



REPUBLIC OF KENYA



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

Kenya-Italy

Trade Flow Analysis

Report

Prepared by

the

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Agency

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1 Table of Contents

1.0	ITALY.....	3
1.1	Background.....	3
2.0	INTERNATIONAL TRADE	5
2.1	Italy's international trade performance.....	6
2.1.1	Italy's lead import trade partners.....	6
2.1.2	Italy's lead import products	8
2.1.3	Italy's lead export trade partners.....	9
2.1.4	Italy's lead export products	10
3.0	Kenya – Italy Bilateral Trade Relations.....	11
3.1	Trade balance	11
3.2	Kenya's exports to Italy	12
3.3	Kenya's imports from Italy	13
3.4	Share in exports and imports	14
4.0	Kenya's Potential Exports to Italy	15
6.0	Annex iii: Map of Italy.....	16
7.0	Annex iv: Quick facts	17

List of Tables

Table 1: Situational Analysis	5
Table 2: Italy's top 25 import trade partners.....	6
Table 3: Italy's top 20 import trade products.....	8
Table 4: Italy's top 25 export trade partners.....	9
Table 5: Italy's top 20 export trade products.....	10
Table 6: Kenya exports to Italy	12
Table 7: Kenya's imports from Italy	13

List of Figures

Figure 1: Kenya-Italy bilateral trade	11
Figure 2: Share in exports.....	14
Figure 3: Share in imports.....	14
Figure 4: Export potential for Kenya's products in Italy.....	15



1.0 ITALY

1.1 Background

Italy, country of south-central Europe, occupying a peninsula that juts deep into the Mediterranean Sea. Italy comprises some of the most varied and scenic landscapes on Earth and is often described as a country shaped like a boot. At its broad top stand the Alps, which are among the world's most rugged mountains. Italy's highest points are along Monte Rosa, which peaks in Switzerland, and along Mont Blanc, which peaks in France. The western Alps overlook a landscape of Alpine lakes and glacier-carved valleys that stretch down to the Po River and the Piedmont. Tuscany, to the south of the cisalpine region, is perhaps the country's best-known region. From the central Alps, running down the length of the country, radiates the tall Apennine Range, which widens near Rome to cover nearly the entire width of the Italian peninsula. South of Rome the Apennines narrow and are flanked by two wide coastal plains, one facing the Tyrrhenian Sea and the other the Adriatic Sea.

Italy's economy was heavily impacted by the global financial crisis and only emerged from recession in 2015; however, the country was one of the most affected by the COVID-19-induced crisis. After rebounding by 6.6% in 2021, the economy grew an estimated 3.2% in 2022 (IMF) thanks to solid growth in the first three quarters of the year, exceeding pre-COVID-19 levels in the second quarter of the year. Nevertheless, high energy prices impacted production in energy-intensive industries already in the last quarter of 2022, while falling real incomes due to high inflation, increasing interest rates and subdued export market growth contributed to a slowdown in the economy. Such conditions are expected to continue into 2023, as the Italian economy is forecast to enter a period of contraction, with a tangible recovery not to be expected before the second half of 2023. Overall, the IMF projects a negative growth of 0.2% this year and a rebound to 1.3% in 2024 when private consumption is set to pick up again.

The country's primary budget (which excludes interest payments) is structurally positive; however, the interest cost on the government's debt weighs heavily on Italy's accounts, with the general government budget being structurally in deficit. The 2022 budget included deficit-increasing measures, consisting of a further



reduction of the tax wedge on labour and several fiscal packages to mitigate the economic and social impact of high energy prices (valued at 2.6% of GDP by the EU Commission). Overall, the budget deficit was estimated at 5.7% in 2022, whereas in 2023 and 2024 the general government deficit is forecast to decrease to 3.6% of GDP (IMF). Italy has one of the highest debt-to-GDP ratios in the world, estimated at 147.2% in 2022 when interest expenditure increased to 4% of GDP (from 3.6% one year earlier), due to higher bond yields. The IMF expects public debt to remain stable this year (147.1% of GDP) before decreasing slightly in 2024 (146.1%). Being a net importer of energy, Italy's inflation was pushed by rising global energy costs, reaching a record level of 8.7% in 2022. Consumer price inflation is expected to come down only gradually as energy price caps are phased out in 2023 and recent increases in energy and food prices are triggering wider price pressures. For 2023, the IMF forecasts the inflation rate at 5.2%, before falling further to 1.7% in 2024.

The unemployment rate, which has been on the rise since the global financial crisis, started dropping in recent years; however, it spiked in the aftermath of the global pandemic crisis. Overall, it decreased to 8.8% in 2022 (from 9.5% one year earlier - IMF). More recently, labour demand is decreasing in more energy-intensive sectors such as manufacturing and construction, hence the unemployment rate is expected to increase to 9.4% this year. Italy has high levels of youth unemployment (23.7% as of Sep. 2022 according to ISTAT), and regional inequalities between the highly industrialised and dynamic North and the poorer, rural southern "Mezzogiorno" areas are still evident. Furthermore, Italy has to face a falling birth rate and a declining population. Italy's GDP per capita (PPP) was estimated at USD 51,062 by the IMF in 2022, just below the EU-27 average (USD 53,960).



2.0 INTERNATIONAL TRADE

Table 1: **Situational Analysis**

Italy's Trade Flows and Position in the Global Trade

- In 2022, Italy's exports were valued at **USD 700.8 billion** which accounted for **2.9%** of the world exports during the year. Italy was the **6th** exporter in the year.
- On the other hand, Italy's imports in the year were valued at **USD 743.0 billion** which accounted for **3%** of the world imports in the year ranking the country as the **7th** global importer in 2022.
- Over the last decade, Italy has had a positive trade balance until 2021, But in 2022 negative balance of trade was recorded by a value of USD 42.7 billion.
- Her lead export destination market in 2022 was Germany with exports valued at **USD 86.8 billion**, accounting for **12.4%** of Italy's total exports.
- In the same year, Italy's top source market was Germany with imports valued at **USD 102.1 billion** accounting for **13.7%** of Italy's imports.
- Her main principal export product was Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic with her exports being valued at **USD 34.3 billion**.
- Italy's chief import product in 2022 was Petroleum gas and other gaseous hydrocarbons, The country imported approximately **USD 68.7 billion** worth of the product in 2022.

2.1 Italy's international trade performance

2.1.1 Italy's lead import trade partners

Table 2: Italy's top 25 import trade partners

Rank in 2022	Exporters	value in 2018	value in 2019	value in 2020	value in 2021	value in 2022	Share in 2022
		Value in USD Billion					%
1	Germany	83.0	76.8	70.0	91.0	102.1	13.7%
2	China	36.5	35.4	36.8	45.6	65.8	8.9%
3	France	43.3	39.0	35.7	46.2	54.6	7.3%
4	Netherlands	26.8	24.9	25.5	33.1	41.3	5.6%
5	Spain	24.5	25.7	23.3	30.1	34.4	4.6%
6	Russian Federation	17.7	16.0	10.3	22.1	30.7	4.1%
7	Belgium	22.8	22.2	20.8	24.8	28.7	3.9%
8	United States of America	18.9	19.0	16.9	18.7	28.7	3.9%
9	Azerbaijan	6.6	5.5	3.7	10.9	23.3	3.1%
10	Algeria	6.8	4.9	3.6	7.3	21.5	2.9%
11	Switzerland	13.0	12.2	11.1	13.2	21.0	2.8%
12	Poland	11.6	11.9	10.9	14.8	16.1	2.2%
13	Austria	11.4	11.4	9.7	13.2	15.9	2.1%
14	Türkiye	10.7	10.6	8.5	11.6	13.8	1.9%
15	Libya, State of	5.0	5.3	2.0	7.5	11.7	1.6%
16	India	6.5	5.8	4.8	7.8	11.4	1.5%
17	Romania	8.6	8.0	7.0	8.4	10.4	1.4%
18	Czech Republic	8.0	7.8	7.2	9.0	10.2	1.4%
19	United Kingdom	13.3	11.6	10.1	9.5	9.2	1.2%
20	Hungary	6.2	5.9	5.8	7.5	8.7	1.2%
21	Saudi Arabia	6.1	4.3	3.4	5.7	8.3	1.1%
22	Slovenia	3.9	3.7	3.5	5.0	7.6	1.0%
23	Norway	1.7	1.2	1.4	1.8	7.3	1.0%
24	Korea, Republic of	4.8	4.2	3.6	5.0	6.9	0.9%
25	Sweden	5.3	5.0	4.4	5.7	6.9	0.9%
127	Kenya	0.1	0.0	0.0	0.1	0.1	0.0%
	All other countries	100.8	96.5	86.4	112.5	146.3	19.7%
	World	503.6	475.0	426.5	568.2	743.0	100.0%

Source: International Trade Centre database 2023; Compiled by KEPROBA

- Italy's total imports have been growing at an average rate of 12.0% per year between 2018 and 2022. Between 2021 and 2022, imports increased by 30.8% and were valued at USD 743.0 billion in 2022.



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(R&I)*

- Lead source markets included: Germany (USD 102.1 billion; 13.7%), China (USD 65.8; 8.9%), France (USD 54.6 billion; 7.3%), Netherlands (USD 41.3; 5.6%) and Spain (USD 34.4 billion; 4.6%).
- The top five destination markets accounted for 40.1% of Italy's import basket, while top 10 accounted for 58.0% of Italy's total imports.
- Italy's market concentration was 0.05 indicating that Italy has diversified import sources.
- Kenya was ranked 127th exporter to Italian market.

2.1.2 Italy's lead import products

Table 3: Italy's top 20 import trade products

Rank in 2022	Code	Product label	value in 2018	value in 2019	value in 2020	value in 2021	value in 2022	Share in 2022
			Value in USD Billion					%
1	'2711	Petroleum gas and other gaseous hydrocarbons	19.5	16.6	11.2	28.5	68.7	9.2%
2	'2709	Petroleum oils and oils, crude	32.6	29.1	16.2	29.9	44.9	6.0%
3	'8703	Motor cars and other motor vehicles principally designed for the transport	32.5	30.9	23.0	25.9	25.5	3.4%
4	'3004	Medicaments	16.2	16.8	18.4	17.6	20.7	2.8%
5	'2716	Electrical energy	3.1	2.3	1.8	6.4	15.1	2.0%
6	'2710	Petroleum oils and oils (excl. crude)	10.0	8.5	5.3	8.3	13.7	1.8%
7	'3002	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	9.5	9.2	8.9	11.9	12.5	1.7%
8	'8517	Telephone sets	9.5	9.1	9.2	10.4	11.3	1.5%
9	'8708	Parts and accessories for tractors, motor vehicles for the transport of ten or more persons	9.0	8.1	7.0	8.8	9.3	1.3%
10	'7108	Gold	4.1	5.2	9.7	7.5	7.2	1.0%
11	'8471	Automatic data-processing machines and units thereof	5.5	5.4	6.4	7.2	6.5	0.9%
12	'2933	Heterocyclic compounds with nitrogen hetero-atom[s] only	3.7	3.7	5.3	4.5	6.2	0.8%
13	'7208	Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm	3.9	3.6	2.4	5.9	5.9	0.8%
14	'7403	Copper, refined, and copper alloys, unwrought	3.8	3.4	2.8	5.7	5.7	0.8%
15	'7601	Unwrought aluminium	3.1	2.6	2.0	3.5	4.8	0.7%
16	'7219	Flat-rolled products of stainless steel, of a width of \geq 600 mm	3.0	2.7	2.2	3.5	4.8	0.6%
17	'2701	Coal; briquettes, ovoids and similar solid fuels	1.8	1.2	0.7	1.4	4.2	0.6%
18	'3901	Polymers of ethylene, in primary forms	2.9	2.6	2.2	3.7	3.9	0.5%
19	'4202	Trunks, suitcases, vanity cases, executive-cases, briefcases	3.5	3.4	2.8	3.1	3.9	0.5%
20	'7110	Platinum	1.5	1.7	2.7	4.2	3.8	0.5%
		All other products	324.9	308.8	286.4	370.3	464.5	62.5%
	'TOTAL	All products	503.6	475.0	426.5	568.2	743.0	100.0%

Source: International Trade Centre database 2023; Compiled by KEPROBA

- Italy's top import products in 2022 included Petroleum gas and other gaseous hydrocarbons (USD 68.7 billion), Petroleum oil and other petroleum products Crude (USD 44.9 billion), Motor cars and other motor vehicles (USD 25.5 billion), Medicaments (USD 20.7 billion) and Electrical energy (USD 15.1 billion).
- Top 5, 10 and 20 products accounted for 23.5%, 30.8%, and 37.5% respectively of all her imports in 2022.

2.1.3 Italy's lead export trade partners

Table 4: Italy's top 25 export trade partners

Rank in 2022	Importers	value in 2018	value in 2019	value in 2020	value in 2021	value in 2022	Share in 2022
		Value in USD Billion					%
1	Germany	68.8	65.5	64.1	79.8	86.8	12.4%
2	United States of America	50.1	51.0	48.5	58.4	73.1	10.4%
3	France	57.5	56.6	51.6	63.2	69.9	10.0%
4	Spain	28.6	27.5	23.8	31.0	35.8	5.1%
5	Switzerland	26.4	29.2	28.8	32.2	34.6	4.9%
6	United Kingdom	28.1	28.2	25.8	27.7	30.6	4.4%
7	Belgium	15.7	16.0	17.1	21.4	25.6	3.7%
8	Poland	16.1	15.2	15.0	19.4	21.7	3.1%
9	Netherlands	13.8	13.4	13.0	18.0	20.9	3.0%
10	China	15.5	14.5	14.7	18.5	18.6	2.7%
11	Austria	12.1	11.7	10.6	13.7	16.0	2.3%
12	Türkiye	10.4	9.3	8.8	11.3	15.2	2.2%
13	Romania	9.2	8.8	8.0	10.1	10.8	1.5%
14	Czech Republic	7.6	7.4	6.7	8.6	9.6	1.4%
15	Japan	7.6	8.6	8.1	8.9	9.0	1.3%
16	Slovenia	5.7	5.3	4.2	5.4	8.0	1.1%
17	Korea, Republic of	5.4	5.4	5.3	6.2	7.9	1.1%
18	Greece	5.4	5.2	5.0	6.8	7.4	1.1%
19	Sweden	5.8	5.6	5.4	6.6	7.2	1.0%
20	Canada	4.9	5.0	4.9	5.7	7.2	1.0%
21	Hungary	5.9	5.5	5.1	6.4	7.1	1.0%
22	United Arab Emirates	5.4	5.1	4.4	5.7	6.8	1.0%
23	Russian Federation	8.9	8.8	8.1	9.1	6.6	0.9%
24	Portugal	5.0	4.9	4.3	5.2	6.4	0.9%
25	Mexico	5.1	4.3	3.6	4.6	6.3	0.9%
106	Kenya	0.3	0.2	0.4	0.2	0.2	0.0%
	All other countries	124.7	119.3	103.6	131.7	150.8	21.5%
	World	549.9	537.7	498.8	615.9	700.3	100.0%

Source: International Trade Centre database 2023; Compiled by KEPROBA

- Italy's total exports have been increasing at an average of 6.9% per year between 2018 and 2022 and increased of exports by 13.7% from 2021 to 2022.
- Lead destination markets included: Germany (USD billion 86.8; 12.4%), USA (USD billion 73.1; 10.4%), France (USD billion 69.9 10.0%), Spain (USD billion 30.0; 5.0%) and Switzerland (USD billion 34.6; 4.9%). Collectively, the top 5 countries accounted for 42.9% of Italy's total exports in 2022.
- Kenya was ranked 106th Importer for Italy.

2.1.4 Italy's lead export products

Italy's top export products in 2022 included: Medicaments (USD 34.3 billion), Petroleum oils and oil products (ex-crude) (USD 25.0 billion), Motor cars and other motor vehicles (USD 16.0 billion), parts and accessories of tractors and motor vehicles (USD 15.0 billion) and Human blood; Animal blood prepared for therapeutic, prophylactic, or diagnostic uses (USD 11.9 billion).

Table 5: Italy's top 20 export trade products

Rank in 2022	Code	Product label	value in 2018	value in 2019	value in 2020	value in 2021	value in 2022	Share in 2022
			Value in USD Billion					%
1	'3004	Medicaments	19.4	24.2	26.9	25.8	34.3	4.9%
2	'2710	Petroleum oils and oils (excl. crude)	16.3	14.2	8.7	15.3	25.0	3.6%
3	'8703	Motor cars and other motor vehicles principally designed for the transport	17.0	15.2	14.8	16.4	16.0	2.3%
4	'8708	Parts and accessories for tractors, motor vehicles for the transport of ten or more persons	15.4	14.5	12.6	15.1	15.0	2.1%
5	'3002	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	7.4	8.4	7.9	9.7	11.9	1.7%
6	'4202	Trunks, suitcases, vanity cases, executive-cases, briefcases	8.7	10.4	8.2	10.5	10.8	1.5%
7	'7113	Articles of jewellery and parts thereof	7.1	7.2	5.3	9.0	9.6	1.4%
8	'8481	Taps, cocks, valves and similar appliances for pipes	8.2	8.2	7.5	8.9	8.5	1.2%
9	'9403	Furniture and parts thereof	7.9	7.5	6.9	8.4	8.5	1.2%
10	'6403	Footwear with outer soles of rubber, plastics, leather	8.2	8.1	6.6	7.6	8.4	1.2%
11	'2204	Wine of fresh grapes, incl. fortified wines	7.4	7.2	7.2	8.5	8.3	1.2%
12	'8422	Dishwashing machines; machinery for cleaning	7.1	6.7	6.4	7.0	6.3	0.9%
13	'8479	Machines and mechanical appliances having individual functions	6.0	5.8	5.0	5.9	5.7	0.8%
14	'6907	Ceramic flags and paving, hearth or wall tiles	4.7	4.4	4.4	5.4	5.5	0.8%
15	'8517	Telephone sets	3.4	3.2	3.7	3.9	5.3	0.8%
16	'7306	Tubes, pipes and hollow profiles	3.9	3.6	3.2	4.9	5.2	0.7%
17	'8901	Cruise ships, excursion boats, ferry-boats, cargo ships	3.2	2.1	2.6	3.5	5.0	0.7%
18	'8704	Motor vehicles for the transport of goods	5.6	4.9	3.7	5.0	4.8	0.7%
19	'7110	Platinum	1.8	2.5	3.8	5.6	4.8	0.7%
20	'8413	Pumps for liquids	4.5	4.2	4.1	4.8	4.8	0.7%
		All other products	386.6	375.1	349.5	434.7	496.6	70.9%
	'TOTAL	All products	549.9	537.7	498.8	615.9	700.3	100.0%

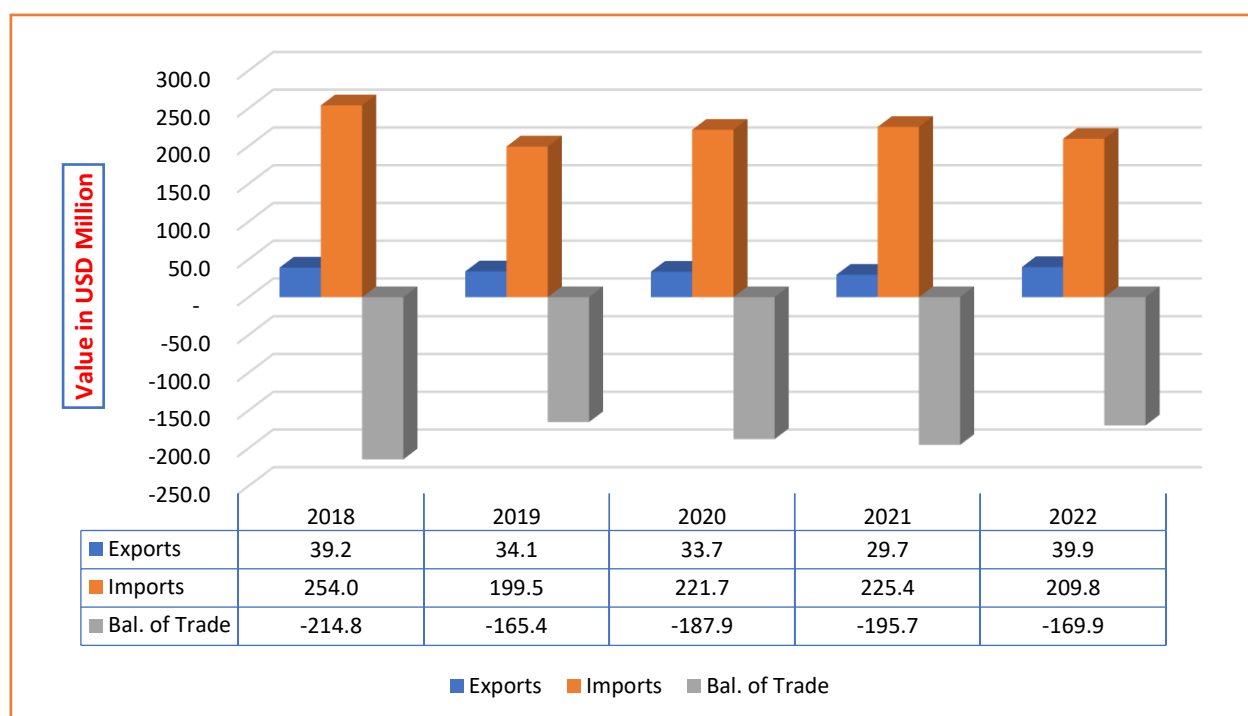
Source: International Trade Centre database 2023; Compiled by KEPROBA

- Top 5, 10 and 20 products accounted for 14.6%, 21.1%, and 29.1% respectively of all her exports in 2022.

3.0 Kenya – Italy Bilateral Trade Relations

3.1 Trade balance

Figure 1: Kenya-Italy bilateral trade



Source: International Trade Centre database 2023; Compiled by KEPROBA

- Kenya exports to Italy averaged a value of USD 35.3 million in the reviewed period.
- Her imports from Italy have been higher than the exports and averaged a value of USD 222.1 million.
- The balance of trade between the two countries has widened in favour of Italy between 2018 and 2022 by an average value of USD 186.7 million and a total trade of USD 249.6 million in 2022.

3.2 Kenya's exports to Italy

Table 6: Kenya exports to Italy

Rank in 2022	Product code	Product label	Kenya's exports to Italy in USD '000					%
			Value in 2018	Value in 2019	Value in 2020	Value in 2021	Value in 2022	
1	'1515	Fixed vegetable or microbial fats and oils	191	356	1,070	1,716	7,187	18.0%
2	'0603	Cut flowers and flower buds	5,478	5,230	4,148	5,024	4,486	11.3%
3	'2008	Fruits, nuts and other edible parts of plants	4,823	5,327	4,898	2,402	4,340	10.9%
4	'0307	Molluscs, fit for human consumption	4,519	3,087	1,563	2,803	4,086	10.3%
5	'4104	Tanned or crust hides and skins of bovine	6,578	4,125	1,839	2,691	3,720	9.3%
6	'0602	Live plants	2,984	4,345	4,210	4,264	2,643	6.6%
7	'0304	Fish fillets and other fish meat	660	1,940	2,105	1,923	2,170	5.4%
8	'3301	Essential oils, whether or not terpeneless	-	-	-	-	1,756	4.4%
9	'0901	Coffee	1,197	976	1,213	659	1,530	3.8%
10	'4106	Tanned or crust hides and skins of goats or kids, pigs, reptiles and other animals	2,496	1,836	964	1,051	1,251	3.1%
11	'0306	Crustaceans	320	619	361	1,132	668	1.7%
12	'4105	Tanned or crust skins of sheep or lambs	1,879	2,082	1,103	320	537	1.3%
13	'0710	Vegetables, uncooked or cooked	-	16	21	210	515	1.3%
14	'4202	Trunks, suitcases, vanity cases, executive-cases, briefcases	314	425	232	432	423	1.1%
15	'0804	Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried	94	177	598	811	415	1.0%
16	'0904	Pepper of the genus Piper	32	182	206	121	382	1.0%
17	'1302	Vegetable saps and extracts	-	18	-	54	362	0.9%
18	'1512	Sunflower-seed, safflower or cotton-seed oil and fractions thereof,	-	42	-	1	326	0.8%
19	'0303	Frozen fish	143	38	45	175	314	0.8%
20	'2101	Extracts, essences and concentrates, of coffee, tea or maté	222	356	458	414	311	0.8%
		All other products	7,234	2,910	8,699	3,544	2,432	6.1%
	'TOTAL	All products	39,164	34,087	33,733	29,747	39,854	100.0%

Source: International Trade Centre database 2023; Compiled by KEPROBA

- Kenya exports to Italy was valued at USD 39.9 million in 2022.
- Her leading export products include Fixed vegetables or microbial fats and oils 18.0%, Cut flowers and buds 11.3%Fruits buds and other edible parts of plants 10.9% Molluscs, fit for human consumption 10.3% and tanned or crust hides and skin of bovine 9.3%.

- Top five products accounted for 58.9% therefore there is need for product diversification in this market.

3.3 Kenya's imports from Italy

Table 7: Kenya's imports from Italy

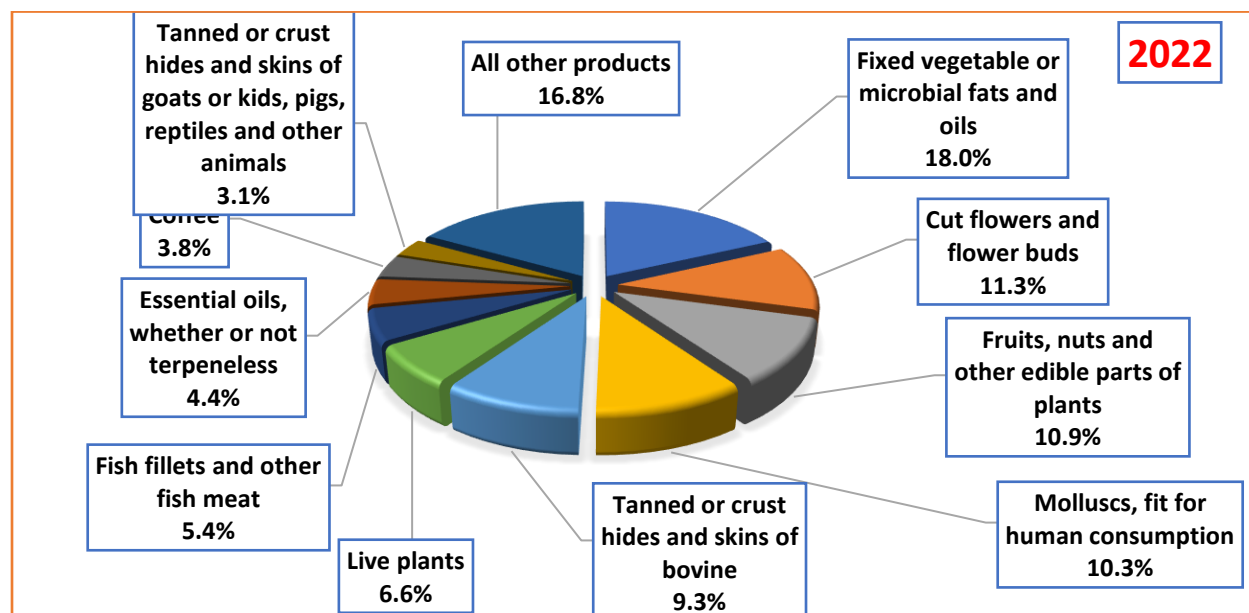
Rank in 2022	Product code	Product label	Kenya's imports from Italy in USD '000,000					Share in 2022
			Value in 2018	Value in 2019	Value in 2020	Value in 2021	Value in 2022	
1	'3102	Mineral or chemical nitrogenous fertilisers	14.4	11.4	18.1	11.3	33.4	15.9%
2	'3004	Medicaments	9.5	9.8	10.1	16.5	9.6	4.6%
3	'8413	Pumps for liquids	6.7	6.8	7.4	8.4	8.4	4.0%
4	'8422	Dishwashing machines; machinery for cleaning	10.0	4.0	8.6	5.5	7.4	3.5%
5	'8438	Machinery, not specified or included elsewhere in this chapter 84	2.0	4.8	4.3	1.8	7.4	3.5%
6	'8421	Centrifuges, incl. centrifugal dryers	1.7	1.1	11.7	13.9	5.1	2.4%
7	'3208	Paints and varnishes, incl. enamels and lacquers	2.8	3.1	2.9	2.7	4.7	2.3%
8	'8479	Machines and mechanical appliances having individual functions	0.9	3.9	5.2	3.3	4.6	2.2%
9	'8477	Machinery for working rubber or plastics	2.8	1.7	5.3	2.7	4.4	2.1%
10	'3917	Tubes, pipes and hoses, and fittings thereof	0.9	6.0	17.8	6.4	3.7	1.8%
11	'3808	Insecticides, anti-sprouting products and plant-growth	2.2	2.7	1.9	2.6	3.3	1.6%
12	'3824	Prepared binders for foundry moulds or cores	2.0	1.7	2.3	3.6	3.2	1.5%
13	'4811	Paper, paperboard, cellulose wadding and webs of cellulose fibres	1.8	1.5	2.0	2.9	2.7	1.3%
14	'3811	Anti-knock preparations, oxidation inhibitors, gum inhibitors	1.2	1.8	2.1	1.2	2.7	1.3%
15	'8807	Parts of aircraft and spacecraft of heading 8801, 8802 or 8806, n.e.s.	-	-	-	-	2.6	1.2%
16	'8441	Machinery for making up paper pulp, paper or paperboard.	5.0	0.7	0.3	0.8	2.5	1.2%
17	'7307	Tube or pipe fittings	0.2	0.2	0.3	4.1	2.5	1.2%
18	'7607	Aluminium foil	1.8	1.4	2.5	2.1	2.5	1.2%
19	'9403	Furniture and parts thereof	3.9	2.1	2.3	2.5	2.3	1.1%
20	'2309	Preparations of a kind used in animal feeding	0.7	0.9	0.1	0.2	2.3	1.1%
		All other products	183.4	133.8	116.3	133.1	94.3	45.0%
	'TOTAL	All products	254.0	199.5	221.7	225.4	209.8	100.0%

Source: International Trade Centre database 2023; Compiled by KEPROBA

- Kenya's imports from Italy were valued at USD 209.8 million in 2022.
- Imports in 2022 decreased by USD 15.6 million from USD 225.4 million in 2021 to USD 209.8 million in 2022.
- Kenya's leading and main import products from Italy in 2022 included: Mineral or chemical nitrogenous fertilizers (USD 33.4 million).

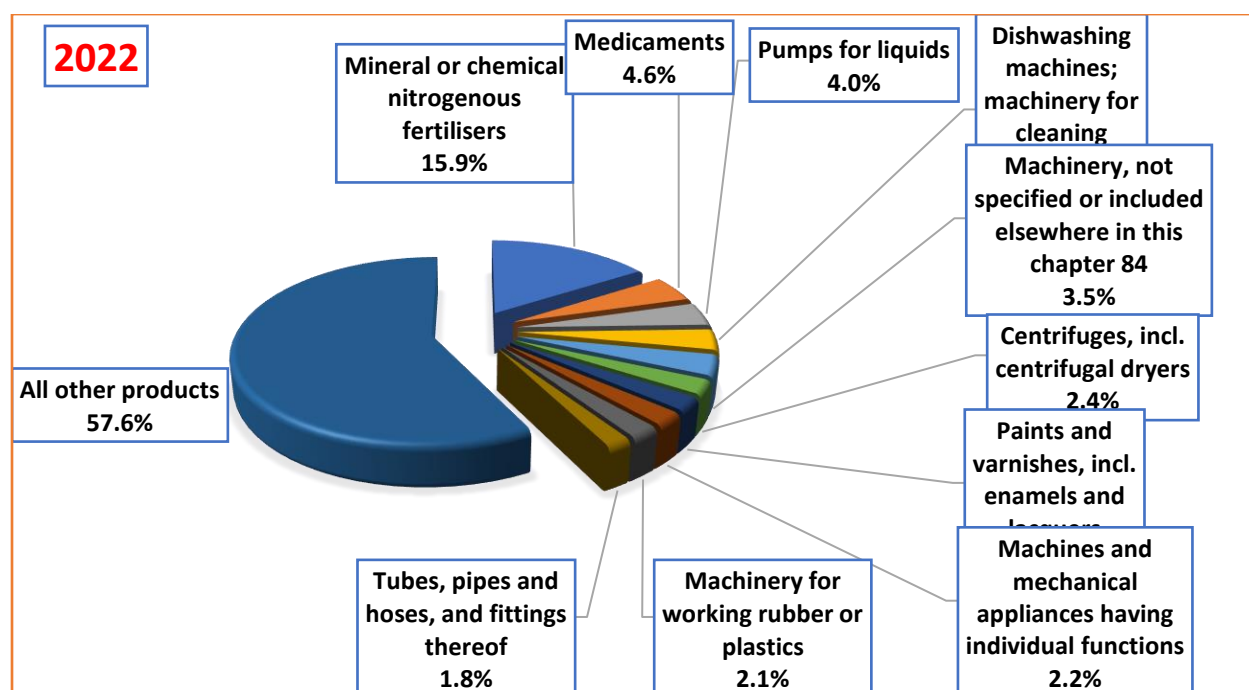
3.4 Share in exports and imports

Figure 2: Share in exports



Source: International Trade Centre database 2023; Compiled by KEPROBA

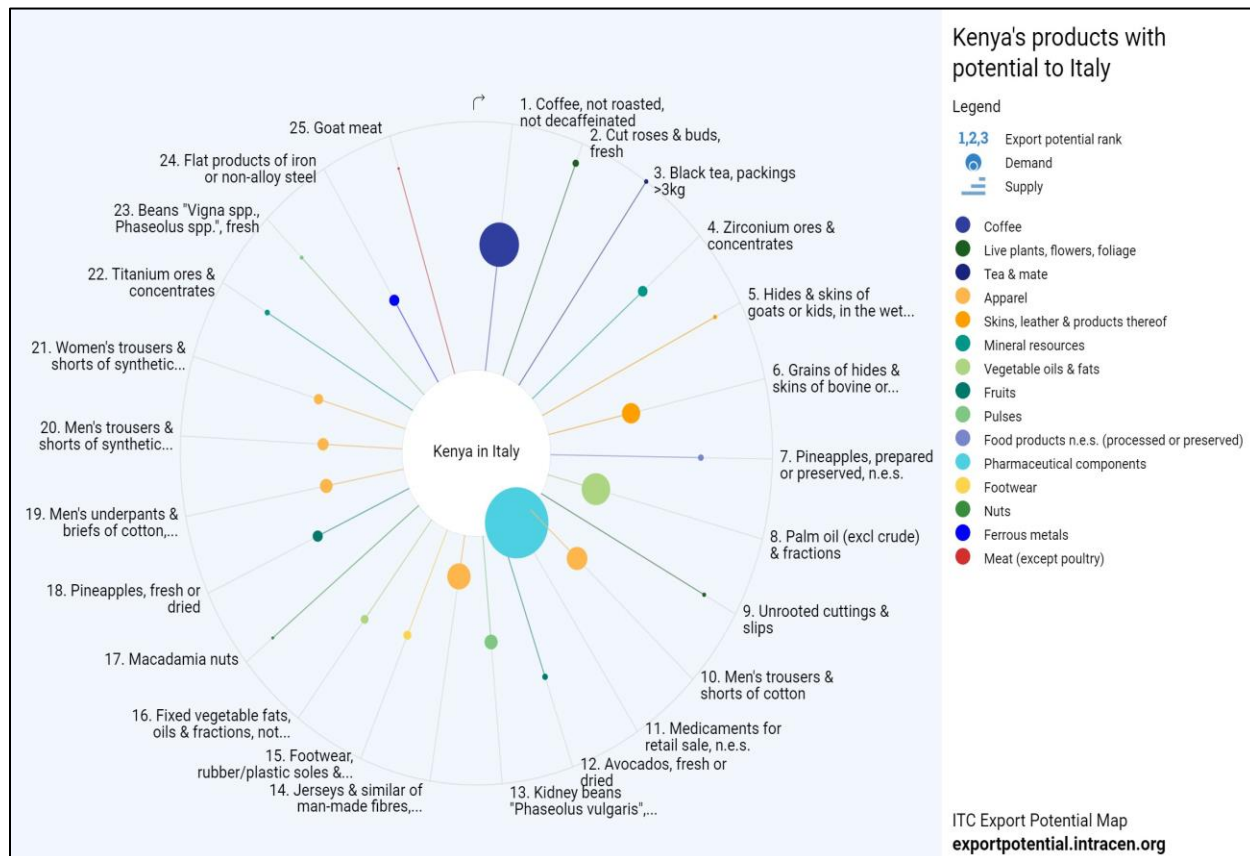
Figure 3: Share in imports



Source: International Trade Centre database 2023; Compiled by KEPROBA

4.0 Kenya's Potential Exports to Italy

Figure 4: Export potential for Kenya's products in Italy



Source: International Trade Centre database 2023; Compiled by KEPROBA

- The products with greatest export potential from Kenya to Italy are Coffee, not roasted, not decaffeinated, Cut roses & buds, fresh and Black tea, packings >3kg.
- Kenya has the highest supply capacity in Black tea, packings >3kg.
- Medicaments for retail sale, is the product that faces the strongest demand potential in Italy.

6.0 Annex iii: Map of Italy



Source: World Atlas, 2023



7.0 Annex iv: Quick facts

Also Known As	Italia • Italian Republic • Repubblica Italiana
Head Of Government	Prime Minister: Giorgia Meloni
Capital	Rome
Population	(2023 est.) 58,983,000
Currency Exchange Rate	1 USD equals 0.944 euro
Head Of State	President: Sergio Mattarella
Form Of Government	republic with two legislative houses (Senate [322 ¹]; Chamber of Deputies [630])
Official Language	Italian ²
Official Religion	none
Official Name	Repubblica Italiana (Italian Republic)
Total Area (Sq. Km)	302,068
Total Area (Sq. Mi)	116,629
Monetary Unit	euro (€)
Population Rank	(2023) 25
Population Projection 2030	60,286,000
Density: Persons Per Sq Mi	(2023) 505.7
Density: Persons Per Sq Km	(2023) 195.3



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*Research and Innovation Directorate
(R&I)*

Urban-Rural Population	Urban: (2018) 70.4% • Rural: (2018) 29.6%
Life Expectancy At Birth	Male: (2021) 80.1 years • Female: (2021) 84.7 years
Literacy: Percentage Of Population Age 15 And Over Literate	Male: (2019) 99% • Female: (2019) 99%
Gni (U.S.\$'000,000)	(2022) 2,218,621
Gni Per Capita (U.S.\$)	(2022) 37,700