

Newsletter

A Publication by the Kenya Export Promotion and Branding Agency



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

**SEPTEMBER
2022**



(Left) Dr. Wilfred Marube, C.E.O Kenya Export Promotion and Branding Agency and Anthony Mwangi C.E.O Kenya Association of Manufacturers exchange signed copies of the MOU.

KEPROBA, KAM partner to increase Manufacturing Exports

By Joanne Wanjala

The Kenya Export Promotion and Branding Agency (KEPROBA) has partnered with Kenya Association of Manufacturers (KAM) to increase export trade for local manufacturers.

Speaking during the MoU signing ceremony held on 30th September 2022, KEPROBA CEO Dr Wilfred Marube appreciated the partnership enjoyed by the two organizations.

"KAM and KEPROBA have had a long-standing relationship. We have partnered over the years to enhance export market access for local manufacturers and hasten the uptake and implementation of the Made in Kenya (MIK) Brand Mark. This MoU is in line with Government's SME Development Agenda. We shall collaborate to build their capacity and enhance their competitiveness to increase their export market share."

KAM Chief Executive, Anthony Mwangi observed that market access is one of the key pillars of securing the future of the manufacturing sector.

"Over the years, Kenya has been dominantly exporting agricultural commodities with low volumes and values of value-added products. This partnership shall enable Kenyan manufacturers to access more markets regionally and internationally, guaranteeing the thriving of related value-chains in the country. This will ensure that our local goods do not only compete with imports from other countries, but also secure existing and potential export markets. Additionally, we shall position and promote Kenya and locally manufactured goods in the competitive global market."

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The MoU shall be achieved through capacity building of SMEs, branding, capacity building, increasing value addition and market access to enhance manufacturers' competitiveness and their export intensity.

Some of the aspects of collaboration from the MOU include:

1

SME Development; Enterprise Capacity Building and Product Development

The 2 parties will collaborate in driving SMEs growth into the export market cycle by training enterprises in export product development; branding and setting out value propositions for their products and enterprises; export market preparedness

2

Market Access/Linkages

Both parties will be involved in organizing and participating in expos, trade fairs, buyer-seller meetings, or Joint trade missions locally regionally and internationally with the intention of Globally positioning the Kenya Brand. This will not only create market linkages for enterprises and enhance Market Access to the membership of KAM but will also ensure that Kenya's locally made products are available on global markets.

The MOU with KAM is a step towards mainstreaming the manufacturing agenda in Kenya's national development.

3

Promote the Made in Kenya Initiative

KAM and KEPROBA have also agreed to promote the Made in Kenya Initiative to encourage KAM members to adopt the Mark of Identity (MIK) with the intention of strengthening Kenya's position as the Industrial Hub for Africa by being the source for high-quality products and enable consumers, locally and abroad, to identify its products as quality and authentically Kenyan.

4

Broaden Trade Agreements and implementation e.g. AGOA, SSA Ethiopia, AfCTA, TFTA

Implement measures that will provide greater access for Kenyan producers and exporters to the identified markets to grow our markets. This is in order to support implementation of Trade Agreements a success.

5

Research and fiscal collaboration on exports

The 2 entities will also conduct joint research on export promotion areas touching on the manufacturing Sector. This data will be relevant in policy formulation in support of Kenya's manufacturing sector.

INVITATION

Register for the Business and Enterprise Exhibition at the China International Import Expo (CIIE)

5th – 10th November, 2022 Shanghai, China



For more information and to register visit
<https://tinyurl.com/mu7mt76z>

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KENYA EXPORT PROMOTION & BRANDING AGENCY



Quote of the Month

"You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help one another, everybody wins."

- Jim Stovall

Agency interacts with stakeholders at the Nairobi International Trade Fair

By Irene Van De Graaf | igraaf@brand.ke

The Kenya Export Promotion and Branding Agency (KEPROBA) was among over 400 local and international exhibitors who exhibited at the Nairobi International Trade Fair (NITF) that took place from 26th September to 3rd October, 2022 at Jamhuri Park Nairobi under the theme "Promoting Innovation and Technology in Agriculture and Trade."

The Agency put up a booth at the trade fair where the staff provided trade advisory services that included: provision of export trade information and basic guidelines of venturing into export business, received and noted the clients' inquiries while manning the Agency's stand, provided on spot business counseling services to the clients and offered them direction for further assistance into product development and export trade information as well as promote adoption of the Made in Kenya mark of identity by the SMEs.

The Agency also facilitated the Made in Kenya adoptees to showcase their products at the booth. The adoptees present were Piquant Spices, Dormans Coffee, Melvins Tea, Totosci USB cables and Botanic Treasures.

The event, which was organized by the Agricultural Society of Kenya, was officially opened by H.E Deputy President Rigathi Gachagua who was accompanied by Nairobi Governor Johnson Sakaja and other leaders. In his speech at the opening ceremony, the Deputy President emphasized on the need to focus on increasing agricultural activities and enhancing trade to grow the economy and improve livelihoods of Kenyans.

The seven-day trade fair which had taken a two-year break due to the Covid-19 pandemic provided a platform for all the local and international exhibitors to showcase innovations, technologies, products, and services from diverse industries. The exhibitors were drawn from diverse sectors of the economy as well as international participants from Africa, Europe, and Asia.

The innovations that pulled the crowd at the show were mostly agricultural demonstration plots, farm machinery and livestock display. The biggest attraction at the show was the 'walking' tractor. This is a small machine that can plough at least three acres a day and targets small scale farmers as well as young people as it makes farming more attractive.

Some of the organizations which scooped awards at the fair include; Athi Water Works Development Agency which was awarded the first position in two categories including the best stand in water and waste water and the best non-agricultural based stand. The University of Nairobi was awarded the best University stand for creative translation of the overall theme and best Innovative and Inventive stand for various innovative projects among them process products made from mango fruit and mango waste valorization such as varsity mango wine, varsity mango juice and crisp. The Kenya Prisons Service (KPS) was awarded The Best Government Social Functions Stand, among others.

The Nairobi International Trade Fair is an annual event that offers opportunities for regional, continental, and global exhibitors to display and demonstrate their services and products. It also offers show visitors an opportunity to meet people from different countries and backgrounds, hence creating a platform for interaction and exchanging of ideas and experiences.

Members of staff from the Kenya Export Promotion and Branding Agency attend to a client at the Trade Fair.



The products campaign: Profiling Kenya's products for export

By Josephine Njambi

People are always on a need-to-know basis. I am on a need-to-know basis on what information is good enough to be put in an article



A wise person once said, "There is comfort and power in knowing". People have probably never heard of them but that does not really matter because their words hold a lot of truth to them. One would like to disagree and that is okay but listen (to the voice your head reading this) anytime you visit a different place you would always carry out research beforehand so as not to feel lost and scared. Looking for information and not finding anything when you are in need of it is annoying. It is frustrating. Examples are endless and letting you think about them is a fun little exercise.

That is why the Kenya Export Promotion and Branding Agency has rolled out an Integrated Marketing Communication (IMC) campaign focusing on Kenya's top priority products for export.

IMC is the process of coordinating all the marketing communication activities across different communication methods. In a nutshell, IMC involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perceptions and behavior.

As mentioned, the IMC campaign focuses on the products Kenya exports. Researching information that is unique only to Kenya was not easy so I can say I felt the frustrations of those who wanted to import from Kenya. It is suffocating not being able to acquire information you desperately need and that leads to a person going for what is available. It reminds me of a time in school as we were doing research for group work. we could not find the key words of what we were looking for and having the lecturer tell us what we found was not what they expected was sad. We finally found the information after struggling but that should not be the case for potential business partners.

The IMC works on having information readily available to the public and be able to convince them to pick us. The IMC seeks to grow exports and move Kenya to the top 50 global Nation Brands in the world. Its focus, therefore is to address the Agency's delivery on its targets towards the achievement of growth of Kenya exports.

The strategy will be the construction of a strong brand that will allow the Kenya Export Promotion and Branding Agency to drive the increasing demand for Kenyan products in priority markets and establish itself as the preferred partner for Kenyan exporters and producers.

IMC involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perceptions and behavior.



How To Deal with Difficult Customers

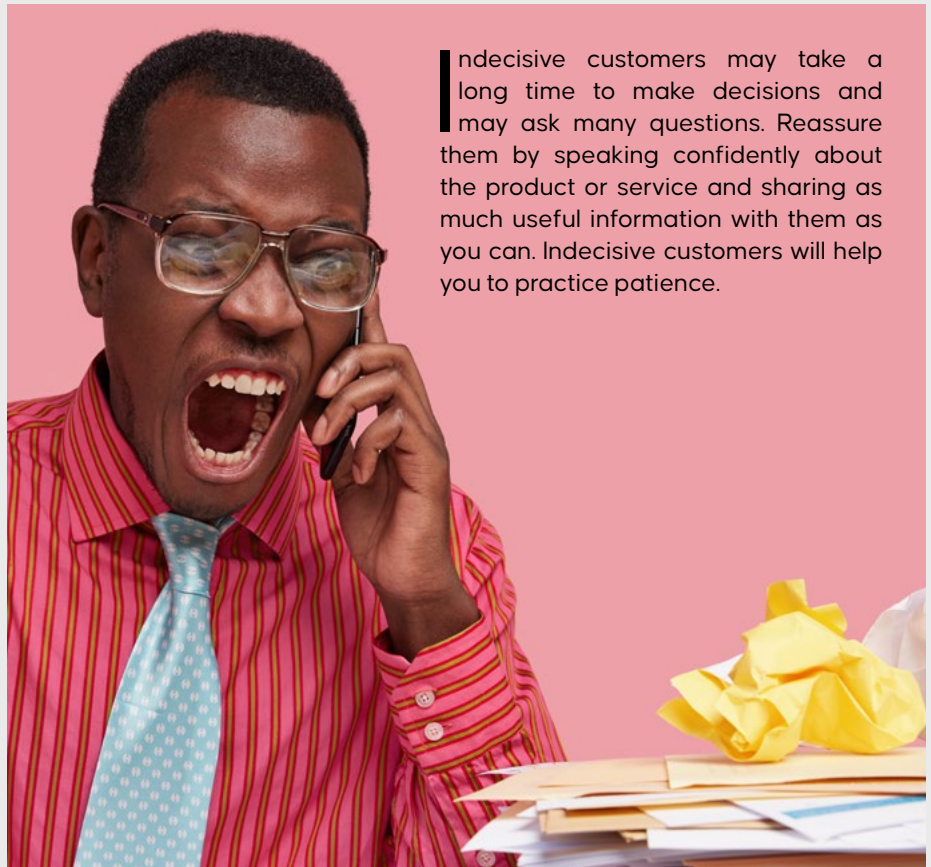
By Molly Wambui | lmwambui@brand.ke

Everyone will encounter a difficult customer from time to time. It is important to effectively deal with difficult customers because it is a great way of turning a negative situation into a positive one and can encourage the customer to become an advocate of your brand or product. Difficult customers can be categorized as indecisive, demanding, critical or angry.

When dealing with angry customers, start by offering a sincere apology in order to calm them down so that you can move on to a more productive conversation. Sometimes the customer may raise their voice, but you should keep calm and refrain from reciprocating their anger. Offer a solution and be open to discussing the issue further. Communicate with the customer a few days after the incident to ensure they are satisfied with the solution you provided.

Demanding customers may have a misunderstanding of how you are able to help them. They may ask you to do something that you are not authorized or otherwise able to do for them. With this type of customer, you can assure them that you will do whatever you possibly can to meet their needs. However, be careful not to promise things you cannot deliver. Be firm but respectful when a demanding customer tries to push your boundaries.

A critical customer may find fault in your services, products or something else regarding your business. They may be quick to point out their dissatisfaction. To manage this customer, listen to them patiently and understand their point of view. Sometimes, these customers offer great feedback through their honesty. In conclusion, keep your interactions with customers professional and respectful. Your behavior reflects your employer or business, and it is always good to be mindful of your actions.



Indecisive customers may take a long time to make decisions and may ask many questions. Reassure them by speaking confidently about the product or service and sharing as much useful information with them as you can. Indecisive customers will help you to practice patience.



**DISSATISFIED
WITH OUR SERVICES?**

Give us the opportunity to improve

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The Role of Value Addition in Growing Kenya's Exports

By Stephanie Mutuku

Innovation and technology play a critical role in the export sector. To increase the country's export value, the export sector needs to leverage more on innovation and technology to produce commodities that are in high demand and narrow Kenya's trade deficit. This was said by the Dr. Wilfred Marube, Kenya Export Promotion and Branding Agency, Chief Executive Officer in his keynote address at the Jomo Kenyatta University of Agriculture and Technology's Annual Innovation Open Day held on 2nd September 2022 at the Main Campus.

"Value addition in agriculture predominantly offers farmers the opportunity to receive a bigger share of earnings from their produce. Kenya's export value currently stands at Kshs. 490 billion. With value addition, Kenya will be able to scale up export earnings and achieve the goal of 6.5% annual growth of exports," Dr. Marube.

The 11th edition of the Open Day, themed '**Promoting Innovation in Agriculture and Trade**' provides an opportunity for researchers, industry leaders and other stakeholders to interact with various innovations originating from the University. The innovations on display ranged from a variety of sectors including agriculture, value addition, technology, mechanization and many more.

The Jomo Kenyatta University of Agriculture and Technology focuses on research, innovation and technology which presents an ideal opportunity for partnerships with key players in the agro processing sector and micro, small and medium sized enterprises which are key drivers of Kenya's economy. Academia and Government partnerships are what can stimulate Kenya's cottage industry to in turn produce viable products that can compete in the global arena.



Kshs. 490 billion
Kenya's export value



"As we innovate our products, embark on our studies and our careers, let us be aware that we must think beyond our borders, because Africa intends to trade as one," he said. "It is my hope that we can collaborate with the institution on utilization of innovation and technology to promote value addition of Kenya's exports."

Dr. Wilfred Marube, C.E.O Kenya Export Promotion and Branding Agency



"Having walked through the exhibition on innovations I do believe that the new and young crop of innovators will be able to contribute not only to Kenya but the global market." Dr. Marube remarked.

Local Institutions of higher learning play an important role in developing innovations for the global market that will spur sustainable development and improve livelihoods. Dr. Wilfred Marube further indicated that Kenya is among the countries piloting the first phase of the African Continental Free Trade Area (AfCFTA). The focus lies on Kenya to showcase high quality products made locally.

Outreach Activities

As part of its outreach activities, the Nation Brand Development Marketing and Communication Directorate (NBDMC) held a talk at Strathmore University on how to brand a country. The aspects covered included components of a brand and country brand strategy. The students also learned about the Agency's mandate of export promotion and nation branding.



Maureen Mambo, the Director NBDMC at the Kenya Export Promotion and Branding Agency makes a presentation at Strathmore University



Strathmore University Students pose for a group photo after the engagement with the agency



Upcoming Activity

COMMUNITY SERVICE

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DONATE

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- Shoes ■ Sanitary pads ■ Soaps and detergents ■ Water tanks ■ Footballs



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