



THE KENYA EXPORT PROMOTION AND BRANDING AGENCY
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EXPORT PROCEDURES FOR COMMERCIAL CRAFTS / HANDICRAFTS



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AGENCY**



1. Legal Documentation:

- a) Register a company name and obtain Certificate of Incorporation/Certificate of Registration from the Registrar of Companies, Attorney General's office.
- b) Obtain a PIN number from Kenya Revenue Authority.
- c) Obtain a Local Authority License/ Single Business Permit.
- d) Certificate of Origin at the time of exporting. The Certificate of Origin is issued with each export consignment. The certificates are:
 - **COMESA Certificate of Origin** for produce destined to Common Market for East and Southern Africa countries.
 - **EAC Certificate of Origin** destined for East African Community.
 - **AGOA Certificate of Origin** for products destined to the United States of America.
 - **AfCFTA** applies for the AfCFTA partner states
 - **EUR – 1** form for produce destined to European Union from Kenya Revenue Authority.
 - **GSP** form for produce destined to USA, Japan, Australia, and Canada etc. from Kenya Revenue Authority
 - **Ordinary Certificate of Origin** for produce destined to Middle East, India, Central Europe, etc. from the Kenya National Chamber of Commerce & Industry.
- e) Export Permit required for soap stone from the Department of Mines and Geology. Other permits maybe requested by importing countries such as fumigation certificate.

2. Business Set-up

- a) Obtain a Trading Place with address, telephone, email address.
- b) Obtain Business image builders: Business Cards, Website, Company Profile, Letter Head and Bank Account.

3. Product Identification and Documentation

(The Commercial Crafts sector is wide – includes Jua kali metal, soapstone, wood, textile, beadwork, hand loomed items, jewellery, pottery, among others).

- Product identification and Documentation
- Source of raw materials
- Trends (e.g., www.cbi.nl, Google etc.)

4. Marketing Tools - Electronic image builders:

- Develop Product catalogue in a flash disk / Website / Blogs / Email
- Address
- Products must clearly indicate Name, Size, Price, Code, and Clear high-definition photos

5. Identify Market with a relative advantage (e.g., USA for textiles under the AGOA initiative)

- a) Contacts
- b) Enquiries
- c) Trade Fairs

6. Price your products competitively

add value to be able to price your products higher than competition.

