

Newsletter



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

ISSUE: JULY | 2022

Agency launches peace campaign ahead of 2022 general elections

Kenya Export Promotion and Branding Agency (KEPROBA) has launched a peace campaign dubbed "Kenya Sihami" with the aim of promoting peace in the country as the general elections in August approaches. Sihami is a Swahili word which loosely means "I can never move/leave Kenya" hence alluding to Kenya as a home, forever.

The six-month-long campaign seeks to promote peaceful elections by highlighting the implications of violence on the country's economy especially on vulnerable members of society. The call to action for the campaign is for the Kenya citizens to Understand, Believe and Live the Kenya Brand regardless of the outcome of the election.



"As a nation, we want to protect these income earners even as we go into an electioneering period and ensure our economy recovers despite the economic challenges we are currently facing due to COVID-19 pandemic,"

The Agency's Chief Executive Officer, Dr. Wilfred Marube said it is time each Kenyan took responsibility in safeguarding what Kenya has gained since independence and uphold peace during the elections for the sake of Kenya.

"Kenya is a powerhouse in East Africa and the wider African continent. Our agriculture sector notably in tea, coffee, vegetables, flowers and fruits; and manufacturing sectors are a major source of employment for Kenyans.



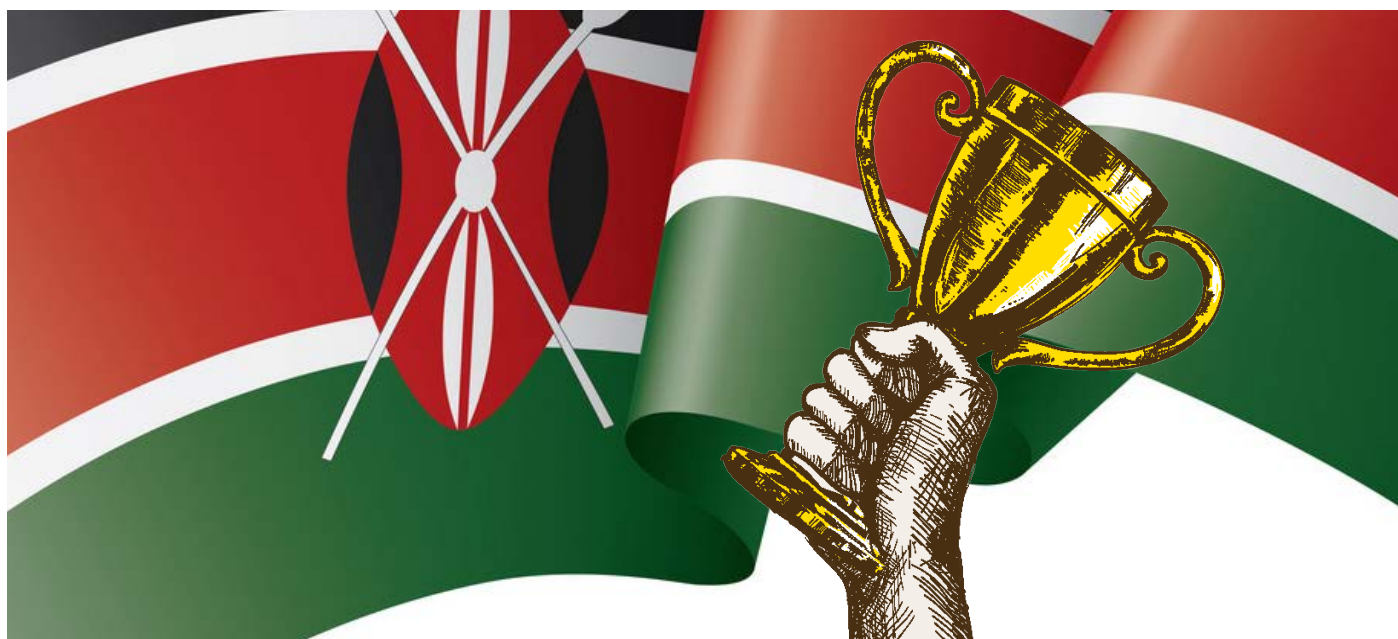
These export-oriented and labour-intensive industries provide jobs for low-skilled workers and women in particular who form a bulk of Kenya's population." He said While appreciating the efforts the Government has put in place to safeguard peaceful elections, and the assurances of the Independent Electoral and Boundaries Commission', he added, "As a nation, we want to protect these income earners even as we go into an electioneering period and ensure our economy recovers despite the economic challenges we are currently facing due to COVID-19 pandemic," he said.

Every election cycle, the economy of Kenya is impacted by the unpredictable political climate which lessens its attractiveness in the perception of foreign investors seeking a stable economic and political environment. During the 2007 elections, the regions saw declines in exports attributed to both a loss of low-skilled labour and difficulties in transporting fresh-cut flowers for exports.

KEPROBA wishes to push this national campaign across the 47 counties in Kenya including the wider diaspora network to promote peace, national pride and national unity.

“As Kenyans, we must protect our people. We must protect our home. As we elect our leaders this year, it is paramount that we do so in a peaceful manner with respect, honour and dignity for our fellow Kenyans,” Dr. Marube added.

The campaign will encourage Kenyans to come out and vote peacefully and play our individual roles towards building of a national brand identity, which will gain the respect and admiration of the local and international community.



Kenya wins at the 46th Dar-Es-Salaam International Trade Fair

Kenya emerged 2nd position in the category of Best Foreign Exhibitors during the recently concluded Dar-Es-Salaam International Trade Fair (DITF) which was held in Mwalimu J.K. Nyerere Fair grounds, Tanzania from 28th June to 13th July 2022. This award was presented by Tanzania Trade Development Authority.

The event attracted international participants from Africa, Europe, Asia, North and South America. Kenya was part of the 22 countries participating in the trade fair whose theme was Industrialization for Job Creation and Sustainable Trade with the aim of deepening trade relations with Tanzania. Dr. Wilfred Marube, CEO, Kenya Export Promotion and Branding Agency attended the trade fair and paid a courtesy call to the Ag. High Commissioner, Mrs. Justina Miriti where they discussed areas of collaboration in bridging the trade gap currently in favor of Tanzania.

The Agency's board of directors, Ms. Jacqueline Muga and Dr. Bruno Linyiru visited the Kenya Pavilion during the event where they noted that Kenya's participation presented the opportunity to promote and position Kenyan products in the regional market. Through the lead institution, State Department for Trade and Enterprise Development, Kenya was able to harness opportunities to further develop cross-border trade and market linkages.

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Tanzania is currently Kenya's sixth largest export destination with exports worth Kshs 40.4 billion which contributed to 33% of the country's total revenues generated from exports to the East African Community (EAC) market in 2021. Kenya imports cereals, wood, and vegetables from Tanzania and it exports pharmaceuticals, plastics, iron and steel.



Kenya trade delegation to DITF. The delegation comprised of representatives from KEPROBA and State Department of Trade.



Mr. Charles Tumbo takes exporters through the exporting process and requirements for an enterprise to export in Embu County.

KEPROBA and UNDP hold export training workshops

The Kenya Export Promotion and Branding Agency (KEPROBA) in partnership with the United Nations Development Program (UNDP) have been conducting export capacity building workshops across five counties in Kenya. The partnership under the Green Economy Youth Actualization Program seeks to address constraints that hinder women and youth from participating in international trade.

The export training phase of the program comes after an outreach activity that included visiting manufacturers, producers and exporters of goods and services to identify their specific information and resource needs. From the assessment, it was determined that 80% of the enterprises engaged are in need of capacity building in order to effectively participate in export trade.

“The Covid-19 pandemic affected women and youth led enterprises. The partnership under the Green Economy Youth Activation Program is aimed at bringing businesses up to speed on Kenya’s export agenda and local business development agenda. We are training entrepreneurs in five counties through partnerships with government agencies on standard compliance and leveraging on technology to boost sales through ecommerce,” said Mr. Charles Tumbo, KEPROBA’s Trade Advisory Services Manager. The partnership under the Green Economy Youth Activation Program is aimed at bringing businesses up to speed on Kenya’s export agenda and local business development agenda. We are training entrepreneurs in five counties through partnerships with government agencies on standard compliance and leveraging on technology to boost sales through ecommerce,” said Mr. Charles Tumbo, KEPROBA’s Trade Advisory Services Manager.

The trainings are being held in collaboration with trainers from organizations in the export support value chain. The agencies include, Kenya Trade Network Agency (KenTrade), Kenya Industrial Research and Development Institute (KIRDI), Kenya Association of Manufacturers (KAM), State Department of Trade (SDT), Micro and Small Enterprise Authority (MSEA), Kenya Plant Health Inspectorate Service (KEPHIS), Agriculture and Food Authority (AFA), County Government representatives, and Kenya Bureau of Standards (KEBS).

The capacity building workshops were held in Kisii, Embu, Kisumu, Machakos and Kwale counties. Participants were trained on export processes, exposure to product sourcing and logistics, how to brand products and the Made in Kenya initiative for locally made products. Coming off the disruption of export value chains during COVID-19 pandemic, the trainings also focused on the importance of leveraging on technology to boost sales. This is as the KEPROBA is looking at launching an Exporters portal with an E commerce window that will bring together Kenyan exporters and international buyers.

The program provides the opportunity for the Agency to not only empower local businesses but also diversify Kenya’s export products and realize the potential in new export value chains. KEPROBA is looking to actualize the goal of growing Kenya’s exports by 6.5% yearly.

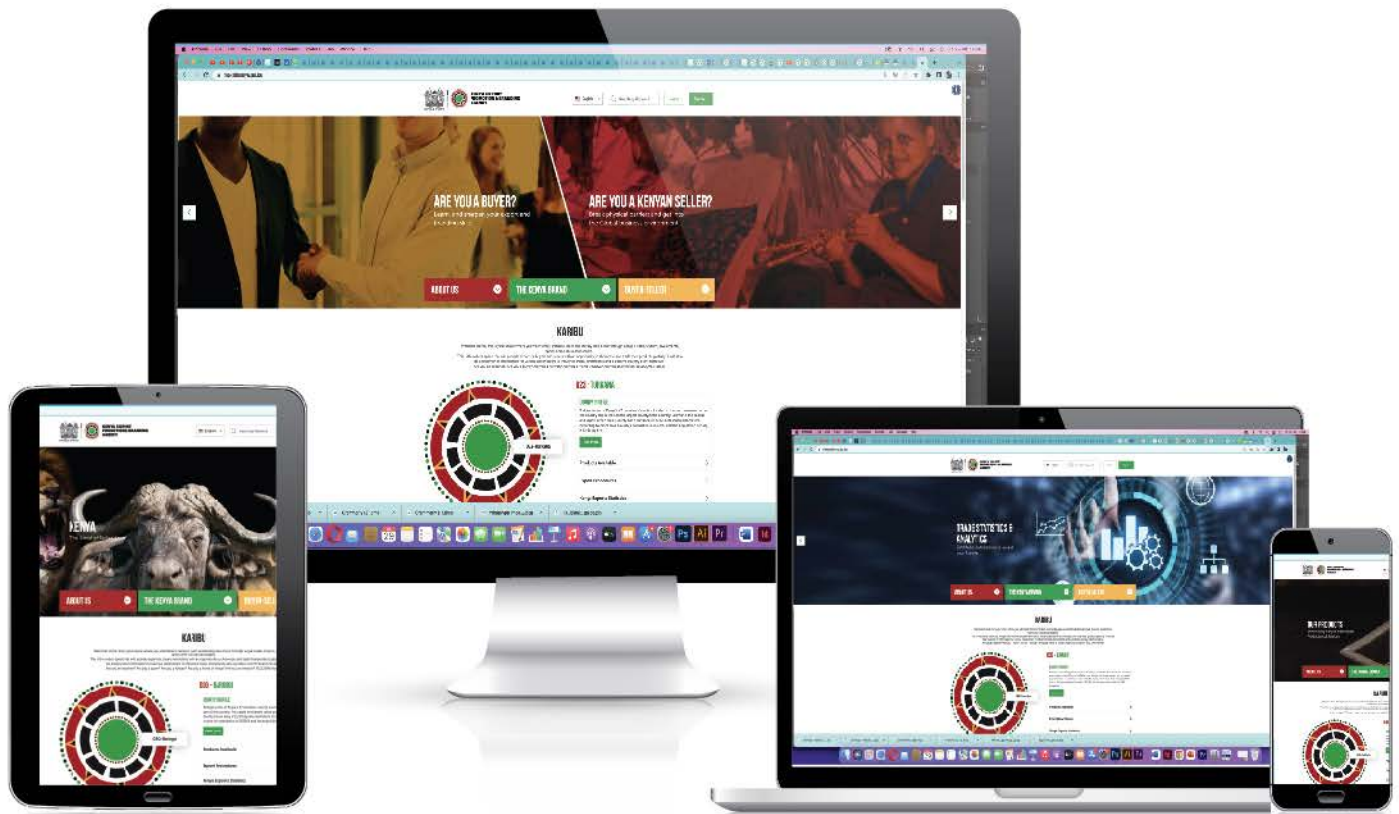


Mr. Eric Were from KEPHIS conducts exporters clinics in Kisii County.

QUOTE OF THE MONTH

“Your work is going to fill a large part of your life, And the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the Heart, you’ll know when you find it”

Steve Jobs



Make it Kenya E-portal

The Kenya Export Promotion and Branding Agency has developed an E-portal that:

- a) Provides a platform where exporters/sellers can showcase their products internationally
- b) Provides customised market intelligence information related to potential exporters for purposes of improving products to enable compete
- c) Promotes Kenya's exports and the nation brand through information dissemination and export assistance
- d) Informs, educates and inspires our internal and external audiences about Kenya and what it has to offer globally in order to influence trade, investments and positive national perspective.

Register today

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