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BASIC GUIDELINES FOR EXPORTING



REPUBLIC OF KENYA



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**



1. Legal Documentation at Set-up:

a) Establishing an eCitizen Account

- Apply for an eCitizen account online.
- Navigate to the Business Registration Service home page.

b) Submitting a Business Application and Filing Paperwork

- Begin your application by choosing the business type
- Enter the name preferred business name
- Pay fees for name search
- Complete the CR1 Company Registration Form
- Indicate Company's directors' addresses on Form CR8
- State business nominal capital holdings on Form BN6
- Pay the Stamp Duty based on the amount of capital of Company
- Submit Memorandum and Article of Association to outline the business objectives
- File the completed forms and pay the fee at Business Registration Department
- Download the Business Certificate from the eCitizen platform

NB: Firms must obtain registration with National Social Security Fund (NSSF), National Hospital Insurance Fund (NHIF) and the Kenya Revenue Authority (KRA) and VAT from Kenya Revenue Authority (KRA). A business permit should also be obtained from the relevant County Government depending on the business type.

All company and business registrations (sole proprietorship and partnerships) are processed through the eCitizen online platform but for Limited Liability Partnerships (LLPs) registrations are processed at the Business Registration Service.

2. Business Set-up

- Establish Trading Premises with address, telephone and email address - company email domain is recommended eg .or.ke
- Obtain Business image builders:
 - Develop Business Cards
 - Develop a Company Profile
 - Develop a Letter Head
- Obtain a Bank Account
- Website is highly recommended for Export Trade

3. Documentation when Exporting

- Commercial Invoice
- Packing List
- Certificate of Origin
 - COMESA Certificate of Origin for produce destined to COMESA countries
 - EUR - T Certificate of Origin for produce destined to European Union
 - GSP Certificate of Origin for produce destined to USA, Japan, Australia, Canada, etc.
 - Ordinary Certificate of Origin for produce destined to Middle East, India, East Europe, etc.
 - AGOA Certificate of Origin
 - EAC Certificate of Origin
 - AfCFTA applies for the AfCFTA partner states

NB: Certificates of Origin are obtained from KRA, Kenya National Chamber of Commerce & Industry (Ordinary Certificate of Origin).

d) Bill of lading (sea freight), Airway bill (for air freight)

e) Mandatory Quality attestation certificate i.e.

- Phytosanitary Certificate from Kenya Plant Health Inspectorate Services (KEPHIS) (horticulture, tea, coffee and any plant-based products)
- Sanitary Certificate from Veterinary Services (fish, meat and any food)
- Fumigation Certificate (wood articles, some gift items)
- Export Permit for Minerals including soapstone from Mines and Geology Department
- Kenya Bureau of Standard Certifications

4. Product Identification and Documentation:

- Product identification and documentation
- Source / production method
- Trends and development on your product (ITC, CBI, Google etc.)

5. Marketing Tools - Electronic image builders:

Develop Product catalogue in a Flash drive/Website/Web Pages/ Email address. Product labelling must clearly indicate Name, Size, Price, Code, and high-resolution photos.

Develop a brand or a trade name for your product and have the brand registered at Kenya Industrial Property Institute (KIPI).

6. Identify preferential market advantage

USA for textiles under the African Growth and Opportunity Act - AGOA initiative, Common Market for Eastern and Southern Africa - COMESA, East African Community- EAC and the European Union - EU).

7. Price your products competitively (It is advisable to add value to your products in order to have a competitive edge over your competitor).

Contact KEPROBA for more information on markets, products, and some contacts for buyers.

