

# Newsletter

A publication by Kenya Export Promotion and Branding Agency



## A Spotlight on KEPROBA's services for export success

By Gertrude Mirobi: [gmirobi@brand.ke](mailto:gmirobi@brand.ke)

***Kenya Export Promotion and Branding Agency: Inspiring Global Trade***

The Kenya Export Promotion and Branding Agency (KEPROBA) principal activities are implementing export development and promotion activities through providing export assistance to promote Kenyan goods and services globally, distributing trade related and international export standards information and carrying out export market research.

The Agency also manages the Kenya Nation Brand and country's image through coordinating nation branding initiatives and trade fairs, providing branding guidelines for Government Agencies, Kenya Missions Abroad, marketing and providing positive information about Kenya and its products and services.

Our functions include product development including adaptation, packaging and branding; export market development, market intelligence through research, analysis and monitoring of trends and opportunities in international markets, supporting development of value chains for export market among others.

In this edition of the October 2023 newsletter, we bring to your attention some of the services the Agency provides as we seek to transform Kenya into a top global brand. Feel free to engage us as we build Kenya.

The Kenya Export Promotion and Branding Agency (KEPROBA) provides a range of services aimed at empowering existing and potential Kenyan exporters, facilitating their entry into the global market and ensuring their sustained success.

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## Editorial

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We shine a spotlight on the exceptional services offered by our dynamic teams in the Research and Innovation and Resource Centre Directorates.

Mr. Reuben Wanjala, Director, Resource Centre, emphasizes the significance of this commitment:

"KEPROBA's Resource Centre serves as a beacon of support for Kenyan enterprises. The MakeitKenya exporters portal, a powerful tool in the hands of our exporters, facilitates connections that transcend borders. It's not just about trade; it's about building lasting partnerships that promote Kenyan products and services to the world. This important platform bridges the gap between local exporters and international buyers, providing a seamless,

digital platform for global trade. We believe in offering more than just services; we provide solutions. Check it out at [www.makeitkenya.go.ke](http://www.makeitkenya.go.ke) for detailed procedures of exporting including licenses/permits needed, market intelligence, product briefs and branding of self and your products. Our business counseling, trade alerts, export readiness programs, and county outreach initiatives are tailored to empower businesses for the international market."



**Mr. Reuben Wanjala,**  
Director, Resource Centre

Mr. Peter Ochieng, Director, Research and Innovation, adds his perspective:



**Mr. Peter Ochieng**  
Director, Research and  
Innovation

"At KEPROBA, our Research and Innovation team is dedicated to providing exporters with the knowledge and insights they need to thrive in the global marketplace. Our market intelligence and research reports are a treasure trove of information, highlighting opportunities in specific countries and identifying market trends that can drive prioritization. Moreover, our internal and external trade policy reviews offer recommendations to enhance export production and competitiveness."

In a world that thrives on information, our team at KEPROBA ensures that you have access to the latest market trends, and that you are equipped with the insights needed to make informed decisions.

Our Export Readiness program is designed to guide enterprises as they embark on their export journey. We believe that preparation is key to success, and through this program, businesses can penetrate the global market with confidence.

We also organize and participate in trade information workshops, capacity building training and trade fairs, providing businesses with opportunities to engage, learn, and grow.

The agency's commitment to global trade is unwavering, and our team is eager to assist you at every step of your export journey. Let KEPROBA be your guide, your partner, and your ally as you explore new markets.

## The changing face of today's customer

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

The world is changing. Organizations must continuously reinvent their business processes to adapt to the changing times. Most importantly the CUSTOMER is changing. Today's customers expect high quality. They expect value. As the quality of products and services advance so do customer expectations. Customers expect VVIP customer service, and their experiences can either break or build a brand.

In the article titled 'What Do Your Customers Want in 2023?' by Ayalla Ruvio, Forrest V. Morgeson, and April Clobes in the Harvard Business Review, the authors share findings from a recent survey exploring how U.S. consumers are thinking about their new year's resolutions in 2023 and offer strategies

to help businesses attract and retain customers in this critical time. The study highlighted what the customers were focusing on in 2023 and linked this to how businesses can profit from the resolutions.

The authors highlighted how businesses can help customers build healthy habits, reach out to new customers, introduce new products, foster consumer loyalty, help customers meet their financial goals, prioritize value, and help customers do good. Ultimately, the authors argue that companies must understand how consumers' shifting mindsets may impact their business and make their own resolution to anticipate consumers' evolving needs and provide the value that today's customers are

looking for. Today's customers expect high quality. They expect value.

### The future of customer service

Recent studies have proved that 65% of customers are ready to change the brand after one bad customer service experience. With technology evolving, many sectors are looking at how to integrate AI into their operations. This is not just in production but also in communication, customer service etc. But the changing customer wants more. Customers now want both the efficiency, high quality, and personalized touch. This has pushed companies to prioritize the human element, show empathy toward customers and appreciate customer service agents.

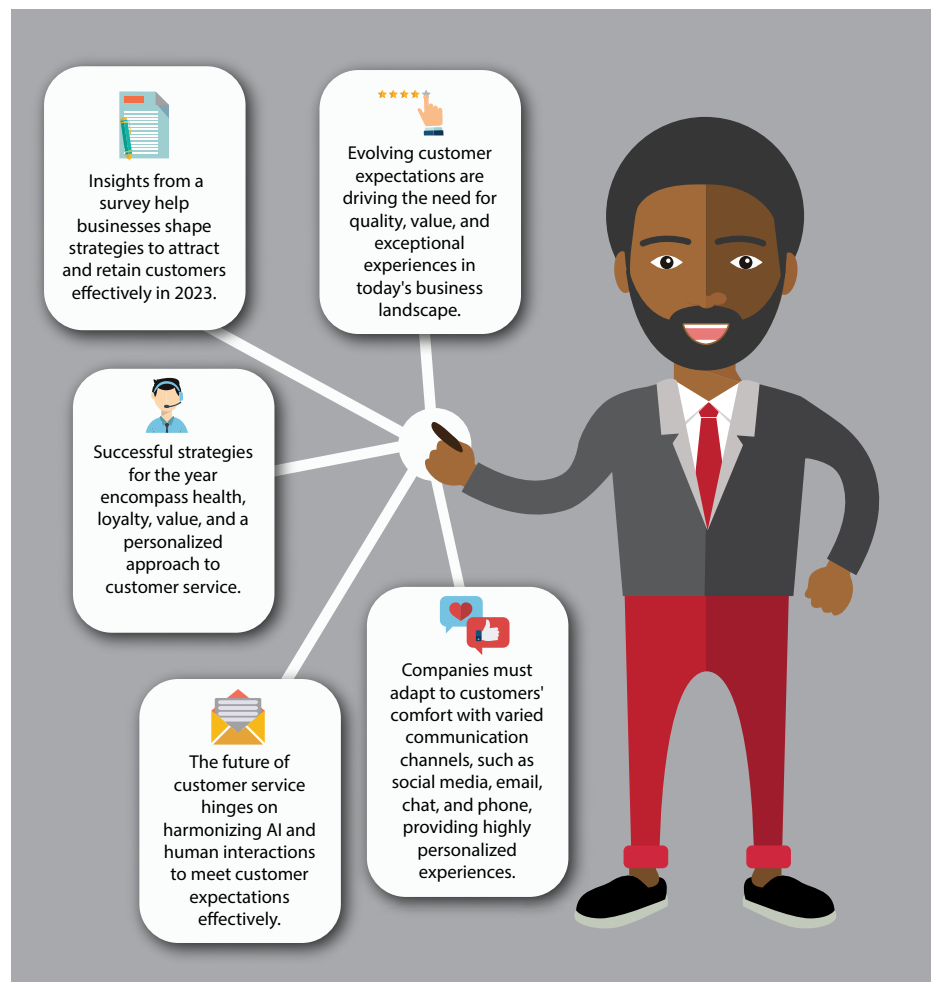


The future of customer service belongs to companies who combine AI and humans to provide excellent customer service solutions. New ideas will fill the customer service industry. Companies can look at ideas such as self-service, video calls, real chats, etc.

The future belongs to those who take customer queries seriously. 90% of customers trust a company more if it provides "very good" service. When they do not get good service, they simply leave.

In the future, AI and customer support agents will go hand in hand to provide excellent customer support.

"The future of customer service lies in more personalized experiences. Customers are becoming more and more comfortable with social media and using channels like email, chat, and phone to interact with companies. As such, customers are expecting better communication from those companies. This means companies will need to develop new ways of reaching out to customers through their preferred channels and ensuring that these methods are as personalized as possible to keep up with customer expectations"- Brian Greenberg, CEO/ Founder at Insurist



The future of customer support is the future of your business. Customers are always in control, and it will stay like that. Your customers demand an amazing service and are willing to pay more for

it. If you do not prioritize maintaining a superior customer service standard, you ultimately risk the future of your business.

## Celebrating the M.A.D.E for Kenya team

By Rachel Nyambura Interncomm2@brand.ke



Exemplary customer service is at the heart of every service and product the Kenya Export Promotion and Branding Agency (KEPROBA)

offers. Our mandate is fueled by the cumulative effort of every staff member working in unity and harmony to ensure that Kenya is

well established as the ultimate destination for the export of goods and services globally.

Customer Service Week is an annual international celebration usually held every first week of October. As an Agency, this celebration was the perfect chance to consciously recognize and celebrate our staff for their incredible work across all directorates.

In collaboration with this, the Agency also held its annual M.A.D.E for Kenya Awards which forms a core part of KEPROBA's Corporate IMC strategy. The M.A.D.E (Making A Difference Everyday) for Kenya campaign was borne from M.A.D, the popular internal phrase at the

Agency, and was envisioned to not only create a campaign but also walk out a philosophy that captures the ethos of the organization.

This year's Customer Service Week ran from the 2nd of October 2023 to the 6th of October 2023. Voting among the Agency's staff ensued from the 4th to the 5th and the M.A.D.E for Kenya Awards were later held on the 6th of October 2023. It is through these awards that the outstanding members of staff who were known to be truly making a difference every day for Kenya, living lives by the Agency's mandate of export promotion and nation branding and equally maintaining a positive attitude

even in difficult situations, and going above and beyond were recognized.

Consequently, the outgoing winners of last year's M.A.D.E for Kenya Awards were recognized and celebrated again for their outstanding and unique manner of delivering on their roles and responsibilities. They were also encouraged to spread the same attitude and cheer amongst their fellow colleagues. The winners of this year were Mariam Maina, Hassan Mwarabu, Maureen Kairu and Edgar Mutua.

A cake was cut to celebrate the occasion and thereafter, the winners were all awarded certificates and gifts for their remarkable performance

and delivery throughout the year. This celebration would mark the second year of the M.A.D.E for Kenya Campaign running; a great feat, as it is through the M.A.D.E for Kenya campaign that the company aims to create a sense of pride from within and for KEPROBA, beginning with its staff members.

This all tied in beautifully with Customer Service Week, as it represents a time to showcase and highlight KEPROBA's dedication to supporting stakeholders, and devoting care to exporters, ensuring their needs are met through the highest level of professionalism and care.





## Nation Brand Development, Marketing & Communication Directorate, and the Product Development and Market Development and Promotion Directorate

Jonah Karanja: [jkaranja@brand.ke](mailto:jkaranja@brand.ke)

The Kenya Export Promotion and Branding Agency offers a wide range of services aimed at establishing Kenya as a globally appealing investment destination and supporting both current and potential Kenyan exporters. These services are strategically crafted to facilitate their entry into the international market and ensure their continued success. Let's delve into the impressive array of offerings provided by our dynamic teams in the Nation Brand Development, Marketing & Communication Directorate, and the Product Development and Market Development and Promotion Directorate.

In the age of globalization, a nation's brand is a powerful asset that can influence perceptions, attract investments, and drive exports. Recognizing this, Kenya has established the Nation Brand and Communications Directorate within the Kenya Export Promotion and Branding Agency (KEPROBA). This directorate plays a crucial role in shaping and promoting Kenya's global image.

“Through effective nation branding and market development, KEPROBA is shaping Kenya's global image and boosting its exports, enhancing perceptions and promoting economic growth on the international stage.”



Maureen Mambo, the Ag Director of the Nation Brand Communication and Marketing Directorate, underscores the significance of nation branding in today's interconnected world.

*"Nation Brand and Communications Directorate is the custodian of the country Brand through implementation of nation branding activities that ignite passion, energy and the innovative spirit Kenya is known for. In today's interconnected world, where information and perceptions travel quickly, a country's brand is a valuable asset. It can shape how the nation is perceived, influence decisions made by individuals and organizations, and impact a country's standing on the global stage."*

A nation's brand not only shapes its perception but also influences decisions made by individuals and organizations, ultimately impacting its global standing.

To weave a compelling narrative and bolster Kenya's image on the global stage, KEPROBA operates three key departments: Brand Development and Marketing, Brand Communication, and Corporate Communications. These departments work in unison to advocate, harmonize, and disseminate a consistent narrative, ensuring Kenya's global image remains strong and appealing.



**Maureen Mambo**  
Ag Director of the Nation Brand  
Communication and Marketing  
Directorate

### Brand Development and Marketing

The Brand Development and Marketing department is responsible for crafting Kenya's brand strategy. Their mission encompasses advocating for and implementing nation branding initiatives that cast Kenya in a favorable light on both domestic and international fronts. They provide guidance to diverse stakeholders, ensuring a harmonized application of identity marks on Kenyan goods and services, thereby laying the foundation for recognizability and trust.

### Brand Communication

In the digital age where perception can significantly shape reality, the Brand Communication department takes on the role of storytellers and custodians of Kenya's narrative. They develop and execute a comprehensive media and

public relations strategy that not only promotes the nation's brand but also fuels export development. Their reach spans across various mediums, including television, print, digital platforms, and social media. They curate information, produce print and audio-visual content, and implement a digital optimization strategy to increase Kenya's global awareness.

### Corporate Communications

The Corporate Communications department plays a vital role in maintaining internal and external communication efforts. They devise the agency's communication strategy, manage and enhance the agency's corporate image and public relations, and support the efficiency of all KEPROBA departments in terms of communication. Their meticulous approach ensures accuracy, compliance with standards, and swift handling of publicity issues.

In conclusion, these three departments together form the backbone of KEPROBA's efforts in shaping and promoting Kenya's brand globally. Their collective work ensures a consistent narrative, upholding Kenya's image and appeal across borders. In an interconnected world, their roles are pivotal, contributing significantly to Kenya's global presence and economic growth.

### Product and Market Development Directorate

The Product and Market Development Directorate, another integral component of KEPROBA, is tasked with executing the agency's





mandates related to product and market development, as well as trade promotion. Comprising two primary departments, Product Development and Market Development and Promotion, this dynamic directorate further expands Kenya's global market presence.

As per Situma Macheso, the Ag Director, Product, Export Market Development and Promotion,

*"The primary emphasis in the sphere of product development is to simplify the process of adapting products within the eight primary value chains. This streamlining guarantees that these products meet the necessary market access criteria, which include*



**Situma Macheso**

Ag Director, Product, Export Market Development and Promotion

*standards, branding, and packaging. In terms of market development, the directorate's strategy entails identifying potential markets and facilitating connections between Kenyan suppliers from these critical value chains and global export markets through personalized matchmaking."*

Product Development focuses on broadening the portfolio of export products and companies engaged in exporting. Their multifaceted approach includes raising awareness about export products, offering technical advice to

exporters, collaborating with stakeholders to enhance product competitiveness, and conducting diagnostic studies to prioritize high-export potential products.

Market Development and Promotion plays a pivotal role in advancing Kenya's export market. Their responsibilities encompass promoting market development, enhancing Kenya's image as a reliable supplier of high-quality goods and services, coordinating trade promotion events, monitoring global trends to identify export opportunities, facilitating distribution networks, and establishing and managing overseas commercial offices in key markets.

In summary, KEPROBA's Product and Market Development Directorate and Nation Brand Development Marketing and Communication directorates actively contribute on the perception of Kenyan exports globally in various ways, including the quality of products and services, the ability of Kenyan businesses to meet international demand, and the competitiveness of Kenyan products in the global market. Positive impacts could be seen in terms of increased export volumes, market diversification, and the overall perception of Kenya as a reliable investment destination and a source of quality products and services.

# Stakeholder Management and Resource Mobilization Directorate



**Ms. Floice Mukabana**  
Ag. Chief Executive Officer

Stakeholder management and resource mobilization are crucial aspects in any organization.

“The Stakeholder Management and Resource Mobilization Directorate oversees the formulation, coordination and implementation of stakeholder engagement

initiatives and resource mobilization policies that support the Agency’s mandate,” says Ms. Floice Mukabana, Ag. Chief Executive Officer the Directorate’s Director.

The Stakeholder Management Department, initiates linkages with new and existing stakeholders to promote export promotion and nation branding initiatives, coordinates strategic collaborations and corporate partnerships with key stakeholders by developing suitable value propositions for targeted partners and advises the Agency on stakeholder initiatives and their implication to the Agency’s programs.

The Resource Mobilization Department, identifies, secures and fosters financial and in-kind support from partners including corporate sponsors, trusts and foundations, private donors or philanthropists and Government.

## Directorate, Corporate Strategy, Planning, Risk and Quality Assurance.

The Directorate is responsible for ensuring that the Agency develops, adopts and implements effective strategies for planning, performance management, risk management, quality assurance, compliance and adherence to regulatory requirements.



**Ms. Celestine Ron**  
Director Corporate Strategy

“This Directorate guides the Agency’s decisions and actions to achieve its long-term objectives. Our work involves a deep understanding of the Agency’s internal and external environment, the formulation of a clear strategic direction, and effective resource allocation to support the chosen strategy,” says Ms. Celestine Rono,

the Director, Corporate Strategy.

The directorate has two departments namely Strategy and Planning Department and Risk Management and Quality Assurance Department.

The Strategy and Planning Department coordinates development, implementation and review of the Agency’s strategic plan and ensures alignment with national policies, plans and strategies. In addition, the department coordinates the corporate performance management process of all the Agency’s departments by monitoring the implementation of the Strategic Plan and Annual Work Plans.

“We also conduct monitoring and evaluation for the Agency’s programmes, projects and activities,” adds Ms. Rono.

The Risk Management and Quality Assurance Department oversees quality management in line with established systems and procedures including ISO to achieve goals, objectives and work standards of the Agency and develops and implements the Agency’s Risk Management Framework and Business Process Reengineering.





## HATI YA HUDUMA

NAMBA	HUDUMA	SHARTI/HITAJI	MUDA
1.	Kujibu barua zilizochapishwa	Barua iliyopokelewa	Ndani ya siku tano (5) za kazi
2.	Majibu ya maombi ya habri	Kujibu wateja kupitia vipindi vya mashauri ya biashara, barua pepe, simu, rununu na mitandao ya kijamii	Kukiri kupokea na kutoa maelezo yaliyoombwa ndani ya saa 48 kama yanapatikana.
3.	Majibu kwa maswali ya kidijitali, malalamiko, pongezi na mapendekezo.	Kupokea maswali, malalamiko, pongenzi na mapendekezo.	Ndani ya saa 48
4.	Malipo ya bidhaa na huduma	LPO/LSO, mkataba, Noti ya uwasilishaji, na dai au Ankara.	Ndani ya siku 30 za kazi.
5.	Mwaliko wa kula mwaka wa zabuni za bidhaa na huduma	Tangazo na nyaraka za zabuni	Ndani ya siku 14 za kazi – kitaifa Ndani ya siku 21 za kazi – kimataifa
6.	Ombi la nukuu	Hati ya RFQ	Muda wa kuwasilisha ndani ya siku 7 za kazi
7.	Uteuzi wa makampuni kulingana na umuhimu wa bidhaa, soko na shughli za utangazaji	Kukiri kupokea maombi	Ndani ya wiki moja muda kukamilika
		Utauzi wa washiriki	Ndani ya siku saba baada ya kupokea maombi
		Kuwajulisha waombaji hali ya ombi	Ndani ya siku 14 baada ya utauzi kukamilika
8.	Muundo wa bidhaa na mwendeleo	Thibilisho/kukiri kupokea fomu iliyojazwa ya wasifu wa biashara	Ndani ya siku 5 za kazi
9.	Mafunzo ya biashara ya nje ya nchi	Majibu kwa matangazoya biashara	Ndani ya siku 10 baada ya muda kuisha
10.	Utafiti binafsi	Maombi ya Habari kupitia barua pepe au upigaji simu	Tegemea uzito na muda uliokubaliwa
11.	Habari/taarifa ya ushuru wa bidhaa	Maombi ya Habari kupitia barua pepe au upigaji simu	Ndani ya siku 5 za kazi
12.	Ujasusi/upekuzi wa soko	Maombi ya Habari kupitia barua pepe au upigaji simu	Inategemea upeo na asili ya Habari (Muda wa wastani mwezi mmoja)
13.	Upigaji picha, utengenezaji wa video na muundo wa picha	Ombi la huduma lililoandikwa	Kulingana na muda uliokubaliwa



### MAONO YETU

"Kubadilisha Kenya kuwa chapa ya kimataifa"



### UTUME WETU

"Kurembesha Kenya, Kuuza nje bidhaa ya Kenya, Kujenga Kenya"



### MAADILI YA MSINGI YETU

Mkenya mwenye shauku, Ubinifu, Nguvu, Ushirikiano, Kudhamini Mteja



Ripoti maswala yoyote kuhusu utoaji wa huduma kwa:

#### AFISA MKUU MTENDAJI

Kenya Export Promotion and Branding Agency  
16<sup>th</sup> Floor Anniversary Towers, University Way  
P.O. Box 40247-00100 Nairobi, Kenya

**Simu:** +254(020)2228534 / 0722205875;

**Barua Pepe:** chiefexe@brand.ke | enquiries@brand.ke

**AU**

#### TUME YA HAKI YA UTAWALA

(Ofisi ya Ombudsman)

2<sup>nd</sup> Floor, West End Towers

Opposite Aga Khan High School off Waiyaki Way - Westlands  
P.O. Box 20414 - 00200, NAIROBI.

**Simu:** +254-20-2270000



## SERVICE CHARTER

S/NO.	SERVICES	REQUIREMENTS	TIMELINE
1.	Response to printed correspondence	Correspondence received	Within five working days of receipt
2.	Response to requests for information	Respond to customers through business counselling sessions, email, telephone /cellphone and social media	Acknowledge receipt of request and provide information requested within 48 hours if available
3.	Response to digital inquiries, complaints, compliments or suggestions	Receipt of inquiry, compliment, complaint, or suggestion	Within 48 hours
4.	Payment for goods and services	LPO/LSO, Contract, Delivery Note and Claim/Invoice	Within 30 working days
5.	Invitation of annual tenders for goods and services	Advertisement and tender documents	14 working days – National (submission) 21 working days – International (submission)
6.	Request for Quotations	RFQ documents	7 working days – Submission period
7.	Selection of companies based on product and market relevance of promotional activity	Acknowledgment of receipt of applications	Within one week after submission deadline
		Selection of participants	7 working days after receipt of applications
		Inform applicants on application status	Within 14 working days after selection is completed
8.	Product design and development	Acknowledgment of receipt of completed enterprise profile form	Within 5 working days
9.	Export trade training	Responses to advertisements	Within 10 days after application deadline
10.	Customized research	Request for information via email or phone call	Dependant on scope and agreed timelines
11.	Product tariff information	Request for information via email or phone call	Within five working days
12.	Market intelligence	Request for information via email or phone call	Dependant on the scope and nature of information (average time is one month)
14.	Photography, video production and graphic design	Written request for services	According to agreed timelines



### OUR MISSION

Brand Kenya, Export Kenyan, Build Kenya



### OUR VISION

To transform Kenya into a top global brand



### OUR CORE VALUES

Passionately Kenyan, Innovative, Energetic, Collaborative, Customer Centric



Report any issues on the delivery of services to;

#### THE CHIEF EXECUTIVE OFFICER

Kenya Export Promotion and Branding Agency  
16<sup>th</sup> Floor Anniversary Towers, University Way  
P.O. Box 40247-00100 Nairobi, Kenya  
**Tel:** +254(020)2228534 / 0722205875;  
**Email:** chiefexe@brand.ke | enquiries@brand.ke

Or

#### THE COMMISSION FOR ADMINISTRATIVE JUSTICE

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