

# Tradealert

A BI-WEEKLY EXPORT TRADE BULLETIN

A publication by Kenya Export Promotion & Branding Agency

ISSUE 2

SEPTEMBER,  
2023



## TRADE IN SERVICES

This is known as recording the value of exchange of services between residents and non-residents of an economy. It includes services exchanged through foreign affiliates established abroad.

This cuts across many sectors including:

- ✓ Transport (both freight and passengers)
- ✓ Construction services
- ✓ Travel, health, education, financial services etc.

According to the World Bank, services are very crucial in the 21st Century. Moving forward, trade in services will define the ability of countries and their firms to compete in the market. It adds that developing countries in particular should tap into this growing sector (World Bank, n.d.).

### How to export services.

According to the Integrated National Export Development and Promotion Strategy, Kenya can enhance her exports of services by taking advantage of the open markets for trade in services under the EAC and COMESA regional integration framework.

**Modes of services in trade include:**

#### Mode 1

Cross-border supply: (only services cross the border.) The delivery of the service can take place, for example, through telecommunications (telephone, television, internet, etc.), or the sending of documents, disks, etc.

#### Mode 2

Consumption abroad: occurs when consumers receive services while outside their country e.g., visits to museums in a foreign country

#### Mode 3

The service supplier establishes its commercial presence in another country through branches or subsidiaries. E.g., medical services provided by a foreign-owned hospital.

**One can know the services to export by:**

Identifying the services that Kenya and her trade partners have made commitments on. This information can be found in the market protocol of the agreement Kenya has with the target market e.g., EAC Common Market Protocol, COMESA Market Protocol, etc.

## UPCOMING EVENTS

[Invitation to register for exhibition at ACAT conference](#)



[Register for the Nyeri Origin trip](#)



## EMERGING TRENDS



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