

# Newsletter

A publication by Kenya Export Promotion and Branding Agency

OCTOBER  
2022



## Kenya formally starts trading in the Africa Continental Free Trade Area (AfCFTA)

By Jonah Karanja

[jkaranja@brand.ke](mailto:jkaranja@brand.ke)

**K**enya is fully exploiting the Initiative on Global Guided Trade by targeting the Ghanaian market. The country formally started the trade by exporting Sh. 9.3 million of Chloride Exide Batteries to Ghana. A month later, Kenya flagged off value added tea for export to Ghana in a ceremony attended by President William Ruto and Kenya Export Promotion and Branding Agency's Chairman Jas Bedi and CEO Dr. Wilfred Marube.

The agreement was adopted and opened for signature on 21 March, 2018 in Kigali and entered into force on 30 May, 2019. AfCFTA will be the largest free regional economic bloc since the formation of the World Trade Organisation. It is expected to bring together 55 countries from Africa and a market population of 1.2 billion people, which is expected to grow to 2.5 billion by 2050. The AfCFTA benefits include:

1. Increased trade among African countries which currently ranges between 15-18%.

## KEPROBA commissions the E-Portal

By Gertrude Mirobi

[Gmirobi@brand.ke](mailto:Gmirobi@brand.ke)

The Kenya Export Promotion and Branding Agency (KEPROBA) through its CEO Dr. Wilfred Marube commissioned the Agency's E-Portal in an online Webinar hosted by the Agency on 12th October 2022. Dr. Marube thanked the stakeholders who have funded the project noting it is indeed a transformational portal that brings together all stakeholders in the export trade facilitation process.



The E-Portal dubbed "Make It Kenya" is a corporate game changer when it comes to KEPROBA's service delivery to Kenyans. It is accessible at [www.makeitkenya.go.ke](http://www.makeitkenya.go.ke)

The Corporate section, Kenya Nation Brand and the

>>> Continue on page 2

### EDITORIAL

Mariam Maina - Editor

Samuel Njaaga - Layout

## Kenya's exports to Ghana averaged a value of **USD 8.5 million** between 2017 - 2021.

2. Stimulate production through the development of regional value chains, to ensure that manufacturing, agro processing and other activities across the continent are stimulated to supply the market.
3. Strengthen the capacities of African companies to access and supply world markets.
4. Strengthen African's economic and commercial diplomacy.

Following the outbreak of the Covid-19 pandemic, intra African trade within the AfCFTA stalled prompting the secretariat to commence a pilot trading with seven countries namely Rwanda, Cameroon, Egypt, Ghana, Kenya, Mauritius and Tanzania to test the environmental, legal and trade policy basis for intra-African trade.

Through the AfCFTA Initiative on Global Guided Trade pilot phase, Kenya has identified avocados, fresh produce, tea, textiles, Exide batteries, leather bags, vehicular filters, sisal fibre, beaded products, confectionery and incinerators as key products that command a huge market potential across the 6 nations.

According to the United Nations

COMTRADE database on international trade, Kenya Exports of tea to Ghana was US\$997.59 thousand in 2021. With the introduction of value-added tea, tea export to Ghana from Kenya is expected to increase much to the joy of small-scale tea farmers who make up majority of the tea value chain in the country.

Kenya's exports to Ghana averaged a value of USD 8.5 million between 2017 - 2021. The balance of trade has been in favour of Kenya by an average value of USD 6.2 million and a total trade of USD 14.7 million in 2021. With the commencement of Africa Continental Free Trade Area (AfCFTA), Kenya's exports to West African region will increase in volume due to minimal trade barriers as with the AfCFTA.

President William Ruto while addressing the tea stake holders at the flag off ceremony said that his government is going to prioritize rising Kenya's value-added tea from 5% to 50% at the minimum in order to increase earning from tea exports.

"Kenya will work with all partners in the continent under the AfCFTA to grow our exports," President Ruto said. "Small-scale farmers remain the

pride of Kenya's tea exports and the government will support the production of tea, tea value addition and eliminate trade barriers that hinder tea exports across the continent."

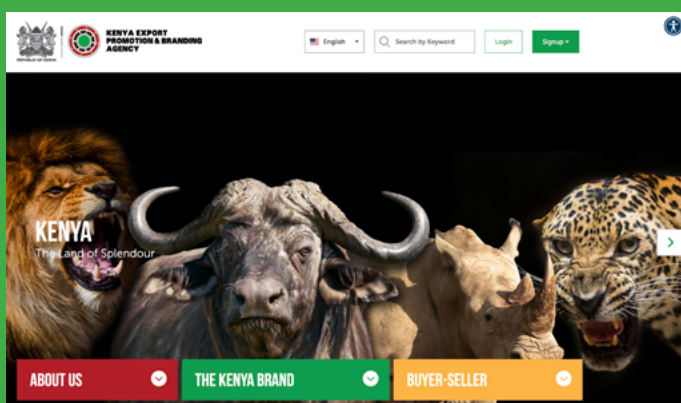


KEPROBA's Chairman Jas Bedi welcomes President William Ruto to the value-added tea flag off ceremony.



President William Ruto flags off Kenya's value-added tea for export to Accra, Ghana at KICC grounds in Nairobi.

>>> Continued from page 1



Buyer-Seller section make up the E-Portal. The E-Portal aims at making a difference every day for Kenyans in its interactions with exporters, stakeholders, buyers, and investors.

The Buyer- Seller section will provide a platform where exporters/sellers can do business and market their Made in Kenya products to local and international markets with the goal of promoting Kenya's exports. With over 5 billion people

using the internet worldwide, utilization of the E-Portal will directly contribute to the Agency's target of 6.5% annual growth of exports as Kenya is embracing e-commerce and adoption of the same is on the rise.

The E-Portal will give the Agency a platform from which it can offer specialized market intelligence data, economy statistics, comprehensive export guidelines for different products, and export statistics to potential exporters to improve products and make them more competitive in both local and international markets.

To impact trade, investments, and a positive national viewpoint, the E-Portal will inform, educate, and inspire our internal and external audiences about Kenya and what it has to offer.

The Kenya Export Promotion and Branding Agency will ensure utilization of the E-Portal through continuous registration of exporters to onboard the E-Portal as well as create awareness about the E-Portal while carrying out various Agency activities.



# Kenya participates in the 28th Uganda International Trade Fair

By Joyce Macharia, [Jmacharia@brand.ke](mailto:Jmacharia@brand.ke)

Kenya's export performance has, in recent times, experienced uncertainty arising from the emergence of the Covid-19 pandemic that has disrupted global and regional supply chains. Additionally, the escalation of trade barriers that have limited trade as well as global economic cycles and diverse policies from major economies such as the USA, China, Russia, and the European Union have continued to affect the performance of the export sector.

However, despite these uncertainties and challenges, Kenya's exports to Uganda have increased from USD590 million in 2017 to USD 832 million in 2021, thus an indicator of a potentially vast market that Kenyan exports needs to fully exploit. Additionally, the cordial relations economically and politically will further support our penetration strategies while at the same time addressing any trade barriers thus paving way for enhanced market access to the Ugandan market.

Kenya's participation in the 28th UGITF was not only aimed at sustaining our market presence but also assisting the Agency to attain its strategic plan goals of growing Kenya's exports by 6.5% annually and move Kenya to the top 50 global Nation Brands.

Kenya's participation at UGITF also provided an opportunity for participating institutions and companies to enhance their corporate and brand visibility, interact, exchange contacts, discuss business opportunities, and engage in trade activities, thus, further bolstering the bilateral trade between the two countries.

At the trade fair, the Kenya House hosted 6 Kenyan exhibitors, namely, Mwachaka Group, Fine Spinners, Gooseberry Delight, Onja Uone Ltd, Karembou Spa and Milly Creation. The exhibitors were able to maintain and enhance the visibility of Kenyan products in the Uganda market as well as create new business links in the Ugandan market.

Additionally, Kenyan exhibitors were able to identify agents and distributors for their products and strengthen already existing distributorship networks in Uganda. For some exhibitors like Goose Berries, Karambou Spa and Mwachaka Chillies, they were also able to launch and test-market new Kenyan products in a new market.

Further, the Kenya Government was represented by the following state agencies; Kenya High Commission Kampala, Kenya Ports Authority (KPA), Micro and Small Enterprises Authority (MSEA), Kenya Bureau of Standards (KEBS) and Kenya Export Promotion and Branding Agency (KEPROBA). This further demonstrated Kenya's continued commitment to

fostering Kenya-Uganda bilateral trade relations and economic cooperation between the EAC partner states.

On the side-lines of the UGITF event, there were two courtesy calls held including a courtesy call to the Uganda Export Promotion Board (UEPB)-UEPB Office on 6th October 2022 where discussions centred around establishing areas of collaboration between KEPROBA and Uganda Export Promotion Board (UEPB) and through leveraging on each other's core competencies for mutual benefit. The Agency shared a draft MOU with

UEPB to consider fostering collaboration between the two institutions.

There was also a courtesy call with Uganda Chamber of Commerce (UNCC)-UNCC Office on 6th October 2022. In the discussions, the Agency underscored the importance of undertaking market linkage activities that would increase trade between the two countries, create the necessary platforms to address the market access issues and NTBs that are present and increase cross border efficiencies on customs and clearance matters.

## PHOTOS



Exhibitors at the Kenya House



Exhibitors at the Kenya House



Dr. Wilfred Marube CEO KEPROBA at the Kenya Pavilion



H.E. Robinah Nabbanja, Prime Minister of the Republic of Uganda (L) receives Grown in Kenya tea gift from KEPROBA's Fatma Bashir, Trade Development Manager at the Trade Fair.

# How to Maintain Stakeholder Satisfaction

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

Superior stakeholder satisfaction contributes to a positive reputation for an organization. This helps to increase brand visibility and acceptance of an organization's products or services.

Stakeholder satisfaction is the level of approval that people and groups with an interest in the business's success have. The satisfaction of internal and external stakeholders matters to businesses because it influences the choices those stakeholders make about their involvement in an organization.

Working to maintain stakeholder satisfaction has several benefits. Satisfied employees will form a dedicated team of talented individuals who believe in the company's mission. This, in turn, reduces staff turnover and increases the bottom line.

Superior stakeholder satisfaction contributes to a positive reputation for an organization. This helps to increase brand visibility and acceptance of an organization's products or services.

In order to ensure that an organization maintains superior stakeholder satisfaction, there are several steps that should be followed. The first step is to identify and categorize all stakeholders. This will help in identifying the ones to prioritize in order to achieve all the set goals. The next step is to establish relationships with key stakeholders through stakeholder visits or roundtable meetings. Such events will gather information on the common areas of interest between the organization and the stakeholders where resources can be directed. Once contact has been established, it is important to have regular follow-up communication to ensure that the changing needs of stakeholders are met. Feedback mechanisms should be established in order to facilitate the flow of information and to ensure that complaints are resolved quickly.

Undertaking stakeholder satisfaction surveys will go a long way in measuring satisfaction. The information gathered from the surveys will identify patterns between customers who are satisfied and those who are highly satisfied, then make small adjustments to help people in the average ranges enhance their enjoyment.

It is important to note that stakeholder satisfaction changes over time, so it's important to engage with them regularly, follow up with communication and host events where they can share their thoughts and opinions.

# KEPROBA engages manufacturers and producers in Murang'a County

By Stephanie Mutuku, [interncomm1@brand.ke](mailto:interncomm1@brand.ke)

The Kenya Export Promotion and Branding Agency participated in the Murang'a County Export Trade Workshop and Exhibition on the 21st and 22nd of October at the Golden Palm Breeze Hotel, Kenol. The inaugural two-day event sought out to build the export preparedness for manufacturers, cottage industries, agribusiness enterprises as well as youth and women led SMEs.

The event was organized by ITradeEvents, a communications agency that is aimed at building the capacity of SMEs and Agribusiness enterprises and enable them to grow their businesses by organizing networking events, tradeshow/exhibitions as well as business workshops.



Mr. Charles Tumbo, Manager Trade Advisory Services, KEPROBA giving a presentation on export processes and requirements during the Murang'a County Export Trade workshop and exhibition

The event brought together stakeholders from companies with the potential to export especially in manufacturing, horticulture, macadamia, dairy, agro processing and more. Some of the exhibitors at the event included: Kevian Kenya Limited, Trans Africa Water Systems, Sky farms, KCB Kenya and more.

Kenya Export Promotion and Branding Agency facilitated the Export trade Workshop that took place on the first day of the event. A total of about 90 participants attended the workshop mainly from horticulture and dairy sectors. Participants were taken through export procedures and requirements and the Made in Kenya initiative including its value proposition and how producers can apply for the mark.

>>> [Continued on page 5](#)



>>> Continued from page 4

Murang'a county has an existing robust agriculture sector that when fully exploited can increase Kenya's volume of agricultural produce. Murang'a is arguably the largest producer of avocados in the country. According to the Avocado Farmers' Co-operative Union, Murang'a makes an average of Sh4 billion from avocados annually and the association exported 258 tonnes of avocados between June 2021 and July 2022. The county additionally exports tea, coffee as well as vegetables with demonstrated potential to increase exports of livestock products as well as other fruits.

Engaging various stakeholders in the county presented the Agency the opportunity to sensitize attendees on export opportunities available in the country and how they can leverage on their agricultural capacity and grow earnings from their commodities. As Kenya works towards realizing the goal of growing exports by 6.5% annually, existing value chains need to be enhanced. This can be made possible through engaging agricultural enterprises and manufactures through various forums such as the Murang'a Export Trade Workshop and Exhibition.



Attendees getting business counselling services at the KEPROBA stand during the Murang'a Export Trade Workshop and Exhibition

# I am M.A.D.E for Kenya

By Josephine Njambi, [Josephinenjoroge59@gmail.com](mailto:Josephinenjoroge59@gmail.com)

Hey (with the intention of having you spare me five minutes to read me). I am supposed to give you an introduction, because I do not want us to be strangers, so here goes nothing. I am M.A.D.E, Making A Difference Every day for Kenya if you'd like. I am part of the Kenya Export Promotion and Branding Agency's Integrated Marketing Communications (IMC) strategy that picks up from Making a Difference (M.A.D), the popular internal phrase at the Agency and seeks to create not just a campaign line but a philosophy that captures the ethos of the organization.

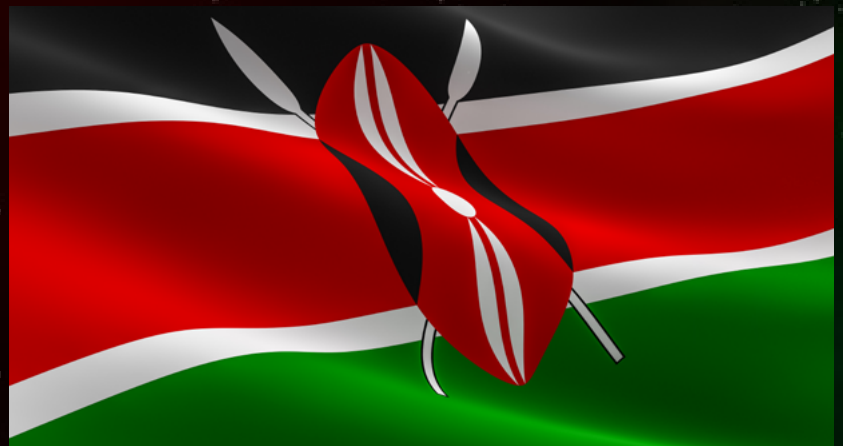
Every morning you wake up thinking of what you will do to make a difference be it in your life or those around you and that is one of the wholesome things to live for. It might be for different reasons but knowing you did something, even little, to make a difference, you would be proud of yourself. The M.A.D.E for Kenya campaign aims at creating a sense of pride within and for KEPROBA beginning with the staff because as we have been taught, charity begins at home.

Once upon a little girl's dream was to be able to make her mother country a bit better for everyone unfortunate to be on the negative spectrum of the country's economy. I was on some fictional juice but that is not the point. I would wake up every morning excited to come up with plans I would get to execute once I was a multi-billionaire. I'm, obviously, not a multi-billionaire but I can still make a difference for Kenya.

Making a difference is not only a personal affair but can also be by the job you do. Writing this article is me making a difference because I may or may not have made you smile and kept you in the know. That is just my opinion, and you are free to disagree with me (but don't tell it to my face because I'm sensitive and I might cry). From a person who makes a difference to another person who makes a difference, I would ask you to think of how you make a difference, as an individual and as part of an organization, what your role is in the organization and what more you could do to make a difference.

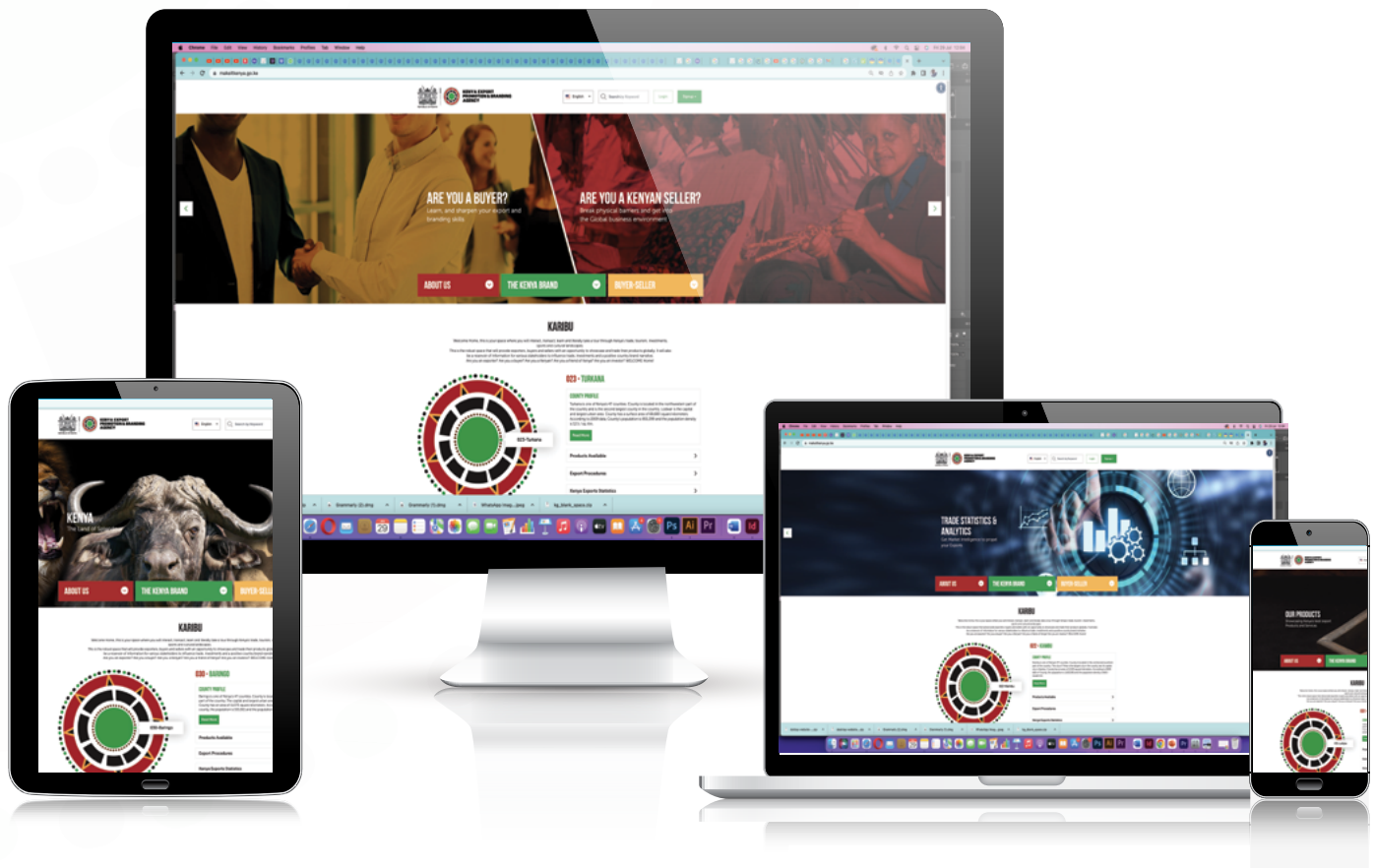
I tend to go to sleep believing I make a difference by smiling.

**What about you?**



**Quote of the month**

"Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless." **Jamie Paolinetti**



## 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)