PERFORMANCE CONTRACT

BETWEEN

THE GOVERNMENT OF THE REPUBLIC OF KENYA THROUGH THE CABINET SECRETARY -MINISTRY OF INVESTMENTS, TRADE AND INDUSTRY

AND

BOARD OF DIRECTORS - KENYA EXPORT PROMOTION AND BRANDING AGENCY

FOR THE PERIOD

1ST JULY 2025 - 30TH JUNE 2026

1 Preamble

This Performance Contract (hereinafter referred to as "Contract") is entered into between the Government of the Republic of Kenya (hereinafter referred to as "GoK") represented by Cabinet Secretary - Ministry of Investments, Trade and Industry (together with its assignees and successors) of the one part and Board of Directors of the Kenya Export Promotion and Branding Agency (hereinafter referred to as the "Board"), (together with its assignees and successors) of P.O Box 40247 - 00100 Nairobi, Kenya of the other part.

WHEREAS;

The Government is committed to ensuring that public offices are well managed, and they are effective in delivering quality service to the public in line with the provisions of the Constitution of Kenya;

The Government recognizes that MDAs hold a key role in the implementation of the national priorities in order to improve the quality of life of the citizens and make Kenya globally competitive;

The purpose of this Performance Contract is to establish the basis for ensuring that efficient and effective services are delivered to Kenyans in line with the provisions of the Constitution. MDAs are required to adopt systems that enable innovativeness and adaptability of public services to the needs of users through automation and on-boarding services on the e-citizen platform.

This Performance Contract therefore represents the basis for continuous performance improvement that meets the needs and expectations of the Kenyan people.

Therefore, the parties hereto agree as follows:

Part I: Statement of Responsibility by the Board of Directors

The Mandate of the Kenya Export Promotion and Branding Agency is to:

Implement export promotion and nation branding initiatives and policies to promote Kenya's export of goods and services.

It is our responsibility to provide the required leadership in designing suitable plans and strategies that will contribute to high and sustainable socio- economic development. It is our undertaking to ensure that the Kenya Export Promotion and Branding Agency has a credible Strategic Plan and Performance Contract that will deliver the desired goals.

It is also our undertaking that we will perform our responsibilities diligently and to the best of our abilities to support the achievement of the agreed performance targets.

Part II: Vision Statement, Mission Statement and Strategic Objectives

(a) **Vision Statement**
Transform Kenya into a top global Brand.

(b) **Mission Statement**
Brand Kenya, Export Kenyan, Build Kenya.

(c) **Strategic Objectives**

1. Facilitate development, adaptation and compliance of Kenya's export products;
2. Enhance visibility of Kenya's export products in regional and international markets;
3. Position Kenya as a top global Brand; and
4. Strengthen institutional capacity to deliver on KEPROBA's mandate.

Part III: Statement of Strategic Intent by the Board of Directors

In carrying out our duties, we intend to put all our efforts towards contributing effectively and efficiently to the achievement of the national development agenda as espoused in the Kenya Vision 2030 MTP IV, Bottom-up Economic Transformation Agenda (BETA), keeping in mind the specific priorities of the Kenya Export Promotion and Branding Agency.

Bearing in mind the imperative of inclusivity, we will implement the following Strategic Intents during the Financial Year:

1. Enhanced export capacities and compliance of Kenya's export products;
2. Enhanced access to markets to increase exports by 10% annually from Ksh. 873.1 billion in 2022 to Ksh. 1.5 trillion in 2028;
3. Kenya positioned as among top 50 global brands; and
4. Enhanced organizational efficiency and effectiveness.

Part IV: Commitments and Obligations of the Government

- Acknowledgement of receipt of correspondence and approval of requests are made within the timelines stipulated in the Citizens' Service Delivery Charter.

Part V: Reporting Requirements

Kenya Export Promotion and Branding Agency will submit its Quarterly and Annual performance reports online in the prescribed format, to the designated agencies as specified in the Performance Contracting Guidelines for the purpose of monitoring progress and annual performance evaluation.

Part VI: Duration of the Performance Contract

The Performance Contract will run for one financial year from 1^{st} July 2025 - 30^{th} June 2026.

Part VII: Signatories to the Performance Contract

For and on behalf of Kenya Export Promotion and Branding Agency

Signature.. Date 24th March 2026

MR. DENNIS MWIRIGI
CHAIRPERSON - BOARD OF DIRECTORS

Signature.. Date 24th March 2026

DR. GRACE KINYA MURIITHI
INDEPENDENT BOARD MEMBER

For and on behalf of the Government of the Republic of Kenya

Signature.. Date 24/3/2026

HON. LEE MAIYANI KINYANJUI
CABINET SECRETARY
MINISTRY OF INVESTMENTS, TRADE AND INDUSTRY

Countersigned by:

Signature.. Date..

HON. FCPA. JOHN MBADI NG'ONGO, E.G.H,
CABINET SECRETARY
THE NATIONAL TREASURY AND ECONOMIC PLANNING

ANNEX I: PERFORMANCE CONTRACT MATRIX FOR KENYA EXPORT PROMOTION AND BRANDING AGENCY

S/No.	Performance Criteria and Indicators	Unit of Measure	Weight (%)	Baseline (Status Previous Year -FY 2024/2025)	Annual Target (FY 2025/26)
A	**Financial Stewardship***				
	Absorption of Allocated Funds (GoK)	%	5.00	100.00	100.00
	Appropriation-in-Aid	Kshs.	2.00	7,738,100.00	15,000,000.00
	Pending Bills Ratio	%	3.00	0.00	≤1.00
	Weight Sub-Total		**10.00**		
B	**Service Delivery**				
	Implementation of Citizens' Service Delivery Charter	%	4.00	100.00	100.00
	Digitalization of Government Services	%	7.00	100.00	100.00
	Resolution of Public Complaints	%	4.00	100.00	100.00
	Weight Sub-Total		**15.00**		
C	**Core Mandate**				
	Adaptation of Kenya's products in prioritized export markets.	%	20.00	100.00	100.00
	Visibility of Kenya's export products in regional and international markets enhanced	%	23.00	100.00	100.00

	Kenya positioned as a top global Brand.	%	17.00	100.00	100.00
	Productivity Improvement	Index	3.00	2.32	2.50
	Science, Technology and Innovation Mainstreaming	%	2.00	0.00	100.00
	Weight Sub-Total		**65.00**		
D	**Implementation of Presidential Directives**	%	2.00	100.00	100 .00
	Weight Sub-Total		**2.00**		
E	**Affirmative Action in Procurement**				
	Access to Government Procurement Opportunities	Kshs.	2.00	112,748,754.24	74,813,812.00
	Promotion of Local Content in Procurement	Kshs.	2.00	168,567,198.65	99,751,749.00
	Weight Sub-Total		**4.00**		
F	**Crosscutting**				
	Asset Management	%	1.00	98.00	100.00
	Youth Internships/Industrial Attachments/ Apprenticeships	No.	1.00	26	20
	Competence Development	%	1.00	100.00	100.00
	National Values and Principles of Governance	%	1.00	100.00	100.00
	Weight Sub-Total		**4.00**		
	Overall Total Weight		**100.00**		

ANNEX II: PERFORMANCE CONTRACT EXPLANATORY NOTES

A. Financial Stewardship

A1 - Absorption of Allocated Funds (GoK)

During the FY 2025/2026, the Board commits to utilize 100% (Kshs. 705,817,000) of the allocated funds on programmes, projects and activities for which they were appropriated and planned for.

No.	Source of Funds	Unit of Measure	Target	Completion Date
1.	Recurrent Budget	Kshs	705,817,000.00	6/30/2026

A2 – Appropriation-in-Aid

During FY 2025/2026, the Board commits to raise Ksh. 15,000,000 as A-in-A from interest earned from bank balances, commitment fee for trade fairs, disposal of idle assets, fees for adoption of mark of identity by the Kenyan producers/manufacturers and Branding services and events management services.

No.	Source of Funds	Unit of Measure	Target	Completion Date
1.	Interest earned from bank balances.	Kshs	7,000,000.00	6/30/2026
2.	Commitment fee for trade fairs and other initiatives	Kshs	1,000,000.00	6/30/2026
3.	Disposal of idle assets	Kshs	1,000,000.00	6/30/2026
4.	Branding Services and events management services	Kshs	6,000,000.00	6/30/2026

A4 - Pending Bills Ratio

The Board commits to ensure that the pending bills incurred in FY 2025/2026 do not exceed 1% (Kshs. 7,058,170) of the total budget of Ksh. 705,817,000.

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Pending Bills Ceiling as a proportion of approved budget	%	≤ 1.00	6/30/2026

B. **Service Delivery**

B1 - Implementation of Citizens' Service Delivery Charter

During the FY 2025/2026, the Board commits to ensure that the Agency fulfils its commitments and progressively improve customer satisfaction as well as provide channels for proactive provision of information through the Citizens' Service Delivery Charter by undertaking the following:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Display the Citizens' Service Delivery Charter prominently at the point of entry/service delivery points in both English and Kiswahili using the prescribed format and size which is three feet in width and four feet in height.	%	10.00	12/31/2025
2.	Customize the Citizen's Service Delivery Charter to unique needs and convenient access of the customers by among others, translating it to Braille, providing mechanisms for sign language, providing audio recordings and uploading it on the Agency's online platforms (website, Facebook, X, LinkedIn, Instagram and YouTube).	%	20.00	12/31/2025
3.	Sensitize all staff on the Citizen's Service Delivery Charter	%	20.00	6/30/2026
4.	Ensure conformity with commitments and standards in the Citizen's Service Delivery Charter by establishing compliance to the commitments stipulated in the Charter through undertaking quarterly monitoring, analyzing and compiling quarterly compliance reports.	%	50.00	6/30/2026

B2 - Digitalization of Government Services

For effective implementation of the performance indicator, the Agency will continue to create an enabling digitized environment by ensuring the following among others:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Core services identified and prioritized for BPR	%	10.00	6/30/2026
2.	Two core services namely "Export and import trade statistics" and "Export Readiness Awareness" re-engineered end-to-end.	%	35.00	6/30/2026
3.	Re-engineered service processes ("Export and import trade statistics" and "Export Readiness Awareness") digitalized.	%	35.00	6/30/2026
4.	All digitalized customers facing services onboarded onto the e-citizen platform, where applicable.	%	20.00	6/30/2026

B3 - Resolution of Public Complaints

During the FY 2025/2026, the Board will promptly address and resolve public complaints referred to the Agency directly or channelled through the Commission on Administrative Justice (CAJ) and process all requests for information received. Quarterly reports shall be submitted via email to the Commission through certificationpc@ombudsman.go.ke in a prescribed format.

During the FY 2025/2026, the Board commits to implement this indicator through the following:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Resolution of all complaints received	%	70.00	6/30/2026
2.	Requests on access to information received processed.	%	30.00	6/30/2026

C. Core Mandate

Bottom-up Economic Transformation Agenda (BETA)

C350_1 - Adaptation of Kenya's products in prioritized export markets.

During the FY 2025/2026, the Board commits to facilitate adaptation of Kenya's export products to the requirements in the regional and international markets to ensure compliance and competitiveness of the products in the targeted markets. This will enhance acceptability and entry into these markets by the Kenyan products.

This will be undertaken through the following:

No.	Sub-Indicator	Unit of Measure	Target	Completion Date
1.	Awareness on export opportunities and market requirements for priority value chains in the Japanese Market created among seven thousand (7,000) Kenyan exports.	%	20.00	6/30/2026
2.	Eight (8) e-learning videos developed for implementation of the Exporters Readiness Awareness (ERA) Program.	%	15.00	6/30/2026
3.	Six hundred (600) exporters provided with relevant export trade and brand information through the Agency's Business Counselling program.	%	15.00	6/30/2026

4.	24 publications developed and disseminated as trade alerts.	%	15.00	6/30/2026
5.	Value addition and adaptation of eight (8) priority value chains to Kenya's priority markets facilitated.	%	15.00	6/30/2026
6.	800 products branded with the Made in Kenya mark.	%	20.00	6/30/2026

C350_2 - Visibility of Kenya's export products in regional and international markets enhanced.

During the FY 2025/2026, the Board commits to promote Kenya's products in the regional and international markets to expose the products and influence the buyers to buy Kenyan products. The Board will be implementing strategies for market entry, penetration, and diversification through the following:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Linkage of Kenyan Exporters to buyers in the regional and international markets through coordination and implementation of six (6) export promotion initiatives in Japan (Expo 2025 Osaka (20%), TICAD 9 (10%), Inbound buying mission to Kenya by Japanese (5%)), Africa-Algeria (IATF (10%)), Australia (60 years anniversary of the Kenya–Australia Diplomatic Relations (5%), Africa Ghana (FESTAC exhibition in Accra (5%)) facilitated	%	55.00	6/30/2026
2.	The Kenya Export Market Development program (KEMPD) developed and disseminated.	%	15.00	6/30/2026
3.	Value chain specific training programme for Heads of mission and key staff in Kenya missions and embassies abroad developed and implemented partnership with MFA.	%	15.00	6/30/2026
4.	Survey conducted to inform improvement of the Exporters portal.	%	15.00	6/30/2026

C350_3 – Kenya positioned as a top global Brand

During the FY 2025/26, the Board commits to implement interventions including campaigns to create visibility and position Kenya as a source of high-quality products. This will enhance affiliation and enable/influence buyers in the regional and international markets to buy from Kenya. The Board will achieve this through implementation of the following interventions:

No.	Sub-Indicator	Unit of Measure	Target	Completion Date
1.	20 brand manuals developed for key agencies	%	25.00	6/30/2026
2.	One (1) Citizen Engagement activity undertaken to foster pride and patriotism among the Kenya's citizenry.	%	25.00	6/30/2026
3.	Catalogue for Made in Kenya products developed.	%	25.00	6/30/2026
4.	Made in Kenya consumers and adoptees campaign rolled out through the Agency's digital platforms (X, Website, LinkedIn, Facebook) to promote made in Kenya products.	%	25.00	6/30/2026

Other Priorities

C350_4 -Productivity Improvement

The Board commits to measurement, management and improvement of productivity and ultimate entrenching of a culture of productivity within the Agency through

a) Development of Productivity Improvement Strategy (40%);
b) Implementation of Prioritized Countermeasures (26%);
c) Validation and computation of Productivity Index (30%); and
d) Submit quarterly performance reports to NPCC using the prescribed format (4%).

During FY 2025/2026 the Board commits to improve on its Productivity index as follows

No.	Sub-Indicator	Unit of Measure	Target	Completion Date
1.	Improvement of the productivity index	index	2.50	6/30/2026

C350_5 - Science, Technology and Innovation Mainstreaming

The Board acknowledges that Science, technology and innovation integration is central to the Kenya Vision 2030 and is reinforced by the Fourth Medium-Term Plan (MTP IV). Therefore, the Board commits to entrench Science, Technology and Innovation into the Agency's Programmes through the following:

No.	Sub-Indicator Unit of	Unit of Measure	Target	Completion Date
1.	Institutional STI Mainstreaming Strategy Developed.	%	20.00	6/30/2026
2.	Four STI strategic issues implemented.	%	80.00	6/30/2026

D. Implementation of Presidential Directives

D1 - Implementation of Presidential Directives

During the FY 2025/2026, the Board will support implementation of the Presidential Directive on National Tree Growing Restoration Campaign launched on 21st December 2022 that seeks to grow 15 billion trees for restoration of 10.6 million hectares by 2032. Additionally, the Board commits to implementing the Presidential Directive on "Corruption prevention" through interventions provided in Annex IV of this document.

No.	Sub-Indicators	Unit of Measure	Target	CompletionDate
1.	Implementation of Presidential Directives	%	100	6/30/2026

E. Affirmative Action in Procurement

E1 - Access to Government Procurement Opportunities

During the FY 2025/2026, the Board commits to allocation and award of at least 30% (Ksh.74,813,812) of the total procurement budget for goods and services of Ksh. 249,379,372.15 as provided in the annual procurement plan to youth, women and PWDs. At least 2% (Ksh. 1,496,275.24) of the 30% of the budget for procurement of goods and services will be reserved for PWDs

To facilitate achievement of this target, the Board will undertake the following:

i. Build the capacity of the three target groups through training on government procurement procedures, requirements for accessing government procurement opportunities and the specific opportunities available in KEPROBA.
ii. Ensure that the three groups access the procurement opportunities and facilitation of quick processing of payments.

iii. Pre-qualify the registered groups as (an affirmative action) and submit to PPRA a summary of the procurement opportunities allocated to the target groups in the format provided in the PPRA website, www.tenders.go.ke.

iv. Submit a summary of the procurement opportunities allocated to PWDs to NCPWD, via dmd@ncpwd.go.ke.

The Board will implement this indicator as follows:

No.	Sub-Indicators	Unit of Measure	Target	CompletionDate
1.	30% of total procurement budget allocated to Youth, Women and Persons with Disabilities.	Kshs	74,813,812	6/30/2026

E2 - Promotion of Local Content in Procurement

During the FY 2025/2026, the Board commits to allocation and award of at least 40% (Ksh. 99,751,749) of the total value (Kshs. 249,379,372) of the procurement budget for goods and services produced locally as provided in the annual procurement plan. This is aimed at promoting consumption of locally produced goods and services that will contribute to employment creation and growth of local industries.

In addition, the Board also commits to preparing and submitting quarterly reports on the implementation of this indicator to the Ministry of Investment, Trade and Industry, in the prescribed format

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	40% of the total procurement budget.	Kshs	99,751,749	6/30/2026

F. Cross - Cutting

F1 - Asset Management

The Board commits to making best use of an institution's equipment, machinery, tools and buildings to maximize taxpayers' value. The Agency will maintain and update an asset register using the prescribed reporting templates issued by The National Treasury. Additionally, the Agency will acquire asset ownership documents for motor vehicles to support ownership. During FY 2025/2026, the Agency plans to achieve the following:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Verified and updated assets register maintained.	%	30.00	6/30/2026
2.	Assets Ownership documents acquired.	%	30.00	6/30/2026
3.	Idle Assets disposed.	%	40.00	6/30/2026

F2-Youth Internships/ Industrial Attachments/ Apprenticeships

During FY 2025/2026, the Board commits to engage a total of 20 youths, representing 19% of the current in-post (103). Despite an achievement of 26 during the FY 2024/2025, the target has been reduced to 20 in FY 2025/2026 due to limited office-working space.

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Internships	No	8.00	6/30/2026
2.	Industrial Attachments	No	12.00	6/30/2026

F3 - Competence Development

Having done skill gap analysis in FY 2023/2024, the Agency will, under this indicator, enhance skills and proficiencies of staff in order to address career progression of individual employees and improve the performance by undertaking the following:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Undertake staff Training Needs Assessment and prepare annual staff training projections.	%	14.00	6/30/2026
2.	Address the identified skills gaps and training needs through interventions such as Culture Change Management, capacity building/training and succession planning.	%	34.00	6/30/2026
3.	Undertake Employee Performance Management through the following a) Set individual employees' annual performance targets for FY 2025/2026 using the prescribed format by 31st July,2025 (14%) b) Undertake staff Performance Appraisal for all employees and compile the appraisal report for the FY 2024/2025 by 31st August,2025(19%) c) Develop an action plan and implement the recommendations emanating from the staff appraisal reports (19%)	%	52.00	6/30/2026

F4 - National Values and Principles of Governance

The Board commits to making national values and principles of governance a central rallying ingredient and theme in the planning and execution of national policies, programs, projects and activities for improved service delivery. In this Regard, the Board shall:

No.	Sub-Indicators	Unit of Measure	Target	Completion Date
1.	Implement the following four (4) commitments and submit in the prescribed format an Annual Progress Report on the implementation of the commitments and way forward captured in the 2024/25 Annual President's Report on National Values and Principles of Governance: i. Implement measures to improve accountability and openness in the management of public institutions (10%) ii. Enhance collaboration and partnership between the two (2) levels of Government to strengthen devolution (10%) iii. Upscale gender and disability mainstreaming in service delivery (10%) iv. Implement measures to enhance nationhood and national identity (10%)	%	40.00	6/30/2026
2.	Submit in the prescribed format the Annual Report on Measures taken and Progress Achieved in the Realization of National Values and Principles of Governance.	%	60.00	6/30/2026

ANNEX III : PROJECT IMPLEMENTATION MATRIX

S/No	Project Name	Project Description	Location	Total Estimate Cost	Current Status (status of physical completion)		

ANNEX IV: PRESIDENTIAL DIRECTIVES MATRIX

S/No	Directive	Description	Date Issued	Timeline	Total Estimated cost	Allocation for FY 2025/2026	Key Deliverables for FY 2025/2026
1.	National Tree Growing Restoration Campaign	Through this Directive, Kenya seeks to grow 15 billion trees for restoration of 10.6 million hectares by 2032 to improve its forest cover	12/21/2022	30-6-2032	2000000	2,000,000	i. Grow a minimum of 3,090 trees (70%); and ii. Key stakeholders mobilized to grow trees, in liaison with the State Department for Forestry (30%)
2.	Corruption Prevention	The Directive is in line with the provisions of Section 9(1) of the Anti-Bribery Act, Cap 79B and Anti-bribery Regulations and Guidelines 2022 for the purpose of prevention of bribery and corruption in the public and private entities	6/30/2025	30/6/2026	2000000	0	i. Anti-bribery and corruption mitigation plan and procedures developed (40%); ii. Corruption mitigation plan and procedures implemented (40%); and iii. Capacity building on corruption prevention undertaken (20%).