



Newsletter

A Publication by the Kenya Export Promotion and Branding Agency



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

JANUARY 2024

THE KENYA TEA SECTOR



Newsletter Highlights

VALENTINE IS COMING,
WHERE'S YOUR FLOWER?

KENYA'S PROMISING
EXPORT PERFORMANCE

INTERNATIONAL RELATIONS
AND BRANDING

PROUDLY KENYAN,
PASSIONATELY KENYAN

By David Yamina | dyamina@brand.ke

Tea plays an important role in Kenya's economy, as it is one of the leading foreign exchange earners for the country. It supports the livelihoods of over 6 million people directly and indirectly and accounts for about 2% of the Country's Gross Domestic Product (GDP). Tea cultivation, which is a rural-based economic activity, has led to development of rural infrastructure such as roads, schools, telecommunication, and other social amenities.

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Kenya produces over 450 million kgs of made tea annually, out of which 91% is exported and 9% is consumed in the local market. The Cut, Tear and Curl (CTC) is the most dominant method of tea processing in Kenya. Depending on the fermentation process, CTC teas are categorized as Black, Oolong or Green. Kenya's production of Oolong and Green teas is in very small quantities based on customer orders.

Out of the total national production, CTC Black tea accounts for 99% while other specialty teas is about 1% (4.1 million kgs). Among the specialty tea, Orthodox accounts for 50% of production, green tea is about 40%, while 10% is mostly purple, ball shaped, white and organic teas.

Globally, CTC tea is the most consumed type of tea representing 35% of the market share while green accounts for 33%; Orthodox 21% while consumption of other teas is about 11%. CTC tea preference by certain markets is mainly driven by entrenched drinking culture for better brew (flavor; aroma; bright liquor, color and maximum cuppage) and convenience in tea preparation using tea bags.

Tea produced through the Orthodox method has better flavoring characteristics that makes it preferable in certain markets and across market segments.

Consumption of Green and other types of specialty teas across markets and market segments is driven mainly by the preference for products associated with more healthy benefits. Other Specialty tea such as purple teas, Dark teas, Flavored teas,

Oolong teas, Tea Extracts, White teas, Tea Oil and Yellow teas have a very narrow market but suitable for the niche market segment. Key market drivers for tea consumption include quality, flavor, health benefits, and innovative and exotic products.

Despite being the leading Country in the world in terms of tea export volume accounting for 26% of the Global tea exports, Kenya export value from tea is lower compared to its competitors such as Sri Lanka and China.

For example, in 2019, Kenya earned USD 1.156 Billion from exports of 496 million Kgs of tea in blended form out of which 418 million Kgs consisted of its own tea and 78 million

Kgs of other Origin teas. Sri Lanka exported 289 million Kgs, which was less than one and a half times in quantity terms than Kenya but recorded 14% more earnings at USD 1.322 Billion. From a lower export volume of 366 million Kgs, China earned 75% more than Kenya at USD 2.019 Billion.

The main reason for lower earnings from tea exports by Kenya is less export value attributed to selling in bulk as opposed to value added form. Out

of the total export volume, only 1% is in value added form (packaging of Black CTC tea into smaller packages of less than 3 Kilograms) while the rest is in Bulk Form. Tea exported in Bulk form is used for blending with other teas and is Packed for distribution in the export market without recognition of the source thus identity loss for Kenyan tea. While Kenya tea exports in Value added form is about 1%, that of Sri Lanka's bulk is at about 52%.



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Currently, Kenya tea export is destined to over seventy market destinations globally with Key markets being Pakistan; Egypt; UK; UAE; Sudan; Russia; Yemen; Afghanistan; Kazakhstan; and Saudi Arabia. Pakistan has consistently maintained the leading export destination for Kenya tea accounting for about 36% of the total export volume. Kenyan tea has a narrow market base as almost 85% of the exports are destined to these ten market destinations. Awareness of Kenya tea among the consumers in these markets is also low since 99% of the export quantity is sold in bulk form.

In the other global markets, Kenya tea market share is low and mostly dominated by competitors mainly Sri Lanka, India and China. While these markets mainly prefer the Orthodox and Green teas, market penetration of the Kenyan Orthodox and Green teas is low.

Local tea consumption in Kenya has been low at about 40 million Kgs annually with per capita tea consumption averaging about 0.75Kgs due to low entrenched tea consumption culture especially among the youthful generation. This has resulted in overreliance with the export markets.

Unlike other key global competitors, Kenya's production is less diversified and largely dominated by black CTC teas, which constitute 99% of the total production and export volumes. However, in the recent years, there has been a sustained attempt to diversify production to specialty teas such as Orthodox, Green, and purple even though the growth in specialty tea exports for Kenya remains low. Though potential market opportunities exist for high value specialty teas that are traded in smaller volumes or consumer packages, market penetration for Kenyan specialty tea is has remained low.

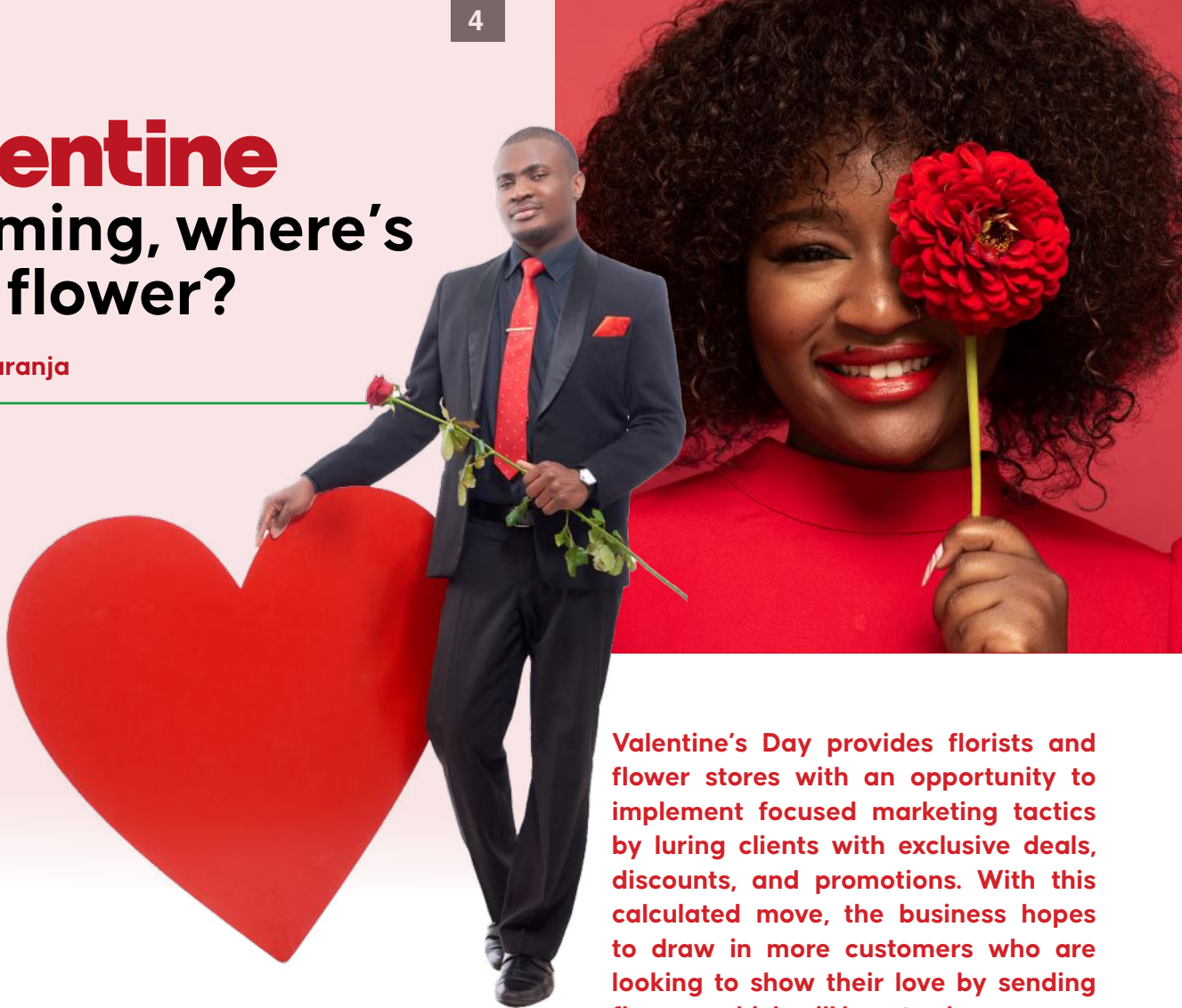
To reduce risks associated with lower returns, over-reliance on a few markets and low awareness of Kenyan tea amongst the consumers, there is need to develop a tea market expansion strategy for Kenyan tea, which will be responsible for driving promotional activities geared towards increasing the number of markets and enhancing the market share of Kenya tea in the global markets.



Kenya produces over 450 million kgs of made tea annually, out of which 91% is exported and 9% is consumed in the local market.

Valentine is coming, where's your flower?

By Jonah Karanja



Valentine's Day provides florists and flower stores with an opportunity to implement focused marketing tactics by luring clients with exclusive deals, discounts, and promotions. With this calculated move, the business hopes to draw in more customers who are looking to show their love by sending flowers, which will boost sales.

Valentine's Day is about honoring relationships, love and friendship. It's a day to celebrate and honor the unique connections that people have, especially those who are romantically involved. The Christian martyr St. Valentine, who lived during the Roman Empire, is honored with the name of the day. Valentine's Day is observed with a variety of customs and tokens of affection and has developed into a worldwide celebration of love over time. Valentine's Day has a significant impact on the floriculture sector, serving as a stimulant for increased activity and income production. There is an obvious increase in demand for flowers as this beautiful occasion draws near, especially roses, which stand for love and affection. Increased sales result into higher revenue and profitability for flower producers, florists, and nurseries alike. But this increased demand also presents a unique set of difficulties. In the middle of a rush of orders, flower farmers must overcome logistical challenges to guarantee a consistent supply of fresh blooms while satisfying quality requirements and delivery dates. Furthermore, as companies take advantage of the chance to increase profits, a surge in demand frequently results in an increase in pricing.

For every 10 fresh cut red rose stems sold in Europe during the valentine day, 3 come from Kenya. Kenyan red wines are anticipated to do well in this regard throughout this romantic season. To meet the demand for stems, profit-driven rose producers have begun flushing their reds prior to February 14th. Most Kenyan rose producers and exporters earn roughly thirty percent of their yearly sales during this time of year.

With around 35% of all sales in the European Union, the nation is the third-largest exporter of cut flowers in the world. Kenyan roses, carnations, and summer flowers are well-known for their longevity and are particularly popular in Russia and the United States, where a number of farmers exhibited their blooms at the World Floral Expo in Los Angeles last week.

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The nation's sunny climate, which makes it possible to cultivate premium flowers year-round without the need for costly greenhouses, is credited with its flower power. Kenya also boasts first-rate transportation connections to Europe and beyond via Nairobi Airport, which features a terminal specifically designed for the shipment of vegetables and flowers. This implies that farmers can quickly transfer their delicate, perishable floral cargo to customers.

The Kenya Flower Council estimates that over 500,000 people in the nation are employed in the flower trade, with around half of the 127 flower farms located in the region of Lake Naivasha, which is about 90 kilometers northwest of Nairobi.

Giving flowers on Valentine's Day adds depth and individuality to the gesture, as different flower hues express different meanings and thoughts. When choosing flower colors for Valentine's Day, it's important to take the recipient's tastes and the exact message you want to send into account. Customizing the color of the flowers can give your gesture a sincere touch and increase the gift's significance.

The following are some typical connotations connected to various flower colors:

Red: The roses in particular are a classic representation of passion and love. They are the most widely chosen option for showing love on Valentine's Day since they stand for intense romantic feelings.

Pink: Pink flowers are a statement of love, appreciation, and thankfulness. They are a popular choice for friends, family, and romantic partners alike because they are frequently presented to show respect and admiration for someone special.

White: Flowers of this color symbolize sincerity, innocence, and purity. They are an important option for expressing sincere and unadulterated love because they are frequently connected to fresh starts and have the power to evoke feelings of true love.

Yellow: Friendship, love, and happiness are represented by yellow flowers. They are a happy and upbeat option for Valentine's Day, spreading sentiments of thanks, friendliness, and optimism for friends and family.

Purple: Purple flowers are a symbol of admiration, nobility, and elegance. They are a smart option for showing thanks and admiration for someone unique because they exude respect and affection.

Orange: Orange flowers are a representation of vigor, excitement, and vitality. They express feelings of love, excitement, and enthusiasm for the recipient, making them a colorful and daring choice for Valentine's Day.

Lavender: Lavender flowers are a symbol of elegance, grace, and charm. They are a refined option for expressing respect and gratitude since they exude elegance and charm.

As Valentine day approaches, lets prepare to show love and gratitude to our friends, family and loved ones with a stem or bouquet of flowers. In so doing we will not only spread love but also empower our local flower farmers and florists who ensure that the whole world spreads love through a locally grown stem.



Proudly KENYAN, Passionately KENYAN

By Mariam Maina
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I am an ardent fan of patriotic songs. You will find me glued to the television screen at every national celebration, looking out for patriotic songs. I love the songs I found my mother singing and the songs that we sang in school. I love that in today's world, these songs, new and not so old are online. I love that one day, my children will sing some of these songs when they come of age. I love the goosebump feeling that overcomes me when I feel love for my country, when I feel proudly Kenyan.

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My Kenya

It is not just patriotic songs that bring out the Kenyan in us. There are so many big and small things that bring us together. The most popular one is the Kenyan arm band – a piece of handmade beaded jewelry that one can wear indefinitely – ask me, I have had mine on for three years now and am sure there is someone out there who has done more years.

My 4-year-old daughter lost her Kenyan arm band a while back and the other day she asked me for another one. When I first gave it to her, I told her that she should wear it because she is Kenyan. All she heard was Kenya and that is what she called her arm band – Kenya (as I write this, I must buy her a new one).

The Kenyan flag bracelet is built to last and incorporates the four theme Kenyan colors – black, red, green and white.

Renowned Kenyan artist, Eric Wainaina in his song Daima, explains the Kenyan flag colours and what they mean. Black for the people, green for the land, red for the price of freedom, and white for peace in Kenya. Isn't that beautiful?

Promoting the Kenyan brand

In the season that we are in as a country, it is important to put deliberate effort in promoting the Kenyan brand and patriotism amongst the citizens of this great nation for the common good.

I work for an organization whose sole mandate is nation branding. Most of the times, I find myself looking for ideas that 'scream' passionately Kenyan – oh this is one of our core values at the Kenya Export Promotion and Branding Agency.

The Agency's mission is to Brand Kenya, Export Kenya, Build Kenya. The Agency has developed several programmes aligned to its mandate of implementing export promotion and nation branding initiatives.

Made in Kenya

The Agency has created the Made in Kenya brand mark of identity for Kenyan goods and services. The 'Made in Kenya' brand sets apart Kenyan products as authentic, unique and high quality even in the global arena. The initiative is also a call to Kenyans to Buy Kenya Build Kenya.

Buy Kenya Build Kenya seeks to increase competitiveness and consumption of locally produced goods and services. The initiative aims to promote and enhance the consumption of Kenya's own products and services in both absolute figures and as a proportion of the gross domestic product (GDP). Enhanced consumption of locally produced goods and services will contribute to among other things, employment creation, and poverty reduction, promote value addition, stimulate production and product diversification and encourage growth of local industries.

There are many products in the local and international markets that are made and even grown in Kenya, so the next time you are in that supermarket, why don't you promote our own, Buy Kenya Build Kenya.

And as Eric says in his song, let my flag remind me, of my sacred duty, that I will always be Kenyan, in pride, strength and joy.

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**QUOTE
OF THE
MONTH**

All human interactions are opportunities either to learn or teach.

M. Scott Peck





KENYA'S PROMISING EXPORT PERFORMANCE

By Rachel Nyambura
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The trading landscape in Kenya is vibrantly opening up and steadily upholding its image as the number one spot for export trade and investment. In the last quarter of 2023, Kenya saw a great rise in its exports in Africa, especially in the EAC and COMESA. Additionally, the Bottom-Up Economic Transformation Agenda (BETA), has seen formative strides being made and old generic traditions being dissolved to further Kenya's ability to meet its export standards while also ensuring local consumers get quality products.

According to the Kenya National Bureau of Survey (KNBS), Kenya reported a surge in its export earnings especially within Africa, its largest being the EAC whose export earnings totaled \$496.7 million, a rise from the last \$431 million made in the same period in 2022.

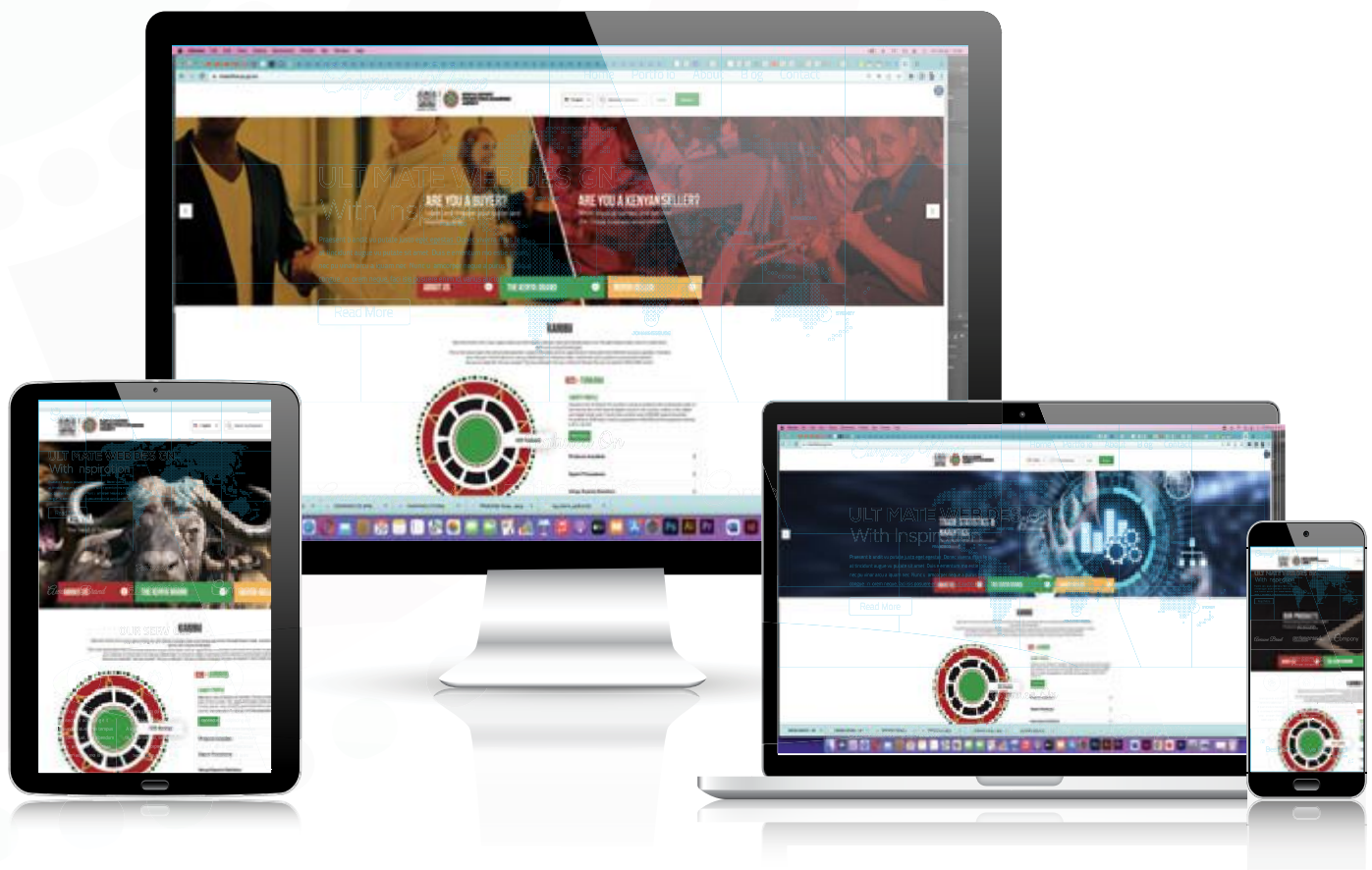
Likewise, Kenya has also been able to tap into newer markets with exports reported in Asian countries. This growth is largely credited to the domestic exports of tea to Pakistan, re-exports of kerosene type jet fuel to Saudi Arabia, and goat meat to the UAE. Our most recent trade agreement with the European Union also gives a spotlight to the increase in revenue from exports to the EU of 21.9% in Q3 of 2023, a great comparison to the corresponding quarter of 2022.

As an exporter, it is important to be acquainted with the current requirements needed according to each value chain and its set destination. Every product or service has its unique way of operating as well as its own set of measurable standards for doing business. In the same way, local consumers, more so in our country, have the great ability to further a product or service's presence to citizens who may have migrated and found a place to call home in various parts of the world. Exporters have a lot to be excited and eager about as 2024 starts. All eyes are on the Kenyan economic landscape as innovation and agriculture are simultaneously in steady demand and on the rise.

A fitting example would be tea. Kenyan tea is a leading foreign exchange earner in our country. It supports the livelihoods of over 6 million people directly and indirectly and accounts for about 2% of the Country's Gross Domestic Product (GDP). With the ever-evolving trends, and marketing channels used, exporters must be aware of what consumers from all cultures around the world need and steer away from certain methodologies that are unfortunately no longer effective.

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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

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EXPLORING PROMISING EXPORT MARKETS IN 2024: EMERGING OPPORTUNITIES AND TRENDS

by Irene Van De Graaf
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In the dynamic landscape of global trade, Kenya is positioned to explore and take advantage of promising export markets in 2024. As the global economy adapts to technological advancements, changing consumer preferences, and geopolitical shifts, Kenya's export sector is presented with both challenges and opportunities. In this article, we delve into the exploration of emerging export markets, shedding light on potential avenues for growth and the trends shaping Kenya's export landscape.

Traditionally, Kenya has relied on a handful of export markets, including the East African region, Europe, and the United States. While these markets remain crucial, diversification is essential to mitigate risks and tap into new opportunities. In 2024, Kenyan exporters are increasingly looking towards emerging economies in Asia, particularly China and India, which boast rapidly growing middle-class populations with increasing purchasing power.

Furthermore, intra-African trade presents immense potential for Kenya. The African Continental Free Trade Area (AfCFTA) aims to create the world's largest single market, offering Kenyan exporters access to over 1.3 billion consumers across the continent. Leveraging regional integration initiatives and bilateral trade agreements, Kenya can strengthen its foothold in neighbouring markets, including Ethiopia, Tanzania, and Uganda.

Kenya's export portfolio encompasses a diverse range of products, with agriculture, horticulture, and manufacturing playing key roles. In 2024, certain sectors hold promise for expansion and innovation.

Agribusiness stands out due to Kenya's favourable climate and fertile lands, making it a longstanding leader in agricultural produce. Notably, the export of fresh produce, such as fruits, vegetables, and flowers, continues to thrive. However, there is untapped potential for value addition and diversification into niche markets. Organic and specialty foods, for instance, appeal to health-conscious consumers globally and command premium prices.

Renewable Energy Technologies offer another avenue for growth. Kenya can capitalize on its renewable energy resources, including solar, wind, and geothermal. Exporting solar panels, wind turbines, and energy-efficient technologies presents lucrative opportunities, aligning with global efforts to combat climate change.

The Information Technology and Services sector in Kenya is flourishing, drawing international attention through innovations in mobile payments, e-commerce, and software development. Exporting software solutions, IT services, and digital platforms can propel economic growth and establish Kenya as a focal point for technological innovation in Africa.

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In navigating export markets, understanding evolving trends and consumer preferences is paramount. In 2024, several trends continue to shape global trade dynamics.

E-commerce and Digitalization have revolutionized international trade, offering Kenyan exporters direct access to consumers worldwide. Embracing digitalization and investing in online marketing and distribution channels can enhance market reach and competitiveness.

Sustainability and Ethical Sourcing are increasingly significant as conscious consumerism rises. Consumers demand sustainably sourced and ethically produced goods. Kenyan exporters can differentiate their products by adhering to eco-friendly practices, fair trade standards, and ethical labor practices, appealing to socially conscious consumers.

Customization and Personalization are key in an era where consumers seek tailored products and services. Kenyan exporters can capitalize on this trend by offering customizable products, personalized experiences, and niche offerings catering to specific market segments.

As Kenya navigates its path in the global marketplace, exploring promising export markets in 2024 requires strategic vision, adaptability, and innovation. By diversifying beyond traditional markets, identifying key sectors of opportunity, and aligning with emerging trends, Kenyan exporters can unlock new avenues for growth and prosperity. With a focus on sustainability, innovation, and market responsiveness, Kenya is well-positioned to capitalize on emerging export opportunities and shape the future of global trade.



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How to make the most of customer visits

By Molly Wambui
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Global connectivity is at an all-time high. People, systems, devices and organizations are interconnected all over the world, transcending geographical boundaries. According to the United Nations specialized Agency for ICTs, the internet has become more affordable globally and about three-quarters of the global population aged ten and above own a mobile phone.

Despite all this connectivity, customers can feel disconnected from their service providers due to the lack of a human touch in their interactions. Chat bots and mass emails have replaced human interaction in business today.

To stay connected with your customers, face-to-face visits are important. They enable you to get honest feedback and suggestions on how to improve customer service. It is therefore important to maximize the time spent with customers by following a few simple steps.

Start by profiling your customers, what they do, where they are located and the size of their enterprises. This will enable you to determine which customers shall be visited.

Secondly, have an objective for the visit. This will ensure that the right people will form the team that will visit the customer. In addition, this will help you prepare a list of questions to guide your interaction with the customer.

Make an appointment with the customer and keep time. Timeliness will portray a positive image of you and your organization. In case you are unable to keep the appointment, inform the customer and reschedule.

Once you arrive at your customer's premises, show interest in what they do and tactfully navigate the conversation to the purpose of your visit. If the customer is angry and raises their voice, retain your composure and avoid engaging them in a verbal exchange. Instead, take note of their grievances and assure them that they shall be addressed. However, do not promise the customer something that you are unable to deliver.

After the visit has been concluded, thank the customer for their time in writing and share the feedback you got from them. Propose a timeline to address these issues to conclusion. Internally, write a back to office report and ensure that you address the customer's pain points. Escalate them if necessary and keep the customer updated on the progress.

As we embrace technological advancement, it is important to maintain human touch with your customers.

"All human interactions are opportunities either to learn or teach." (M. Scott Peck).

Strategies for effective Cross-Cultural Communication in International Trade

By Gertrude Mirobi
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In today's globalized business environment, effective cross-cultural communication plays a pivotal role in the success of international trade. As Kenyan businesses seek to expand their reach beyond domestic borders, it is imperative to understand and leverage strategies for effective cross-cultural communication to navigate the complexities of international business and foster productive relationships with partners from diverse cultural backgrounds. These strategies include:

01 Understanding cultural differences

To excel in cross-cultural communication, Kenyan exporters should first cultivate a deep understanding of the cultural nuances, customs, and communication styles prevalent in their target markets. This understanding will enable them to adapt their communication approach, thereby bridging potential gaps and building trust with their international counterparts.

02 Embracing language diversity

Language serves as a fundamental aspect of cross-cultural communication. Kenyan exporters should prioritize learning and utilizing the language of their target markets. Additionally, employing professional translators or interpreters, when necessary, can facilitate seamless communication and convey respect for the business partners' language and culture.

03 Respecting cultural etiquette

Respect for cultural etiquette is paramount when engaging in international trade. Kenyan exporters should familiarize themselves with the cultural norms and etiquette of their target markets. This includes understanding appropriate greetings, gestures, and gift-giving customs, which can significantly impact the initial impression and ongoing rapport with international partners.

04 Developing intercultural communication skills

Effective cross-cultural communication demands the development of intercultural communication skills. Kenyan exporters should hone skills such as active listening, empathy, and open-mindedness to effectively navigate diverse cultural dynamics and comprehend the perspectives of their international counterparts.



05

Leveraging technology for communication

In the contemporary international trade landscape, technology serves as a powerful tool for cross-cultural communication. Kenyan exporters should leverage digital platforms, video conferencing, and other communication technologies to bridge geographical barriers, facilitate real-time interactions, and enhance understanding with their international partners.

06

Building trust and relationships

Establishing trust and nurturing relationships are fundamental in cross-cultural communication. Kenyan exporters should prioritize investing time in building personal connections with their international counterparts, which can involve understanding their cultural values, participating in social events, and demonstrating genuine interest in their partners' business and culture.

By implementing these strategies, Kenyan exporters can position themselves as culturally sensitive and adept partners, thereby gaining a competitive edge in the global marketplace and ensuring sustainable growth and prosperity in their international trade endeavours.



International Relations and Branding

By Stacey Wandera
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International Relations is the interaction and connection between countries on a global scale. The interaction between nations encompasses a spectrum of engagements, spanning economic and social changes as well as intricate threads of political and cultural relations. These connections significantly mould the dynamics through which countries engage with one another.

On the other hand, branding is the process of creating a unique identity for a product or service, making it easily identifiable and creating a positive association with the target audience. Therefore, national branding is the deliberate and strategic representation of a country to the world, shaping its local and international perceptions.

The two concepts are complementary and create a cohesive narrative that shapes a country's standing in the global arena. The image a nation projects through its international relations becomes a vital component of its national branding, influencing how the world perceives it. When built on a positive image, the national brand contributes to the success of the country on the international stage.

In relation to both these concepts, the economic aspect greatly comes into play. A country's economy is essential for its overall well-being and fulfilment of the needs and aspirations of citizens. The resulting economic growth not only strengthens the country domestically but also enhances its competitive edge in the global market. These economic advantages seamlessly emerge from a foundation of positive international relations. Positive international relations yield the following benefits for a country's economy:

1 Bilateral trade

Positive international relations establish a collaborative atmosphere, fostering trust and mutual understanding between nations. This conducive environment leads to establishment of bilateral trade agreements that reduce trade barriers and enhance economic cooperation.

2 Global market access

Positive international relations enable countries to form alliances, providing expanded market access. These efforts contribute to the removal of trade barriers creating opportunities for nations to engage in cross border commerce and enhance their global market presence.

3 Foreign direct investment

Strong international relations build confidence among foreign investors, providing a stable and welcoming environment for foreign direct investment. Nations with good relations with other nations are more likely to attract foreign direct investment, contributing to economic development.

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4

Innovation and technology transfer

Positive international relations foster collaboration, enabling the exchange of knowledge and technology between nations. This collaboration allows countries to leverage each other's strengths for mutual economic and technological advancement.

5

Access to diverse markets and increased exports

Favourable international relations facilitate trade agreements and alliances, providing nations with access to diverse markets. The resulting increased market access promotes higher levels of exports, contributing to economic growth and enhancing the global presence of participating countries.

6

Economic alliances and trade blocs

Positive international relations encourage countries to form economic alliances and participate in trade blocs. This creates integrated economic spaces, fostering shared benefits, reducing trade barriers and promoting collective economic growth among member nations.

7

Tourism promotion for economic boost

Cultivating strong international relations contribute to positive perceptions of a country, enhancing its appeal as a tourist destination. Strong diplomatic ties and cultural programs foster tourism promotion, providing an economic boost through increased visitor spending and growth of the hospitality sector.



In the ever-evolving landscape of global affairs, the interplay between international relations and nation branding becomes important to a country's global identity. Positive relations not only open avenues for economic growth, technological exchange and cultural richness but also strengthens their national brand. In a world where perception holds great power, the ability to create and maintain positive international relations emerges as a cornerstone for a country's sustained success and global impact.



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