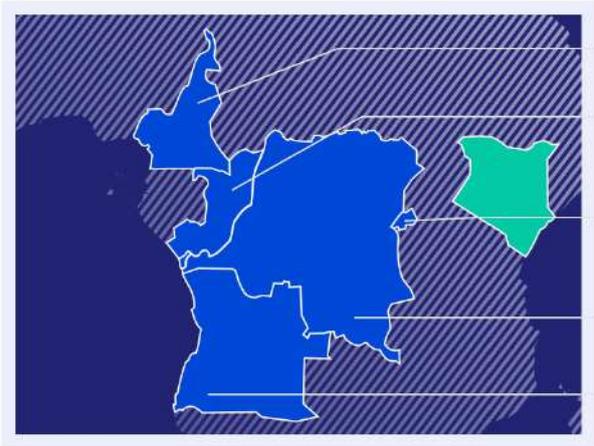
- Congo - Brazzaville | POPI 87.67
- Rwanda | POPI 94.31
- Burundi | POPI 87.73
- Congo - Kinshasa | POPI 91.47
- Angola | POPI 91.04

Salt



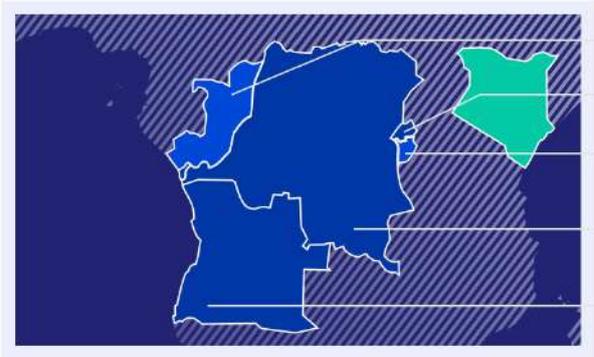
- Cameroon | POPI 84.17
- Rwanda | POPI 93.36
- Burundi | POPI 92.34
- Congo - Kinshasa | POPI 89.14
- Angola | POPI 84.46

Margarine



- Cameroon | POPI 88.34
- Congo - Brazzaville | POPI 86.43
- Rwanda | POPI 89.61
- Congo - Kinshasa | POPI 87.81
- Angola | POPI 89.26

Cleaning Products

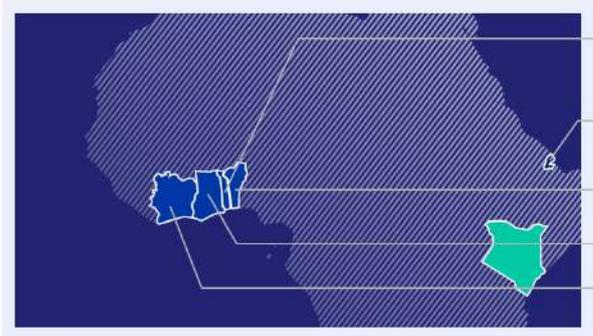


- Congo - Brazzaville | POPI 90.35
- Rwanda | POPI 94
- Burundi | POPI 90.18
- Congo - Kinshasa | POPI 94.2
- Angola | POPI 91.22

The Community of Sahel-Saharan States (CENSAD): Benin, Burkina Faso, Cape Verde, Central African Republic, Chad, Comoros, Djibouti, Egypt, Eritrea, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Liberia, Libya, Mali, Mauritania, Morocco, Niger, Nigeria, São Tomé and Príncipe, Senegal, Sierra Leone, Somalia, Sudan, Togo, Tunisia

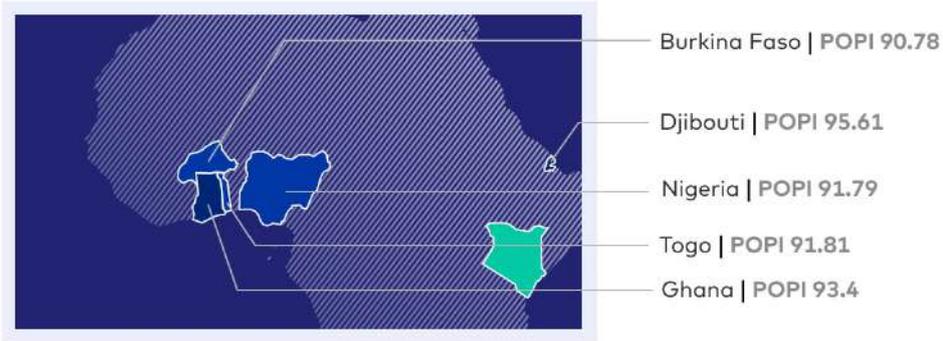
POPI - Product Opportunity Index

Palm Oil

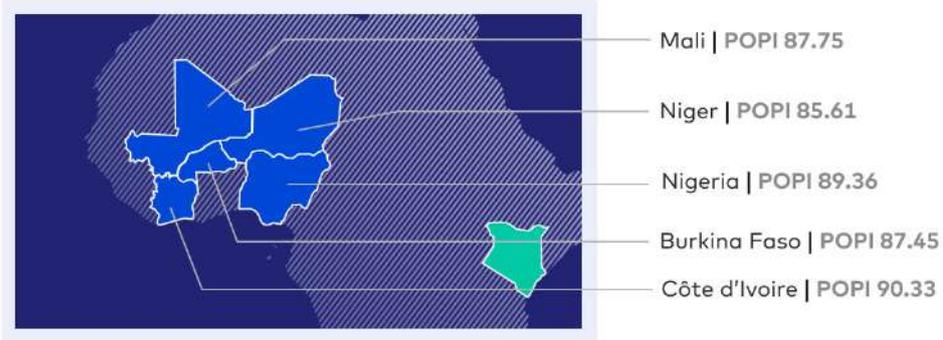


- Togo | POPI 95.42
- Djibouti | POPI 95.87
- Benin | POPI 92.92
- Ghana | POPI 94.17
- Côte d'Ivoire | POPI 92.23

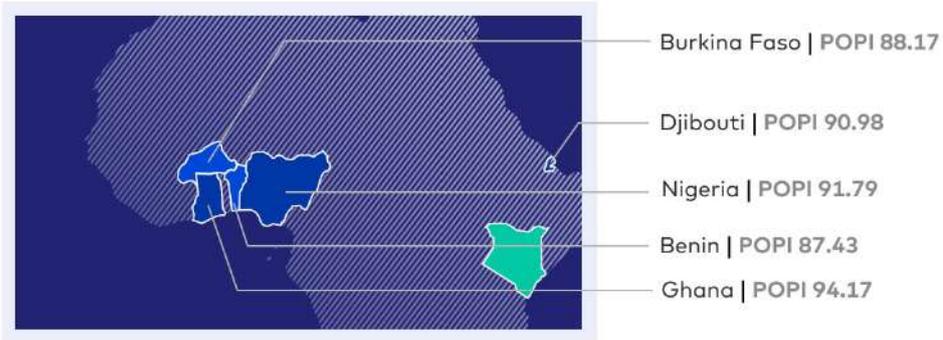
Soap



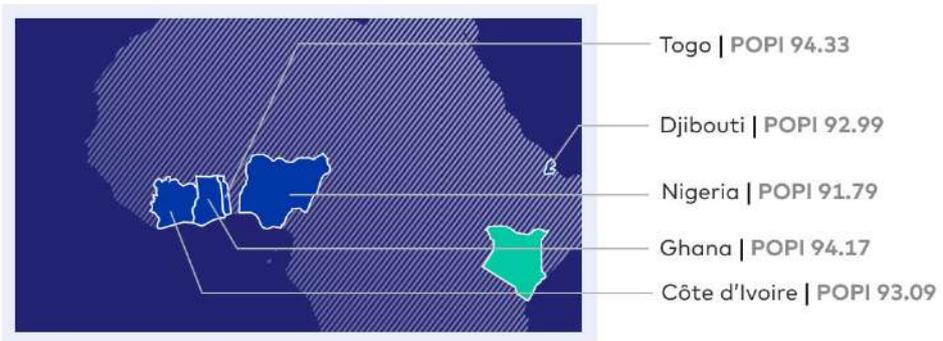
Salt



Margarine



Cleaning Products



06 HIGHLIGHT OF SPECIAL COMMODITIES

Export possibility analysis will often focus on key products a country is currently exporting under international trade. This report also briefly highlights some commodities that Kenya has a competitive advantage in but are currently being exported mostly outside the continents and/or exported mostly within the Eastern African countries but also have the potential to boost export proceeds for the country under the AfCFTA. Products such as flowers, tea (third-largest producer in the world, after China and India), coffee, petroleum products, fish, cement, sugarcane, maize, potato, sorghum, banana, cassava, information technology amongst others. We have recommended these products for 2 economic reasons. Kenya ranks amongst the top producers of these commodities in the world, and the country has the capacity to produce more also for the subsisting markets in Africa. Firstly, because of the volume of imports Africa currently makes for these items. Secondly, values can be added to these commodities in other African countries and exported globally as secondary goods. These will not only enlarge the Kenya market but can reshape the continent's economy. Similar, to that, might be a consideration for information technology products and the service industry that can drive real growth on the continent.

07 ABOUT SCI TRADE PLATFORM

The SCI Trade Platform is a web platform that allows users to discover immediate opportunities for trade flows under AfCFTA across Africa for traders seeking to expand their business. The platform is based on the SCI Trade Opportunity Index. The index uses Social Connectedness Index (Michael Bailey et al., 2018) and trade data to generate a model that reveals and explores trade opportunities amongst Africa countries.

Other benefits of the index are:

- **Commodities Intersection**

Our index reveals latent possibilities of goods and services a country can export and import to/from connected countries, as well as the estimated value of the commodities.

- **Trade Value Between Countries**

Using social connectedness & trade flow data from across Africa, interested traders can view the value of trade between countries.

Access the platform via: <https://www.scitrade.africa/>

08 APPENDIX: ADDITIONAL OPPORTUNITIES FOR KENYA

COMMODITIES	TOP 5 COUNTRIES WITH OPPORTUNITY & PRODUCT OPPORTUNITY INDEX (%)
BEER	Burundi(94.04), Zambia(94.03), Mozambique(93.42), Burkina Faso(92.94), Congo - Kinshasa(91.98)
CELLULOSE FIBERS PAPER	Zambia(94.03), Côte d'Ivoire(92.56), Ghana(92.29), Nigeria(91.79), Angola(91.22)
ELECTRIC BATTERIES	Togo(95.42), Burundi(94.39), Ghana(94.17), Congo - Kinshasa(94.04), Zambia(94.03)
GLASS BOTTLES	Ghana(94.17), Zambia(94.03), Côte d'Ivoire(93.43), Mozambique(93.42), Malawi(93.22)
JUTE AND OTHER TEXTILE FIBERS	Nigeria(91.79), Côte d'Ivoire(89.06), Ghana(85.64), Togo(81.88), Senegal(80.72)
MALT EXTRACT	Burundi(95.8), Togo(95.42), Sierra Leone(95.17), Liberia(94.73), Congo - Kinshasa(94.2)
METAL STOPPERS	Ghana(93.97), Burundi(93.39), Côte d'Ivoire(92.46), Nigeria(91.79), Mozambique(90.04)
OTHER SMALL IRON PIPES	Burundi(94.91), Congo - Kinshasa(94.2), Ghana(94.17), Togo(93.63), Zambia(93.61)
OTHER VEGETABLE PRODUCTS	South Africa(84.81), Nigeria(84.02), Benin(80.93), Niger(80.02), Mali(79.94)
PAPER CONTAINERS	Ghana(94.17), Mozambique(93.41), Togo(93.16), Côte d'Ivoire(92.87), Burkina Faso(92.4)
PAPER NOTEBOOKS	Togo(95.42), Burundi(94.62), Congo - Kinshasa(94.2), Mozambique(93.42), Ghana(93.09)
PENS	Burundi(90.73), Ghana(90.24), Nigeria(90.1), Togo(90.09), Congo - Kinshasa(89.81)
PLASTIC HOUSEWARES	Togo(95.42), Congo - Kinshasa(94.2), Ghana(94.17), Burkina Faso(93.55), Sierra Leone(93.54)
PREFABRICATED BUILDINGS	Congo - Kinshasa(94.2), Ghana(94.17), Côte d'Ivoire(93.43), Mozambique(93.42), Mali(93.08)
RAW PLASTIC SHEETING	Sierra Leone(95.06), Togo(94.29), Congo - Kinshasa(94.2), Ghana(94.17), Zambia(94.03)
RUBBER FOOTWEAR	Togo(95.42), Congo - Kinshasa(94.2), Ghana(94.17), Liberia(93.67), Côte d'Ivoire(93.43)
SAUCES AND SEASONINGS	Togo(95.42), Sierra Leone(95.17), Liberia(94.78), Congo - Kinshasa(94.2), Ghana(94.17)
SORGHUM	South Africa(87.76), Burundi(87.24), Cameroon(86.89), Nigeria(86.15), Zimbabwe(83.06)
SOWING SEEDS	Burkina Faso(88.8), South Africa(88.74), Zambia(87.74), Côte d'Ivoire(87.32), Ghana(86.97)
WATERPROOF FOOTWEAR	Congo - Kinshasa(92.63), Ghana(91.85), Nigeria(88.59), Mozambique(88.49), Togo(87.55)

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