

	digital governance digital entrepreneurship job creation digital skills/literacy digital services		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
	Connectivity @ Tags: transport people2people energy digital connectivity	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Migration @ (methodology for tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities (methodology for marker and tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
12. Amounts concerned	Budget line(s) (article, item): BGUE-B2021-14 02 01 21-C1-INTPA Total estimated cost: EUR 25 050 000 Total amount of EU Budget contribution: EUR 25 000 000 This action is co-financed in joint co-financing by TradeMark East Africa for an amount of EUR 50 000			
MANAGEMENT AND IMPLEMENTATION				
13. Type of financing	Indirect management with TradeMark East Africa			

1.2 Summary of the Action

Exports are essential for the Kenyan economy. People's jobs and livelihoods depend on it. At the same time there is still ample opportunity to increase the country's income from export of goods through value addition and to create an increased demand for its products, thus developing space for a larger supply which will generate necessary new jobs, reduce poverty, and alleviate the pressure of the debt situation the country is in.

The EU is one of Kenya's most important export destinations. With this action the EU will confirm its roles as one of the main interlocutors of the Kenyan government in relation to trade, investments and economic development. The upcoming implementation of the Economic Partnership Agreement and the EU's intensive support to the establishment of the African Continental Free Trade Area (AfCFTA) are at the core of this. The design of the action will allow for thorough policy dialogue with the Government on trade, economic and business-related issues and will support the stronger more political strategic dialogue and relationship Kenya and the EU are aiming for. The activities that will be deployed are founded in a transformative holistic approach that envisages to strengthen the whole eco-system around certain export oriented value chains. The action will make them more inclusive and more sustainable by incorporating principles of circular economy and taking the interests of women and youth in their diversity into account, and create a business enabling environment that will help existing business grow, and make Kenya a more attractive investment destination. The selected export oriented value chains will be in sectors