



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

PROCEDURES FOR EXPORTING FISH

Export of fish in Kenya is regulated by the Kenya Fisheries Services ([KeFS](#)) the Competent Authority in Kenya charged with the conservation, management and development of aquatic and fisheries resources. One of its technical mandates under the Directorate of Fish Quality, Safety and Trade is to facilitate the trade of safe and quality fish and fishery products locally, regionally and internationally. This is usually through the issuance of import & export permits and fish health certificates for processed fish and fishery products.

Legal Documentation at Set-up:

1. Register a company name and obtain the Certificate of Incorporation and be a company incorporated in Kenya under the Company's Act. You register a company or business in Kenya online via the eCitizen portal i.e., ecitizen.go.ke by selecting the Business Registration Service (BRS) to conduct a name search and reserve your business or company name, then applying for incorporation.
2. After registration, you must secure a company KRA PIN from Kenya Revenue Authority and a unified business permit from your County Government to legally operate.

Business Set-up

Prior to registration of business, applicants are required to acquire a trading premise that has an address, telephone and company email address together with Business image builders such as the Business Cards, Company Profile, Letter Head, official Bank Account and Website for Export Trade with proper domain.

NOTE: *In addition to the above requirements, the procedures for exporting processed (dry, chilled, or frozen) fish are available in the KenTrade InfoTrade Portal <https://infotradekenya.go.ke/>*

1. Register the fish processing facility

Processed fish for export may be processed from land-based or water-based facilities which must be licensed by the Kenya Fisheries Service (KeFS), after a series of inspections of the establishment or fishing vessel, and test-run of the processing of fish.

To register for a land-based facility undertake the following:

- a. Submit letter of intent
- b. Obtain response letter

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- c. Submit pre-requisite documents
- d. Fish processing facility pre-inspection
- e. Submit test-run notification
- f. Fish processing facility test-run inspections
- g. Fish processing facility national inspection
- h. Apply for fish processing licence and certificate of compliance
- i. Obtain payment notification
- j. Pay and obtain certificate of compliance

To register for a water-based facility undertake the following:

- a. Submit letter of intent
- b. Obtain response letter
- c. Pre-inspection of fishing vessel on dry-dock
- d. Submit test-run notification
- e. Test-run inspection on fishing ground
- f. Apply for fish processing licence, certificate of compliance and certificate of registration of local fishing vessel
- g. Obtain payment notification
- h. Apply and obtain fish processing licence
- i. Pay and obtain certificate of compliance and certificate of registration of local fishing vessel

2. Dry fish Movement Permit

A fish movement permit is issued to traders allowing them to move fish and fish products within the country. The issuance of the dry fish movement permit is regulated by the Kenya Fisheries Service (KeFS), through the office of the County Director of Fisheries.

- a. Apply for fish movement permit
- b. Inspection of vehicles
- c. Pay and obtain fish movement permit

3. Register on the KenTrade- Trade Facilitation Platform (TFP)

The Trade Facilitation Platform is an online platform that serves as the single-entry point for parties involved in international trade & transport logistics to lodge documents electronically, for processing, approvals and to make payments electronically for fees, levies, duties & taxes due to Government, on imported or exported goods. Training is mandatory for new users of the system prior to registration on the system; this includes new staff from organizations already registered on the TFP.

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4. Certificate of Origin (depending on the destination market).

The following Certificate of Origins are issued by Kenya Revenue Authority

- COMESA Certificate of Origin for products destined to COMESA countries
- EAC Certificate of Origin for products destined for EAC Countries
- EUR – 1 Form for products destined to European Union
- GSP form for products destined to USA, Japan, Australia, and Canada etc.
- AfCFTA Certificate of Origin for [African Continental Free Trade Area \(AfCFTA\)](#)
- AGOA certificate of origin for products destined for the USA.

The Kenya National Chambers for Commerce and Industry issue the following

- Ordinary Certificate of Origin for products destined to Middle East, India, Central Europe, etc.

5. Food hygiene licence

A food hygiene licence is required for all facilities that process and package products that are for human consumption, e.g., packhouses. The licence is issued by Port Health Services Kenya (PHS) or by Public Health Officers, from the respective County Governments where the premises are located. The licence is valid for one (1) calendar year.

6. Export Permit

Export of fish is regulated by Kenya Fisheries Service (KeFS) who issue an export permit for fish and fish products per consignment. The import permit is processed through the Trade Facilitation Platform (TFP).

7. Fish Export Health Certificate

A fish health certificate is issued by the Directorate of Veterinary Services which is issued after the consignment has been inspected to ascertain that the consignment is free from diseases and fit for human consumption.

Clearance

Clearance is done at the border post/through the port of exit for export of your consignment of processed (dry, chilled, and frozen) fish.

It is conducted by the customs office and the certificate of export is issued after export has been confirmed.

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BRANDING OF PRODUCTS

To increase the competitiveness of Kenyan export products, it is imperative that our products are well branded. KEPROBA has developed a unique identifier of our Fish and Fishery products known as the Grown in Kenya brand Mark

a. The Grown in Kenya Mark (GIK)



The mark identifies Kenya's products abroad to make them competitive, inspire creative excellence and show genuine integrity that adds real value to all our customers.

b. Criteria for acquiring the mark

Log on to www.madeinkkenya.go.ke the requirements are:

- 1) Location – Companies must be located in Kenya
- 2) Employment – At least 50% of the employees should be Kenyans.
- 3) Compliance with statutory requirements including:
 - Tax compliance Certificate
 - Registration Certificates

Certification-The product must bear the approved certification for Horticulture products

c. Benefits of Adopting the Mark

Grown in Kenya (GIK) adoptees stand to enjoy the following benefits.

- Opportunity to participate in Expos and exhibitions

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- Access to promotional services
- Access to preferential government procurement services
- Product promotion in Embassies/foreign missions abroad
- Access to training

USAGE OF THE MARK

The logo can be applied on the product, packaging, websites, social media and any other form of advertising.

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