

Newsletter

A Publication by the Kenya Export Promotion and Branding Agency



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

DECEMBER 2023

2024

HAPPY NEW YEAR

“ May the New Year bring prosperity, success, and joy to each one of you.

As we embark on this journey together, let's continue to innovate, collaborate, and make a positive impact.

Newsletter Highlights

LEVERAGING ON BRAND AMBASSADORS

SUSTAINABLE AND ETHICAL EXPORT PRACTICES

ARE YOU A POTATO, AN EGG, OR A COFFEE BEAN?

CREATING AND MAINTAINING TEAWORK

WELCOME TO A VISA FREE KENYA

By Jonah Karanja

Kenya has already received the first batch of visa free visitors barely a month after President Dr. William Ruto announced that the East Africa's largest economy will be a visa free destination for all from the year 2024.

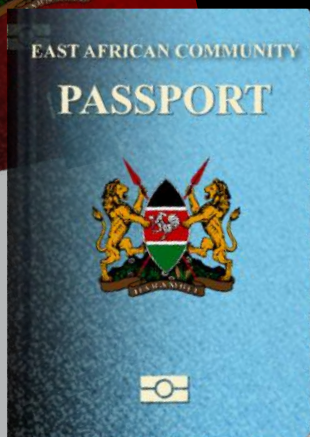
>>> Continue on page 2

Editorial

Maureen Mambo - Editor-in-Chief
Mariam Maina - Editor

Contributors

Molly Wambui
Gertrude Mirobi
Jonah Karanja
Walter Kelvin Otieno- Layout



A new electronic travel authorization (ETA) system was announced by the Kenyan government and went into operation on January 1. The processing time for an ETA is up to three business days, and it costs \$30 USD.

Obtaining an ETA is mandatory for all foreign visitors from nations outside of the East African Community (EAC). It is not a requirement for any EAC citizen. Travelers who are subject to the requirement must obtain a new ETA prior to each visit to Kenya, as the original is only good for one trip. The ETA's debut is timed to coincide with the implementation of a visa waiver, allowing visitors to the nation for up to 90 days without the need to apply for a visa, regardless of purposed.

Kenya's visa exemption program offers a host of benefits in the areas of international relations, tourism, and economic growth. One important aspect that has many advantages is the easing of visa requirements.

The biggest benefit is the significant uplift to the travel and tourism sector. The process is made easier for visitors by the abolition of entry restrictions, which makes Kenya a more desirable travel destination. As a result, this expedited entry not only attracts more tourists but also gives the tourism industry a boost. Travelers' preferences frequently gravitate toward locations with less red tape, which boosts income for lodging, transportation, and attractions, among other sectors of the tourist sector.

There are economic repercussions as well, most notably higher foreign exchange revenues. An increase in tourism means that tourists are spending more money on a variety of products and services while they are visiting. This foreign exchange inflow makes a substantial contribution to the country's overall economic expansion.

Furthermore, Kenya's reputation and image abroad are improved by its visa-free status. This gesture demonstrates hospitality, openness, and a dedication to global cooperation. The constructive message conveyed to the international community encourages goodwill and may open the door for more robust diplomatic engagement.

Agreements removing the need for a visa are essential to diplomatic efforts because they promote mutual respect and collaboration between Kenya and other countries. These accords have the capacity to foster cooperative efforts and constructive diplomatic ties.

Kenya has an advantage over other travel destinations in the competitive world of international tourism since it does not require a visa. Kenya has an advantage over travel locations with more restrictive visa requirements due to its easy entry procedures. Easy access is a top priority for travellers, therefore choosing a destination with no need for a visa is important.

Furthermore, agreements that waive visa requirements present the possibility of improved connectivity. Increased air and land connection may result from this, as airlines and transportation providers may be more willing to start or extend their services to and from Kenya.

This improved connectivity in turn makes trade and travel easier.

Nevertheless, despite these numerous benefits, nations must carefully evaluate any possible effects. The benefits of having a visa-free country must be weighed against national interests, which means factors like security and immigration control must be considered. To fully utilize this diplomatic and economic tool, careful consideration and deliberate application are essential.



Leveraging on brand ambassadors to enhance your brand

By Mariam Maina

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.

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.

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:

- o **Set clear goals and objectives for brand ambassador program – it should include the marketing objectives, timelines and budgets for the program**
- o **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.**
- o **Foster a genuine relationship with the brand ambassadors as they are now the mouthpiece and image of your brand**
- o **Communicate regularly with them and ask for feedback as they engage the public**
- o **Always offer incentives and rewards to brand ambassadors and give them exclusive access to your products and services**



SUSTAINABLE AND ETHICAL EXPORT PRACTICES

By Getrude Mirobi
gmirobi@brand.ke

Sustainable and ethical export practices have transcended from being optional to becoming essential for Kenyan businesses striving to excel in the international marketplace. By embracing eco-friendly, fair trade, and socially responsible approaches, Kenyan exporters not only enhance their reputation and competitiveness but also contribute to securing a more sustainable future for the nation.

These practices hold great appeal not only for conscientious consumers but also for ethical investors and business partners who prioritize sustainability throughout their supply chain. The Kenya Export Promotion and Branding Agency, in collaboration with other relevant stakeholders, plays a pivotal role in promoting and supporting these initiatives, enabling Kenyan businesses to achieve global success while upholding the country's core values and commitment to a sustainable future.

Kenyan businesses are embracing sustainable and ethical export practices, as exemplified by the following initiatives:

- Preserving the environment through eco-friendly farming practices

Over the years, Kenya's agricultural sector has experienced significant growth, with products like tea, coffee, flowers, and fresh produce garnering acclaim in international markets.

To preserve the nation's natural resources and biodiversity, sustainable farming practices have become paramount. Notably, Kenyan tea and coffee plantations have adopted eco-friendly cultivation methods, curbing water usage and reducing chemical inputs.



>>> Continue on page 5



“

Many local artisans and cooperatives have taken up the mantle of fair-trade principles, ensuring that their crafts are ethically produced, and that artisans receive fair wages for their exemplary work.

>>> Continued from page 4

These practices not only safeguard the environment but also resonate with environmentally conscious consumers, bolstering the image of Kenyan exports as eco-friendly and responsible choices.

- Empowering local communities in handcraft exports

Kenyan handcrafted products, including beadwork, woven baskets, wood carvings, Glassblowing, leather goods, and Handwoven fabrics boast a unique appeal in global markets. Many local artisans and cooperatives have taken up the mantle of fair-trade principles, ensuring that their crafts are ethically produced, and that artisans receive fair wages for their exemplary work. These initiatives empower local communities, particularly women, fostering sustainable livelihoods. Ethically produced handcrafts resonate with socially conscious consumers worldwide, creating a positive brand image for Kenyan handcraft exports.

- Ethical sourcing in the floriculture industry

Kenya's floriculture industry has gained renown for exporting high-quality flowers to Europe and other markets. Nonetheless, concerns have arisen about

the industry's environmental impact and labor conditions. In response, some Kenyan flower farms have embraced ethical sourcing practices, adhering to international labor standards and sustainable production methods. By doing so, they appeal to consumers who prioritize transparency and ethical accountability in their purchases, positioning Kenyan flowers as a responsible choice in the global market.

- Investing in renewable energy for manufacturing exports

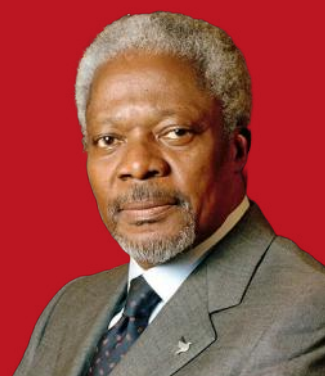
The rapidly evolving manufacturing sector in Kenya has driven the demand for sustainable energy solutions. Some manufacturing companies are now investing in renewable energy sources, such as solar power, to reduce their carbon footprint and dependency on non-renewable energy. Notably, this not only lowers operational costs in the long term but also bolsters the overall sustainability of Kenyan products manufactured for exports, making them increasingly appealing to environmentally conscious buyers.

“

Quote of the Month

The world is now so interdependent that it is in everyone's interest to ensure the success of trade as a means of promoting a better life for all nations

Kofi Annan





**Are you
a potato,
an egg, or
a coffee
bean?**

"Once upon a time a daughter complained to her father that her life was miserable and that she didn't know how she was going to make it. She was tired of fighting and struggling all the time. It seemed just as one problem was solved, another one soon followed.

Her father, a chef, took her to the kitchen. He filled three pots with water and placed each on a high fire. Once the three pots began to boil, he placed potatoes in one pot, eggs in the second pot, and ground coffee beans in the third pot. He then let them sit and boil, without saying a word to his daughter. The daughter, moaned and impatiently waited, wondering what he was doing.

After twenty minutes he turned off the burners. He took the potatoes out of the pot and placed them in a bowl. He pulled the boiled eggs out and placed them in a bowl.

He then ladled the coffee out and placed it in a cup. Turning to her he asked, 'Daughter, what do you see?'

'Potatoes, eggs, and coffee,' she hastily replied. 'Look closer,' he said, 'and touch the potatoes.' She did and noted that they were soft. He then asked her to take an egg and break it. After pulling off the shell, she observed the hard-boiled egg. Finally, he asked her to sip the coffee. Its rich aroma brought a smile to her face.

**Author,
unknown**

"The daughter, moaned and impatiently waited, wondering what he was doing."

'Father, what does this mean?' she asked.

He then explained that the potatoes, the eggs and coffee beans had each faced the same adversity—the boiling water.

However, each one reacted differently.

The potato went in strong, hard, and unrelenting, but in boiling water, it became soft and weak.

The egg was fragile, with the thin outer shell protecting its liquid interior until it was put in the boiling water. Then the inside of the egg became hard.

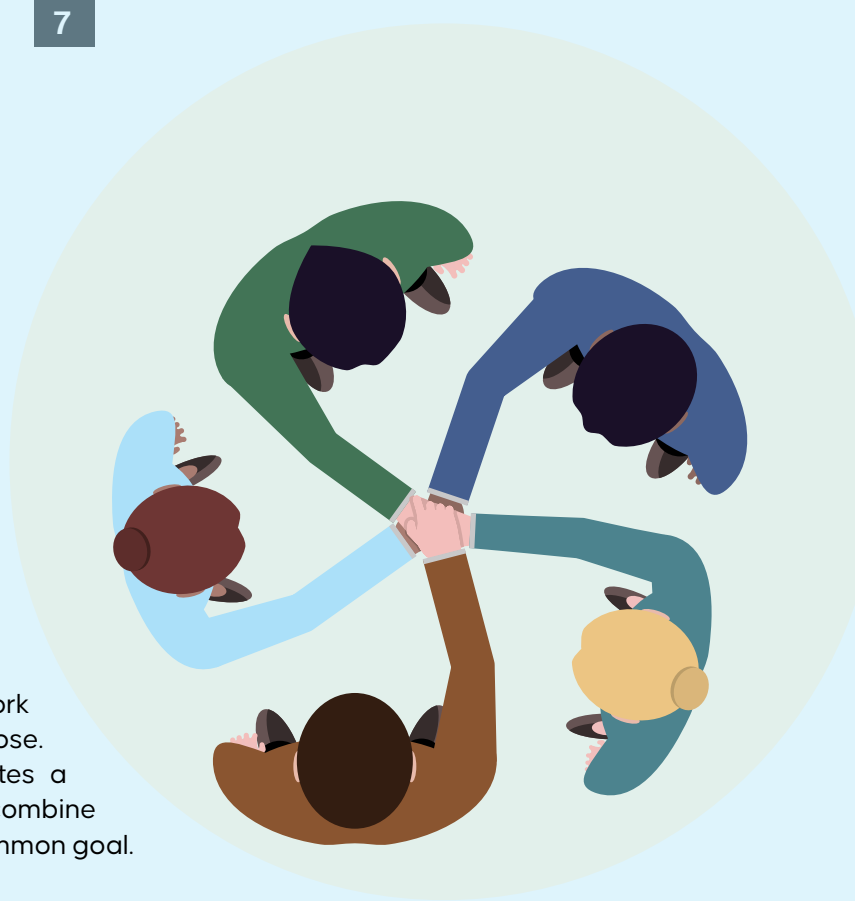
However, the ground coffee beans were unique. After they were exposed to the boiling water, they changed the water and created something new.

'Which are you,' he asked his daughter. 'When adversity knocks on your door, how do you respond?'

Are you a potato, an egg, or a coffee bean?'

Creating and Maintaining Teamwork

By Molly Wambui
MWambui@brand.ke



Teamwork is when a group of people work together towards a common goal or purpose. Teamwork is important because it promotes a conducive work environment where employees combine their energies and abilities towards achieving a common goal.

The benefits of sustained teamwork include accomplishing complex tasks in a timely fashion, building synergy and good working relationships as well as meeting and exceeding expectations.

In order to create and maintain a good team dynamic, there are certain aspects that must be created within team members. The first and most important aspect of good teamwork is communication. It is the foundation of every effective team. Information like deadlines, changes in schedules and feedback create clarity and avoid misinformation. Communication also goes a long way in solving misunderstandings and challenges quickly and effectively.

Collaboration is an important aspect of good teamwork. This entails two or more individuals or groups working together to achieve an objective by exchanging ideas and thoughts. The goal of collaboration is to pool ideas and skillsets to achieve a desired outcome. Each team member who collaborates builds stronger connections with colleagues which further contributes to a positive team dynamic.

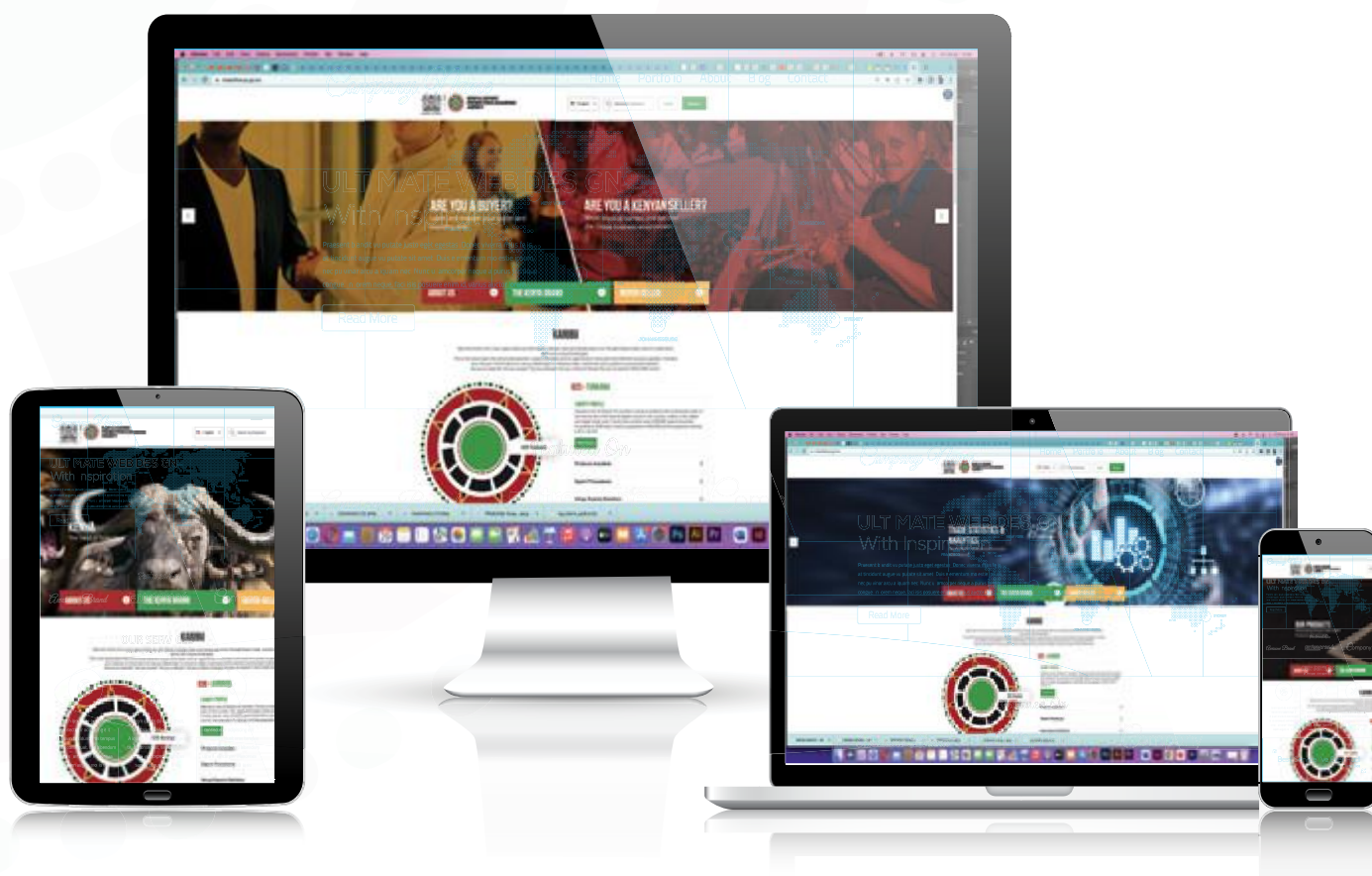
When working as part of a team, having shared values is important. Common values and goals can help teams work together toward a similar definition of success. It can also help team members feel connected, understood and supported.

Good teamwork thrives in respectful environments that are free of discrimination, microaggression and inappropriate language. When people feel accepted for their age, cultural background, job title, ethnicity, ideas or lifestyle, they can be more willing to share their ideas and engage with the group. Even if members of your team disagree, maintaining a judgement-free work environment can help encourage positive and open communication.

Teamwork is essential in every organization regardless of size. Working well with clients, colleagues, managers and other people in the workplace creates an enjoyable environment both for yourself and others. An organization that emphasizes good teamwork skills is a healthy, productive workplace. Play your part and become a team player.

“

“No one can whistle a symphony. It takes a whole orchestra to play it.” –
H.E. Luccock



Make it Kenya E-portal

The Kenya Export Promotion and Branding Agency has developed an E-portal that:

- Provides a platform where exporters/sellers can showcase their products internationally
- Provides customised market intelligence information related to potential exporters for purposes of improving products to enable compete
- Promotes Kenya's exports and the nation brand through information dissemination and export assistance
- Informs, educates and inspires our internal and external audiences about Kenya and what it has to offer globally in order to influence trade, investments and positive national perspective.

Register today

www.makeitkenya.go.ke