



# Newsletter

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**KENYA EXPORT  
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## From Kenya to the World: The First Batch of Fresh Avocados Lands in China

**T**he first consignment of fresh avocados from Kenya has hit the Chinese market. Kenya's Ambassador to China Amb. Muthoni Gichohi graced the official hand-over ceremony of the first batch of Kenya's fresh avocado export to China which also marks the very first export of such avocados from Africa. The event took place in Beijing, China.

The Ambassador applauded the efforts made by the two Governments towards this noble achievement. She affirmed Kenya's commitment to supporting the business communities in both countries as they look forward to enhancing trade facilitation as well as market access of their products and services to China.

This hand-over ceremony comes after this first consignment of fresh avocados to China was flagged off at Sunripe offices in Limuru on 2nd August 2022. The event that was graced by Hon. David Osiany, the Chief Administrative Secretary for Industrialization, Trade and Enterprise Development.

"Kenya aims to export over 100,000 tonnes of avocados. The 1.4 billion population in China is a huge market for Kenya not only for avocados but also for other fresh produce such as mangoes and bananas," said Dr. Wilfred Marube, Chief Executive Officer, Kenya Export Promotion and Branding Agency.

## Make it Kenya E-Portal

By Irene Van De Graaf

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**T**he Kenya Export Promotion and Branding Agency has developed electronic platform that will be a game changer in both local and international business. The E-Portal dubbed "Make It Kenya" will not only facilitate the buying and selling of products and services through the internet but will also incorporate the entire online process of developing, marketing, selling, delivering, servicing, and paying for products and services.

This is a welcome development for the Agency and its stakeholders as Kenya has embraced e-commerce and adoption of the same continues to grow rapidly. According to Statista (a statistics portal for market data and consumer data) user penetration in Kenya is above the regional average, with revenues expected to have a positive annual average growth of 16.4% by 2025. With revenue of US\$1.1 billion and a share of 76.1%, e-commerce generated the highest digital revenues in 2020 (Statista).

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### EDITORIAL

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## In the year 2021, Kenya's exports to China amounted to **USD 199.6** million while the imports from China amounted to **USD 4 billion**.

This journey kick-started in the year 2018 when China hosted the first vibrant China International Import Expo (CIIE) in Shanghai. The Kenyan high-level delegation to CIIE was led by H.E President Uhuru Kenyatta and saw the signing of various key Memoranda of Understanding (MoUs) including the Sanitary and Phytosanitary (SPS) protocol. This protocol is geared toward granting market access to thirteen (13) prioritised agricultural products to be fast-tracked for export clearance. The products include Avocados, French beans, Legumes, Flowers, Vegetables and fruits, Herbs, Mangoes, Peanuts, Meat, hides and skin, Bixa, Macadamia nuts, Gum arabica and myrr, and Asian vegetables (Chilli and Karella).

As part of the implementation process, the Kenya Export Promotion and Branding Agency (KEPROBA) together with the Kenya Plant Health Inspectorate Services (KePHIS) facilitated the Chinese Phytosanitary Inspectors to visit Kenya and undertake a Pest Risk Analysis (PRA) on Kenya's avocados, in March 2019. Unfortunately, Kenya was unable to meet the requirements for the export of fresh avocados to China at the time. The Inspectors were however taken to a firm in Naivasha to assess a frozen avocados processing unit which attained a positive compliance rate with the set standards. It is during this period that Kenya was granted market access for her frozen avocados making her the first country in Africa to export frozen avocados to China.

"Since then, our Government institutions with the Chinese counterparts have held various engagements and sensitization programs or exporters as well as farmers of Kenya's fresh produce in a bid to raise

awareness of the need to comply with the China's set requirements for Kenya's fresh produce exports to this market," said Ambassador Muthomi Gichohi.

In this respect, about 10 companies have complied with the set standards and have been approved to export fresh avocados to the Republic of China. The two countries look forward to more collaborations and to have more companies/firms comply with the set standards.



"This is a big win for Kenya. China has the potential to pull Kenya's economic growth through one export of avocado. The factor endowment for production favours Kenya. With the high population, exports to China will additionally enable increased foreign exchange earnings as well as youth and women employment," said Dr. Marube, adding, "Despite its huge population, China only imports 1% of global avocados, hence a huge export market for Kenya if we could popularize Kenyan Avocados in China. A huge number of livelihoods will be improved by encouraging production to satisfy that

market."

According to the 2021 Export Performance Report, the top five leading global importers of avocado include United States of America, Netherlands, France, Spain and Germany.

The leading countries exporting avocados are Mexico, Netherlands, Peru, Spain and Chile.

Kenya is currently the world's 6<sup>th</sup> largest producer of avocados and the largest African producer of avocados, mainly grown by small-scale farmers. The export of avocados to the China market has huge potential and experts have estimated that the exports to China could account for up to 40% of Kenya's total avocado output. The market opportunity is also very huge as close to 3 - 400 tonnes can be shipped each week to China.

In the year 2021, Kenya's exports to China amounted to USD 199.6 million while the imports from China amounted to USD 4 billion. The balance of trade remains heavily tilted in favour of China. The opening up of avocado exports to the Chinese market will greatly improve the incomes of local small-scale farmers in Kenya and increase Kenya's foreign exchange earnings while also addressing the current trade imbalance. This breakthrough will also enhance the opening of exports to China of other quality agricultural products from Kenya as negotiated in the signed 2018 SPS protocol. Kenya targets to increase her brand visibility in this vibrant Chinese Market which has a huge potential taking into account her high population of approximately 1.4 billion people.

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The E-Portal has three components: Corporate Section, Kenya Nation Brand and the Buyer-Seller which will provides a platform where exporters/sellers can transact and showcase their products internationally with a view to promoting Kenya's exports.

The E-Portal will also provide a platform where the agency can provide customized market intelligence information related to potential exporters for purposes of improving products to enable them to compete in both local and international market as well as to inform, educate and inspire our internal and external audiences about Kenya and what it has to offer globally, to influence trade, investments, and positive national perspective.

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The Agency staff will play a key role in ensuring the successful launching and utilization of the E-Portal by targeted users through assisting with registration of exporters to onboard the E-Portal as well as creating awareness about the E-Portal while carrying out various agency activities.

The E-Portal is an agency project and therefore all departments are encouraged to embrace ownership of the E-Portal as each department has a role to play to ensure up to date and relevant content is generated and shared with our targeted users.

The Agency shall ensure 99% uptime of the E-Portal system by procuring a reliable hosting provider to avoid inconveniences that

may lead to loss of revenue and in turn portray a negative image of the agency.

Besides, decreasing the transaction cost, improving trade quality and efficiency, the E-Portal will open new markets for Kenya's products and services hence generating more revenue for Kenya to create wealth and spur economic growth.

With over 5 billion internet users worldwide, the utilization of the E-Portal will directly contribute to the Agency's target of 6.5% annual growth of exports.



# How to find buyers for your export business

By Molly Wambui, [mwambui@brand.ke](mailto:mwambui@brand.ke)

One of the most common questions asked by enterprises venturing into the export business is how to find buyers for their products.

E-commerce has emerged as the easiest way to sell to a global audience. Statistics from the United Nations show that global e-commerce sales jumped to \$26.7 trillion in 2019, up four percent from 2018. There's an umbrella of activities that you can take up under your efforts to find buyers of your export products online.

The first step is to build an attractive and professional website for your business. This involves identifying your target audience and populating the website with the necessary information. Browsing through competitors' websites will help to determine the industry standards in terms of the look and feel of your website. Investing in techniques like Search Engine Marketing will also take you and your product closer to the people who are looking for the same products in your target country. Search Engine Optimization will help your website pop up in relevant Google searches.

In addition to having a website, it is important for your business to have a presence on social media platforms like YouTube, Twitter, Facebook, Instagram, LinkedIn, Reddit and Pinterest. The choice of the platforms to be used will depend on your target market and the kind of audience you want to appeal to. Social media platforms are instrumental in driving traffic to your business website.

Apart from social media, another great way to gain online

visibility is to sign up on Business-to-Business (B2B) websites and buyer-seller platforms like Alibaba, Amazon and Global Sources. Ensure that you link to your website in your profiles on these platforms, as they will not only help you sell your product directly but are also a great way to gain visibility with buyers. You can also check out our e-portal at [www.makeitkenya.go.ke](http://www.makeitkenya.go.ke) – we link Kenyan exporters to buyers.

Trade fairs and exhibitions are a more direct platform where exporters get the opportunity to meet and interact with visiting international buyers as well as export-import companies. The evolution of technology has enabled virtual exhibitions to take place, bringing together buyers and sellers from around the world. Trade fairs and exhibitions enable you to show samples of your products, field questions, and even confirm orders.

Government bodies like

Commodity Boards and Export Promotion Councils, and even Ministries, can be a great source of information when it comes to searching for buyers for export. These organizations are tasked with increasing the country's exports and helping exporters and will be more than happy to provide details like names of potential buyers and venues where you can meet them. You can also access trade information and statistics on export of various products in your sector, apart from information on existing buyers. Trade fairs and exhibitions organized by these bodies are the best way to meet prospective buyers.

**Global e-commerce sales jumped to \$26.7 trillion in 2019, up four percent from 2018.**





# Kenya shines at the 2022 Birmingham Commonwealth Games

By Gertrude Mirobi, [gmirobi@brand.ke](mailto:gmirobi@brand.ke)

At the 2022 Birmingham Commonwealth Games, Kenya bagged 21 medals, including six gold, five silver, and ten bronze, to finish 3<sup>rd</sup> in Africa and 13<sup>th</sup> worldwide in the medal count.

Kenya competed at the 2022 Commonwealth Games in Birmingham, England from 28th July to 8th August 2022. This was Kenya's 17th appearance at the Games that attracted 56 nations and over 5,000 athletes.

Kenya improved in performance from the 2018 Gold Coast Games in Australia where they won 17 medals—four gold, seven silver, and six bronze. Kenya's Ferdinand Omanyala celebrates after winning gold at the Commonwealth Games.

Kenya impressed at the opening ceremony of the 2022 Commonwealth Games where the legion of more than 100 athletes was clad in red attire as they marched at the Alexander Stadium. Team Kenya was led by Africa's fastest man and record holder, Ferdinand Omanyala and women's wheelchair basketballer Caroline Wanjira, who were the flagbearers.

Highlights included Ferdinand Omanyala's historic triumph in the 100m race, which he won in 10.02 seconds defeating South Africa's Akani Simbine, the defending champion, who finished in 10.13 seconds. This was the first ever 100m gold medal for Kenya since 1962.

In the women's 3,000m steeplechase,

Jackline Chepkoech easily defeated the competition to set a new record.

Wycliffe Kinyamal's successful 800m title defense and Beatrice Chebet's valiant effort to ensure Kenya kept the women's 5,000m title were noteworthy accomplishments.

The golden dancing girl, Mary Moraa put up an incredible performance to win the women's 800m title back for Kenya, adding the gold to her bronze medal from the World Championship in Oregon.

Abraham Kibiwott's victory that saw Kenya reclaim its 3,000m steeplechase winning tradition after the 2020 Tokyo Olympics and Oregon World Athletics Championships heartbreaks, was simply comforting.

Julius Yego claimed the country's last medal at the global stage with a bronze in the men's javelin. The former javelin World Champion registered a season's best of 85.7m. The bronze is Yego's second medal at the Commonwealth Games.

Kenyan swimmers set history following their landmark achievement at the Games that saw the quartet of Emily Muteti, Ridhwan Bwana, Imala Bella Thorpe, and Maina Monyo romp into the mixed 4x100m relay to sail them into the final.

## KENYAN MEDALLISTS

### Gold

1. Ferdinand Omanyala (100m)
2. Mary Moraa (800m)
3. Wycliffe Kinyamal (800m)
4. Jackline Chepkoech (3,000m steeplechase)
5. Abraham Kibiwott (3,000m steeplechase)
6. Beatrice Chebet (5,000m)

### Silver

1. Timothy Cheruiyot (1,500m)
2. Nicholas Kimeli (5,000m)
3. Daniel Simiu (10,000m)
4. Irene Cheptai (10,000m)
5. Margaret Wangari (Marathon)

### Bronze

1. Julius Yego (javelin)
2. Wiseman Were, Mike Mokamba, William Rayan, Boniface Mweresa (4x400m)
3. Hellen Wawira (para powerlifting)
4. Amos Serem (3,00m steeplechase)
5. Jacob Krop (5,000m)
6. Selah Jepleting (5,000m)
7. Kibiwott Kandie (10,000m)
8. Emily Ngii (10,000m race walk)
9. Sheila Chepkirui (10,000m)
10. Michael Githae (Marathon)

Go Kenya Go! The Make it Kenya team celebrates all the athletes who represented the country at the Commonwealth Games 2022.



**Quote of the month**

"When you are able to maintain your own highest standards of integrity regardless of what others may do, you are destined for greatness." **Napoleon Hill**

# KENYA SIHAMI – STAFF QUOTES



Our aim with the **#KenyaSihami** campaign is to promote peace by encouraging Kenyans to protect our gains while calling upon each and every citizen to Understand, Believe and Live the Kenya brand. Kenya is Our Land, Our Pride and Our Nation. **#KenyaSihami!**

**DR WILFRED MARUBE**  
CEO - Kenya Export Promotion & Branding Agency

**Kenya Sihami** WE ARE A HOTBED OF PEACE AND TRANQUILITY




As Kenyans let us appreciate that we are a family. Knowing that we need each other to accomplish our purpose, God created us with our strengths and weaknesses so that we can complement each other for the growth and prosperity of our motherland, Kenya.

**Utahama uende wapi?**

**Mr. Reuben Wanjala**  
Ag. Director, Resource Centre

**Kenya Sihami** WE ARE A HOTBED OF PEACE AND TRANQUILITY




Kenya is known for its resilience in many ways. Whether it's overcoming the Covid-19 pandemic, coming together to support the vulnerable in society, or overcoming social injustices. We have emerged stronger and better from many challenges that have faced our country. Our resilience is tied to the indomitable spirit that brings us together when our unity is threatened. Our spirit is what makes us who we are - one people, one nation, one Kenya. Wakenya wenzangu let us keep this spirit alive and true

**Kelvin Mugendi**  
Principal Officer Trade Advisory Services

**Kenya Sihami** WE ARE A HOTBED OF PEACE AND TRANQUILITY





The beauty that is our country, the beauty that is our people, and the beauty that is our diversity is what makes us unique as a Nation. Let's maintain Peace, Love, and Unity in the post-election period and the days to come.

Kenya ni wewe, Kenya ni mimi, Kenya ni sisi, Kenya Sihami.

**Jonah Karanja**  
Media Relations Officer and Print Editor

**Kenya Sihami** WE ARE A HOTBED OF PEACE AND TRANQUILITY

Kenya is its people. Every Kenyan has a strong connection to our motherland. We may be a young nation, but our democracy is mature and sound. Our national values such as justice, equality, and human rights have ensured long-term peace and economic growth. Elections are an event just like any other, and this should not create a division amongst its people. Above everything else, we should love our nation first by promoting peace. We should remember Bainbridge Colby's statement, 'The test of good citizenship is loyalty to the country'

**Gitau Karegi**  
Senior Legal Assistant

**Kenya Sihami** WE ARE A HOTBED OF PEACE AND TRANQUILITY



**The Kenyan National Anthem**  
Let us to build our nation, Let us remain united

O God of all creation Bless this our land and nation Justice be our shield and defender May we dwell in unity Peace and liberty Plenty be found within our borders.	Let one and all arise With hearts both strong and true Service be our earnest endeavour And our homeland of Kenya Our Heritage of splendour Firm may we stand to defend
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Let all with one accord  
In common bond united  
Build this our nation together  
And the glory of Kenya  
The fruit of our labour  
Fill every heart with thanksgiving

#kenyasihami



## 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 to 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*

[www.makeitkenya.go.ke](http://www.makeitkenya.go.ke)