



JACINTA KIRUTHI

AfCFTA Advisor, Session Leader & Conference Moderator

Jacinta is the CEO of In Trade Africa, a Tax and Customs consulting firm, at the forefront of supporting the implementation of the AfCFTA. She also serves in various advisory roles within the East African Region as well as several Continental Platforms, both in the Public and Private sector. Currently, she is the lead AfCFTA Advisor to the East African Chamber of Commerce and Industry (EACCIA), the EA Chapter of the African Business Council (AfBC). She also sits in the AfCFTA Implementation Committee at the Kenya National Chamber of Commerce and Industry (KNCCI) as well as the International Conference on the UN Great Lakes Region (ICGLR).

Within these institutions she is the subject matter expert on the AfCFTA, Regional Integration, Trade Facilitation, Revenue Administration Reform, Rules of Origin, Women and Youth In International Trade, Tax and Customs Matters, Cross Border Trade and MSMEs.

As a qualified Toastmaster, Jacinta has leveraged her public speaking skills to articulate key messages across the African Continent. This has seen her meteoric rise as a professional moderator to numerous panels within Africa. Noteworthy among her 2023 accomplishments are;

- AfCFTA Session Leader - Africa Women Entrepreneurship Cooperative – AWEC General Assembly, **Nairobi**
- AfCFTA Knowledge Partner – Kenya International Investment Conference – KIICO, KENINVEST, **Nairobi**
- High Level Panel Moderator – AfCFTA Side Event, Africa Climate Summit, **Nairobi**
- High Level Panel Moderator - Banking, Financial Services and Insurance - **BFSI Maputo, Mozambique**
- High Level Panelist – COMESA IRSK Annual Conference, Nairobi
- High Level Panel Moderator – Ministerial Round Table, IATF – Africa Tourism Board, **Cairo, Egypt**
- High Level Panel Moderator – The International Tourism and Investment Conference, **Gaborone, Botswana**
- Event Moderator and Session Leader – EA Trade and Industrialization Week, **Dar Es Salaam, Tanzania**
- Event Moderator and Session Leader – UN Great Lakes Women Entrepreneurs Network, **Nairobi**
- AfCFTA Africa Women In International Trade, **Nairobi**

All these summits brought together key stakeholders from all over Africa and the rest of the world – namely EAC, AMU, COMESA, IGAD, SADC, ECOWAS, CEN-SAD, ECCAS. Other partners include the UN Great Lakes, African Union, AfCFTA, EU, ECA, AfDB, ATB, Afri Exim Bank, UAE Trade Center, UNDP, IFC, ITIC - UK but to name a few.

Previously, Jacinta served as a Senior Programme Manager in the Commissioner General’s Office of the Kenya Revenue Authority, critical in implementing the Revenue Administration Reform and Modernization Programme (RARMP) which saw KRA become the leading Revenue Authority within the EAC region. Within RARMP, she oversaw the reforms in KRAs Business Automation, Commissioner General’s Office, Human Resource Department and the KRA Training School – KRATI. She also enabled the rolling out of e- learning initiatives in partnership with various institutions to enhance team knowledge as well as align KRA’s internal policies with overarching national government goals.

Jacinta has an MBA (Strategic Management) and BA (Economics) from the University of Nairobi, a post graduate diploma in Tax and Customs Administration from KRA’s – Training Institute and Diplomas in both Banking and Information Systems Management. She is passionate about simplifying Africa’s Regional Integration agenda and bringing as many people on board this amazing AfCFTA journey.