



# MINISTRY OF INVESTMENTS, TRADE AND INDUSTRY (MITI)

## STATE DEPARTMENT FOR TRADE

### PUBLIC PARTICIPATION ON THE DRAFT KENYA E-COMMERCE POLICY

The State Department for Trade is in the process of developing an e-commerce policy for Kenya to provide a structured framework to guide the development, growth, and regulation of e-commerce in the country. The policy seeks to enhance consumer protection, promote the development of digital infrastructure, bridge the digital divide, promote digital skills development, create a conducive environment for digital trade, develop a coherent policy framework, support micro, small, and medium enterprises (MSMEs), and respond to climate change and sustainable e-commerce.

A draft Kenya E-Commerce Policy has been developed by the State Department for Trade with input from various stakeholders drawn from key government Ministries, Departments, and Agencies (MDAs), the private sector, and academia.

In line with constitutional requirements and the need to build consensus nationally, the State Department for Trade hereby seeks to subject the draft policy to public participation so as to elicit the views of industry players, citizens, as well as other interested parties for consideration and incorporation into the final policy document.

Submission of views and comments on the draft Kenya E-Commerce Policy can be done through the email **info@trade.go.ke** on or before **21<sup>st</sup> July, 2025**. There shall be a hybrid public participation meeting to collate further views on the **23<sup>rd</sup> July, 2025** in Nairobi at a venue to be confirmed.

A copy of the draft E-Commerce Policy can be accessed on the State Department for Trade Website **<https://www.trade.go.ke/>**