

Newsletter

A publication by Kenya Export Promotion and Branding Agency

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The Agency represented by Board Chairman Jas Bedi (L) and Ag. CEO Ms. Floice Mukabana (R) during the tree planting activity in Kaptagat Forest. The #jazamiti campaign is aimed at encouraging Kenyan citizens to plant 15 billion trees by 2032.

Embarking on a new strategic direction

By Mariam Maina: mmaina@brand.ke

As we close on the Financial Year 2022/2023, as we reflect on the hits and misses, the achievements and the failures, we also look forward to greater things to come. At the Kenya Export Promotion and Branding Agency (KEPROBA) the inaugural Strategic Plan that has been in use over the last three years has expired.

To this end, the Agency has developed a new Strategic Plan that will guide operations and provide a road map on how the Agency will execute the mandate.

"With a new government in place, the focus has shifted to aligning to the Bottom-Up Economic Transformation Agenda for inclusive growth. The Agency is therefore aligning to this new direction borrowing heavily from the Bottom-Up Economic Transformation Agenda and Fourth Medium Term Plan (MTP IV) the Sustainable Development Goals (SDGs) as well as other Global, Regional and National Development issues," says Ms. Floice Mukabana, the ag. Chief Executive Officer, KEPROBA.

Dubbed Strategic Plan 2023 - 2027, the detailed document will

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guide the Agency in export promotion and nation branding initiatives and policies to promote Kenya's export of goods and services.

"In the Strategic Plan, we have prioritized three strategic objectives towards a common vision and commitment of delivering on the core mandate. We have considered, the performance, lessons learnt following the implementation of the 2019 - 2022 Strategic Plan and the strategic direction that the country envisions to take during the next five years," explains Ms. Mukabana.

The Plan will position Kenya to be a global brand in competitive and high-



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quality exports. Notable strategies in the Plan will be the implementation of market deepening and diversification initiatives, facilitation of value addition and adaptation of priority value chains and having a coordinated approach of positioning Kenya as a source of high-quality goods and services.

"As Team M.A.D.E. (Making A Difference Every Day) for Kenya embarks on a new strategic direction, inspiring global trade, I call on all stakeholders to walk with us in this journey. We will rely on unwavering collaboration and support from all stakeholders in all sectors involved so as to meet the expected outcomes and the aspiration to influence the growth of Kenya's exports and improvement in the country brand positioning," says Ms. Mukabana.

ROUTINES AND HABITS FOR A SUCCESSFUL FINANCIAL YEAR

1. Don't just say it, do it!

2. Define your brand and brand attributes

3. Create a routine

4. Put your phone away

5. Dream of the unimaginable

6. Get an accountability partner



Here is what you need to know to have a successful financial year

By Rachel Nyambura: Interncomm2@brand.ke

Every financial year presents a fresh start, we hope most, if not all targets, have been met and your personal goals and desires came to pass.

As with new beginnings, we all tend to start with zeal and fire for our goals which tend to fizzle out after a month or two. Luckily, I have racked up a few gems in the form of routines and habits to start you off productive and consistent all through the new financial year.

1. Don't just say it, do it!

Don't just let this be another financial year that comes and goes. Implement that plan and action out those goals!

"The chief beauty about time is that you cannot waste it in advance. The next year, the next day, the next hour is already lying ready for you... You can turn over a new leaf every hour if you choose."

As we lay out some mindful habits to etch into your everyday life, remember that YOU can do this!

You are the person in charge of the choices you make to anchor you in the right path.

2. Define your brand and brand attributes

When starting afresh, taking stock assists in laying out what aspects of your life need to be completely revamped and what needs a little bit of shaping.

As individuals, we all possess a natural knack to doing certain things easily and, in some areas, a lot of discipline and intentionality is consistently applied to lead to a successful life. This cuts across from your career down to your friendships and relationships.

A lot of people don't say this but reinventing yourself is a continuous pursuit as every level of achievement presents a new set of challenges.

3. Create a routine

In the modern age of digital, there is constantly a new trend or routine coming out. Many abide by and try to get everyone in the 5 am club.

Health enthusiasts praise and swear by intermittent fasting, drinking eight glasses of water a day, and not forgetting, the recommended 10,000 steps a day. (Can you keep up?)

It's quite easy for one to be overridden and worn out by too much information on wellness and "taping into your full potential."

There is so much information to filter out as it is incredulous to tackle everything all at once. Consistency and monthly check-ins tend to help ease you into a new and sustainable routine as you start.

You can incorporate:

- Waking up 30 minutes to 1 hour earlier than you usually do.
- Cooking food at home through the week
- Buying a water bottle to keep you accountable.
- Going for a walk or taking the stairs at work daily also helps keep you active.

4. Put your phone away

In 2020, we all looked down on Gen Z kids wilding out on TikTok, and with a lot of time on our hands from that time, we've all sunk down the rabbit hole. We simply can't get enough.

A mindless scroll here and there on your favorite social app could easily leave you filled with guilt for your unproductivity and incomplete assignments. To avoid staying up late or wasting your time try:

- Reducing your screentime before bed (there are several apps for that) and

- Turning off notifications on your social apps.

5. Dream of the unimaginable

"No Human is Limited!" is a mantra Eliud Kipchoge professed to the whole world after making history as the first human to run under two hours in the world history of marathons. He is now known globally as a trailblazer and role model to those up-and-coming in the athletic field.

We all possess wild dreams that we can sometimes downplay and brush off and call 'wishful thinking'. We understand that life's challenges could wound us deeply yet great

things are often, never created in comfort zones.

That dream of one day building your parents a house, or going back to school for your master's is very much possible. Who knows! You very well could be the next Kenyan pioneer that we need to steer us into the global map as an innovative nation.

6. Get an accountability partner

Whenever a change is meant to occur within our lives, community eases the transition from how we knew life then, to the reality we are trying to build now.

Individuals knee-deep in depression, and others in a rope of endless wrong decisions need genuine people to get out of those situations. Honesty, vulnerability, and discipline are required for these partnerships to work.

You need someone firm yet caring with the same values and moral integrity to help you reach your goals. This new financial year just might need you to miss a few hangouts with your friends and create time for what truly needs your priority.

The grass is evidently greener where you water it.



Trade promotional events undertaken by KEPROBA

By Irene Van De Graaf: irenev@brand.ke

The Kenya Export Promotion and Branding Agency (KEPROBA) is mandated among other functions to promote goods and services in the regional and international markets. The Agency has continued to undertake this role through several interventions including coordinating, participating and facilitating Kenyan exporters to attend trade promotional events to showcase their products with a view to enhance visibility and uptake of such products in the markets and position Kenya as a source of high-quality products.

In the financial year 2022/2023, the Agency coordinated the country's participation in more than eight trade promotional events ranging from business forums, exhibitions and trade fairs within the country, region and international markets.

In Africa, the Agency coordinated Kenya's participation in the Dar es Salaam International Trade Fair

(DITF) 2022 in Tanzania, Maputo International Trade Fair (FACIM) 2022 in Mozambique and the 28th Uganda International Trade Fair in Uganda in which cumulative business deals worth more than Ksh. 42 million and spot sales worth more than 1 million were recorded.

Additionally, more than thirty enquiries in different sectors including tea, coffee, commercial crafts, livestock products, medical equipment, milk, among others were recorded.

Further, the Agency coordinated participation in the Kenya-South Africa mini-exhibition and business forum that saw Kenyans being granted visa-free entry to South Africa in a bid to facilitate and enhance trade between the two Nations. Twenty-seven Kenyan exporters were facilitated to showcase their goods and services at the mini exhibition alongside the business forum.



The Agency coordinated participation in trade promotional events in international markets such as the International Floriculture Trade Fair 2022 in Netherlands, Kenya-South Korea High Level Business Forum in South Korea 2022, Kenya-US Africa Summit in United States of America, and Germany-Kenya High Level Business Forum in Germany.

The forum in Netherlands led to securing of thirty business leads while the forum in Germany led to identification of eight buyers interested in buying Kenyan products.

During the forum in South Korea, Kenya requested for reduction of tariff charged on the Kenyan coffee from the current eight percent (8%) in a bid to enhance export of Kenyan coffee to South Korea.

Further, the Agency is considering a memorandum of Understanding with Korea Trade-Investment Agency (KOTRA) to enhance engagements and collaborations in export development.

During the Kenya-US Africa Summit, Kenya took advantage of the platform to further push for extension of the African Growth Opportunity Act (AGOA). Kenya's expectation was that the renewal of AGOA could be done in 2023 that would greatly address uncertainties for Investors in Kenya. During this event, World Bank committed to support Kenya in the following areas: Capacity Building and operational funding of the Trade Negotiations Council and Trade Remedies Tribunal; explore pressure points/ approaches to apply on EAC partners to respect Kenya's Variable Geometry in Free Trade Agreements; finance the roll out of 47 Kenya houses in Kenya and 43 Kenya Houses abroad;

support Industrialization initiatives such as Buy Kenya Build Kenya and Local Content policy implementation. Kenya continued pursuing the US-Kenya Strategic Trade and Investment Partnership (STIP).

The Agency continues to monitor and follow up on engagements initiated during these trade promotional events to further influence uptake of opportunities in these markets by the Kenyan exporters. This will further enable demonstration of results towards increasing exports to achieve an export-led economy status through exports.

A stamp of excellence from Made in Kenya adoptees

By Stephanie Mutuku: Interncomm1@brand.ke

The Made in Kenya mark of identity has grown to become synonymous with excellent craftsmanship, high quality and unique Kenyan products. The Kenya Export Promotion and Branding Agency has remained dedicated to promoting Kenyan products and offering support for local businesses seeking to grow and enhance their markets.

As we reflect on the remarkable year that has passed, our Made In Kenya companies have opened up on the transformative journey the Agency has walked with them through the Made In Kenya Initiative.

"We hold Kenya Export Promotion and Branding Agency very close to our hearts. The Agency took us through vigorous training that enhanced the quality of our products to reach international standards. We have been able to access various markets through exhibitions and trade fairs where we met with potential investors, clients and other stakeholders. We can guarantee the quality of Made in Kenya products and supporting the Made In Kenya initiative means creating direct and indirect employment in Kenya."

Henry's Beverages- Manufacturers of chilli Sauces and Spices

"I would like to urge citizens to buy Made in Kenya products. There are many benefits in supporting Kenyan businesses. Employment opportunities will be made available to citizens through increased manufacturing and this will also lead to increased revenue streams for the government. When you buy Kenya you build Kenya."

Green Pencils Ltd- Manufacturers of pencils from recycled paper

"The Made in Kenya 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 – Social enterprise that manufactures handcrafted leather balls.

"We are so proud of being part of the Made In Kenya family. We apply the brandmark consistently on our NYATI product line which includes planters, excavators and other farm machinery that are made in Kenya. We believe in giving credit to locally manufactured products because of their high quality.

Farm Engineering Industries Ltd - Manufacturers of farm equipment and heavy-duty machinery.

"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- Manufacturers of Soaps and Detergents

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

Bree's Bees Ltd- Manufacturers of Honey and Dawa products.



FY 2022- 2023: Driving Kenya's export success with exciting events and collaborations

By Gertrude Mirobi (gmirobi@brand.ke)

Step into the world of Kenya Export Promotion and Branding Agency (KEPROBA), where innovation, collaboration, and growth intertwine to transform Kenya into a top global brand. As a prominent player in inspiring global trade, KEPROBA has spearheaded the promotion and branding of Kenya's products in both regional and international markets. In the financial year 2022-2023, the agency participated in and orchestrated a series of corporate events that propelled Kenya's exports, enhanced the country's brand, and uplifted communities. These events include;

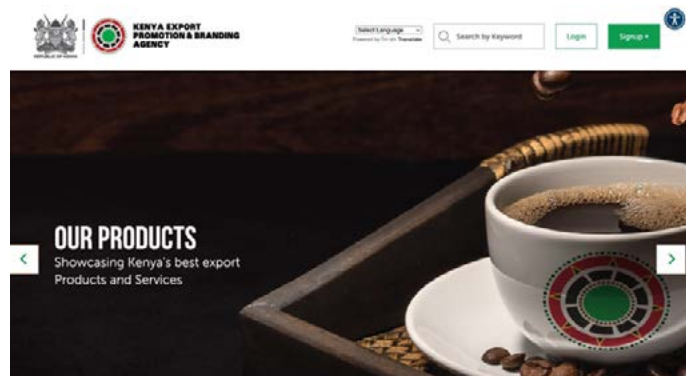
1. Launch of the Making a Difference Every Day for Kenya Campaign

The agency launched the Making a Difference Every day for Kenya (M.A.D.E) campaign to create a sense of pride within and for the agency through enhanced service delivery. In everything that the staff and organization do, it's Making a Difference for Kenya.



2. Commissioning of the E-Portal

The agency revolutionized Kenya's export landscape with the commissioning of its cutting-edge E-Portal. This digital platform has empowered exporters with valuable market insights, and fostered collaboration between local and international stakeholders, opening doors to unparalleled trade opportunities.



3. Customer Service Week 2022

KEPROBA celebrated Customer Service Week 2022 in an effort to showcase the agency's dedication to supporting stakeholders and nurturing exporters, ensuring their needs were met with utmost professionalism and care. The Agency awarded its customer centric staff and visited some Made in Kenya adoptees.



4. Made in Kenya aftercare visits

This engaging initiative saw the agency actively supporting and advising Kenyan exporters even after uptake of the Made in Kenya brand mark, fostering long-term relationships and ensuring sustained export success.



5. Changamka Shopping Festival

This vibrant shopping extravaganza brought together local and international consumers to experience the richness and diversity of Kenyan products, fostering brand loyalty and boosting export demand.



6. Partnership with the International Trade Centre (ITC)

KEPROBA's collaboration with the International Trade Centre (ITC) has been a game-changer. This strategic alliance has created new opportunities for Kenyan businesses to expand their reach and conquer international markets through e-commerce.



7. Touching lives at Lukenya Pillars of Hope Children's Home

The Agency's visit to the Lukenya Pillars of Hope Children's Home in Mavoko, Athi River, exemplified its dedication to social responsibility. Through this heartwarming gesture, KEPROBA staff extended support and brought smiles to the faces of young ones.



8. Hosting EU Trade Counsellors

The event served as a platform for fruitful exchanges, networking, and exploring avenues for enhanced trade partnerships between Kenya and the European Union.



9. Promoting a greener future through tree planting

KEPROBA's commitment to sustainable practices was on full display during the tree planting exercise in Murang'a County. The Agency collaborated with KTDA Foundation and Kiru Tea Factory to plant 700 trees along Mathioya river line and donated 300 avocado tree seedlings to tea farmers in that area.



10. Showcasing excellence at the Kenya Meat Expo

KEPROBA's active involvement in the Kenya Meat Expo highlights its unwavering support for the country's agricultural sector. The event provided a platform for local producers and processors to exhibit high-quality meat and meat products.



11. Empowering the media with a training workshop

Recognizing the pivotal role of media in promoting Kenya's export potential, KEPROBA organized a training workshop in Meru. This event equipped journalists and media practitioners with the necessary knowledge and skills to effectively communicate success stories and opportunities within the country's export sector.



12. Celebrating independence and economic progress at the Madaraka Day Celebrations Expo

KEPROBA's involvement in the Madaraka Day Celebrations Expo epitomized the agency's dedication to celebrating Kenya's independence and economic achievements. By showcasing a wide array of Made in Kenya products and services, KEPROBA instilled a sense of national pride while illustrating the immense potential and ingenuity of Kenyan entrepreneurs.



13. Driving investments at the Kenya International Investment Conference 2023

This event attracted local and international investors, fostering fruitful connections and facilitating trade opportunities for business growth.



14. Breaking barriers for women and youth through collaborative learning

In its quest to empower women and youth in trade, KEPROBA participated in a collaborative learning and adapting event to champion for inclusivity in export trade.



15. Engaging retailers at the Made in Kenya breakfast meeting

Retailers can partner with Made in Kenya adoptees to run in store activations which the Agency will support through marketing promotions. This event served as a testament to the agency's dedication to promoting Kenya's homegrown brands.



16. Nairobi International Trade Fair

This event celebrated Kenya's diverse industries, including agriculture, manufacturing, technology, and services, catapulting them onto the global radar and paving the way for lucrative trade partnerships. KEPROBA increased its visibility by sharing information on its mandate, export procedures, product development and international market access.



17. Annual Africa Conference on Social Entrepreneurship

The Agency hosted 3 Made in Kenya adoptees (Green Pencils Limited, Go Granola Foods, and Arny's Chili) who showcased their products and learnt how to leverage social entrepreneurship to drive economic growth and development.



Together, let's celebrate KEPROBA's achievements and look forward to the boundless possibilities that lie

Staff engagement activities at the Agency

By Molly Wambui (MWambui@brand.ke)

This year saw a significant growth in the number and scale of staff engagement activities at the Agency. The activities were aimed at creating cohesiveness and imparting professionalism among staff members.

The inaugural Customer-Centric Awards were held during Customer Service Week. Staff members voted for three of their colleagues who exhibited high standards of customer service. The winners were announced and awarded certificates and gifts for their exemplary performance. The Customer Service Week also marked the launch of the M.A.D.E for Kenya campaign.



Valentine's day was observed with pomp and color. Staff members were treated to chocolate, flowers and branded water bottles.



The International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. This year's theme was #EmbraceEquity which aims to close gender gaps and promote women and girls' empowerment to drive transformative change. At the agency,



the female employees watched the movie Hidden Figures that celebrated the strides women made in a male-dominated field while the odds were stacked against them.

Four members of staff attained retirement age this year. Two retirement parties were held for Kenneth Murimi, Joseph Lumwachi, Barabara Sawe and Samuel Mwathi. They also received tokens of appreciation for their service to the agency and the country.



In efforts to improve the professionalism of staff at the agency, a virtual session on the use of LinkedIn was held. Staff were sensitized to the importance of the platform and how to create their profiles using relevant information. A second virtual session was held on personal branding which focused on the use of image and reputation for professional and personal advancement.



The highlight of staff engagements was Father's Day which honors fatherhood, paternal bonds and the influence of fathers in society. The men were treated to a sumptuous lunch, VR gaming and man talk on various issues relating to their gender. The celebration culminated in a cake-cutting ceremony.






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