

investments to the region. In Kenya, this is currently undermined by high levels of corruption and mismanagement. There is also a fair amount of political instability mostly driven by the country's ethnic-driven and hyper-competitive elections especially at the presidential level.

The country now has a new devolved government structure that promises to contribute to a more tranquil national political environment. But Kenya needs to do more to hold credible elections, and, perhaps, dilute its presidential powers which drive its overly competitive, acrimonious, and perennially destabilising elections.

Finally, Kenya and other African countries should strengthen their trade negotiation ability to make the most of new international trade deals. In today's world, the difference between winning and losing in trade substantially comes down to one's ability to negotiate good trade deals. Therefore, African countries must not only invest in high quality capacity building training for their trade negotiators, but they must also hire, keep, and empower the right people for these roles.

Kenya is in the middle of negotiating a free trade agreement with the US, the first such agreement between the US and a sub-Saharan African economy. If it succeeds, it would be the most important trade development in the region since the enactment of the AGOA in 2000.

300,000

Number of jobs created as of 2017, due to trade initiative in sub-Saharan Africa, many of which were in the apparel sector.