



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

EXPORT PROCEDURES FOR COMMERCIAL CRAFTS

1. Legal Documentation

- a) Register a company name and obtain a Certificate of Incorporation/Certificate of Registration from the Registrar of Companies, Attorney General's office.
- b) Obtain a PIN from the Kenya Revenue Authority.
- c) Obtain a Local Authority Single Business Permit.
- d) Certificate of Origin at the time of exporting. The Certificate of Origin is issued for each export consignment. The certificates are:
 - i) COMESA Certificate of Origin for produce destined to the Common Market for East and Southern Africa countries.
 - ii) EAC Certificate of Origin destined for the East African Community.
 - iii) ACFTA applies to the AfCFTA partner states.
 - iv) EUR - 1 form for produce destined for the European Union Member States from the Kenya Revenue Authority.
 - v) GSP form for produce destined to USA, Japan, Australia, and Canada etc. from Kenya Revenue Authority
 - vi) Ordinary Certificate of Origin for produce destined to the 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.

Nb. Other permits may be requested by importing countries, such as a fumigation certificate.

2. Business Set-up

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

3. Register on the Trade Facilitation Platform with Kenya Trade Network Agency (KENTRADE).

The Kenya Trade Network Agency ([KenTrade](#)) is a State Corporation mandated to establish, implement & manage the Trade Facilitation Platform (TFP), and to facilitate trade. The TFP is an online platform that serves as a 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 the 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. For more information on how to register on the TFP, click the link.



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4. Register with KRA Rules of Origin Office

This procedure applies to first-time traders who require to obtain a preferential certificate of origin during export. Traders are required to register with the Kenya Revenue Authority's ([KRA](#)) Rules of Origin Section to obtain a registration letter. The letter confirms the country of origin of the goods to be exported and is a requirement when applying for the preferential certificate of origin.

5. Register with the Kenya National Chamber of Commerce and Industry (KNCCI)

The Kenya National Chamber of Commerce & Industry (KNCCI) is the umbrella body of the private sector in Kenya. The Chamber is an autonomous, non-profit, membership-based, and private sector lobby institution. Membership in the Chamber is not mandatory; however, membership is diverse and offers benefits such as networking opportunities, training and consultancy, customer referrals, and credibility in your business, to mention a few.

6. Product identification and documentation

The Commercial Crafts sector is wide. It includes Juakali, Soapstone, metal, wood, textile, beadwork, handloomed items, and jewelry. It is necessary for Businesses to do product identification and their sources of raw materials for the identification of origin.

7. Marketing tools/ Image builders

Develop an integrated marketing communication plan that incorporates digital content, social media pages, websites, and product catalogs. Products must clearly indicate name, size, price, and high-definition images.

8. Identify a market with a relative market advantage for example, the European Union (EU) under the Kenya-EU EPA, the United Kingdom (UK) under the Kenya-UK EPA.

- i) Identify and participate in relevant trade fairs and exhibitions.
- ii) Establish business contacts
- iii) Consider drop shipping business model

9. Price your products competitively.

Buyers can compare prices using the internet. Its therefore important to price your products competitively to maintain an edge in the market.



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10. Branding 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 Kenyan products known as the Made in Kenya brand Mark.

a) The Made in Kenya Mark (MIK)



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.madeinkenya.go.ke. The requirements are:

- i) **Location** – Companies must be located in Kenya
- ii) **Employment** – At least 50% of the employees should be Kenyans.
- iii) **Compliance** with statutory requirements, including:
 - iv) Tax Compliance Certificate
 - v) Registration Certificates
- vi) **Certification**-The product must bear the approved certification issued by the relevant sector regulator.

c) Benefits of Adopting the Mark

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

- i) Opportunity to participate in Expos and exhibitions
- ii) Access to promotional services
- iii) Access to preferential government procurement services
- iv) Product promotion in Embassies/foreign missions abroad
- v) Access to training



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d) Usage of the mark

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

DISCLAIMER:

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