

Newsletter

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**KENYA EXPORT
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UK-Kenya Economic Partnership Agreement Council

21 March 2023
London



Kenyan Cabinet Secretary for Trade, Investments and Industry, Hon. Moses Kuria (R), with UK Minister for International Trade Nigel Huddleston (L) after signing the agreement in London at the first-ever UK-Kenya Economic Partnership Council Meeting.
Photo @ UK in Kenya

KENYA AND THE UNITED KINGDOM TRADE PACT

By Jonah Karanja (JKaranja@brand.ke)

Kenya and the United Kingdom have historically maintained deep diplomatic ties. The two countries signed a post Brexit trade agreement to ensure the continuity of existing trade arrangements after the UK's exit from the European Union.

The agreement includes provisions of duty free access to the United Kingdom market for Kenyan goods such as tea, flowers and vegetables and for some UK goods to enter the Kenyan market duty-free. The trade agreement also includes commitments to support investment and business opportunities between the two countries.

Kenya and the United Kingdom in 2021 announced a new agreement that will deepen their collaborations and partnerships in areas such as healthcare, education, and environment. The deal includes support for the construction of a new hospital in Nairobi. The United Kingdom is also committed to providing development assistance to Kenya in job creation, education and health. The two nations are also working together to strengthen regional security with the UK providing training equipment to the Kenyan military in the fight against terrorism and piracy.

>>> [Continue on page 2](#)

Newsletter Highlights

KENYAN COFFEE

What the World Loves

KENYA SIHAMI

The role of Peace campaigns in Economic Development

CUSTOMER SERVICE

As a Competitive advantage

PUBLIC SERVICE BRANDING

Improve the Image of the Public Service.

VALUE CHAINS

Working through them

Editorial

Mariam Maina - Editor
Irene Van De Graaf
Molly Wambui
Gertrude Mirobi
Jonah Karanja
Hellen Kiarie
Stephanie Mutuku

Walter Kelvin Otieno- Layout

>>> Continued from page 1

UK and Kenya Economic Partnership Agreement

Kenya's Cabinet Secretary for Trade, Investments and Industry, Moses Kuria on 21st March 2023 met his counterpart in the United Kingdom, the Minister for International Trade Nigel Huddleston in London for the first ever UK-Kenya Economic Partnership Council Meeting.

The two ministers agreed to;

1

Fast-track the efforts to remove barriers affecting bilateral trade and investments and to work of respective public and private sectors besides discussing 3.5 billion euros of green investment deals which the UK premier Rishi Sunak and Kenya's president agreed to fast track at COP27.

2

The EPA will enable Kenyan companies and British businesses to continue enjoying duty free access to the UK market hence saving the exporters over 1.5 billion Kenya Shillings every year in duties on products such as cut flowers and green beans.

3

The agreement will also lead to economic growth in Kenya from increased trading opportunities, job creation and enhancing Kenya's global competitiveness and the ability to attract investors. The EPA has benefited approximately 2,500 UK businesses exporting goods to the Kenyan market. British firms in Kenya employ over 250,000 Kenyans.



UK investors under the auspices of His Majesty's Trade Commissioner for Africa John Humphrey & Invest Africa hosting CS Hon Moses Kuria & other high level Kenyan delegates for lunch in London ahead of the Kenya-UK Economic Partnership Agreement talks. | Photo @ UK in Kenya

The Kenya-UK bilateral trade is already worth 167 billion shillings per year with capacity for significant growth. The deepening UK-Kenya economic engagement has led to a 500 billion shillings investment deal in Kenya. The Nairobi Railway City whose construction is underway is part of the deal signed between the UK and Kenya

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Kenya is the only East African nation to ratify the EPA agreement and stands to gain a lot in terms of direct British investment hence improving her economy as well as the livelihoods of her people.

KENYAN COFFEE,

What the world loves

By Hellen Kiarie (intercomm2@brand.ke)

Kenyan coffee is one of the world's best five coffees in the world. It is a specialty coffee known for its high acidity, full body, fruity flavor and delightful aroma. Kenya has this level of quality through a government-run system that offers rewards to farmers for producing better quality coffee. This policy has led to steady and consistent improvement in the cup's quality. Each lot of Kenya coffee whether it is from a large farm or a small co-op, has to undergo rigorous testing for quality by the Coffee Board of Kenya.

Majority of coffee in Kenya is the Arabica Coffee which is grown on the rich volcanic soil, in the highlands and areas with good rainfall. Today, around 250,000 Kenyans are employed in the production of coffee. Most of this coffee is produced by small land holders that are members of cooperatives and process their own coffee. Other varieties of coffee grown in Kenya include: SL28, SL34, K7 coffee, Ruiru 11 and Batian.

Global overview for coffee market

The global coffee market stood at a value of approximately USD 126.38 billion in 2022. The market grew at CAGR of 4.82% between 2018-2022 (EMR).

Total Coffee exports in 2021 were valued at USD 36.3 Billion. For the last 2 decades, Brazil maintained her position as the lead source market (supplier) for coffee worldwide. In 2021, Brazil's exports were valued at USD 5.8 billion and constituted 16.2% of global exports of coffee in the year.

The top importer of coffee in the world has been the USA over the last 20 years. USA imported coffee worth USD 6.9 billion in 2021; 19% of all imports of coffee in the year. Germany has been the second lead global importer of coffee during the same period.

The lead African exporter in 2022 was Ethiopia which was ranked 9th globally with exports valued at USD 1.1 Billion.

>>> Continue on page 4





>>> Continued from page 3

So, what makes Kenyan coffee exceptional?

Kenyan coffee is grown in high altitudes, nutrient rich volcanic soils and is harvested by hand. The coffee is mostly grown and produced in highlands of Kenya near Mount Kenya and the Aberdare Ranges.

A total of 150,000 hectares of arable land in Kenya is planted with coffee. It is estimated that over 700,000 small-scale and large-scale farmers are involved in coffee farming. About 60-70% of Kenyan coffee is produced by small scale holders. In addition, the coffee industry, due to its forward and backward linkages, directly and indirectly benefits about 5 million people in the country. The large-scale farmers are mostly found in Kisii, Nyanza, Bungoma, Nakuru and Kericho. On the other hand, the small-scale farmers are found in Machakos, Taita hills in Eastern and coastal provinces.

Kenyan coffee beans offer unique, diverse and bursting flavors unlike anywhere in the world. The beans have a juicy fruit flavor complemented by a winy acidity. The coffee is widely referred to as the connoisseur cup because of its well

balanced, clean and crisp quality with AA and AB Kenyan coffee beans being the most recognized.

Kenyan coffee production works under a cooperative system of processing, milling and marketing, with washed (wet) processing being the most widely used method throughout many Kenyan coffee farms. The Kenyan producers place an emphasis on quality and as a result, processing and drying procedures are carefully controlled and monitored. After the beans are cautiously hand washed and sundried on raised beds, they are then taken to the roasters where the beans are roasted at different levels. This method of processing lends well to highlight the juicy characteristics and clean finish we experience in the cup.

Kenyan coffee is possibly the most consistent high quality of all the premium gourmet coffees in the world and there are just a few at the top.



Quote of the Month

None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful

Mother Teresa



The Role of Peace Campaigns in economic development;

KENYA SIHAMI

By Stephanie Mutuku
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Peace is a pre-requisite for development of a country because it creates a stable environment for progress of a society. Peace campaigns play a crucial role in promoting social, political and economic development in society with the ultimate goal of promoting peaceful coexistence and reducing conflict.

A peaceful environment promotes robust economic activities, which, in turn, leads to the creation of job opportunities and improved livelihoods and sustainable development. Additionally, a peaceful country attracts investments, both local and foreign, which contributes to the overall economic growth of the region.

In societies where people are divided along ethnic, religious, or cultural lines, conflicts and tensions are likely to occur hence hindering social development. Peace campaigns encourage people to embrace diversity and respect each other's differences. This, in turn, fosters a sense of belonging and national unity, which is crucial for development. Furthermore, in instances where the conflict or instability occurs, human rights violations are more prevalent. When people's rights are protected, they are likely to participate fully in social, economic, and political activities, leading to overall prosperity of a nation.

The Kenya Export Promotion and Branding Agency launched a peace campaign dubbed 'Kenya Sihami' in July 2022.

The popular Swahili phrase translates to 'I can never leave or abandon Kenya.' The campaign was developed with the aim of promoting peace and patriotism as the nation was heading towards the election period.

The Kenya Sihami campaign maintains the reality that Kenya remains our home always. The catastrophic consequences of conflict cannot be understated. Majority of Kenya's revenue earners such as tourism, foreign direct investments and exports depend on a peaceful environment that can facilitate smooth business transactions. Even as Kenya goes through an unpredictable political climate, the fact remains that safeguarding Kenya's peace is paramount.

According to the Global Peace Index, Kenya ranked at 120 in the global ranking of 2022. Though Kenya's performance in the Global Peace index has fluctuated in recent years, Kenya has put effort into combating negative publicity based on political and social tensions. Reinforcing positive messages about our country can lead to an overall improved perception on a regional and global scale.

The Kenya Sihami Campaign is a call to Kenyans to believe in our country and play the crucial role of safeguarding her peace. Kenya has made great strides since independence and it is the duty of Kenyans to take the country to even greater heights. Our future generations depend on a peaceful environment to achieve their hopes and dreams.

CUSTOMER SERVICE

as a competitive advantage

By Molly Wambui
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Since the beginning of time, competition has been part of daily life. Plants and animals compete for food and water while human beings compete for opportunities and recognition. In the business world, competition for customers is stiff. This calls for businesses to find something about their enterprise that differentiates them from their competitors. This is called competitive advantage.

According to Catherine Cote of Harvard Business School, competitive advantage can be derived from a number of resources including human capital, pricing, brand identity, product variety and customer service. According to Forbes, some of the companies with the best customer service in the world are Chick-fil-A, Amazon, Toyota, Apple and Google. These companies are also some of the world's most profitable.

How does a company go about creating competitive advantage through customer service?

1

Collect Customer Feedback

Customer feedback is one of the best ways of improving service levels and products. Surveys and emails are some of the ways this information can be collected. It is used to create better experiences and products which ultimately increase brand loyalty.

2

Seamless User Support

Customers expect round-the-clock support in case they encounter challenges with a product or service. Companies can use chatbots, call centres and online customer support. In addition to seamless customer support, these channels should have a quick turnaround to increase customer satisfaction.

3

Adhering to agreed timelines

This will go a long way in creating a competitive edge. This is particularly important for online retail businesses like Jumia and Kilimall. Consumers are increasingly sharing their experiences online and a delayed delivery will taint your brand image.

Lastly,

Companies should be consistent in service delivery. As Michael LeBeouf aptly put it "A satisfied customer is the best business strategy of all."

PUBLIC SERVICE BRANDING

Improve the Image of the Public Service

By Irene Ouko
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KEPROBA has developed the Public Service Branding guidelines and is currently conducting sensitization sessions across the public service.



A brand is a distinguishing name, term, logo, slogan, sign, symbol, or design scheme—and a combination of these—intended to identify a product or service. Branding is the communication effort to promote brand identity, aiming to help end users differentiate the product or service from that of competitors—and view it in a favourable way, often termed brand equity.

Due to its appeal, branding is no longer exclusively pursued by private companies, public sector organizations have discovered its benefits and branding is becoming widespread within the sector.

Public Service in Kenya is deemed as slow, corrupt, inefficient, and generally not meeting the expectations of the citizens in terms of service delivery and hence most citizens have lost confidence in Kenya's Public Sector.

As Kenya Export Promotion and Branding Agency (KEPROBA), charged with the mandate of building the nation brand, it is up to the Agency to change the negative narrative that has for a long time surrounded the Public Sector. It is for this reason that the Agency came up with the Public Service Branding initiative that seeks to unify the image of the entire public service and address prevailing challenges that paint public service negatively and in turn build the citizens confidence and trust in public service.

The main objectives of the Public Service Branding initiative is to create uniform visual identity across the Public Service, improve the image of the Public Service, increase trust, confidence and pride in Public Service institutions by the citizenry as well as to improve automation of public service to make it more modern and a comfortable place to work in e.g. through digitization, introduction of nursing rooms for mothers, introduction of public service awards, etc.

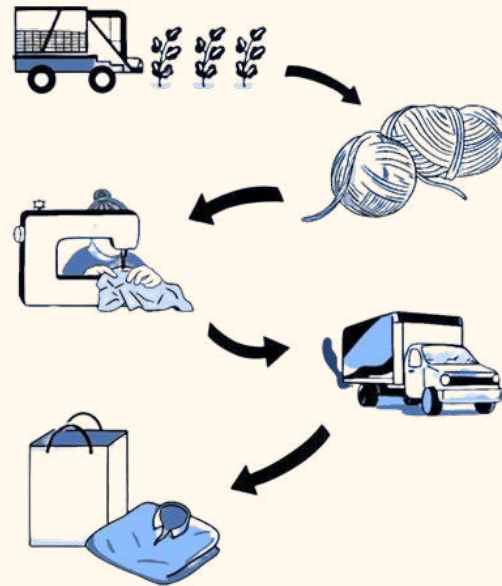
As part of the Public Service Branding initiative, KEPROBA has developed the Public Service Branding guidelines and is currently conducting sensitization sessions across the public service to advocate for adoption of these guidelines by all Government Ministries and Agencies. These guidelines have been developed to serve the purpose of standardization and guide the application of national emblems across all Public Service entities. This is critical in maintaining an integrated and consistent Public Service image. Further to this, the Agency is working in partnership with Kenya School of Government (KSG) to roll out the Public Service Branding Curriculum.

Some of the organizations which have adopted the Public Service Branding guidelines include, Office of the Attorney General and Department of Justice / State Law Office, Ministry of National Treasury and Planning, NACADA, Huduma Kenya, Kenya Trade Remedies Agency (KETRA), Micro and Small Enterprises Authority (MSEA) Kenya BIOVAX Institute, among others.

Effective Public Service Branding will create uniformity in the sector and in turn enhance service delivery which will contribute to the country's rating as a destination as well as build the citizens confidence, trust, and pride in the Public Sector.

Working through the VALUE CHAINS

By Miriam Maina
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A value chain is a concept describing the full chain of a business's activities in the creation of a product or service - from the initial reception of materials all the way through its delivery to market, and everything in between.

The Government has set out a robust agenda for Kenya's economic transformation commonly known as "The Bottom-Up Economic Transformation Agenda 2022 - 2027" that is underpinned by five sectors that form the core pillars of this plan. These are Agriculture; Micro, Small and Medium Enterprise (MSME) economy; Housing and Settlement; Healthcare; and Digital Superhighway and Creative Economy.

To actualize this plan, the Government has prioritized several value chains, key among them being Tea, Coffee, Leather, Textiles and Garments, Edible Oils, Dairy, Meat and Meat products, to drive export-led economic growth. These value chains have immense potential to enhance Kenya's export performance, increase foreign exchange earnings for the country and improve Kenya's balance of trade.

According to the trade statistics for 2022, Kenya's total exports grew to Kshs. 952 billion from Kshs.

707 billion in 2021 with the top export markets being Uganda, USA, Netherlands, Pakistan, Tanzania, UAE and the UK.

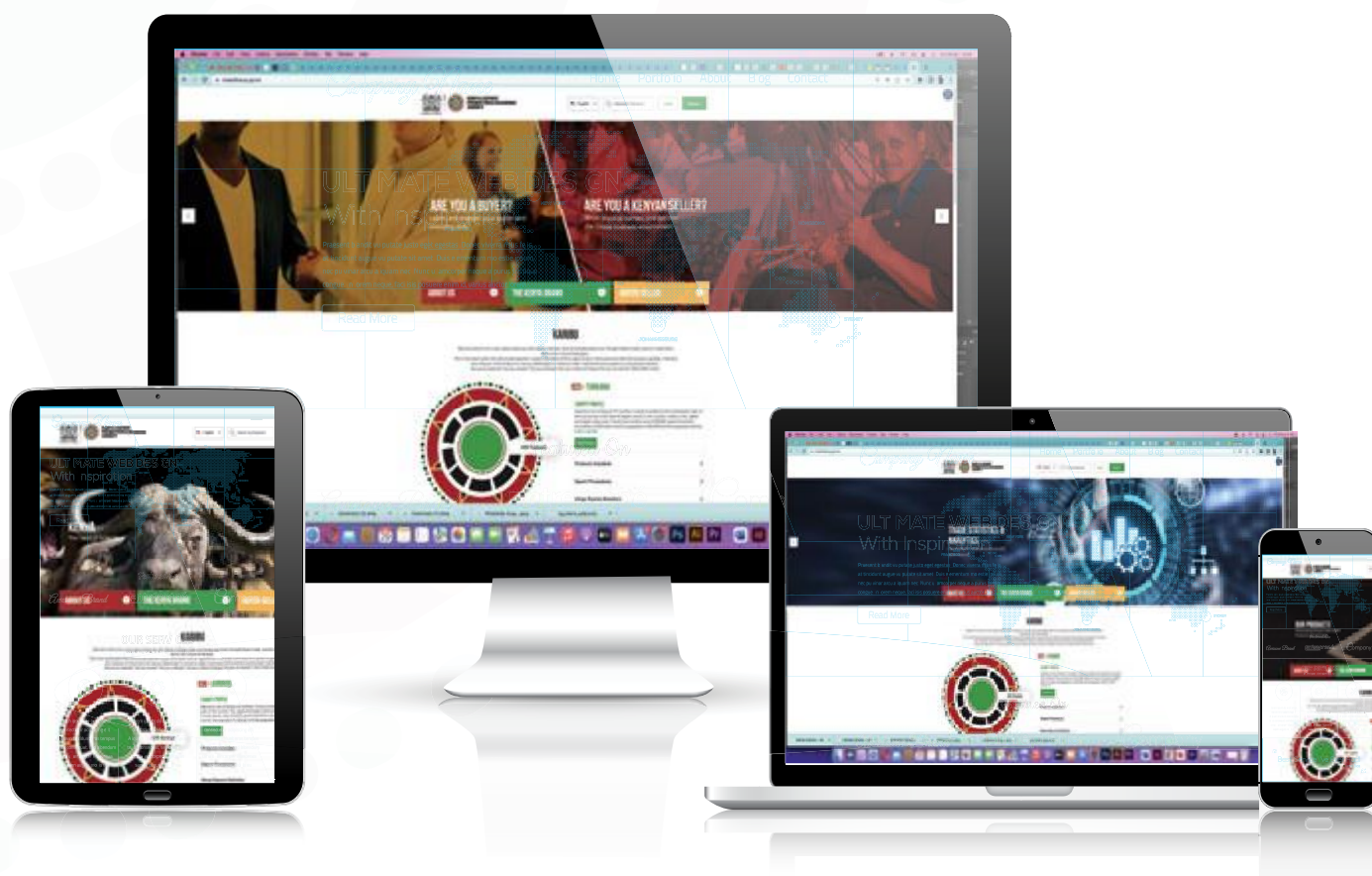
Kenya is keen to increase the value of its exports by investing in value-added manufactured products. The overarching goal is to close the persistent negative balance of trade through export growth, factor productivity and stimulate economic development and job creation, in a sustainable and inclusive manner.

“ KEPROBA in line with the Government priorities, has prioritized development and promotion of value in export markets.

To this end, the Kenya Export Promotion and Branding Agency (KEPROBA), in line with the Government priorities, has prioritized development and promotion of value in export markets to increase foreign exchange. The approach that will be undertaken to interlink all aspects of the sectors from inputs at production stage to export of outputs to the various markets - is the value chain approach. This approach considers all the various players (government and private sector) that are involved in the value chains both for conventional product sales as well as valued added and processed products.

It with this approach in mind that Kenya Export Promotion and Branding Agency has developed an outline of the approach it will undertake to implement its mandate of branding, product development and growth in exports to engage the different industry players to deliver sustainable consumer led products that meet market requirements for an export led economy.

By understanding the value chains of key products for export, the country will be able to increase efficiency, delivering the most possible value to consumers at the lowest possible cost.



Make it Kenya E-portal

The Kenya Export Promotion and Branding Agency has developed an E-portal that:

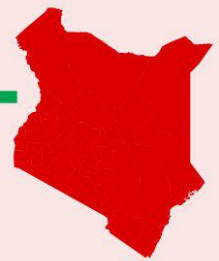
- Provides a platform where exporters/sellers can showcase their products internationally
- Provides customised market intelligence information to related to potential exporters for purposes of improving products to enable compete
- Promotes Kenya's exports and the nation brand through information dissemination and export assistance
- 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



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PUBLIC SERVICE BRANDING GUIDELINES

**KENYAN GOVERNMENT VISUAL
IDENTITY SYSTEM AND GUIDELINES 2023**

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