

Tradealert

A BI-WEEKLY EXPORT TRADE BULLETIN

A publication by Kenya Export Promotion & Branding Agency

MARCH 2023

#01



2023

KENYA NATIONAL EXPORT
MARKET DEVELOPMENT PROGRAMME

2023 CALENDAR OF EVENTS

Kenya Export Promotion and Branding Agency (KEPROBA) is mandated to facilitate market access for Kenyan exports. Guided by the structured approach to export market prioritization framework the Agency identifies export market opportunities for Kenyan goods and services through market studies, investigations, scoping missions, market intelligence as well as profiling of target markets with a view to formulating appropriate market entry and penetration strategies. The implementation of identified trade promotion activities is a collective effort by the stakeholders, including our Embassies and Missions abroad where most of these activities are held.

The Agency develops this calendar of promotional events to guide its

export market development activities. The process of developing the Kenya National Export Market Development Programme (KNEMDP) involves participation of both public and private sector stakeholders who submit their activities to the Agency for collation and analysis in line with our goals of consolidating and enlarging our traditional export markets of the East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA) and European Union (EU) as well as diversifying into new and emerging export markets of Eastern Europe, North America, Gulf Region, Asia, and the Rest of Africa.

Download the Kenya National Export Market Development Programme (KNEMDP) [here](#)

UPCOMING EVENTS

[EAST AFRICA FOODPACK EXPO](#)

[THE AFRICA WEEK AND TRADE
PROMOTION MISSION](#)

Emerging Trends



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