



Newsletter

A Publication by the Kenya Export Promotion and Branding Agency



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

APRIL 2024



Karibu Business Support Centre (KBSC)

A new era for Kenyan businesses

By Gertrude Mirobi | gmirobi@brand.ke



Newsletter Highlights

KEPROBA AND KNCCI
SIGN A LOI

WORLD RALLY CHAMPIONS 2024

THE SERVICE CHARTER

KENYA AT EXPO JAPAN 2025

TREE PLANTING EVENT

AMCHAM BUSINESS SUMMIT

Exciting news for Kenyan businesses !

Cabinet Secretary Rebecca Miano launched the Karibu Business Support Centres (KBSC) on April 15, 2024. This is an innovative initiative designed to simplify business startup and operations in Kenya. By harmonizing government regulations, policies, and services, KBSC creates a seamless experience for entrepreneurs and investors.

The Karibu Business Support Centres are a game-changer for Kenya's exports. By tackling challenges and creating opportunities,

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Editorial

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The Karibu Business Support Centres are a game-changer for Kenya's exports. By tackling challenges and creating opportunities, KBSC will equip businesses with the tools they need to thrive in regional and international markets.

Karibu Business Support Centre (KBSC)

Why Karibu?

Kenya aspires to become a thriving industrial nation, and the KBSC initiative reflects this commitment. As CS Miano stated,

"We need a vibrant business environment to achieve this goal."

The KBSC Advantage

1

Simplified procedures:

Get expert advice, information, and help navigating administrative hurdles.

2

Centralized support:

Physical walk-in centres are available in Nairobi at the Ministry Headquarters on 16th Floor of NSSF Building, Kisumu at the KIRDI Western Office, in Eldoret at the KEBS North Rift Office, in Mombasa at KEBS Plaza and in Kariobangi South, Nairobi at the MSEA Centre of Excellence (in collaboration with Ministry of Cooperatives and MSME Development) with more locations planned nationwide.

3

Digital convenience:

For online interaction, a comprehensive KBSC online portal offers seamless access to information and government agencies.



Repository for data collection that informs government policy decisions.

Advisory services on investments, manufacturing, and trade.

Facilitation of business access to regional and global markets.

Collection and dissemination of business information.

Trade facilitation services in a one-stop shop arrangement and after-care support.

Liaison services to expedite administrative procedures.

Facilitation of business linkages between the government, private sector, and businesses (B2B).



Karibu Business Support Centre (KBSC)

Services

► Join the Movement!

As CS Miano urged, "Embrace this initiative!" Visit the Support Centres or explore the online portal: www.karibubusiness.go.ke and experience the difference.

KEPROBA and KNCCI establish a collaboration framework

By Janet Opiyo | Interncomm2@brand.ke

The collaboration between KEPROBA and KNCCI would foster relations that translates to a conversation about sustainable market access requirements and understanding of exporters' products and service landscape translating to opportunities in the export market.

Kenya Export Promotion and Branding Agency (KEPROBA) and Kenya National Chamber of Commerce and Industry (KNCCI) signed a Letter of Intent (LOI) on the 18th of April 2024 at KEPROBA head office to mark the commencement of a strategic ingenuity between them.

The agreement was signed by KEPROBA CEO Floice Mukabana and KNCCI CEO Patrick Nyangweso. The LOI followed a previous discussion on strengthening of trade development efforts in areas of mutual concern and to help the local exporters to meet global markets through branding of prioritized value chains across many Kenya's economic and social sectors

"Pursuant to each organization's mandate and capacities, the signatories acknowledge the importance of cooperation in the following activities: monthly value chain forums, bi-annual exporters round table forums, high-level County sensitization programs, national import-export conference on identified



The collaboration would enable bridge information gaps of export opportunities that continue to exist.

value chains in collaboration with target market County consulates, mobilization of exporters for key trade missions in areas of mutual benefit and collaborate and partner in the annual Kenya Export of the year award program," said CEO Floice Mukabana

The LOI also recognized and appreciated the need to establish a collaboration framework which would facilitate the joint implementation of the programs that are in common interest in actualizing their mandates

The collaboration between KEPROBA and KNCCI would also foster relations that translates to a conversation about sustainable market access requirements and understanding of exporters' products and service landscape translating to opportunities in the export market. Moreover, the collaboration would also enable bridge information gaps of export opportunities that continue to exist.

In addition, KEPROBA's main objective is to continue championing market linkages between the Kenya business community and rest of world. KEPROBA CEO Floice Mukabana urged KNCCI to continue supporting Kenya's export agenda.

**18th
April
2024**

KEPROBA and Kenya National Chamber of Commerce and Industry (KNCCI) signed a Letter of Intent (LOI)



KEPROBA partners with Safari Rally Kenya to showcase Kenya's exports, investment opportunities and sports tourism.

By Jonah Karanja
jkaranja@brand.ke

Kenya Export Promotion and Branding Agency (KEPROBA) and the Safari Rally established a strategic alliance to capitalize on the World Rally Championship occasion to showcase Kenya's manifold advantages as an investment destination, sports hub, tourism destination, and supplier of quality goods and services.

With its exciting drive across Kenya's breathtaking landscapes, the Safari Rally, a premier racing event on the International Automobile Federation (FIA) World Rally Championship (WRC) calendar, has always drawn attention from all over the world. The rally's cooperation with KEPROBA is indicative of a deliberate attempt to raise Kenya's profile globally and draw investment into important industries.

Kenya has great potential to be an investment hub, especially in the tourist, hospitality, automotive, infrastructure, and manufacturing sectors. KEPROBA aimed at highlighting this potential through the collaboration. Kenya's advantageous investment climate, strong regulatory structure, and advantageous location as a gateway to East Africa were all highlighted throughout the rally, which offers a rare chance to interact with foreign investors.



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KEPROBA staff pose for a picture with the WRC Safari Rally winner Kalle Rovanperä. Team gifted the Finnish driver a Make it Kenya gift hamper.



The fans were treated to a spectacle at Buffalo Mall in Naivasha. They managed to get autographs from their favorite rally drivers.

Kenya is a major sporting hub in Africa, and its participation in the Safari Rally confirms this. Kenya can successfully hold international athletic events and draw elite athletes and teams from all over the world thanks to the first-rate organization from different stakeholders. KEPROBA's engagement with Safari Rally is crucial for enhancing Kenya's reputation and stimulating the country's economy.

KEPROBA capitalized on the event to showcase Kenyan Coffee, Tea and regional brands to local and the international market through the rally. Three Made In Kenya mark adoptees namely: Rubi grace who manufactures dental floss, Kenya originals who are doing beverages and escoffee who are into coffee packaging and exports showcased their products at the KEPROBA tent at Buffalo Mall in Naivasha.

The Agency participated in gifting top rally drivers with the Make It Kenya gift hamper comprising of Kenya's finest coffee and tea during the spectator engagement and autograph signing besides engaging in media interviews with Kenyan Media at Buffalo Mall, Naivasha.

Speaking on the partnership, KEPROBA's CEO Floice Mukabana emphasized the importance of leveraging the Safari Rally's international reach to drive economic growth and showcase Kenya's multifaceted potential to a global audience.

"This collaboration with the Safari Rally underscores our commitment to promoting Kenya's economic agenda and enhancing our country's brand visibility on a global scale. By harnessing the power of sports, tourism, and export promotion, we aim to attract investments, boost exports, and showcase Kenya's unique offerings to the world," stated CEO, Floice Mukabana.

The KEPROBA-Safari Rally partnership exemplifies Kenya's proactive approach towards leveraging major events to advance economic objectives, enhance national branding, and position the country as a dynamic player in the global marketplace. As the rally continues to captivate audiences worldwide, Kenya is poised to reap the rewards of increased investments, heightened tourism interest and expanded export opportunities across various sectors.



THE SERVICE CHARTER: A COMMITMENT TO SERVICE DELIVERY AND EXCELLENCE

I am certain that we have all seen a service charter. In Kenya, the Government has given directives to all public institutions on the service charter. Government offices are expected to ensure that an English and Swahili version of the service charter is displayed prominently in key customer touchpoints, that there are braille copies available, that it is widely circulated through various platforms and that stakeholders are sensitized on it.

A service charter outlines the commitments, standards, and expectations that a company pledges to its customers regarding the quality and delivery of its services.

A service charter provides a clear and transparent communication channel between the organization and its customers. It clearly articulates the company's service standards, policies, and procedures, ensuring that customers understand what they can expect in terms of service quality and delivery.

By setting clear expectations through a service charter, companies can manage customer expectations more effectively. Customers are informed about the level of service they can expect, including response times, resolution processes, and available support channels. This reduces the likelihood of misunderstandings or dissatisfaction due to unrealistic expectations.

A service charter holds the company accountable for delivering on its promises to customers. It establishes measurable service standards and performance metrics, providing a basis for evaluating the company's performance and holding it accountable for any shortcomings. This fosters a culture of accountability and continuous improvement within the organization.

Meeting or exceeding the commitments outlined in the service charter enhances customer satisfaction and loyalty. When customers receive the level of service they expect and deserve, they are more likely to trust the company, repeat purchases, and

By Mariam Maina | mmaina@brand.ke

recommend it to others. A service charter can thus contribute to building long-term relationships with customers and enhancing brand reputation.

A well-crafted service charter can serve as a competitive differentiator for the company. In a competitive marketplace, where product offerings may be similar, superior customer service can be a key factor that sets a company apart from its competitors. A strong service charter that demonstrates a commitment to excellence can attract and retain customers, even in crowded markets.

A service charter not only guides interactions with customers but also aligns employees with the company's service objectives and values. It provides employees with a framework for delivering consistent and high-quality service, empowering them to make decisions and take actions that prioritize customer satisfaction. This can lead to improved employee morale, productivity, and engagement.

In the event of service failures or disputes, a service charter serves as a reference point for resolving issues in a fair and timely manner. Customers can refer to the charter to assert their rights and hold the company accountable for any breaches. Similarly, employees can use the charter to guide their efforts in addressing customer concerns and resolving conflicts effectively.

Overall, a service charter plays a vital role in shaping the customer experience, fostering trust and loyalty, and driving business success. It is an essential tool for companies committed to delivering exceptional service and building lasting relationships with their customers.

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**KENYA EXPORT
PROMOTION & BRANDING
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SERVICE CHARTER

S/ NO.	SERVICES	REQUIREMENTS	COST	TIMELINE
1.	Response to phone calls (landline or any other official line)	Phone call	Free	15 seconds
2.	Response to enquiry by walk-in-clients	Walk-in and make the enquiry.	Free	1 minute
3.	Response to public complaint and grievances	Make a complaint	Free	1 working day
4.	Resolution of complaints	Make a verbal or written complaint	Free	14 working days
5.	Registration of suppliers	Duly filled application form Company profile Certificate of Incorporation/ Registration PIN Certificate Valid Tax Compliance Certificate/Exemptions Original Bank Statement Copy of certificate of registration with relevant regulatory bodies Non-refundable fee payment receipt Copies of annual return forms filed by company registry National ID/Passport	Free	14 working days
6.	Request for Quotations	RFQ documents	Free	7 days – Submission period
7.	Processing of tenders	Submit bids for good and services	Free	14 days – National (submission) 21 days – International (submission)
8.	Notification of successful and unsuccessful bidders	Access e-procurement portal for notification	Free	1 working day
9.	Payment for goods and services received	L.P.O/ Invoice Certificate of completion/ Goods/ Services Received	Free	30 days from the date of receipt of the invoice

**Report any issues on the
delivery of services to;**

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Tel: +254(020)2228534 /
0722 205 875;
Email: chiefexe@brand.ke
enquiries@brand.ke

SERVICE CHARTER


**MAKE IT
KENYA**


S/ NO.	SERVICES	REQUIREMENTS	COST	TIMELINE
10.	Disposal of obsolete stores	Submission of bids	Free	60 days from the date of advertisement
11.	Public participation in policy-making process	Familiarization with issues and active participation	Free	1 day
12.	Recruitment of staff	Make formal application based on the advert	Free	85 days
13.	Processing of request for information	Make a request for information	Free	21 days
14.	Selection of companies based on product and market relevance of promotional activity	Acknowledgment of receipt of applications	Free	7 working days after receipt of applications Within 14 working days after selection is completed
15.	Product design and development	Submission of completed enterprise profile form	Free	Within 5 working days
16.	Export trade training	Responses to advertisements	Free	With 10 days after application deadline
17.	Customized research	Request for information via email or phone call	Free	Dependent on scope and agreed timelines
18.	Product tariff information	Request for information via email or phone call	Free	Within five working days
19.	Market intelligence	Request for information via email or phone call	Free	Dependent on the scope and nature of information (average time is one month)
20.	Photography, video production and graphic design	Written request for services	Charges apply	According to agreed timelines

Or

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(Office of the Ombudsman) 2nd Floor, West End Towers
Opposite Aga Khan High School off Waiyaki Way -
Westlands

P.O. Box 20414 - 00200, NAIROBI.
Tel: +254-20-2270000





Kenya at Expo Japan 2025: Co-creating Opportunities for Sustainable Growth

By Maureen Mambo | mmambo@brand.ke

It's officially one-year-to-go to the launch of the Expo Japan 2025 to be held in Osaka, Kansai. The Expo to be held right after the world met at the captivating Expo 2020 Dubai, will present a global platform for countries to showcase their innovations, foster collaboration, and address pressing challenges. Kenya confirmed her participation and will not only exhibit its rich culture and heritage but also a chance to co-create sustainable economic growth with other nations. How can Kenya position itself, transcend the Sustainable Development Goals (SDGs), and elevate the business community to benefit from this six-month-long event?

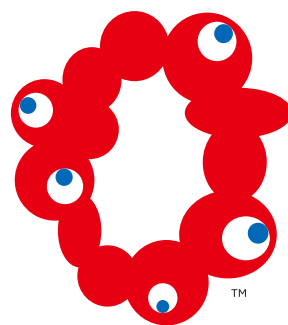
The Kenya Exports Promotion and Branding Agency has been appointed as the Responsible

National Authority (RNA) to coordinate and implement Kenya's participation. The Expo 2025 Japan, extends beyond the SDGs, exploring how communities can coexist and thrive beyond the SDGs. Kenya aims to leverage this international stage for broader impact in showcasing its innovative solutions that go beyond meeting SDG targets. By emphasizing inclusive development, Kenya aims to inspire collaborative efforts that address societal challenges holistically. The country will also be positioning itself as an economic hub in Africa, attracting foreign direct investment, forging partnerships, and promoting trade.

Beyond the SDGs, Kenya focuses on economic diplomacy to boost its export potential and attract investors. Our vibrant culture, art, and traditions will be explored in a bid to foster cultural exchange and strengthen connections with other global cultures. Kenya recognizes that sustainable growth requires collaboration. The country will co-create opportunities through hosting investment forums, inviting global investors to explore sectors like agriculture, technology, and renewable energy

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Kenyan businesses and start-ups cannot be left behind in this extraordinary 6month event. It provides a global marketplace for businesses to showcase products, attract buyers, and explore new markets.



OSAKA, KANSAI, JAPAN

EXPO
2025



among others. Technology Transfer through joint ventures and knowledge-sharing with other participating countries, is among collaborative ways Kenya will leapfrog development barriers and accelerate progress. Kenya promotes sustainable practices through various initiatives including 15B tree growing project, energy efficient projects, ban of single-use plastic bags, eco-tourism, and conservation among others. Co-creating green solutions with other nations, will foster economic growth while preserve the environment.

Kenyan businesses and start-ups cannot be left behind in this extraordinary 6month event. It provides a global marketplace for businesses to showcase products, attract buyers, and explore new markets. Networking opportunities abound, leading to potential partnerships for these companies. Entrepreneurs can also leverage on Expo Japan 2025 to learn from cutting-edge technologies exhibited by other countries where exposure fuels innovation and enhances competitiveness. One thing that all Expos have contributed to is attracting investors. Kenyan Business and start-ups have an opportunity to seek promising ventures, pitch ideas, secure funding, and expand their operations. Finally, the growth of our tourism sector is pegged on how best we attract and position our tourism portfolio to potential tourists from the region. Kenyan hospitality, wildlife, and scenic beauty can attract travelers, contributing immensely to the tourism sector.

Kenya's participation in Expo Japan 2025 transcends mere exhibition. It's about co-creating a sustainable future, fostering economic growth, and leaving a lasting impact. As the world converges in Osaka, Kenya stands ready to collaborate, innovate, and thrive. Choose Kenya, Make It Kenya!!

▶ To partner, support or participate in Expo Japan 2025, reach out to us on;



SCAN HERE FOR MORE

CONTACT US

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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

www.makeitkenya.go.ke

Agency grows 2520 trees as part of CSR

By Janet Opiyo
Interncomm2@brand.ke



It is the little things citizens do. That is what will make the difference. My little thing is planting trees,' said Wangari Maathai

On 19th April 2024, Kenya Export Promotion and Branding (KEPROBA) partnered with University of Nairobi to embark on an inspiring mission to transform the landscape by growing trees at the University's Upper Kabete Field station.

"Our target today is to grow 2520 trees, that is our commitment that we have made as Kenya Export Promotion and Branding. Our call to Kenyans out there is that everyone should grow at least 30 trees per year just as the president as directed to achieve the target before the year ends," says Ms. Mariam Maina, Manager Corporate Communication.

On 22nd December 2022, the government-initiated planting of 15 billion trees by 2030 in order to reduce greenhouse emissions, stop and reverse deforestation and restore 5.1 hectares of deforestation and degraded landscapes through the African Landscape Restoration.

Planting trees also signifies the love we have for each other and if we lose the forest, we lose our only pride and natural beauty. However, Kenyans are also urged to practice the norm of planting more trees in order to preserve the green environment and beautify the areas for scenic beauty.

The Agency's main objective was to give every member of staff a chance to contribute meaningfully to a greener future and preserve the environment for future generations.

The event also witnessed the active participation of Go Green, Green Army, Qwetu Hostels highlighting the collaborative effort towards creating a sustainable future and restoring the native vegetation by planting 4,380 trees.

"Trees are important in our lives because the air we breathe comes from the trees. It is also important that we are here to balance nature. I commend the KEPROBA team and partners for adding life, not just for our generation but for the generations to come," remarked Mr. Reuben Wanjala, Ad. Resource Centre.

The tree planting event served as a corporate social responsibility for KEPROBA as the Agency had an opportunity to fulfil their civic duty and take actions to conserve the environment through planting of trees. Through this event, the Agency is building sustainable and quality relationships with the community hence sharing and learning issues concerning environmental protection.

Kenya Export Promotion and Branding Agency Showcases at AMCHAM Business Summit

By Irene Van De Graaf
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The Kenya Export Promotion and Branding Agency (KEPROBA) was a key participant at the fourth American Chamber of Commerce (AMCHAM) summit held in Nairobi, Kenya, on the 24th and 25th of April 2024. The summit, boasting 1,300 delegates and 400 companies, provided a platform for KEPROBA to showcase its services and drive impactful engagements.

KEPROBA's participation at the summit centered on highlighting Kenya's export potential and investment attractiveness. The Agency's desk served as a hub of activity, engaging with attendees to promote Kenya's diverse export offerings and facilitate connections with local businesses.

Themed ***"Catalyzing the Future of U.S. East Africa Trade and Investment,"*** this year's summit emphasized strategic advocacy to bolster trade ties between Kenya, the United States, and the broader East African region. Speaking at the summit, President Ruto highlighted the summit's intention to fortify commercial collaboration and propel mutual prosperity.

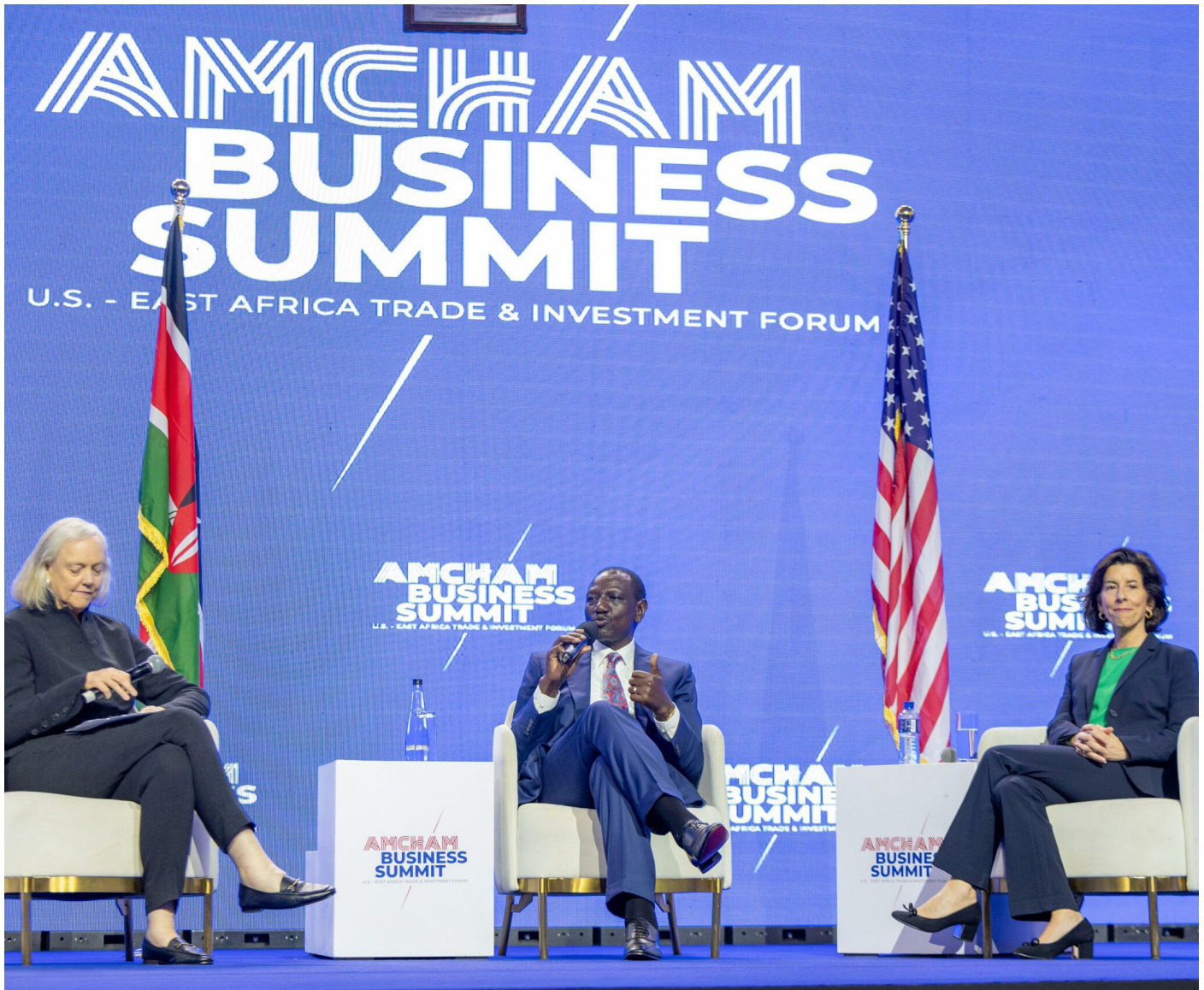
The summit was graced by the presence of U.S. Secretary of Commerce Gina Raimondo, who emphasized the importance of tangible action to reinforce U.S.-Kenya economic relations. Secretary Raimondo's visit underscored the Biden administration's commitment to Africa, exemplified by significant partnerships forged during the summit.

One standout initiative announced during the summit was a groundbreaking partnership in artificial intelligence (AI) between the United States and Kenya, aimed at advancing digital innovation and skill development. Moreover, private-sector commitments and deals were unveiled, including ventures with prominent companies like the NBA, CISCO, Pfizer, and Qualcomm.

Kenya's Cabinet Secretary for Investments, Trade, and Industry, Hon. Rebecca Miano, echoed the nation's appeal as an investment hub, highlighting not only its skilled workforce but also its leadership in renewable energy. The CS emphasized Kenya's ambitious goal to achieve 100% renewable energy consumption in the near future.

The summit's agenda encompassed vital sectors such as technology, climate action, and green energy, resonating with the imperative for sustainable economic development. Mr. Maxwell Okello, CEO of AmCham Kenya, noted the convergence of Kenyan and American technology ecosystems, exemplified by the 'Digital Transformation Africa' pavilion.

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Looking ahead, President Ruto's forthcoming state visit to the United States promises to deepen diplomatic and economic ties, underscoring the mutual commitment to fostering prosperity through robust international partnerships.

KEPROBA remains dedicated to leveraging the outcomes of the AMCHAM summit to propel Kenya's export growth trajectory. The agency's efforts to amplify Kenya's export potential align with the nation's vision of economic transformation and inclusive development.

QUOTE OF THE MONTH

*"In trading/investing,
it's not about how much
you make but rather
how much you don't
lose."*

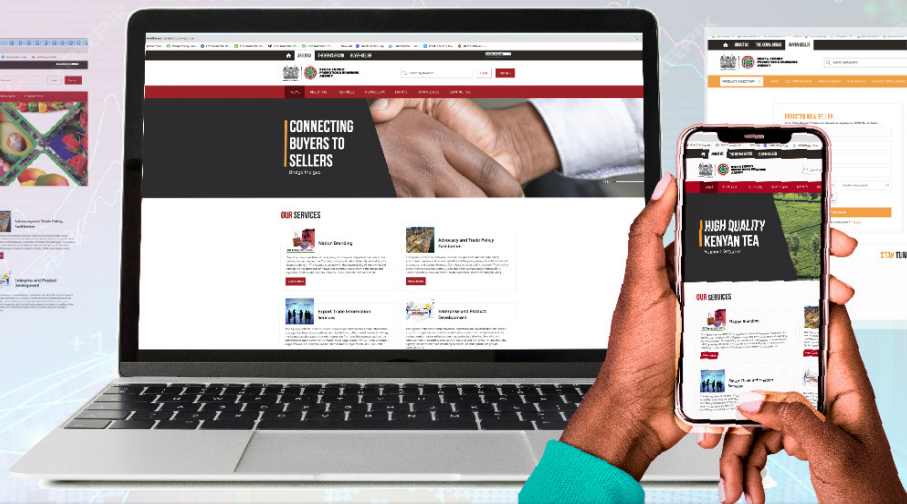
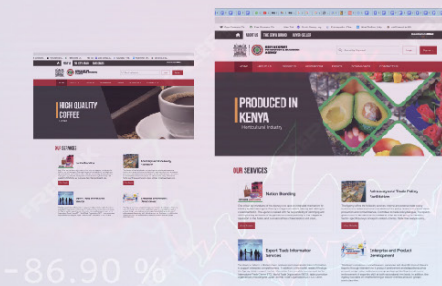
Bernard Baruch



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