

# DP World launches e-commerce platform Dubuy.com in Kenya

Logistics provider, DP World has announced the launch of its global wholesale e-commerce platform Dubuy.com in Kenya. This latest expansion of Dubuy.com follows its successful launch in Rwanda earlier this year, where the platform has become a major gateway for trade in the East Africa region.



Source: Preis\_King via [Fxabay](#)

As an innovative online marketplace, Dubuy.com will help unlock access to global markets for Kenyan businesses, with fulfilment through DP World's worldwide ports and logistics network. With eight existing terminals on the African continent and three more in development, DP World is creating a strategic trading gateway into East Africa.

The launch in Kenya marks the six-month milestone since the platform first began trading operations in Rwanda during Spring 2021. In that timeframe, the platform received more than 500,000 website visits from sellers and buyers in Africa, built a community of more than 4,000 active merchants on the platform, and saw particular success in the sale of automotive supplies and kitchen appliances.

## Digital channels and technologies

Mahmood Al Bastaki, chief operating officer of Dubai Trade World says: "With the African Continental Free Trade Area (AfCFTA) now in effect, the eyes of the world will be on the continent. African businesses are increasingly using digital channels and technologies to engage with suppliers and distributors to create agile supply chains, and digital platforms like Dubuy.com will be key to this shift.

"Our technology allows homegrown businesses to transform into international enterprises by providing access to new markets in Africa, the Middle East and the rest of the world."

Honorable David Osiany, HSC, deputy minister, ministry of industrialisation, trade and enterprise development Kenya adds: "Kenya is among the top countries for economic growth prospects in Africa, with some of the most exciting B2B opportunities on the continent here. Strategic partnerships with companies such as DP World and Dubuy.com are catalysts for our industrialisation policy and are in line with the government of Kenya's Vision 2030.

## **Increased trade connectivity**

"This partnership will increase our country's trading connectivity and build an easy-access market for Kenyan entrepreneurs to secure long-term, sustainable business growth. With our local expertise and DP World's global footprint, we've got a prosperous future ahead of us. I look forward to leveraging this new partnership for the benefit of our local traders and industries to access the African market."

In addition, Richard Ngatia, president, Kenya National Chamber of Commerce and Industry comments: "The partnership with Dubuy.com in Kenya is testament to the impact of strong partnerships and a conducive investment climate within our country. This platform is part of the digital economy blueprint that will embrace new technological and logistical innovations that will enable Kenya's and Africa's ability to leapfrog economic growth for sustainable development.

"By leveraging on its benefits, Kenyan entrepreneurs can lead the charge in transforming how business is done across the continent, opening the continent to new markets, technological advancement and ultimately become the leading free trade facilitators."

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