



# Newsletter

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**KENYA EXPORT  
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## Kenya To Chair The Boards Of Governors Of The African Development Bank And The African Development Fund

By Maureen Mambo: [MMambo@brand.ke](mailto:MMambo@brand.ke)

Cabinet Secretary, National Treasury and planning Prof. Njuguna Ndungu was elected to chair the Boards of Governors of the African Development Bank and the African Development Fund for a period of one year. Prof. Ndungu was elected during the African Development Bank's 2023 Annual Meetings held in Sharm El Sheikh, Egypt.

The 58th Annual meetings under the theme Mobilizing private sector financing for climate and Green growth in Africa, provided an opportunity for Governors to dialogue on Africa's challenges in attracting private sector financing and practical policies that governments can use to alleviate these challenges.

In his maiden speech, Prof. Ndungu accepted the chairmanship position noting the extensive work the outgoing chairman Honourable Mr. Hassan Abdallah, Governor of Egypt, had achieved, diligently and devotedly guiding the Business of the Bank and creating

a strong foundation the bank currently stands on.

Prof. Ndungu noted that the Government of Kenya's is committed to ensure economic excellence and sustainability despite the global shocks. "Following the peaceful and transparent elections held in August 2022 won by H.E. President William Ruto, His Government has since then spared no efforts in pursuing its ambitious developmental strategy that seeks to achieve shared prosperity through the National Development Plan and the Kenya Kwanza 'Bottom-Up Economic Transformation Agenda (BETA)'".

According to Prof. Ndungu, the new Government agenda aims at strengthening the resilience of the Kenyan Economy. "As we navigate through the Perfect Storm from the devastating effects of COVID-19 pandemic, the Russia - Ukraine War, geo-political tensions and climate change effects and other emerging global shocks. These have

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compounded the dire situation in majority of African Countries, as we deal with enormous challenges from climate change shocks that have reversed the milestones gained over the last two decades of fighting poverty, food insecurity, inequality in our countries. The need for quality infrastructure to attract private investments in our Countries is putting pressure on financing requirements in the already tight budgets, hence the need to be innovative in ways of resource mobilization to finance development”.

The role of the development institutions is crucial in pooling and mobilizing the required resources for mitigating the adverse effects of the geopolitical tensions, COVID-19 pandemic, and

climate change. The African Development Bank has a wide range of instruments that we can capitalize on to achieve the strategic African integration. The Bank's initiatives, programs, policies, strategies and operations are expected to further mobilize affordable development financing that is key for resilience in the upcoming period. AfDB also enables our Nations to pursue efforts as well as pave the road to achieve our 2063 Agenda goals.

Prof. Ndungu reaffirmed his commitment to support the Bank's work and Vision to deliver the continuous efforts to support the development of our continent. Kenya will be hosting the 59<sup>th</sup> African Development Bank's 2024 Annual Meetings in Nairobi.



## Youth and export business – tips on how young people can get into the business

By Hellen Kiarie

In the recent years, the world has seen a rise in export business and the youth have not been left behind in this growing trend. Focus on youth in export business is important given that young people account for a large and growing proportion of the population in many developing countries.

In Kenya, agriculture remains the backbone of Kenya's economy. The sector is therefore critical in creating employment and uplifting the living standards of the Kenyan youth. It is against this background that agriculture has been identified as one of the key sectors to deliver the 10 percent annual economic growth rate envisaged in the economic pillar of the Kenya Vision 2030.

According to research by World Bank, Kenya has about 13.7 million youth which accounts for 35.4% of the total population and constitutes 60% of the total labour force of which 10% are directly participating in Agricultural sector.

In recent years, youths engaging in export business have become an increasingly important area for economic growth and job creation in the country. Therefore, the Kenyan government has recognized the potential of the youths exporting and have implemented policies and programs to support them in accessing the markets.

Government policies and programs used to support and the youth in export business

The Youth Enterprise Development Fund (YEDF) is a government agency that provides financial and non-financial support to young entrepreneurs who are starting or expanding their businesses. The fund offers loans, mentorship and training to young entrepreneurs who are interested in exporting their products or services.

National Youth Service (NYS) is a government organization which was established to train young people about important national matters. The organization has provided training and mentorship to the youths

in entrepreneurship and business management which include those involved in export trade.

Kenya Youth Employment and Opportunities Project (KYEOP), which is a government-funded initiative aimed at creating employment opportunities for young people in Kenya.

Other initiatives the government has used to ensure youth export include Kenya Export Promotion and Branding Agency, Kenya Export Processing Zones Authority, Kenya Industrial Research and Development Institute, among others.

Basically, these programs and initiatives are aimed at providing young entrepreneurs with the necessary tools, incentives, necessary resources and training to develop and expand their markets beyond national borders.

### How the youth can get into the export business?

- **Research your target market and the products to export**

Research about the potential countries and markets that are in line with the products you want to export. You can research their customs, regulations, and local business practices to understand what it takes to successfully export to that market.



- **Assess the Risks of exporting**

Once you have identified the market opportunity for your products, you need to see if there are restrictions with regard to exporting to the country or countries you have identified and assess the risk of doing business there.

- **Determine the market entry**

After identifying the market and knowing the risks you need to know how you plan to do the business. That is, you will need to understand if you will sell directly, find a distributor, partner with someone in your partner country, or a combination of all these.

- **Build relationships with potential customers**

Attend trade shows and conferences, and participate in business forums and networking events to meet potential customers and partners. Use social media and other digital platforms to connect with customers and build relationships.

- **Get export training**

There are trainings available for all levels of exporters that is from those that are just getting started to the successful and also experienced professionals. The Kenya Export Promotion and Branding Agency runs an exporters readiness programme that equips exporters with information needed to run a export business.

- **Secure necessary licenses and certifications**

Exporting requires compliance with various regulations, including licensing and certification requirements. Ensure you have the necessary permits and licenses to legally export your products.

- **Be proactive and take risks**

Do not be afraid to take calculated risks and pursue opportunities that may seem challenging or outside of your comfort zone. Be proactive in seeking out opportunities and take initiative in your career.

In conclusion, export business requires a lot of patience, constant going for trainings since the world is developing therefore technologies are changing and views towards things. One also needs to persevere and persist and above all have a positive mindset and with that anybody can succeed in the export market.



## Leveraging on brand ambassadors to enhance your brand

By Mariam Maina [MMaina@brand.ke](mailto:MMaina@brand.ke)

In today's world, engaging brand ambassadors is the 'in thing.' It is the trend. Whenever we are scrolling through our social media feeds, we see brand ambassadors endorsing products and services for various brands.

Every day, brand ambassadors are boosting brand recognition, connecting with the target audience and increasing sales. The trend of using brand ambassadors, especially on social media and at events, is growing. Companies should take advantage of this to improve their brand and grow their return on investment.

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Brand ambassadors use their influence to promote the brand on their networks. They can have a large following online but the level of audience engagement is key. A brand ambassador should at least be able to influence the audience to buy the product or service being promoted and drive conversions.

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A brand ambassador has the power to significantly capture the customers' trust and influence consumer behaviours. When engaged, brand ambassadors are able to share their experiences when using your products and services.

Before settling on a brand ambassador, one needs to identify the target audience based on demographics, interests, social media platforms used and buying habits. This information will help understand what content will resonate with the audience.

## Engaging brand ambassadors

Armed with this information, you will be able to identify brand ambassadors the target audience will easily relate to. A brand ambassador should be a perfect fit for your company.

In addition, they should engage the audience and provide feedback when needed.

After selecting the brand ambassadors, one should:

- ✓ Set clear goals and objectives for brand ambassador program – it should include the marketing objectives, timelines and budgets for the program
- ✓ Develop a brand ambassador contract of engagement - this is a legally binding agreement between a brand and an individual recruited to promote the brand's products or services. It sets out the expectations of both parties and serves as a guide for the brand ambassador's activities.
- ✓ Foster a genuine relationship with the brand ambassadors as they are now the mouthpiece and image of your brand
- ✓ Communicate regularly with them and ask for feedback as they engage the public
- ✓ Always offer incentives and rewards to brand ambassadors and give them exclusive access to your products and services

# KEPROBA conducts a successful market exploration in Sweden

By Jonah Karanja (jkaranja@brand.ke)

The Kenya Export Promotion and Branding Agency led 10 Kenyan SMEs to a successful market exploration in Sweden from 24th to 28th April in 2023. The market exploration mission was sponsored by the National Board Trade Sweden - Open Trade Gate Sweden in collaboration with KEPROBA. This mission was a great opportunity for the 10 Kenyan companies to explore new markets, expand their customer base and promote their brands. The companies were from the nuts, herbs & spices, and tea sectors.

During this period, the companies had the opportunity to meet potential buyers, showcase their products, and engage in B2B meetings to explore business opportunities.

The Swedish market is known for its high purchasing power, and this presented a significant opportunity for our Kenyan companies to penetrate new markets and increase their exports, the companies' preferences and to learn about the market trends, understand the consumer preferences, and explore new business partnerships.

The objectives of the market exploration mission were to:

- ✓ **Identify potential customers and partners:** The mission identified potential customers, distributors, and partners who can help expand the market for Kenya's nuts, herbs and spices, and tea sectors in Sweden.
- ✓ **Assess market potential:** The mission aimed to assess the market potential for the nuts, herbs and spices, and tea sectors in Sweden, including the size of the market, demand trends, and competition.
- ✓ **Evaluate regulatory and legal requirements:** The mission evaluated the regulatory and legal requirements for importing nuts, herbs and spices, and tea products into Sweden, including any restrictions or standards for labelling, packaging, and certification.
- ✓ **Understand consumer preferences and behaviour:** The mission aimed at understanding the preferences and behaviour of Swedish consumers when it comes to nuts, herbs and spices, and tea, including their preferred flavours, packaging, and price points.
- ✓ **Identify market entry barriers:** The mission aimed to identify any market entry barriers for nuts, herbs and spices, and tea products in Sweden, such as tariffs, quotas, or local sourcing requirements.
- ✓ **Analyze competition:** The mission analyzed the competition in the nuts, herbs and spices, and tea sectors in Sweden, including identifying key players, their market share, and their pricing and distribution strategies.

The positive outcome of the collaboration was the Memorandum of Understanding (MoU) between Sweden and Kenya on areas of trade and investment with the purpose of promoting bilateral trade between the two nations.

Kenya's exports to Sweden and the Nordic Market have been relatively low due various barriers to trade such as inadequate market information, inadequate market access, limited trade networks and poor control measures. Kenya through the Kenya Export Promotion and Branding Agency is developing marketing strategies to overcome these hurdles and increase Kenya's exports to the Nordic states hence maximizing the trade benefits.



Kenya's exports to Sweden was USD 30.89 million during the 2022 period Imports according to the United Nations from Kenya was US\$30.89 Million during 2022, according to the United Nations Commodity Trade Statistics Database.



KEPROBA Ag CEO Floice Mukabana poses for a picture with the 10 SMEs selected for market exploration in Sweden.

# The Blogging Advantage: Why Brands Thrive with a Dynamic Website Presence

By Gertrude Mirobi (gmirobi@brand.ke)

In today's fast-paced and ever-evolving digital world, brands need to seize every opportunity to connect with their target audience and establish a strong online presence. One such opportunity lies in having a blog on their website - a dynamic platform that holds immense power for brand stories. By delving into the world of blogging, brands can unlock a multitude of benefits and tap into a wealth of opportunities that can propel their growth and success.

In this article, we explore the significance of brands having a blog on their website and how this can be a game-changer in their digital strategy. The benefits include;

## 1. Increased website traffic

A regularly updated blog can attract more visitors to a brand's website. By providing valuable and informative content, brands can optimize their blog posts for search engines, improving their visibility in search results and driving organic traffic.

## 2. Establishing authority and expertise

A blog allows brands to showcase their knowledge, expertise, and thought leadership in their industry. By consistently publishing high-quality content that addresses the pain points and interests of their target audience, brands can position

themselves as trusted authorities and build credibility.

## 3. Building brand awareness

A blog is an effective tool for increasing brand visibility and awareness. When brands consistently produce valuable content, they increase their chances of being discovered by potential customers. Additionally, readers who find the content useful are more likely to share it with others, thus expanding the brand's reach.

## 4. Engaging with the audience

A blog provides an opportunity for brands to engage with their audience in a more conversational and informal manner. By enabling comments and social sharing, brands can encourage discussions, receive feedback, and build relationships with their readers. This engagement fosters a sense of community and strengthens the brand's connection with its audience.

## 5. Supporting content marketing efforts

A blog complements other content marketing initiatives by providing a platform to showcase different types of content. Brands can use blog posts to promote their products or services, share case studies, highlight customer success stories, provide tutorials or guides, and offer insights into industry trends. This diverse range of content helps attract and engage a broader audience.

## 6. Improved SEO and search rankings

Blogging contributes to search engine optimization (SEO) efforts. Each blog post presents an opportunity to incorporate relevant keywords and inbound links, which can improve the website's search rankings over time. Fresh, quality content also signals to search engines that the website is active and regularly updated, positively impacting its visibility.

## 7. Long-term value and evergreen content

Blog posts have a lasting impact on a brand's online presence. Over time, a blog accumulates a library of content that continues to generate value and attract new visitors. Evergreen content, which remains relevant and useful for an extended period, can generate consistent traffic and engagement long after its initial publication.

## 8. Social media content

Blogs provide a valuable source of content to share on social media platforms. Each new blog post can be promoted across various social channels, driving traffic back to the website and expanding the brand's social media presence.





# Business and sustainability

By Rachael Nyambura Wanjama

**A**re you aware of what your morning cup of tea is doing for the environment, or rather how that new handbag got to your home? Businesses in Kenya are slowly adapting to a rising concept within countries. As consumers, we are asking how your business conserves the environment whilst making profits in an ethical manner.

Sustainability exists in varying facets, the basics targeting environmental conservation, society and governance. Consumers and investors alike are closely monitoring how their favorite companies are curating their products and services and how that affects the country and the world at large.

Kenya is a pot of businesses ranging from different wants and needs from its audience. While sustainability was a foreign concept a few years ago, a lot can be said about its recent positive changes.

## WHAT IS SUSTAINABILITY ALL ABOUT?

**Sustainability** is defined as **meeting the needs of the present while simultaneously preventing harm or depletion of natural resources for future generations.**

**Sustainability exists in the form of:**

**Environmental sustainability** - This could look like, use of farmyard manure in dairy farming as a byproduct and transformed into renewable energy, or the act of planting more trees around tea farms to end deforestation.

**Social sustainability** is also how businesses give back to society. A good example would be how businesses offer self-building programs in the form of financial education to farmers, or even young fresh graduates new to the job market. **Governance** is seen in the expectation of directors and CEOs having the responsibility to compile and present all the strategies and guidelines required to meet Sustainability requirements of a company.

In Kenya, the Central Bank of Kenya (CBK) in collaboration with

Nairobi Security Exchange (NSE) are tasked with creating an ESG guideline/ reporting requirements throughout the country for all businesses.

The ESG framework has been adopted by both developed and developing countries, this can give a major boost to relations and trade between countries. The UN's Sustainable Development Goals link all our goals together by eradicating poverty and disease for our future generations.

## Sustainability in the European Union (EU)

Kenya is a proud exporter to the European Union (EU) which also has its own set of sustainable requirements and guidelines that need to be honored and vetted. The Corporate Sustainability Reporting Directive (CSRD) has new rules and guidelines concerning the social and environmental information that companies have to report.

For the European Union, sustainability is still championed as one of the goals set to achieve the SDGs for both Africa and EU are opting for a low carbon, resource efficient and climate resilient future in line with the Paris Agreement.

Kenyan businesses are slowly embracing this new concept as businesses are getting familiarized with the importance of consciousness when it comes to making profits and still making positive contributions to the environment and society at large.

In 2021, NSE issued Environmental, Social and Governance guidelines for all firms under the Global Reporting Initiative. This move was meant to be practiced every year to analyze across all forums what progress is being made.

Sustainability also faces a few challenges here and there. For one, our country has not fully adapted to ESG reporting with the seriousness it deserves. This is equally followed up by one of the biggest challenges and that is Climate Change. This is one of the issues that prompted the philosophy of sustainability. The current statistics of how the world is projected to look like in the future are appalling.

Lack of knowledge in regard to sustainability and what it is all about is a challenge against our country as citizens. A lot of small and medium enterprises are not aware of the consequences of their day-to-day use of wood and plastic paper bags in a year.

Sustainability in business is a powerhouse for the development of Kenya's economy and the improvement of our climate. Businesses need to adapt to this relentless agenda being popularized all over the world. In addition, our agreement to following the ESG manual gives us a gateway to meeting all of EU's export policies without any doubt.





# Tips to consider when exhibiting at trade shows

By Stephanie Mutuku

Trade shows have long served as an essential tool for businesses to showcase their products, network with industry leaders, and expand their customer base.

As far as export promotion strategies are concerned trade shows play a vital role for businesses seeking to expand their reach beyond local markets.

Participating in trade shows allows businesses to increase their visibility and gain exposure within their target market. These events attract a wide range of attendees, including potential customers, industry experts, investors, and government representatives. Also trade shows allow businesses to gain insights into the market and competition. By attending trade shows, businesses can gain valuable market data, note emerging trends, and analyze competitors.

To maximize success while participating at trade shows, here are some key tips businesses need to consider when exhibiting.

## 4. Engage with Attendees

Actively engage with visitors who show interest in your booth. Encourage conversation and listen attentively to their needs. Offer product samples, demonstrations, or informative brochures to enhance their understanding of your business and what you have to offer.

## 5. Social Media marketing

Utilize social media platforms to promote your participation before, during, and after the trade show. Use event-specific hashtags and engage with attendees online, creating awareness and excitement around the event and your participation at the trade show. Social media can amplify your brand's presence and attract visitors to your booth.

## 6. Follow Up After the Event

Promptly follow up with the leads and contacts you collected during the event. Send personalized emails, make phone calls, or schedule meetings to nurture these connections. Timely follow-up demonstrates your commitment to building lasting relationships with attendees you connected with during the trade fair.

## 7. Evaluate and Adjust

After each trade show, evaluate your performance and assess the success of your objectives you set prior to your participation at the event. Also analyse your leads and overall return on investment. Doing this will help you identify areas for improvement and make necessary adjustments for future trade show participations.

Exhibiting at trade shows can significantly impact your business's growth and success. They are also a powerful tool for success in today's dynamic business landscape. Meticulous planning and execution of your participation in trade shows can maximize on the opportunities the events have to offer and see your business climb to greater heights.

## 1. Set Clear Objectives

Before participating in a trade show, it is crucial to define your goals. Determine what you hope to achieve, whether it is generating leads, increasing brand awareness, increasing sales or strengthening relationships with industry leaders. Clear objectives will guide your planning process and enable you to measure the success of your participation.

## 2. Plan Ahead

Planning well in advance will ensure a smooth exhibition experience. Elements including booth design, marketing collaterals, staffing and

logistics need to be hammered out in good time. Adequate preparation will allow you to handle unexpected challenges effectively.

## 3. Design an Engaging Booth

Your booth serves as the face of your company during a trade show, so make sure it stands out. Create an eye-catching booth design that reflects your brand's identity and captures attendees' attention. Incorporate interactive elements into your booth design, such as product demonstrations, or sampling of products. These experiences leave a lasting impression on visitors.

# THE PARTY THAT WAS

A Celebration in Honour of Dr. Wilfred marube, Mr. Barabara Sawe and Mr. Samuel Mwathi

"A picture paints a thousand words." No truer words have been spoken.



Arrival of the guest of honor, Dr. Wilfred Marube





Former Director, Mr. Josiah M'Mbogori giving his speech.



Our guest of honor – Mr Samuel Mwathi & Mr. Barabara Sawe



Mr. Edgar Mutua – MC



Mr. Mwathi giving his farewell speech.





It was all in the smiles.



Former Director Josiah M'Mbogori gifting Mr. Sawe



The smile tells it all.



KEPROBA's Chairman Jas Bedi (L), former Director Josiah M'Mbogori together with Ag. CEO Ms. Floice Mukabana gifting Mr. Sawe



Baked with love



Cake cutting to celebrate the end of an era for Mr. Mwathi and Mr. Sawe



Our colleagues are cooler than yours



Ms. Fatma the life of the party!





The contestants for the Mr. KEPROBA title



Selection of Mr. KEPROBA 2023



The crowning of Ms. Getrude Gatwiri as Miss KEPROBA 2023



Breaking a leg the 90s way



The Board Chairman Mr. Jas Bedi with Former Director Josiah M'Mbogori, outgoing CEO Dr. Wilfred Marube and Ag. CEO Ms. Floice Mukabana



The Board Chairman Mr. Jas Bedi gifting the outgoing CEO Dr. Wilfred Marube.



90s theme - Best dressed