



# Newsletter

A Publication by the Kenya Export Promotion and Branding Agency



**KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY**

**JUNE  
2024**

## **THE YEAR THAT HAS BEEN Promoting Exports and Nation Branding**

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### **Newsletter Highlights**

**THE YEAR THAT HAS BEEN  
PROMOTING EXPORTS AND  
NATION BRANDING**

**MADE IN KENYA INITIATIVE  
A SUCCESS STORY**

**KEPROBA'S CUSTOMER  
TESTIMONIALS**

**KEPROBA'S DYNAMIC YEAR  
IN THE DIGITAL SPACE**

**UNAFHAMU KEPROBA?**

**K**enya's export sector holds immense potential, with a diverse range of high-quality products ready to compete on the global stage. As a prominent player in inspiring global trade, the Kenya Export Promotion and Branding Agency (KEPROBA) has spearheaded the promotion and branding of Kenya's products in both regional and international markets.

In the financial year 2023-2024, the Agency participated in and orchestrated a series of corporate events that propelled Kenya's exports, enhanced the country's brand, and uplifted communities.

[>>> Continue on page 2](#)

### **Editorial**

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#### **Contributors**

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1



## 2023 DEVOLUTION CONFERENCE

The Council of Governors (CoG) held the much-anticipated Devolution Conference 2023 from the 15th to the 19th of August 2023 at Eldoret Sports Club, Uasin Gishu County. The conference, which marked a decade since the coming into force of sub-national governments, was themed 10 Years of Devolution: The Present and the Future and Sub-theme: Driving Transformation from the local level: County Governments as the Centre of economic development.

The Agency participated in the exhibition to increase corporate visibility and offer trade advisory services to potential exporters. They were accompanied by Made In Kenya adoptees in the Tea and Coffee value chains.

2



## NAIROBI INTERNATIONAL TRADE FAIR

The Nairobi International Trade Fair was held from 25th September to 1st October 2023 at the ASK Grounds. The theme was Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth. KEPROBA received two awards - Position 1 in the Chairman's Commendation Award and position 3 in the Best Local Stand in Strategies of International Trade and Exports.

The Agency participated in the fair to increase visibility, showcase Made in Kenya adoptees and get new applicants, publicize the e-portal and reach out to current and potential exporters on issues like market access and export procedures. 24 Made In Kenya adoptees who represented various value chains such as textiles, coffee, tea and edible oils, herbs and spices were hosted in the Agency's stand.



3

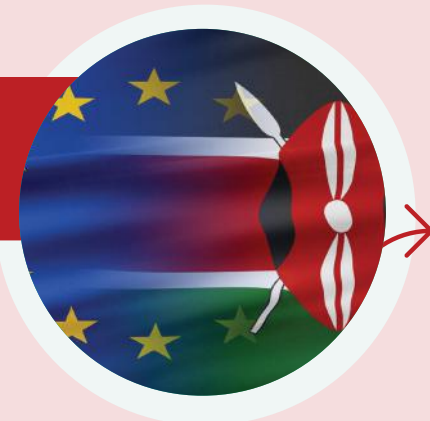


## AFRICA CLIMATE SUMMIT 2023

Kenya hosted the Africa Climate Summit at the KICC. The theme of the summit was Driving Green Growth and Climate Finance Solutions for Africa and the World. The Agency participated in the exhibition together with Green Pencils, a Made In Kenya adoptee who manufactures pencils from recycled newspapers and road studs from recycled materials.

H.E. Rachel Ruto, First Lady of the Republic of Kenya and Ms. Charlene Ruto, daughter of the President of the Republic of Kenya visited the stand. In addition to exhibiting at the summit, Ag. CEO Floice Mukabana gave a speech on strengthening trade and investment policies to deliver Africa's green growth agenda.

4



## SIGNING OF THE KENYA-EU ECONOMIC PARTNERSHIP AGREEMENT



On 18th December, 2023 Kenya and the EU signed an Economic Partnership Agreement (EPA) which will boost trade in goods and create new economic opportunities, with targeted cooperation to enhance Kenya's economic development. This EPA will provide duty-free, quota-free EU market access to all exports from Kenya as soon as it enters into force, as well as partial and gradual opening of the Kenyan market to imports from the EU.

The Agreement was signed on the EU side, by Xiana Margarida Méndez Bértolo, Secretary of State for Trade of Spain and Henriette Geiger, EU Ambassador to Kenya, and on the Kenyan side by Rebecca Miano, Cabinet Secretary for Investments, Trade and Industry of Kenya and Musalia Mudavadi, Prime Cabinet Secretary and Foreign Minister of Kenya.

The signing ceremony took place at State House, Nairobi. The Agency in partnership with Kenya Flower Council put up a flower wall which served as a background for taking images. Fresh flowers are Kenya's biggest export to the EU.



5



### **NYERI COFFEE ORIGIN TRIP**

The Agency, in conjunction with Nyeri County Government and Nyeri International Coffee Expo (NICE), brought together coffee buyers and producers during the Nyeri Coffee Origin Trip. During the week-long event, coffee buyers toured coffee farms and factories to see and appreciate the process coffee takes from bean to cup and engaged in B2B conversations. Several buyers placed orders for coffee during the trip.

6



### **AVOCADO INDUSTRY EXCELLENCE AWARDS 2023**

The Agency received an award for the Best Trade Support Agency at the 2023 Avocado Industry Excellence Awards. The Award is in recognition for KEPROBA's outstanding contribution to the growth and success of the country's Avocado sector..

7



### **THE NAIROBI FESTIVAL**

KEPROBA participated in the second edition of the Nairobi Festival which was held at Uhuru Park. Twenty adoptees of the Made In Kenya Mark were facilitated to exhibit their goods and gain valuable exposure during the week-long festival. The Agency also got a chance to offer trade advisory services and registered new enterprises to the Made in Kenya Initiative with a few others working on completing the registration process. The Nairobi Festival, presented a unique opportunity for KEPROBA to actively engage in promoting the 'Made in Kenya' initiative. This participation aligned with the Agencies mandate of supporting local businesses, fostering national pride, and driving awareness about Kenyan products.

8



## KENYA DIASPORA INVESTMENT CONFERENCE



The second annual Kenya Diaspora Investment Conference (KDIC) was held at the KICC. The theme for conference was “Tujenge Kenya; Bridging Borders, Building Futures.” The three-day conference presented investment opportunities across various sectors of the economy to members of the Diaspora while engaging in discussions regarding the legal and regulatory framework related to diaspora investments.

CEO, Floice Mukabana spoke during the conference and encouraged members of the diaspora to export Kenyan products to their host countries. Kenyans in the diaspora play a key role in pushing Kenyan exports in their host countries. This is attributed to the Diaspora’s understanding of the dynamics of the host countries that inform value addition processes.

9



## AfCFTA ENGAGEMENT IN BOMET AND NAROK COUNTIES



A team from the Agency visited Bomet and Narok counties to provide exporters in these counties with export information, opportunities presented by the AfCFTA and other international markets and to draw an action plan on product development. Bomet and Narok counties export potential lies in Avocado, Tea, Dairy and Honey production. The Agency team sensitized stakeholders/participants on the opportunities for penetration in the AfCFTA Market and the Guided Trade Initiative, informed stakeholders on other markets available, identified product development and Made in Kenya Mark candidates. A framework of engagement for development of county information centres was agreed upon by the two counties.

10



### KEPROBA, TBK, KTDA ENGAGE 10 TEA FACTORIES



The Agency, in collaboration with Tea Board of Kenya (TBK), Kenya Tea Development Agency (KTDA) visited 10 tea factories drawn from west and east of the Rift Valley. The objectives of the visits was to enhance the packaging of tea, branding and marketing to increase their visibility and attractiveness to international buyers. The Agency offered expert advice on packaging and branding to the factories which will make them stand out to buyers.

The Agency will design 2 packaging designs tailored for export for each factory.

It is expected that each factory will have a tea export package designed and developed by KEPROBA. The team was also able to identify areas of support based on observation and direct feedback from the factories.

11



### KENYA INDUSTRIALIZATION CONFERENCE



The inaugural Kenya Industrial Conference was held at the University of Nairobi. The theme of the conference was "Accelerating AfCFTA Implementation Through Value Chain Integration For Shared Prosperity."

The conference discussed ways that Kenya can tap into the opportunities offered by the AfCFTA to grow its manufacturing sector. The agency facilitated eleven enterprises under the Made in Kenya Initiative to exhibit and sell their products. The agency was commended for playing a leading role in empowering local startups and increasing their export potential. Investment, Trade and Industry CS Hon Rebecca Miano visited the KEPROBA and interacted with Made In Kenya Adoptees in the stand.



12



### KEPROBA'S TREE GROWING INITIATIVES



The Agency joined fellow Kenyans in planting trees at Ngong Forest during the national tree planting day on November 14, 2023. On April 19, 2024, the Agency partnered with the University of Nairobi to grow 2520 trees at the Upper Kabete Campus Field Station. The university allocated one acre of land for the 'KEPROBA Corner,' where the tree planting took place. The event witnessed active participation from KEPROBA staff, university students, and volunteers. On May 24, 2024, KEPROBA participated in the Elimu Tree Planting Day at the University of Nairobi. The Agency joined hands with University of Nairobi, Ministry of Education, State Department for Higher Education and Research, Qwetu Hostels, Green Army and National Research Fund and jointly planted 10,000 trees. The Agency was recognized as one of the University's valued partners especially in tree growing initiatives.

13



### UNEA-6



The sixth assembly of the United Nations Environment Assembly (UNEA-6) was held from 26 February to 1 March 2024 at UNEP Headquarters in Nairobi, Kenya. The 5-day assembly aimed at coming up with solutions to some of the planet's most pressing environmental challenges. KEPROBA, in conjunction with the Ministry of Environment, Climate Change and Forestry, Kenya Tourism Board and Kenya Utalii College, participated in an exhibition to showcase the best of Kenya during the conference in the Kenya House. The Agency facilitated six Made In Kenya adoptees representing different value chains to participate in the exhibition. As a result of their participation in the exhibition, the adoptees got several key opportunities.

14



### KAICO 2024



KEPROBA participated in the inaugural Kakamega International Investment Conference held at Masinde Muliro University of Science and Technology. The primary objective of the conference was to accelerate economic growth through sustainable investments. The priority sectors during the conference included Agriculture & Value Addition, Natural Resources, Environment and Climate Action. The Agency was privileged to host His Excellency President, Dr. William Ruto at their stand where he interacted with the Made In Kenya adoptees whose products included tea, crafts, macadamia nuts and honey. The exhibition set the stage for future engagements with the County Government of Kakamega on value addition, product development and export opportunities.

15

### FRUIT LOGISTICA

### FRUIT LOGISTICA 2024



The Agency, in partnership with Horticultural Crops Directorate, participated in this year's Fruit Logistica that was held in Berlin, Germany. This exhibition serves as a focal point for importers and exporters, fruit and vegetable producers, wholesalers, and retailers, as well as specialists in packaging, handling, transport, and logistics. KEPROBA'S participation in Fruit Logistica was important because horticulture is one of Kenya's top income earners, with Europe being a top destination. Kenya's participation in the exhibition aimed to strengthen its presence in the European Union market and explore avenues for expanding market share. Fruit Logistica provided an excellent platform to achieve this objective by fostering connections, promoting trade, and identifying opportunities for growth.



16



## LAUNCH OF STRATEGIC PLAN



On May 30, 2024 the Kenya Export Promotion and Branding Agency launched its 2023-2027 Strategic Plan that aims to increase exports by 10 percent annually. The colourful event, which was held in Weston Hotel Nairobi, was graced by CS MITI representative, the Ag. Trade Secretary, Mr. Michael Mandu, Ag. Trade Secretary, KEPROBA Board of Directors led by Board Chairman, Mr. Jas Bedi and CEO, Ms. Floice Mukabana. In addition, quite number of Agency's stakeholders attended the launch.

The Strategic Plan is in line with the guidelines for preparation of fifth generation strategic plans issued by the National Treasury's State Department for Economic Planning. The Plan is to propel Kenya towards becoming an export-led economy and a top global brand.

17

**EATLW**  
EAST AFRICA TEXTILE & LEATHER WEEK

## EAST AFRICA LEATHER AND TEXTILE WEEK



The East Africa Textile and Leather Week 2024 focused on showcasing the textile and leather industry. It provided a platform for networking and collaboration as well as networking opportunities for enterprises to connect and explore business opportunities.

The three-day event attracted a significant number of participants from more than nine countries. Industry leaders, innovators, and enthusiasts converged to experience the vibrant textile and leather scene of East Africa.

18



## STATE VISIT TO THE UNITED STATES



H.E. Dr. William Samoei Ruto, C.G.H, President of the Republic of Kenya made a State Visit to the United States of America from the 21st to the 24th of May 2024. The President was accompanied by a high-level delegation of state officers and captains of industry drawn from the private sector.

Preceding the State Visit at the White House in Washington D.C, the President had various engagements in Atlanta, Georgia between 20th and 21st May 2024. He met with Kenyans in the diaspora and addressed a joint business forum of both American and Kenyan private Sector players. During the diaspora forum, a panel on the ease of doing Business in Kenya was held with Hon. Rebecca Miano, Cabinet Secretary, Ministry of Investments, Trade and Industry (MITI). During the state visit a "Make it Kenya" exhibition and thematic Business Forum were held from the 19th to the 25th of May 2024 at the Cobb Galleria Convention Centre in Atlanta. Several deals and MOUs were signed during the exhibition. The exhibition positioned Kenya as a source of quality goods and services and as an attractive investment destination.

The exhibition created a platform for market linkages between Kenyan producers/manufacturers/exporters and the American consumers / importers / distributors / investors to kick off long term business relationships.

A total of 16 companies exhibited their products and services during the Make it Kenya Exhibition. 27 deals were realized during the visit and exhibition.

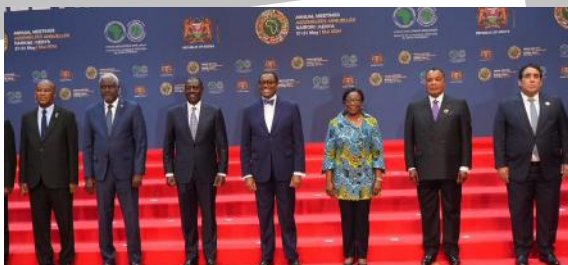
Eight panel discussions were held during the exhibition period that focused on textile and apparel, leather, green investments Tea, Coffee, horticulture, blue economy and the creative economy. These forums took a hybrid model with the sessions also being streamed online.

One of the highlights of the state visit was the opening of the Vivo store in Atlanta. Vivo manufactures high quality clothing for women of colour and is a Made In Kenya adoptee.

19



## AFRICA DEVELOPMENT BANK 2024 ANNUAL CONFERENCE



The African Development Bank Group held its 2024 annual meeting at the Kenyatta International Conference Centre in Nairobi. This significant event marked the 60th anniversary of the AfDB and was themed "Africa's Transformation, the African Development Bank Group, and the Reform of the Global Key Discussions."

KEPROBA played a significant role in the National Planning Committee, advising on branding international events. The Agency proposed the establishment of "Kenya House" to showcase Kenya's offerings to the world, specifically inviting "Made in Kenya" adoptees to exhibit and sell their products. Kenya house provided a dedicated space for "Made in Kenya" adoptees to display their products, gain international exposure and network.

The invited adoptees were Jada Kenya, the Shaba, Green Pencils, Akinyi Odongo Kenya, Fashion Agenda Kenya and Nimz Collection. The adoptees successfully exhibited and sold Kenyan-made products, showcasing the country's manufacturing capabilities and unique offerings. The event significantly enhanced the visibility of the "Made in Kenya" brand on an international platform.

20



## CANADA BUYERS MISSION

KEPROBA, in partnership with TFO Canada and Women In Trade, held a buyers mission at the Panafric Hotel. The two-day event connected buyers from Europe and Canada with Kenyan exporters in the agro-food sector with the capacity to export their products. The buyers mission gave women-led businesses access to export opportunities.

The businesses that participated in the buyers mission had been taken through the Agency's product development program. Some of the products exhibited included Coffee, fruits, vegetables, nuts and seed oils.





## KENYA EXPORT PROMOTION & BRANDING AGENCY

# UNAFAHAMU KEPROBA?

By Janet Opiyo

“

*Maono yangu ni kubadilisha Kenya kuwa chapa ya Kimataifa na dhamira ni Kurembesha Kenya, kuuza bidhaa ya Kenya na Kujenga Kenya. Maadili ya Msingi ni kuwa Mkenya mwenye shauku, Ubunifu, Nguvu, Ushirikiano na Kudhamini Mteja.*

**Maneno haya yenye uzito na mvuto hufafanua jina KEPROBA kwa mukhtasari. Je, unafahamu Kenya Export Promotion and Branding Agency?**

”

**K**EPROBA ni shirika la serikali lililozinduliwa na Sheria ya Taasisi za serikali (State Corporation) sura ya 446 kupitia tangazo rasmi ya nambari 110 tarehe 9 Agosti 2019, kutokana na muungano wa Export Promotion Council na bodi ya Brand Kenya.

KEPROBA ni shirika pekee la Idara ya serikali lililoidhinishwa rasmi kukuza biasharanje, chapa taifa na kukuza huduma za Kenya Kimataifa na lipo chini ya wizara ya Uwezekaji, Biashara na Viwanda.

Shirika hili husimamia chapa ya taifa la Kenya na taswira ya nchi kupitia kuratibu mpango wa kupiga chapa taifa na maonyesho ya biashara, kutoa mwongozo wa chapa kwa taasisi za serikali, maono ya Kenya nje ya nchi na kutoa taarifa chanya na murua kuhusu bidhaa na huduma za nchi ya Kenya.

Majukumu ya shirika ni kutoa mikakati ya kukuza mauzo, kuimarisha ushindani wa bidhaa za Kenya katika soko za nje ya nchi na kujenga sifa ya nchi kimataifa. Shirika la KEPROBA hushirikiana kwa ukaribu na wanabiashara kuwaelezea kinagaubaga kuhusu taarifa mwafaka za soko, ujasusi wa biashara mbalimbali na kuwapa fursa ya kuweza kushiriki katika maonyesho ya kimataifa. Kupitia uuzaji na uhamasishaji wa biasharanje, shirika lina lengo la kuongeza mapato ya mauzo ya nchi ya Kenya na kuchangia pakubwa katika ukuzaji wa uchumi wa nchi.

Shirika la KEPROBA limekuwa nuru ya wafanyabiashara wengi wenye ndoto za kuuza bidhaa zao nje ya nchi na pia kuboresha bidhaa zao ili ziweze kuwa nadhifu na zenye hadhi ya kuwanata wateja wa humu nchini na hata kimataifa. Kupitia Idara ya Biashara, wanabiashara wanahamasishwa na kuelimishwa kuhusu soko na mchakato mwafaka wa kuuza bidhaa zao. Mbali na kuelimishwa kuhusu soko ainati, shirika linaisitiza umuhimu wa kununua na kudhamini bidhaa za Kenya na kuzipa kipaumbele kwani zimetengenezwa kwa hadhi ya juu ilivyo bidhaa za



>>> Continue on page 13

“

## Shirika la KEPROBA limekuwa nuru ya wafanyabiashara wengi wenye ndoto za kuuza bidhaa zao nje ya nchi

>>> Continued from page 12

nchi nyingine. Shirika hujihusisha na bidhaa zifuatazo: Chai, Kahawa, nyama na bidhaa za maziwa, mafuta ya kula, bidhaa zilizotengenezwa na ngozi, mavazi na dawa.

“Ninashukuru sana kutokana na elimu na mwongozo wa biasharanje niliyopata kutoka kwa meneja wa Idara ya Biashara, Bw. Charles Tumbo. Kweli, shirika hili ni taa na biashara zetu zitaendelea kuzagaa. Huduma zenu ni murua, nadhifu na bora sana,” alivyolonga Mohamedamin Adan.

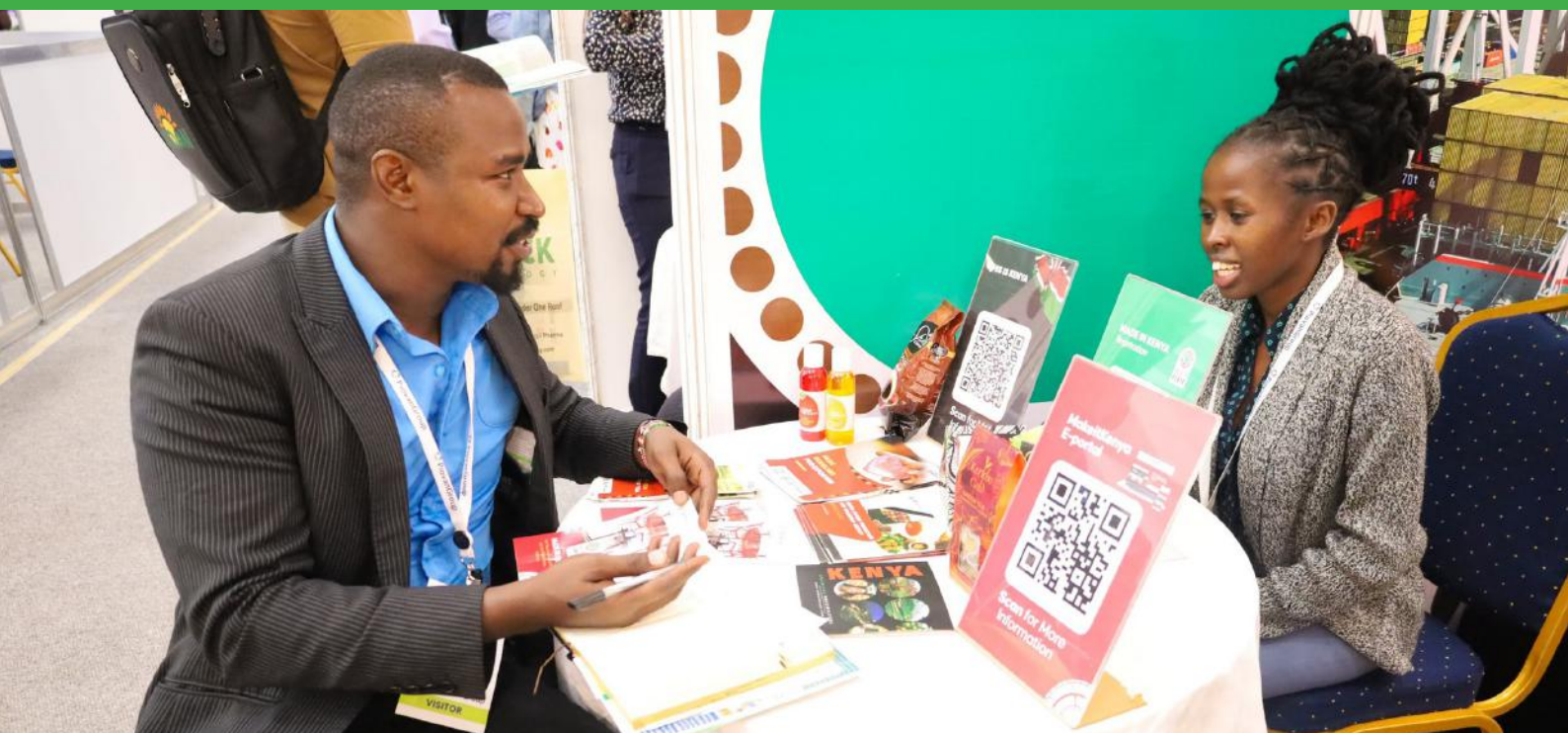
Je, umewahi kutana na bidhaa zenye nembo ya ‘MADE IN KENYA’ au ‘MAKE IT KENYA’?

Alama hii ni maalum ya utambulisho iliyotengenezwa ili kueleza ubora, uhalisia na kipekee cha bidhaa za nchi ya Kenya/ kutoka nchi ya Kenya. Kujisalisha kupata alama hiyo haina malipo yoyote na kwa kujisajili mwanabiashara hunufaika kupata fursa nyingi za uendelezaji wa biashara vilevile, kujiunga na wanabiashara wenza wa aila ya ‘MADE IN KENYA.’

“Alama ya ‘MADE IN KENYA’ imetwezesha kupata soko na mauzo ya kipekee, tunapata sifa na pia imani kutoka kwa wateja wetu kuhusu ubora wa bidhaa zetu,” alivyosema Alice wa Alive and Kicking, mteja aliyenufaika na alama hiyo.

Mtandao wa E-Commerce iliyovumbuliwa na shirika limewapa wanabiashara jukwaa la kidigitali kwa ajili ya kuwaunganisha wauzaji wa Kenya na wanunuzi mbalimbali wa Kimataifa. Licha ya hayo, mtandao huo huhamasisha, kuelimisha na kuwapa nasaha kuhusu mchakato mwafaka wa biasharanje.

Shirika la KEPROBA lina wafanyikazi shupavu ambao wamejitolea mhanga kutekeleza kazi zao kwa bidii na kitaaluma. Hapa ndipo nyumbani kwa biashara/biasharanje zinazozagaa ulimwenguni. Tupo hapa kuwapa huduma bora.







# REFLECTING ON KEPROBA'S DYNAMIC YEAR IN THE DIGITAL SPACE

By Gertrude Mirobi | [gmirobi@brand.ke](mailto:gmirobi@brand.ke)

**A**s we mark the end of another successful financial year at the Kenya Export Promotion and Branding Agency (KEPROBA), we take pride in reflecting on the impactful digital campaigns that have significantly strengthened the Kenyan brand and boosted export growth. Our content reached 16,015,058 people on social media, demonstrating the broad impact of our efforts.

## Digital Campaigns Driving the Kenyan Brand and Exports

1

### KENYAN OF THE WEEK:

This popular campaign spotlights exceptional Kenyans making significant contributions in various sectors, fostering national pride and enhancing the global perception of Kenya as a hub of talent and innovation.



>>> Continue on page 15



2

## KENYA'S EXPORT AGENDA:

We are dedicated to expanding our export portfolio by adding value and diversifying markets to ensure sustainable growth. Our Agency has facilitated events and webinars offering invaluable insights and training for exporters, helping them navigate international markets more effectively.



3

## VALUE CHAIN CAMPAIGNS:

Our focused campaigns on key sectors such as coffee, tea, edible oils, flowers, avocados, the blue economy, dairy, textiles, leather, and meat have highlighted Kenya's strengths in these areas. By showcasing the quality and uniqueness of these products, we have opened new markets and strengthened existing ones.



4

## E-PORTAL BUYER AND SELLER RECRUITMENT CAMPAIGNS:

Our e-portal connects buyers and sellers, facilitating market linkages. Buyers and sellers can register on our e-portal for free, making it easier to connect and do business.



5

## MADE IN KENYA CAMPAIGN:

This year-long campaign celebrated the craftsmanship and quality of Kenyan products, reinforcing Kenya's brand identity and driving consumer preference both locally and internationally. The Agency facilitated and participated in several events that promoted "Made in Kenya" brands, offering increased visibility.



6

## KENYA AT 60:

Celebrating six decades of independence, we used this milestone to reflect on our journey and achievements while setting the stage for future growth and development.



7

**MAKE IT KENYA:**

Our ongoing efforts to promote Kenya as a vibrant and attractive brand have yielded positive results, enhancing our country's image as a prime destination for business and investments.



8

**PUBLIC SERVICE BRANDING:**

Our efforts in Public Service Branding have enhanced the visibility and credibility of Kenyan institutions. Public Service Branding aims to maintain an integrated and consistent public service image.



9

**EXPO 2025 JAPAN:**

Preparations for Expo 2025 are underway, where Kenya will showcase its innovation and cultural heritage to the world, further solidifying our international presence.



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As we look forward to the new financial year, we remain committed to our mission of promoting Kenya's exports and enhancing the Kenya brand. Our digital campaigns will continue to build on this year's successes, driving sustainable economic growth and positioning Kenya as a key player on the global stage.

Thank you for your continued support. Together, we will continue to make strides toward a brighter and more prosperous future for Kenya. For more information and to stay updated on our activities, visit our website [www.makeitkenya.go.ke](http://www.makeitkenya.go.ke) and follow us on social media.



Website: [www.makeitkenya.go.ke](http://www.makeitkenya.go.ke)  
**We are social!** - MakeltKenya  
 : Kenya Export Promotion  
 and Branding Agency



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## KEPROBA'S CUSTOMER TESTIMONIALS



By Lilian Moraa

**C**ustomer feedback is more than simply a collection of thoughts; it is a wealth of information that may drive innovation, increase satisfaction, and catapult us to new heights. By utilizing this excellent resource, KEPROBA may transform every criticism, recommendation, and review into a steppingstone to excellence. Below are some of the feedback we have received from our clients:

>>> [Continue on page 18](#)



★★★★★  
Decent work at the  
EATLW  
**J.M**

★★★★★  
I was received by Mr Wanjala and Lydia, who  
answered all my questions satisfactorily. They  
provided me with more than I expected and  
inspired me more. Thank you.  
**A.M.K**

★★★★★  
A large view display would be  
good for our facilitator, overall,  
100%.  
**M.W**

★★★★★  
The information and knowledge  
should be disseminated to the  
public and to the Kenyan populace.  
**J.W**

★★★★★  
Consider devolving the  
services to counties.  
**M.C.G**

★★★★★  
Do more awareness about the  
organization, I did not know of it till  
the Strategic Plan Launch  
**P.K**

★★★★★  
I liked the interaction with the  
staff concerned.  
**C.N**

★★★★★  
From the minute I walked in until the time we  
left we were guided, and we felt incredibly  
happy. A very nice team, Mr Charles was really  
kind and went out of his way to take us through  
everything we needed. Much appreciation.  
**M.A**

★★★★★  
Excellent service by Mr Mugendi  
and excellent service offered by  
the customer service team at the  
reception.  
**M.G**

★★★★★  
Just commendation, particularly  
good customer care and  
immensely helpful.  
**R.K**

★★★★★  
Keep doing what you are doing, great  
customer service. Hopefully, this is a journey  
together in making Kenya tea a world class  
beverage through branding and export  
promotion.  
**M.N**

★★★★★  
Excellent service let us  
make it Kenya.  
**P.N**

★★★★★  
I am grateful, the welcome was  
great. Keep it up but there is always  
room for improvement. My score was  
99%.  
**P.N.N**

★★★★★  
First time and very  
satisfied.  
**S.D**



## INITIATIVE A Success Story

by Molly Wambui  
MWambui@brand.ke

The Made in Kenya initiative is one of the flagship projects of the Kenya Export Promotion and Branding Agency. Under this initiative, goods produced locally using locally-sourced inputs and manpower are registered with the agency and given a mark of identity. The mark is a testament of the authenticity and uniqueness of the products, not to mention their superior quality and value for money.

The main objective of the Made in Kenya Initiative is to increase the consumption of Kenyan made goods, thus boosting the country's manufacturing sector and contributing to job creation. This shall ultimately position Kenya as Africa's industrial hub, attracting investment in the sector and correcting the country's balance of trade.

The uptake of the initiative has steadily increased over the years, with 120 manufacturers registering in the financial year 2023/24.

The benefits of being a part of the Made in Kenya Initiative are varied, the most important being exposure

>>>

Continue

on

page

20





## INITIATIVE A Success Story

of the businesses to customers and buyers. KEPROBA selects adoptees to participate in exhibitions that give them a platform to sell their products and hold B2B meetings. This financial year, various adoptees participated in exhibitions such as the United Nations Environmental Assembly 6 (UNEA-6), the Devolution Conference, East Africa Leather and Textile Week, the Meat Expo and the Africa Development Bank Annual Conference.

In addition, adoptees get the opportunity to participate in international exhibitions such as the International Food and Drink Event, an annual event held in the United Kingdom and Fruit Logistica which is held in Berlin every year.

This year has been a great year for the Made in Kenya Initiative as some of the adoptees have made significant strides. Vivo Fashion, a made in Kenya adoptee, opened a store in Atlanta, Georgia this year during H.E. President Dr. William Ruto's visit to the United States.

Various adoptees also participated in a buyer's mission organised by KEPROBA in partnership with TFO Canada and Women In Trade. The two-day event connected buyers from Europe and Canada with Kenyan exporters in the agro-food sector with the capacity to export their products. The buyers mission gave women-led businesses access to export opportunities.



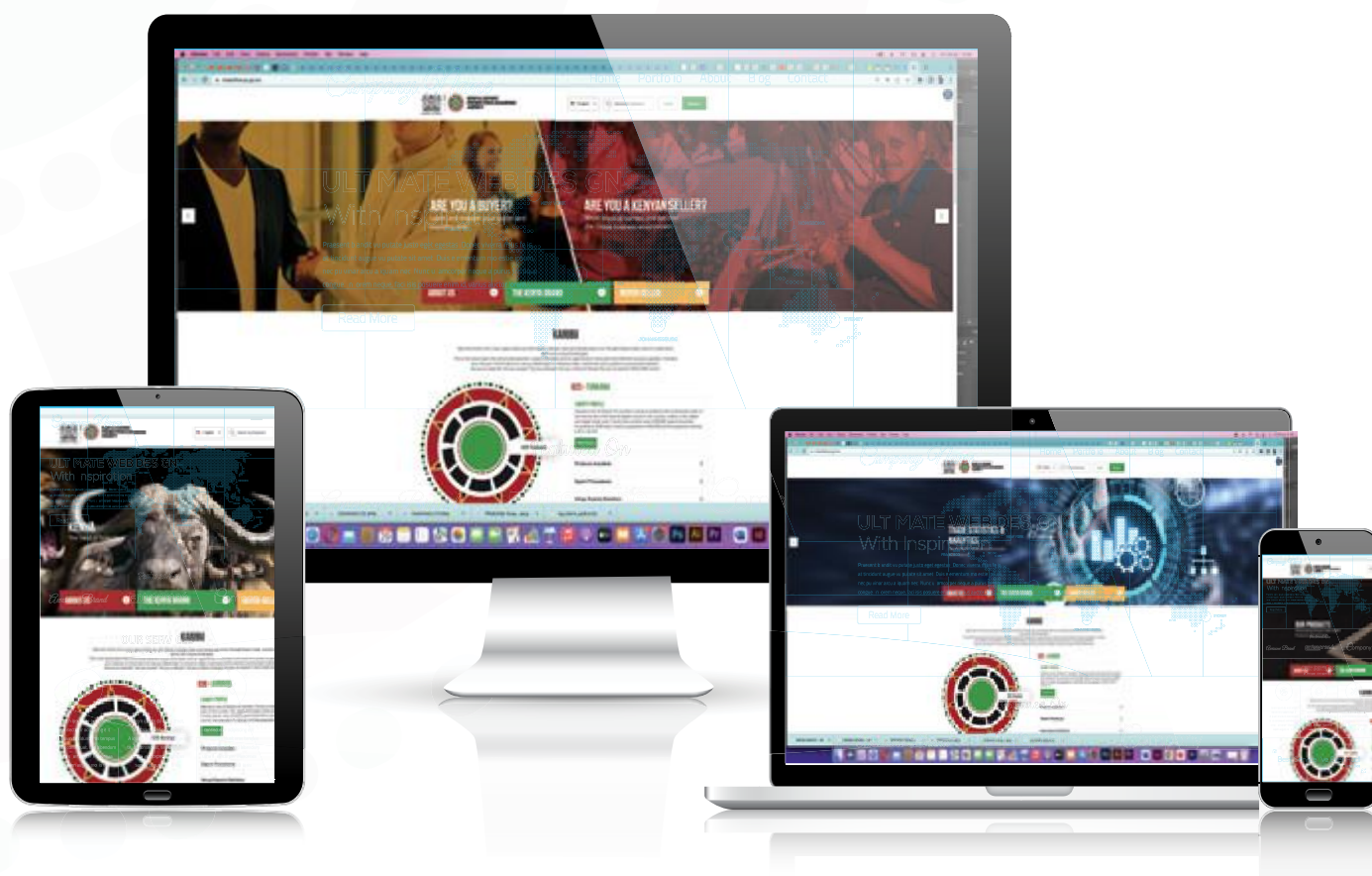
**Photo:** Made In Kenya adoptee stand at the Africa Development Bank Annual Conference



**To register for Made in Kenya, visit**

**[www.makeitkenya.go.ke](http://www.makeitkenya.go.ke)**





## 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 to 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.

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