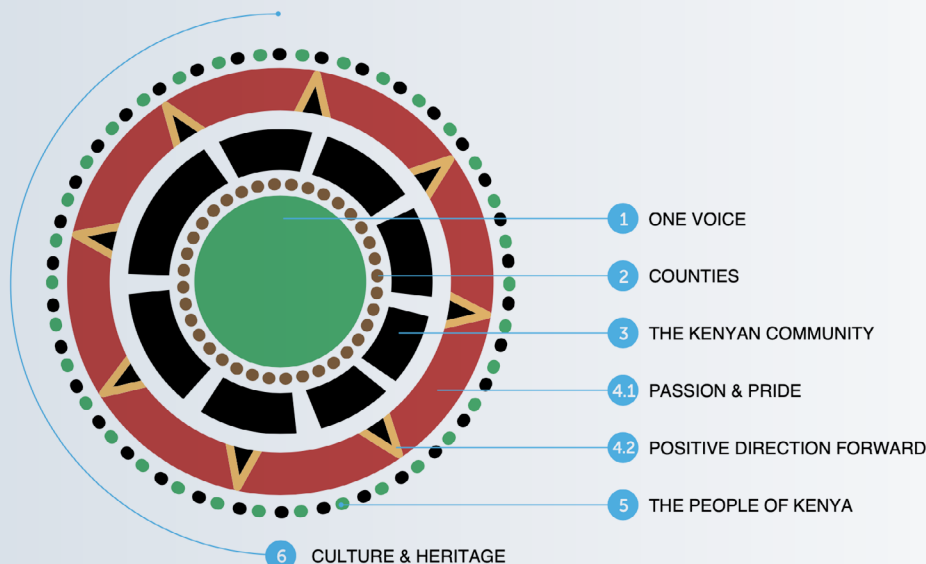


Trade alert

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Kenya's Brand

"Make It Kenya" is the country brand call to action.

"Make it Kenya" is a unifying slogan that is the foundational strength of Kenya in both the diversity and unity of its people. The slogan is designed to make Kenya competitive and stand out on the global stage, but equally resonates with the Kenyan people – the heart and soul of the country. The slogan reaffirms that Kenya is a modern and vibrant country that is open and ready for people to visit, do business and invest in the unlimited opportunities that the country has to offer. The slogan ensures that we are driving an identity that can balance

our country's ambitions towards a modernity and economic dynamism, but also respects our culture, rich heritage and values.

"Think Trade, Make It Kenya"

"Think Tea, Make It Kenya"

"Think Coffee, Make It Kenya"

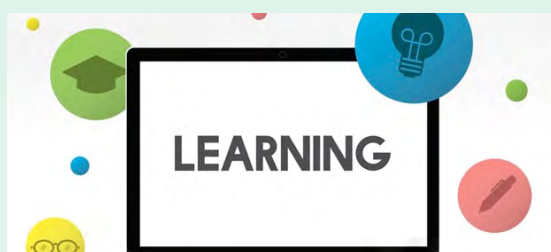
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