



Newsletter

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H.E. Dr. William Ruto
CGH - President of the
Republic of Kenya and
H.E. Cyril Ramaphosa
- President of the
Republic of South
Africa interacting with
exhibitors.

*unlocking
Africa*
NOVEMBER 2022

KENYA AND SOUTH AFRICA FOSTER GOOD RELATIONS (KENYA - SA HIGH-LEVEL BUSINESS FORUM)

By Irene Ouko (igraaf@brand.ke)

On 9th November 2022, Kenya hosted over one hundred officials, investors, and business community from South Africa at a high-level business forum that took place at the Kenyatta International Convention Centre (KICC) in Nairobi.

The forum which was held under the theme unlocking trade and investment potential and deepening cooperation between Kenya and South Africa was graced by the two heads of state H.E. Dr. William Ruto CGH - President of the Republic of Kenya and H.E. Cyril Ramaphosa - President of the Republic of South Africa.

Also present included Hon. Moses Kuria - Cabinet Secretary for Trade, Investment and Industry, Kenya together with his South African counterpart Hon. Ebrahim Patel, Cabinet Secretary for Foreign and Diaspora Affairs Dr. Alfred

Mutua, top Government officials, and captains of industry from the two countries among other dignitaries.

KEPROBA was among the organizers of the event and was represented by the Chairperson Mr. Jas Bedi, Chief Executive Officer Dr. Wilfred Marube as well as Directors, Managers, and officers from all the relevant departments.

The forum provided a platform for the business community from the two countries to exchange views and develop measures to strengthen trade relations and investment opportunities for both countries.

The discussions centered around the challenges hindering the full exploitation of business opportunities within the two countries and the potential areas of cooperation and collaboration for enhanced trade and

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investment. Some of the challenges that were pointed out by the participants are licensing bureaucracy, regulation restrictions and sanctions that exist between the two countries.

The two governments were called upon to improve the environment for doing business between the two countries by streamlining and harmonizing the regulatory frameworks on Standards and Sanitary and Phytosanitary Standards (SPS), as well as addressing the costs related to inputs to open businesses in sectors such as industries and agriculture.

Alongside the business forum, a mini exhibition was set up where over 20 exhibitors from both Kenya and South Africa were given the opportunity to showcase their products and services to over 350 participants who attended the forum as well as interact with potential buyers and create new business links and opportunities. The exhibitors included Kericho Gold, South African Airways, Natures Touch, Piquant Spices, Kenya Airways, CTM tiles, Kakuzi Ltd, Avocado Society of Kenya, Stanbic Bank among others.

In his remarks, H.E President William Ruto said that he will work closely with H.E Cyril Ramaphosa - President of the Republic of South Africa to develop a sustainable mechanism to identify, monitor and resolve non-trade barriers that limit trade potential between the two countries.

H.E President Cyril Ramaphosa encouraged the business community to explore more business opportunities in either country with the view of improving livelihoods of the citizens, particularly the youth, women, and MSMEs of the two countries.



H.E Dr William Ruto CGH - President of the Republic of Kenya and H.E Cyril Ramaphosa - President of the Republic of South Africa with other dignitaries and participants at the business forum.



H.E Dr William Ruto CGH - President of the Republic of Kenya giving his remarks at the Kenya - South Africa high level business forum



H.E Cyril Ramaphosa - President of the Republic of South Africa giving his remarks at the Kenya - South Africa high level business forum

South Africa President H.E Cyril Ramaphosa's visit to Kenya resulted in an agreement between the two countries where South Africa removed visa requirements for Kenyans travelling to the southern African nation beginning January 2023 for a maximum of 90 days annually, a move expected to strengthen trade, investment, tourism, and cultural ties.

Kenya has experienced a trade imbalance with South Africa over the years. In 2021, Kenya's exports to South Africa were Sh3.96 billion from Sh3.4 billion in 2020, while imports from South Africa were Sh44.07 billion in 2021, up from Sh45.77 billion in 2020.

The agreement for enhanced cooperation and partnership between the two countries will boost Kenya's exports to the South African market with the key exports being gold, petroleum oils, carbonates, cut flowers and tea.

Quote of the Month

"Teamwork is the ability to work together towards a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." – **Andrew Carnegie**

MADE IN KENYA AFTERCARE

By Stephannie Mutuku



The Kenya Export Promotion and Branding Agency carried out Made in Kenya adoptee aftercare visits between 31st October to 18th November 2022 across Nairobi County. Ninety- Five adoptees of the Made in Kenya mark in varying sectors including agro- processing, machinery and consumer goods were mapped out for the visits.

The aim of the aftercare visits was to evaluate the impact of the landmark in their businesses, as well as to collect data that will inform Agency's future engagements with adoptees as well as marketing strategies to further the Made in Kenya initiative. The visits provided an unique opportunity to deeply understand factors affecting their businesses especially coming off a global pandemic and economic recession.

The KEPROBA team visited up to three firms a day at their business premises. These visits were proceeded by interviews and content development for marketing purposes. The team was able to gain a better insight on the various journeys in building credible, local brands that provide quality products.

Phoebe from Ma Phoebe's Sauces, a company dealing in quality cooking

and ready to eat condiments detailed their home-grown beginnings. "Ma Phoebe's logo is inspired by my own mother who taught me how to cook. Now, Ma Phoebe's sauces to my son represents mummy in a jar and we get to share that with the rest of the world."

Ms. Chebet, CEO of an WazaWazi, afro centric accessories brand shared that she wanted to adopt the Made in Kenya mark as many people questioned whether the products are truly Kenyan because of the high quality. By doing so, she directly combated the negative perception that plagues locally manufactured commodities as being of low quality.

By Mid-2022, 239 companies had been registered under the Made in Kenya program with over 600 products branded under the Made in Kenya initiative. With strategic campaigns, the Agency is aiming at doubling the number of products branded with the mark in the next year. Authenticating locally made products, positions them in both the local and global markets as premium unique and of good quality. Banding together local manufacturers under the Made in Kenya Initiative will ensure we build a strong brand proposition for Kenyan made products in the competitive global market.

TESTIMONIALS from Made in Kenya Adoptees

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The MIK mark has significantly helped the company in product promotion especially with the institutional push by KEPROBA to partner with major retail supermarkets e.g., Carrefour that has created visibility for the balls. There is a social and economic impact that the organisation aims to create since the stitching is by hand, thus sourcing labor locally creating employment and generating incomes for most families.

-Alive and Kicking

”

"For us, the Made in Kenya mark gives us a unique selling point and inspires confidence among our customers on the quality of products that are locally manufactured"

- Light Year Ltd.

”

"We are Kenyan die-hards. We are passionate about putting the Kenyan brand forward and changing livelihoods."

- Bree's Bees Ltd.



KEPROBA staff engaging Ms. Chebet, CEO WazaWazi during the Made in Kenya Aftercare visit in Nairobi County



Light Year CEO, Ms. Sheila Mwikali, showcasing her Made in Kenya products during the Made in Kenya Aftercare visit.



Kenya Export Promotion and Branding Agency participated in the 5th Edition of Changamka Shopping Festival that provided a platform for local manufacturers to interact with buyers in a weeklong shopping extravaganza that took place at KICC. The Festival in turn contributes to tax revenue growth, job creation, increases exports and supports various value chains, including Micro Small and Medium Enterprises (MSMEs).

Organized by the Kenya Association of Manufacturers, the Shopping Festival was officially opened by Hon. Moses Kuria, Cabinet Secretary of Ministry of Trade, and Industry on Tuesday 1st November. In his opening speech, he urged Kenyan manufacturers to focus more on enhancing value addition for their products. By adding value to their products, our nation will be able to be more self-reliant, source raw materials locally as well as competitively produce goods and services for the local and global market.

There were tons of stands and exhibitors. I felt like a kid left unsupervised in a candy store. From clothes to food stuff to furniture to appliances to services. Of course, there were stands you could sample like coffee and tea stands and some snack stands. You would have had a 'full meal' by the time you are done visiting the food stands. Between you and me I think that there were people there for the food samples only (but shh, you did not hear it from me).

Despite the very 'moody' weather (I say this because one minute it was raining the next the sun was on a mission for God knows what), there was a constant crowd at the KICC grounds. Some would visit the place during their lunch break, others after work and most would be there from morning. The crowd of people was motivating to those exhibiting their products. Might have been due to the giveaway prices at which the products were being sold or the support the citizens decided to show but that's a mystery for Team Scooby-Doo.

Kenyans were able to sample different products and services we often use but had no idea where the manufacturers were based, and our questions were answered. Going through the different stands and being able to buy just about most things, and still have fare home and change to spare, was exciting for most. People came in barely carrying anything and left with tons of shopping bags and for some even cartons and boxes. Considering how high the cost of living went high the Shopping Festival was a relief for the 'common mwananchi'.

The event was a success, and I can't wait to see how the next one will turn out. Most likely more people will attend and clear out all the stalls and I'm aware that's wishful thinking, but it might happen.



KEPOBA TO IMPLEMENT BEEEP PROJECT

By Jonah Karanja

The Business Environment and Export Enhancement Programme (BEEEP)

The Kenya Export Promotion and Branding Agency is part of the agencies implementing the Business Environment and Export Enhancement Programme (BEEEP). This is a European Union (EU) funded programme delivered by Trade Mark East Africa (TMEA) in collaboration with key stake holders in the export sector, which seeks to enhance exports of Kenyan avocados, mangoes and vegetables to selected markets in Africa, Europe, Gulf Cooperation Council (GCC) and Asia in line with Kenya Export Promotion and Branding Agency's priority markets. BEEEP Project is expected to contribute towards this national trade agenda through stimulating export growth in the following three priority value chains namely Avocados, Mangoes and Vegetables while also promoting youth and women engagement in Kenya's development agenda.

Agriculture is unquestionably the foundation and backbone of the economy, contributing approximately 33 percent of Kenya's Gross Domestic Product (GDP). About two-thirds of Kenyans derive either all or part of their incomes from agriculture. Agriculture thus remains the foundation of the economy.

Although the Agricultural subsector is Kenya's backbone, the country as well as other African nations have chronic dependency on raw material export. Value addition in the agricultural subsector is now ringing bells in Kenyan farmers who for a long time have been competing with processed products locally. Value adding Kenya's main agricultural exports such as tea, Coffee, avocados, flowers, macadamia nuts, vegetables and mangoes will not only make the Kenyan agricultural subsector a multibillion sector but will also lead to job creation and better lives of over 40 percent of the total population and more than 70 percent of the rural population in Kenya.

The BEEEP will focus on selected counties that have potential for avocados, mangoes and vegetables namely Makueni, Kilifi, Kajiado, Machakos, Nakuru, Nairobi, Uasin gishu, Laikipia, Kakamega, Garissa, Kisumu and Mombasa.

Value added mangoes, avocados and vegetables will not only gain access to European markets but also in the Gulf Cooperation Council, Far East Asia and African nations. The Africa Free Continental Trade Area opens a market of over 1.3 billion people hence impacting the lives of youth and women in African nations hence making positive strides in gender mainstreaming and youth engagement in nation development.



Partnership and resource mobilization manager, Christine Sitawa, makes a presentation on BEEEP project during the team's retreat



Keproba's Elizabeth Njamiu, Joy Diana and Syliva Konchella deliberate during the BEEEP project retreat



Richard Kinyanyi participating in the BEEEP project Question and Answer.

AFRICAN CONTINENTAL FREE TRADE AREA (AfCFTA) ENGAGEMENTS IN NAKURU AND TAITA TAVETA COUNTIES

By Gertrude Mirobi | gmirobi@brand.ke



The Kenya Export Promotion and Branding Agency (KEPROBA) has been engaging exporters in Nakuru and Taita Taveta Counties through the Research and Innovation Directorate on the opportunities available for Kenyan businesses under the African Continental Free Trade Area (AfCFTA) Guided Trade Initiative.

AfCFTA is a trade agreement that connects approximately 1.3 billion people in 54 African countries with a combined gross domestic product (GDP) valued at USD 3.4 trillion, making it the world's largest free trade zone. The agreement creates a single market for the continent by enabling the free flow of goods and services.

Kenya signaled its readiness to commence commercially meaningful relations through the utilization of AfCFTA Preferences with a key focus on value added products and has so far exported Exide batteries and tea to Ghana under the Guided Trade Initiative.

Nakuru and Taita Taveta Counties have untapped export potential for textiles, pharmaceuticals, dairy products, fruits, vegetables, handicrafts, minerals, meat and meat products, steel, pyrethrum, sisal and automotives. The counties therefore needed persuasion on how to sustain exports by discussing the correct narratives and alleviating the exporters pain points.

A Business Solution Forum was organized in both Counties through a multi-sectoral public-private sectors approach with production units as well as policymakers in relevant Government Ministries, Departments and Agencies (MDAs) with the goal of facilitating the flow of national policies and economic operations to improve Kenya's export performance in the AfCFTA regional market.

The Agency has been able to gain insights into the challenges that small and medium scale enterprises (SMEs) face in their quest to establish themselves in the export value chain and earn the much-needed foreign exchange for the country's economy. SMEs account for 80% of the economy in Africa largely operated by women and youth.

SMEs, however need to be aware of the regulatory measures such as the existing non-tariff trade obstacles, market protocols, sanitary standards, and make an effort to trade in accordance with the AfCFTA guidelines.

“ SMEs account for 80% of the economy in Africa largely operated by women and youth.



Panel discussion at the AfCFTA workshop in Nakuru County.



An exporter giving her remarks at the AfCFTA Business Solution Forum in Taita Taveta County.

Beautiful crafts made by Hadithi Basket Weavers from Taita Taveta County

Upcoming Activity



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A CALL TO KEPROBA FAMILY

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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