

Rwanda Development Board has signed a Memorandum of Understanding (MoU) with trade enabler-DP World to launch its new global B2B and B2C e-commerce platform, [Dubuy.com](https://dubuy.com), in Rwanda early next year. The vision of the MoU is to make it easier for Rwandan businesses to engage in international trade.

Rwanda will become DP World's hub for expanding e-commerce across the East Africa Community and beyond. Rwandan businesses will also benefit from broader DP World services and investment that will help to facilitate and develop trade. This includes the promotion of Rwandan exports of coffee, tea, and horticulture on [Dubuy.com](https://dubuy.com), the modernising of Rwanda's supply chain logistics including in rural areas, and access to digital tools to help businesses save money and expand their reach to local, regional, and global markets.

The decision to launch [Dubuy.com](https://dubuy.com) in Rwanda follows the country's consistent superior annual rating in the World Bank's global "Ease of Doing Business" rankings and its commitment to international trade and investment.

The e-commerce site will bring Rwandan products to global markets and help enterprises from around the world to invest in Rwanda. In turn, Rwandans will have greater access to international products.

DP World has already invested in world-class port and logistics facilities in Kigali, demonstrating its strong belief in Rwanda's future.

Clare Akamanzi, CEO of RDB said, "The government of Rwanda has made substantial investment in creating a suitable environment to derive eCommerce. The signing of the MoU with DP World today is a significant boost to our efforts to support the development of a digital economy working closely with the private sector. There is no doubt that this partnership will make it easier for Rwandan businesses to participate in global trade."

"We couldn't be more excited to be launching [DuBuy.com](https://dubuy.com) as a major e-commerce site in East Africa. The platform will initially enable Rwandan products to reach global markets and help enterprises from around the world to invest in Rwanda, before later expansion to further African markets". Mike Bhaskaran, COO Logistics & Technology, DP World observed. commented:

Suhail Al Banna, CEO and Managing Director - Middle East and Africa at DP World, said, "DP World is a committed partner and investor in Rwanda. The country's

favourable investment climate, commitment to training and education, and determination to lead Africa in job creation and industrial advancement through technology, makes it a strong and obvious location to launch our new global e-commerce site. Collaborating with the Rwanda Development Board, I am confident that we can open international trade further to Rwandan businesses – within Africa and beyond”.