

Newsletter

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*Unveiling of the partnership between
KEPROBA and ITC*

KEPROBA – ITC PARTNERSHIP

By Gertrude Mirobi (GMirobi@brand.ke)

Kenya Export Promotion and Branding Agency (KEPROBA) and International Trade Centre (ITC) have agreed to work together to strengthen Kenyan exporters' e-commerce capabilities. ITC is a joint subsidiary unit of the World Trade Organization (WTO) and the United Nations that aims to foster market-led growth and business-oriented success.

The Partnership between the two institutions will involve development of joint projects to create a network of e-commerce entrepreneurs and MSMEs in Kenya and provide access to ITC's online training tools and resources to advance knowledge and expertise in e-commerce. It will also have organized webinars, workshops, and networking opportunities via the online community at <https://ecomconnect.org>. Kenyan exporters will have access to the ITC SME Academy, an online platform where free e-commerce

courses are offered. The courses are self-taught and a certificate is issued and upon completion.

According to Annabel Sykes, an ITC expert in digital transformation and e-commerce, e-commerce gives SMEs access to unlimited global markets. It contributes significantly to foreign income and strengthens the nation's digital economy.

KEPROBA has been keen on utilizing e-commerce as part of the Agency's strategy to leverage information technology in export promotion and country positioning. The Agency set up an e-portal platform that connects Kenyan SMEs with buyers from across the world by giving them an opportunity to showcase their products. The e-portal is easily accessible at www.makeitkenya.go.ke. "The recent COVID-19 pandemic

showed us that the internet allows for virtually anything. As the future of everything is digital, we want to use technology to ensure that neither time nor distance can prevent our exporters from trading. The exploitation of digital space will boost awareness and penetration of Kenyan products, hence increasing the target market share much to the benefit of Kenyan exporters," said KEPROBA CEO, Dr. Wilfred Marube.



EDITORIAL

Mariam Maina - Editor
Joanne Wanjala
Irene Van De Graaf
Molly Wambui
Gertrude Mirobi
Jonah Karanja
Ronald Ombamba- Layout

Agency inducts CECs Trade

By Irene Ouko (IGraaf@brand.ke)

The Kenya Export Promotion and Branding Agency in partnership with Council of Governors recently held an induction program for County Executive Members in charge of Trade for various Counties themed "Positioning Counties as Investment Hubs and Tourism Destinations".

The Forum was held with the main objective of ensuring smooth transition of leadership considering the changes in County leadership following the general election conducted in October 2022.

This is in line with the Agency's mandate of county branding and profiling.

The Official Opening Remarks were made by the by Chair, COG Trade committee, H.E Wavinya Ndeti. The institutions present included Kenya Export Promotion and Branding Agency (KEPROBA), Ministry of Trade, Investment and Industry, Ministry of Cooperatives and Development and Ministry of Tourism, Wildlife and Heritage.

KEPROBA was represented by Ms. Floice Mukabana, Ms. Rebecca Mpaayei and Mr. Reuben Wanjala who made presentations on Export Market Development, Product Development, Mark of Identity and County Profiles, E-Portal, Exporters Directory and Export Readiness Assessment.

The panel discussions centred around strategies for promoting counties as investment hubs for accelerated

socio-economic transformation and reengineering trade, Manufacturing, and tourism potential in Counties.

KEPROBA hosted a high-level Business Cocktail for networking and building better communication between KEPROBA and the CECMs and other facilitators who had participated at the induction programme.

KEPROBA further developed and distributed among other documents, a brochure to the CECMs which contained information about the Agency (Vision, Mission, Tagline) Strategic objectives, the Agency's services, proposed structure of engagement with the counties complete with an Activity based logical framework on selected prioritised activities e.g., Export Market Development; Product and Exporter Development; and Country and County Branding.



KEPROBA identified areas of collaboration with the CECMS which include, to lobby Counties to Include the Export Market Development Agenda in the County Integrated Development Plan (CIDP) e.g., Prioritized Trade promotional events, Strengthen E-Commerce capacity in the Counties by adopting the Agency's E-Portal, Identify Export products, Map supply capacity, facilitate export product development (packaging, labelling, branding and product adaptation) and establish County Export Desks managed by County Export liaison officers Implement nation branding initiatives (Mark of identity and global campaigns)



Quote of the Month

"Coming together is a beginning. Keeping together is progress. Working together is success." - Henry Ford

Export Agency feted for contribution to avocado exports

By Jonah Karanja (JKaranja@brand.ke)

The Kenya Export Promotion and Branding Agency was recently awarded for playing a leading role in the Avocado sector. The agency was crowned the best trade support agency by the Avocado Society of Kenya during the Avocado Industry Excellence Awards dinner on 8th December 2022 at Trademark Hotel in Nairobi.

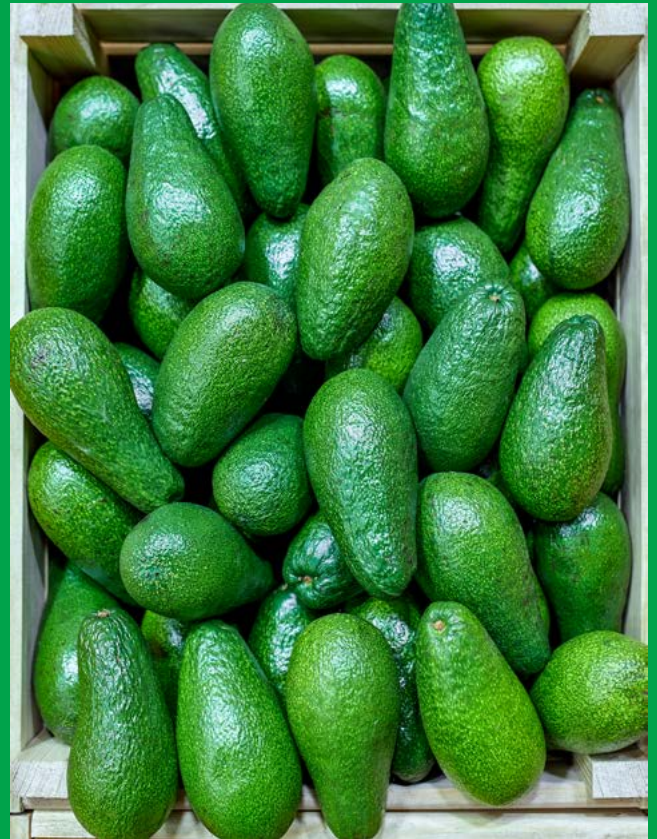
The Agency has been in the forefront when it comes to Kenya's avocado exports. The Agency has not only conducted avocado market intelligence but also facilitated the Chinese phytosanitary inspectors visit to Kenya in March 2019. The inspectors conducted a Pest Risk Analysis (PRA) on Kenya's avocados at Sunripe Naivasha and gave the process a clean bill of health. As a result, Kenya became the first African nation to export frozen avocados to China's 1.4 billion people market. Kenya exported Kshs 7 billion worth of avocado to China between the months of August and October, hence cementing China as a top Kenyan avocado destination.

As of 2021, Kenya was the world's eighth largest producer of avocados commanding a 1.9% market share and USD 140.11 million in export revenue from 95,000 metric tonnes of avocado sales. Kenya has a 21% year on year avocado export value increase, making the East African nation one of the fastest growing avocado exporters in the world. The 2021 export volume was only exceeded by Mexico, Netherlands, Peru, Spain, Chile, Colombia and the United States of America all which are Kenya's main avocado export competitors.

Mexico is the only country that produces over 1 million tones of avocados in a single year and is responsible for a 1/3 of the world's avocado production. Mexico exports her avocados to the USA, Canada, Germany and China. Kenya exports 10% of her avocado production a clear indicator that there's more potential in the avocado sector. Kenya's main Avocado market is China and despite facing a 7% duty, the country managed to rake in Ksh 7 billion by October 2022 despite facing stiff competition from duty free Mexican avocados in China.

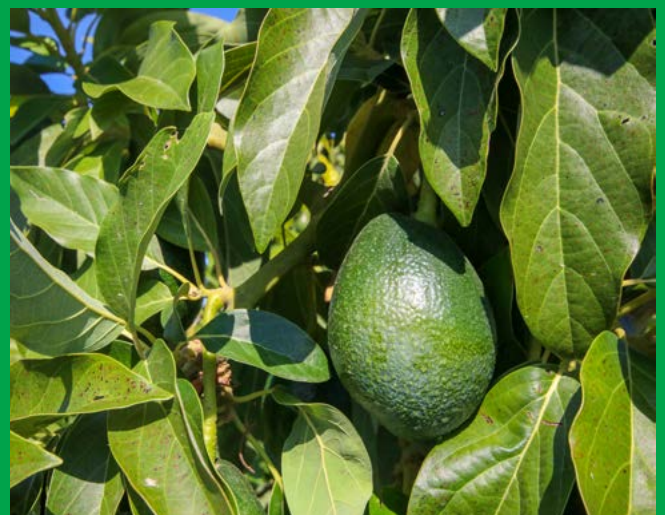
Top avocado exporting nations in 2021

According to data collated by Kenya Export Promotion and Branding Agency, Mexico accounted for 40% of the world's avocado exports market share with a revenue of USD 2976, Netherlands came in second accounting to 16% of the global market share with a total revenue of USD 1163.3 million, Peru accounted to 14.4% of the avocado market share with a total revenue of USD 1048.3 million, Spain accounted for 6.4% of the market share with a revenue of USD 462 million, Chile accounted for 2.9% of the market share with a revenue of USD 214.2 Million, Colombia accounted for 2.8% of the market share with a revenue of USD 204.6 million, United States of



America accounted for 2.2% of the market share with a revenue of USD 157.5 while Kenya came 8th globally with a market share of 1.9% and a revenue of USD 140.1. Other African nations, South Africa and Morocco 9th and 11th respectively. South Africa accounted for 1.5% of the avocado market share with a revenue of USD 110.5 million while Morocco accounted for 1.2% of the market share with a revenue of USD 89.4 million.

Kenya Export Promotion and Branding Agency is keen on conducting market research to enhance Kenya's market penetration in markets that are dominated by top avocado exporting nations such as Mexico, Netherlands, Peru, Spain, Chile, Colombia and the USA. Avocado product diversification and value addition will be key in overcoming stiff competition which is why KEPROBA is keen in enhancing product development in the avocado sector.



Agency team part of Kenya Delegates who attended the US – Africa Leaders Summit

By Stephanie Mutuku



KEPROBA CEO Dr. Wilfred Marube with attendees during the KEPROBA- OVC round Table discussions in Washington DC, USA.

The Kenya Export Promotion and Branding Agency Chairman Mr. Jas Bedi and CEO Dr. Wilfred Marube were among Kenyan delegates who attended the US-Africa Leaders' summit from 13th to 15th December 2022, at Washington D.C that was led by Kenya's President Dr. William Ruto.

The summit that was themed, "The Future of Africa's Trade and Investment" brought together leaders from 50 African nations. The Summit was aimed at strengthening ties between US and Africa in various areas of mutual interest including trade, economy, security, and political relations.

The Kenyan delegation on the sidelines of the Summit, conducted week-long engagement with leaders, investors and buyers of Kenyan products and services. Cabinet Secretary of the Ministry of Trade, Investment, Trade and industry, Hon. Moses Kuria was also part of the high-level delegation.

"It is time to position and appreciate Africa accordingly as a destination for American capital, not commodities. We must regard Africa as an investment destination, and not a market for manufactured goods." H.E President William Ruto said during the US- Africa Leaders summit. As Kenya is gearing up to conclude the Kenya Strategic Trade and Investment Partnership Agreement with the United States of America, the US- Africa Leaders' Summit provided the opportunity for Kenya to deepen trade ties with the US.

The Kenya Export Promotion and Branding Agency (KEPROBA) held roundtable discussions with the Global Diaspora One Voice Consortium (OVC) in Washington on the sidelines of the

US- Africa Leaders' summit. The discussions were centered on how Kenya can leverage on the networks established by the OVC in the diaspora in order to entrench Kenyan products in the market. Establishing distribution hubs and warehouses in strategic areas mapped out by OVC was pointed out as the key to deepening the presence of Kenyan goods in the US market.

The roundtable discussion marked the culmination of ongoing discussions between KEPROBA and OVC. The engagement also paved the way for upcoming strategic partnerships between the two organizations as Kenya seeks out to expand its export market share in the US.

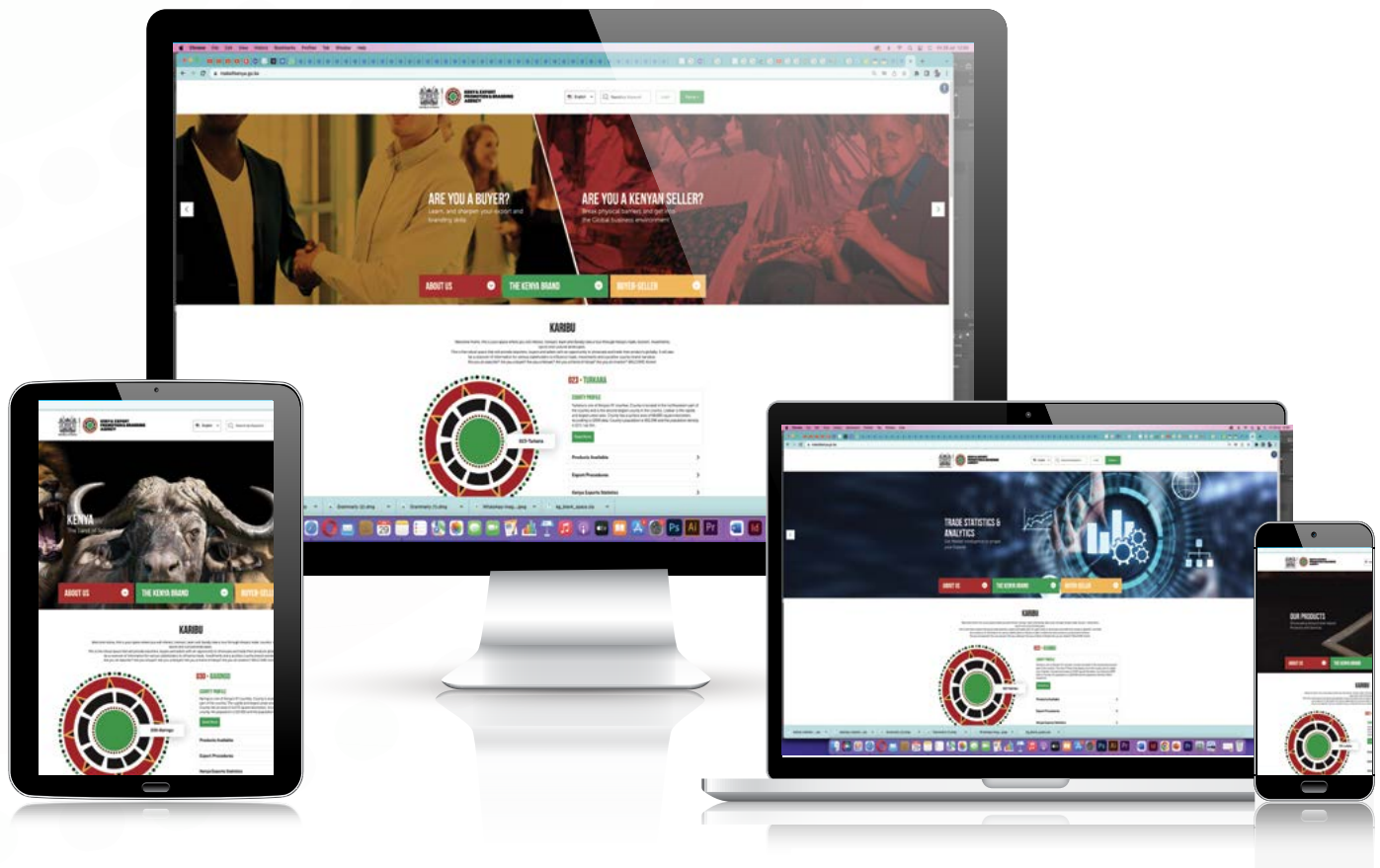
Additionally, the Kenya Export Promotion and Branding Agency delegation met with a team from The Washington Times, an American media publication company. The discussions were focused on exploring ways KEPROBA and Washington Times can partner in terms of positioning Kenya in the US market.

"The renewal of the African Growth and Opportunity Act (AGOA) will be an interesting story for the publication to pick because the livelihoods of 52,000 Kenyans depend directly on employment created by AGOA," KEPROBA Chairman Mr. Jas Bedi remarked during the engagement. The Kenya Export Promotion and Branding Agency team will develop topical stories for consideration by the Washington Times for publication to positively position Kenya to their vast audience.

The United States of America remains among Kenya's top export destination for apparel and textile products. Other top commodities exported to the United States of America by Kenya include nuts, coffee, spices and titanium. The US is among Kenya's prioritized markets with an untapped export potential valued at 431.60 million USD. Kenya is looking at growing exports of apparels to the US from the current 500 million USD to more than 5 billion USD in the medium to long term by addressing challenges affecting the textile value chain.



From L: KEPROBA CEO Dr. Wilfred Marube, Chairman Mr. Jas Bedi, and Ag. Director Product and Market Development Mr. Austin Macheso, at the Washington Times Headquarters in Washington DC, USA.



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.

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