



Optimizing Market Access Opportunities for French Beans

By
Lydia Kimani

Agribusiness Liaison - SOCAA/Executive Director -
Agribusiness for African Markets



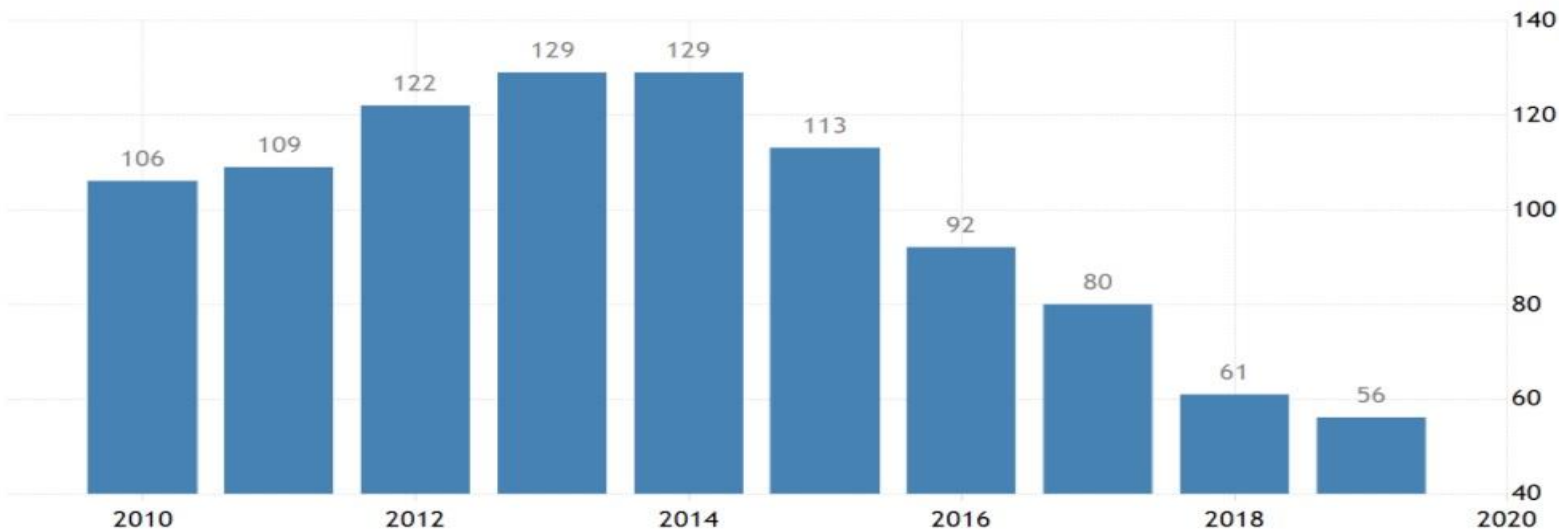
Introduction and Background

Ease of Doing Business in Kenya 2008-2019 Data | 2020-2022 Forecast | Historical

Summary Stats Download ▾

Kenya is ranked 56 among 190 economies in the ease of doing business, according to the latest World Bank annual ratings. The rank of Kenya improved to 56 in 2019 from 61 in 2018. source: World Bank

📅 10Y 25Y 50Y MAX 📊 Chart 🔄 Compare 📄 Export 🗄️ API 🖼️ Embed



SOURCE: TRADINGECONOMICS.COM | WORLD BANK



Leading Export Markets 2020 - French Beans by value

MARKET ^①	MFN tariffs ^①	Effectively applied tariffs ^①	Pref. Margin ^①	Tariff year ^①	# NTLC in the HS6 code ^①	HS Revision ^①	Import value in 2019 ^①	Trade remedies ^① New
United Kingdom	10.40%	0%	10.40%	2020	3	HS17	50541	
France	10.40%	0%	10.40%	2020	3	HS17	23189	
Netherlands	10.40%	0%	10.40%	2020	3	HS17	21270	
Belgium	10.40%	0%	10.40%	2020	3	HS17	9405	
Germany	10.40%	0%	10.40%	2020	3	HS17	7008	
Switzerland	51.83%	50.38%	1.44%	2020	9	HS17	1315	
United Arab Emirates	0%	0%	0%	2020	1	HS17	1208	
Norway	7.85%	0%	7.85%	2020	2	HS17	1174	
Congo, Democratic Republic of	10%	10%	0%	2020	1	HS12	752	
Tanzania, United Republic of	25%	0%	25%	2020	1	HS17	591	

<https://www.macmap.org/en/query/compare-market?reporter=All&partner=404&product=070820>



Top -Ten Competitors 2020 - French beans by Export Value

Showing 1 to 20 of 237 entries

Search

Competitor ^⓪	MFN tariffs ^⓪	Effectively applied tariffs ^⓪	Pref. Margin ^⓪	Tariff year ^⓪	# NTLC in the HS6 code ^⓪	HS Revision ^⓪	Export value in 2019 ^⓪	Trade remedies ^⓪
Kenya	10.40%	0%	10.40%	2020	3	HS17	50541	New
Spain	0%	0%	0%	2020	3	HS17	17433	
Egypt	10.40%	0%	10.40%	2020	3	HS17	11583	
Guatemala	10.40%	0%	10.40%	2020	3	HS17	7904	
Morocco	10.40%	0%	10.40%	2020	3	HS17	7291	
Netherlands	0%	0%	0%	2020	3	HS17	3884	
Senegal	10.40%	0%	10.40%	2020	3	HS17	3436	
Germany	0%	0%	0%	2020	3	HS17	3394	
Rwanda	10.40%	0%	10.40%	2020	3	HS17	1872	
Belgium	0%	0%	0%	2020	3	HS17	1856	

<https://www.macmap.org/en/query/compare-competitor?reporter=826&partner=All&product=070820>



Trade Facilitation -French Beans

InfoTrade Kenya

HOME PROCEDURES SEARCH TARIFFS COVID-19 MEASURES

Procedures Preliminary registrations, licences and certificates Clearance Permits

Select trade operation Type keyword or HS code at 4 or 6 digit level e.g "tea", "0901", "071159" Search

Full procedures > Export > Beans > Export beans through Isebania One Stop Border Post (OSBP)

Steps (49)

Obtain food hygiene licence (4)

1 Apply for licence

Summary of the procedure

Institutions involved (17)

Total of 49 steps and 17 institutions

infotradekenya.go.ke/procedure/1263?l=en

13 Apply to be an exporter

14 Obtain food safety audit checklist

15 Submit documents for food safety audit and samples for analysis

16 Pay for sample analysis and food safety audit

17 Field audit

18 Food safety audit

19 Obtain analysis report

20 Training on electronic certification system

21 Obtain user credentials and ECS user rights letter

Register with KESWS (4)

22 Submit request for company registration

23 Obtain registration notification

24 User registration

25 Obtain user credentials

Results (13)

Food hygiene licence, Parkhouse inspection report, Farm inspection report, AFA HCD report licence, Analyst report, Export authorisation letter, Username Password, Registration letter, Authenticated EAC certificate of origin, Phytosanitary certificate, Sample inspection report released by KES

Total of 13 results received

27 Verification of the origin of goods

28 Obtain registration letter

Obtain EAC certificate of origin (5)

29 Request for certificate of origin

30 Pay for certificate of origin

31 Obtain certificate of origin form

32 Typesetting of the certificate of origin

33 Submit certificate of origin form for signing

Pre-clearance documentation (1)

34 Contract a clearing agent

Enter the OSBP (1)

35 Submit clearance documents

Obtain KEPHIS release (4)

Required Documents (39)

Application for food hygiene licence - Form A, Valid medical certificates, Health clearance certificate, Bank deposit slip (x 3), Lease agreement, Farm inspection checklist, Approved application for export licence, HCD payment receipt, Exporter registration form, Contract (x 2), AFA HCD export licence (x 3), Food safety requirements, Cover letter, Certificate of incorporation (x 3), Certificate of compliance, Company PIN certificate (x 3), Identity card, Food safety audit checklist

Process results in 39 documents

<https://infotradekenya.go.ke/procedure/1263?l=en>



Regulatory Requirements to Access the UK market

Regulatory requirements ⁽ⁱ⁾

For product **0708200010** – "Fresh or chilled beans ""Vigna spp., Phaseolus spp."" , shelled or unshelled : Yard long beans (Vigna unguiculata spp. sesquipedalis, vigna unguiculata spp. unguiculata)"

Exported from **Egypt** to **United Kingdom**

HS revision: **HS Rev.2017**

NTM Classification: **NTM rev. 2019**

NTM year: **2018**

Source: **UNCTAD**

Import requirements applied to this product

Total measures 50 [^]

A12 - Geographical restrictions on eligibility ⁽ⁱ⁾

1 [▼]

A13 - Systems approach ⁽ⁱ⁾

2 [▼]

A14 - Authorization requirement for SPS reasons for importing certain products ⁽ⁱ⁾

1 [▼]

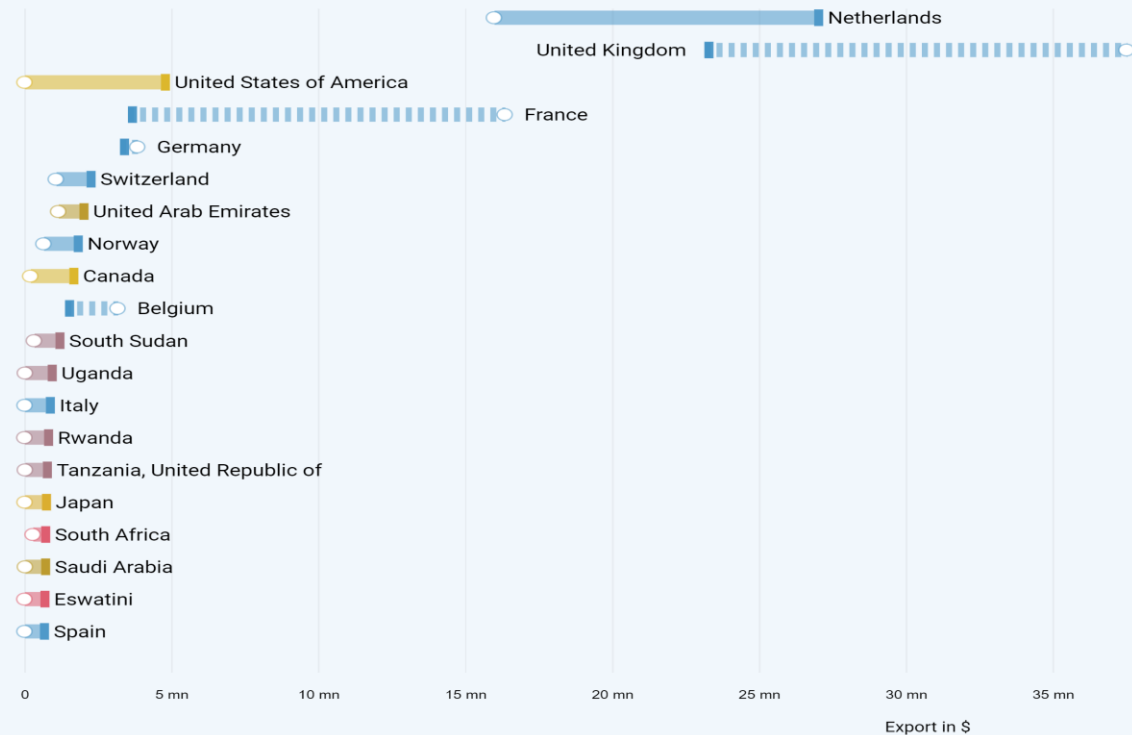
A15 - Authorization requirement for importers for SPS reasons ⁽ⁱ⁾

2 [▼]

<https://www.macmap.org/en/query/regulatoryrequirement?reporter=826&partner=724&product=070820&level=6&rtype=l>



Kenya's Production Potential Season



Markets with potential for Kenya's exports of Beans "Vigna spp., Phaseolus spp.", fresh

Legend

- Export potential
- Actual exports
- ◻ Potential to actual exports gap

- EU & West Europe
- North America
- Eastern Africa
- Middle East
- Southern Africa
- East Asia

ITC Export Potential Map
exportpotential.intracen.org

<https://exportpotential.intracen.org/en/markets/gapchart?fromMarker=i&exporter=404&whatMarker=k&what=070820&toMarker=j>



Recommendations & Way forward

- ▶ Conduct thorough market access analysis considering the emerging trends to build the resilience of the enterprise.= opportunity for BMOs eg SOCAA, FPEAK, FPC(K)
- ▶ SMEs to join BMOs to lower the cost of acquiring such services through membership fees
- ▶ Extension services to keep abreast with the emerging global trends to remain relevant .
- ▶ Create synergies across sectors eg with ICPAK to develop incentives that are market responsive eg incentives for the Green fiscal policy, KEBS on Eco standards.



Thank You

