

Newsletter

A publication by Kenya Export Promotion and Branding Agency



Mr. Charles Tumbo, Manager, Trade Advisory Services, KEPROBA receives the Branch Chairman Commendation trophy from the Prime Cabinet Secretary of Kenya, H.E Musalia Mudavadi at the award ceremony.

KEPROBA receives awards at the Nairobi International Trade Fair 2023

By Rachel Nyambura: Interncomm2@brand.ke

Kenya Export Promotion and Branding Agency scooped two awards at the Nairobi International Trade Fair 2023. The Agency was awarded position 1 in 'The Branch Chair Commendation Award and position 3 in 'The best Local stand in Strategies of International Trade and Exports' category.

The Nairobi International Trade Fair that took place from the 25th of September to 1st October 2023 at Jamhuri Park, Nairobi.

The Agency used this platform to create awareness of its primary mandate which is to implement export promotion and nation branding initiatives to promote Kenya's export of goods and services.

The Made in Kenya initiative was greatly highlighted as the adoptees got to showcase their locally made products all through the whole event. The Made in Kenya mark is a distinct

and unique identity mark placed on locally manufactured products and services to help identify and authenticate them on local and global markets. The pavilion was home to locally manufactured businesses across the key value chains with products ranging from coffee, tea, leather, clothes (textiles), dry spices, and food items such as granola and sauces just to name a few. Some of the Made in Kenya adoptees at the Nairobi International Trade Fair were Shiriki Coffee, Go Granola, Mwachaka, Bagman Leather, Onja uone, Shalom Women Group,

“We're honored to receive the Branch Chair Commendation Award and secure third place in the 'Best Local Stand in Strategies of International Trade and Exports' category at the Nairobi International Trade Fair 2023.”

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KEPROBA receives awards at the Nairobi International Trade Fair 2023

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Maureen Mambo- Editor-in-Chief

Mariam Maina - Editor

Molly Wambui

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Samuel Njaaga - Layout

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Gibsons Coffee, Kenfresh Tea, Piquant Spices, Zenith Foods, Light Year, among others

The Cabinet Secretary for the Cooperatives & Micro, Small and Medium Enterprises Development, Simon Kiprono Chelugui, the Principal Secretary for the State Department of Industry, Dr. Juma Mukhwana and Principal Secretary, State Department for Diaspora Affairs Ms. Roseline K. Njogu, KEPROBA Board Chairman, Mr. Jas Bedi and Ag. Chief Executive Officer, Ms. Floice Mukabana visited the stand and interacted with the Agency staff and Made in Kenya Adoptees.

CS Chelugui lauded KEPROBA for pushing the Buy Kenya Build Kenya initiative through the introduction of the Made in Kenya Mark that gives a unique identity to Kenyan products and businesses.

"The collaboration in marketing Kenyan products locally and internationally is the way to go in growing Kenyan companies," he said.

The weeklong event hosted by the Agricultural Society of Kenya aimed at offering opportunities for regional, continental, and global exhibitors to display and demonstrate their services and products. The NITF was equally able to accommodate visitors who got to interact and meet people from different countries, industries, and backgrounds creating a platform for the exchange of ideas, services, and experiences.



Cabinet Secretary for Cooperatives and MSMES Simon Chelugui at the KEPROBA stand during the ongoing Nairobi International Trade Fair.



Connecting Kenyan Businesses to the World

By Michelle Ijaza

It is paramount for every country to have the ability to connect its businesses to the global market for economic growth and development. Kenya, a young, growing, and vibrant market-based economy, is making remarkable strides in bridging the gap between its businesses and the international arena. Kenya Exports Promotion and Branding Agency is playing a huge role in connecting Kenyan businesses to the world by promoting, branding, and facilitating exports trade. This article explores the strategies, challenges, and success stories of Kenyan businesses as they expand their reach and impact in the global landscape.

Significance of Global Trade

Global trade is the exchange of products between the international borders. International trade is crucial since it opens doors to new markets, attracts foreign investment, and creates jobs opportunities. Kenyan businesses have tapped into the global space to reveal their true potential.

The Key Players

Several organizations and entities are instrumental in connecting Kenyan businesses to the world. These include government agencies, trade associations, and export promotion agencies. They provide valuable support, information, and resources to help businesses navigate the complexities of international trade.

Export Promotion Agencies

Export promotion agencies like the Kenya Export Promotion and Branding Agency (KEPROBA) play a major role in facilitating international trade. They offer services such as market research, export capacity building, and opportunities to participate in international trade fairs. These efforts help Kenyan businesses showcase their products and services to the global audience.

Market Research and Information

To expand globally it is important to understand the foreign markets. Businesses aspiring to grow internationally need to be aware of market trends, consumer preferences, and competitive landscapes. Various agencies provide market research and information to assist Kenyan businesses in making informed decisions about market entry and product positioning.

Capacity Building and Training

International trade requires businesses to meet certain standards and regulations. Kenya Export Promotion and Branding Agency (KEPROBA) provide training programs to help businesses meet international quality

standards, navigate trade regulations, and access financing options. These programs encourage Kenyan businesses to compete effectively on the global stage.

Challenges and Opportunities

Despite the promise of linking Kenyan businesses with the global market, there are setbacks to overcome. Some businesses may face barriers such as inadequate infrastructure, inadequate finances, and lack of knowledge with global markets. However, these challenges are being addressed through government initiatives and support from export promotion agencies.

Success Stories

Kenyan businesses are making their mark on the global stage. There are numerous existing businesses that have achieved successful global expansion, from agricultural exports like tea and coffee to different startups offering innovative solutions. As Kenyan businesses reach out globally and embrace innovation, they are set to make a big impact on the world stage, promising a bright future for Kenya's role in the global economy.

Always be prepared: Have a crisis communication plan

By Mariam Maina: mmaina@brand.ke

Crises happen when they are least expected, which is why organizations should have a crisis communication plan in place. Crisis communications refers to information that is shared when an event occurs that impacts customers or a company's reputation. The intent is to mitigate negativity, ensure all employees and stakeholders are in the know, and maintain control over public brand perception.

Many people base their loyalty to a company based on its products or services. How an organization reacts in a time of crisis also plays a role in maintaining a customer base.

We all remember Kenya's KFC potato drama that left a bad taste among Kenyans. Kenyans were outraged by KFC's admission that it was facing potato supply shortages due to delays from overseas suppliers. KFC could not buy Kenyan potatoes because they do not meet the firm's quality standards, so it could not serve its signature dish - potato chips and chicken. The public's outrage pushed

KFC to start working with Kenyan farmers and provided guidance on the standards of potatoes the food chain wanted. KFC were able to sort of redeem themselves even in the wake of a crisis and crisis communications played a big role.

Crisis communications is a vital aspect of public relations and corporate management that focuses on managing and mitigating the impact of unexpected and potentially damaging events on an organization's reputation and operations. Effective crisis communication involves a well-thought-out plan and a strategic approach to address a crisis



“ A well-structured plan with clear team and duties is essential for crisis communication in enterprises. Crisis planning, training, and safety are crucial. A trustworthy spokesperson, timely and honest information, and empathy in communicating are key to effective communication. Multiple routes, monitoring, and legal counsel ensure comprehensiveness. Maintaining reputation and stakeholder trust requires post-crisis appraisal for continual development. ”

promptly and transparently. Here are the key components of crisis communications:

- ✓ Develop a crisis communication plan: Establish a clear structure, roles, and responsibilities for the crisis communication team.
- ✓ Identify potential crises: Anticipate possible crises that could affect your organization and develop response strategies for each scenario.
- ✓ Conduct training and drills: Train your team and conduct crisis simulations to ensure everyone knows their roles and responsibilities during a crisis.
- ✓ Have a response strategy. Assess the situation, quickly gather information about the crisis to understand its nature and scope.
- ✓ Prioritize safety: Ensure the safety of employees, customers, and other stakeholders is the top priority.
- ✓ Designate a spokesperson: Choose a credible and knowledgeable spokesperson to communicate with the media and the public.
- ✓ Gather facts: Accurate information is crucial. Verify details before communicating.
- ✓ Internal communication: Keep employees informed about the situation, provide guidance, and reassure them.
- ✓ Messaging: Craft clear, concise, and empathetic messages that address the crisis, express concern, and outline actions being taken.
- ✓ Be honest: Acknowledge the crisis and its impact, and avoid withholding or manipulating information.
- ✓ Timely updates: Provide regular updates as new information becomes available to maintain trust and reduce uncertainty.
- ✓ Apologize if necessary: If your organization is at fault, offer a sincere apology and outline corrective actions.
- ✓ Establish a media center: Designate a location where the media can receive information and updates.
- ✓ Media training: Prepare spokespersons for interviews and interactions with the press.
- ✓ Monitor coverage: Continuously monitor media coverage and correct inaccuracies or misrepresentations.
- ✓ Communicate with affected parties: Reach out

to customers, suppliers, partners, and other stakeholders to provide information and address concerns.

- ✓ Use multiple channels: Communicate through various channels, such as social media, websites, email, and traditional media.
- ✓ Monitor social media: Keep an eye on social media conversations related to the crisis and respond promptly to questions and comments.
- ✓ Use official channels: Ensure all communication through social media is consistent and aligned with your crisis messaging.
- ✓ Consult legal counsel: Seek legal advice to ensure your responses comply with laws and regulations.
- ✓ Maintain evidence: Keep records of all communication related to the crisis for potential legal or regulatory purposes.
- ✓ Post-Crisis Evaluation: Review and learn. After the crisis is resolved, conduct a thorough evaluation to identify strengths and areas for improvement in your crisis communication plan.



From time to time, make necessary revisions to your crisis communication plan based on lessons learned. Effective crisis communication is crucial for protecting an organization's reputation, maintaining stakeholder trust, and recovering from a crisis. It should be an integral part of an organization's overall risk management strategy.



How to handle pressure in the workplace

By Molly Wambui mwambui@brand.ke

"A diamond is a piece of coal that did well under pressure."

Pressure is part of our lives. A moderate amount of pressure is healthy because it pushes us to do better. Most of our greatest moments in life are accompanied by pressure. Job interviews, big presentations, examinations, even wedding ceremonies are high-pressure events. However, too much pressure can take a toll on our health, job performance and make us lose control over our emotions, thus making it easier for us to make costly career mistakes.

How, then, can we cope with pressure at work without getting overwhelmed? Read on to find out.

1. Prioritize

This involves determining which tasks need to be done immediately and the ones that can wait. Breaking down the immediate task into

smaller tasks will make an overwhelming situation manageable, and as you complete them, you shall regain the confidence and composure necessary to finish the work with a relatively good standard of output.

2. Foster Healthy Habits

Most of us resort to unhealthy habits when faced with stressful situations, such as consuming junk food, alcohol and staying up late. These only serve to aggravate the situation because they make our bodies and brains lethargic. A better alternative would be to get adequate sleep, hydrate and eat a balanced diet. Taking walks to clear your mind during the day can greatly improve your mood and ability to perform under pressure.

3. Set Boundaries

Technology has made us more accessible. This, however, can be a challenge especially when you have limited time to complete a number of tasks. Incoming telephone calls, messages and emails

can distract us from the task at hand.

Setting boundaries on accessibility can help us calm down and focus on one task at a time. You can decide to stop picking calls or checking emails at a certain time. Switching off your devices and getting a good night's sleep will positively improve your performance at work.

4. Seek Help

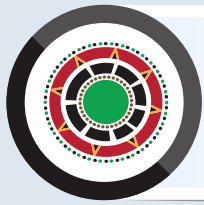
In case you feel overwhelmed by work, reach out for help. Delegate some tasks to colleagues or people under you and inform your supervisor that you are unable to cope. Spending time with loved ones will support and will help you through difficult and stressful times.

It is impossible to exist without pressure and stress in our lives. We have to learn how to manage it. In those stressful times, remember that you will be more resilient in the end.

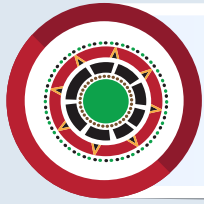
Why should small businesses embrace trade shows?

By Jonah Karanja

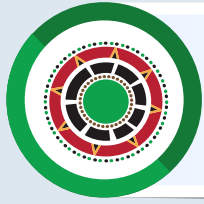
Trade exhibitions might be considered a kind of dinosaur in today's hyperconnected digital world, an antiquated technique for growing a firm that entrepreneurs shouldn't waste their time on. Nothing could be further from the truth. Building relationships with their prospects, partners, and customers is essential for clever marketers, astute businesspeople, and serious small business owners in today's ultracompetitive business world. Even though most of their business transactions take place online or via a mobile app, people are seeking an authentic experience, preferring to work with businesses who share their values.



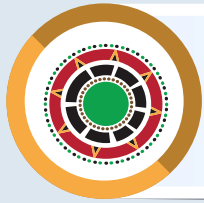
Trade exhibitions, often seen as outdated, remain essential for relationship-building and authenticity in today's digital world.



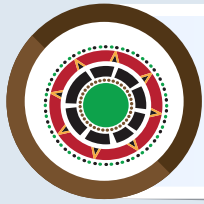
Small businesses can benefit significantly from trade shows by studying competitors, learning from industry leaders, and elevating their reputation and authority.



Participating in trade fairs allows small companies to expand networks, gain industry insights, and boost credibility.



The Kenya Export Promotion and Branding Agency actively engages in trade fairs, facilitating connections with potential clients and providing valuable insights to Kenyan entrepreneurs.



Their preparation for the World Expo 2025 in Osaka, Japan, demonstrates their commitment to supporting Kenyan businesses in the international market.

Few other events or marketing platforms can put you and your team face to face with your market the way that trade shows do. Small business owners that want to take advantage of these opportunities have significant power and leverage in this situation.

Small businesses should utilize trade show opportunities to research the competition and learn from the most successful

enterprises in a certain industry or market segment to determine how they may improve their own goods, services, and marketing strategies.

Trade exhibitions need months of planning. Booths are planned and constructed months in advance. The greatest salespeople in the firm execute sales pitches and presentations that have been meticulously honed, and these industry

leaders approach the entire trade show experience as if it were their Super Bowl.

It is critical to keep in mind the authority, reputation, and influence that small businesses acquire when they share a physical location with the leading organizations in any sector or niche. When you can set up your booth at a trade show with major players in your field, people automatically perceive you as being “on the same level” as them. Younger startups and small businesses can utilize these occasions to introduce themselves to customers and the industry, but they can also use them to significantly boost their standing in the marketplace.

The best part is that you may later use this shared platform as a significant part of your advertising and marketing. Being able to say that you were featured at the same events as your biggest competitors, especially if they are established industry leaders and your small business is just getting started,

allows some of their lustre to rub off on your business and positions you favourably with future prospects, partners, and customers.

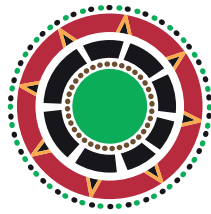
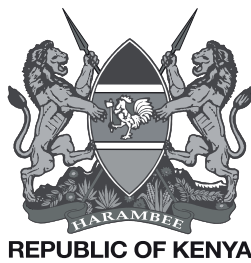
It's difficult to think of a better chance for small businesses to build their networks, get new clients, understand their industry and competitors, and increase their credibility and influence all at once. It's certainly worth the effort if you're a small-company owner hoping to flourish in the cutthroat business climate of today.

The Kenya Export Promotion and Branding Agency actively participates in local and international trade fairs to give the Made In Kenya (MIK) adoptees an opportunity to showcase their products and bench

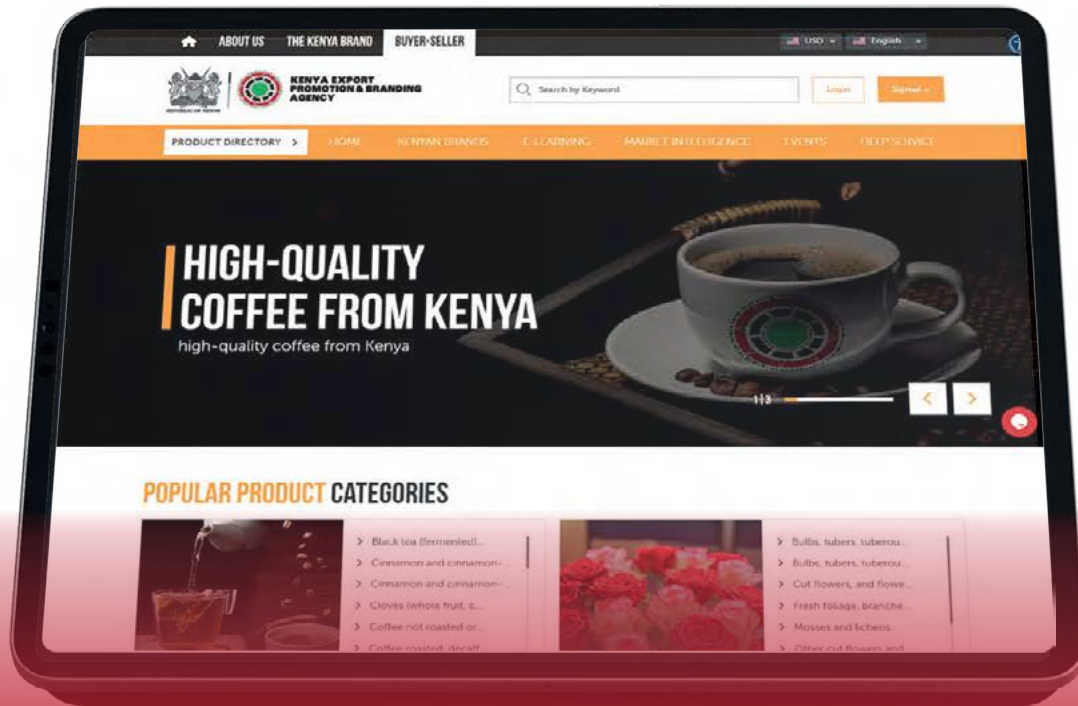
mark with other entrepreneurs across the globe. The agency represented Kenya in the Expo 2020 Dubai and was able to link Kenyan businesses to potential clients from the gulf cooperation council and across the globe. Kenyan businesspeople were able to interact with their counterparts from different walks of life and gained valuable insights into self-promotion, branding, export process, market linkages and the numerous permits required to export certain products in different countries. The Kenya Export Promotion and Branding Agency is currently making plans ahead of the World Expo 2025 which will be held in Osaka, Kansai, Japan.



Kenya Export Promotion and Branding Agency's booth at the Nairobi International Trade Fair 2023



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