



KENYA EXPORT
PROMOTION & BRANDING
AGENCY

Tradealert

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EDIBLE OILS VALUE CHAIN

The edible oils segment covers any oil extracted from plants, animals and nuts for cooking and food preparation.

Edible oils, animal or vegetable fats, are fatty liquids extracted from vegetables and animal tissues. While palm oil is the most common edible oil, other edible oil products include sunflower, rapeseed (canola), soybean, olive, castor, copra, avocado oil, corn oil, and coconut oil.

Kenya's commitment to enhancing productivity and competitiveness in regional and international markets is evident through the prioritization of the edible oil value chain. Sunflower, canola, palm oil, coconut, animal fat (lard & ghee), soya, avocado oil and corn oils form the cornerstone of this vital subsector, which the government has identified for strategic development.

Read More:

<https://www.makeitkenya.go.ke/about-keproba/news-room/latest-news/edible-oils-value-chain>

PARTICIPATING IN INTERNATIONAL TRADE EVENTS: EXHIBITOR CHECKLIST

Trade shows offer a valuable platform for businesses to showcase their products and services to potential buyers. Before committing to an event, carefully research the trade fair's target audience and industry focus. Ensure alignment with your brand and target market.

Major international fairs serve as industry hubs, ideal for identifying trends, launching new products, and securing orders. Companies also attend to discover new ideas, find distributors, and support existing partnerships.

Read More:

<https://www.makeitkenya.go.ke/about-keproba/news-room/latest-news/participating-in-international-trade-events-exhibitor-checklist>

UPCOMING EVENTS

NATIONAL COCONUT
WEEK 2024



EMERGING TRENDS



BUY KENYA
BUILD KENYA

SCAN HERE TO APPLY FOR THE
MADE IN KENYA MARK

