



# About ATFF

## ABOUT AFRICA TRADING FREE FLOW PORTAL (ATFF)

The Africa Trading Free Flow Portal (ATFF) is a Pan-African digital trade operating system designed to help African SMEs, exporters, buyers, logistics providers, financial institutions, and government trade stakeholders participate more effectively in AfCFTA-enabled trade.

ATFF was developed to simplify how businesses access the opportunities created by the African Continental Free Trade Area (AfCFTA) by providing a user-friendly digital platform for business onboarding, product listing, buyer discovery, trade documentation support, Rules of Origin readiness, logistics coordination, finance visibility, and trade activity monitoring.

ATFF is designed to move AfCFTA from policy into practical execution by giving SMEs a simple digital pathway to trade across Africa.

### OUR MISSION

Our mission is to make intra-African trade easier, faster, more transparent, and more accessible for SMEs by providing a trusted digital platform that connects businesses to markets, trade services, documentation support, logistics, finance, and institutional trade frameworks.

### OUR VISION

Our vision is to become Africa's leading digital trade execution platform, enabling millions of SMEs to access continental and global markets through a seamless, secure, and interoperable digital trade ecosystem.

## WHAT ATFF DOES

ATFF enables users to:

- register and create a business profile;
- verify SME and exporter information;
- list products and services;
- connect with African buyers and business partners;
- access AfCFTA trade guidance;
- prepare trade documentation;
- assess Rules of Origin readiness;
- prepare Certificate of Origin application documentation;
- connect with logistics providers;
- access trade finance opportunities;
- monitor trade transactions;
- support government trade reporting and SME participation.

### Why ATFF Matters

Many SMEs across Africa face difficulty participating in cross-border trade due to fragmented systems, limited market access, complex documentation, weak logistics coordination, and low awareness of AfCFTA opportunities. ATFF addresses these challenges by creating one simple portal through which businesses can access the tools and connections needed to trade.

### ATFF's Strategic Position

ATFF does not replace existing government trade systems, customs platforms, National Single Windows, PAPSS, ADAPT, ATG, or Designated Competent Authorities. Instead, ATFF is designed to complement and connect with these systems by providing the SME-facing execution layer that helps businesses use Africa's emerging digital trade infrastructure more effectively.

### Developed By

ATFF is developed by Service Management Consultancy Nigeria Ltd (SMCN), an innovation, strategy, and digital transformation company focused on building technology-enabled solutions for trade facilitation, public sector transformation, SME growth, and socio-economic development.

Join ATFF today and begin your digital trade journey across Africa.

Register at: [www.atfftrade.africa](http://www.atfftrade.africa)