

SPECIAL EDITION

JULY 2024

MAGAZINE

THE STORY OF KEPROBA

KEPROBA, formed by merging EPC and Brand Kenya Board in 2018 in order to promote Kenya's exports and national branding globally.

UNLOCKING KENYA'S EXPORT POTENTIAL: KEPROBA'S ROADMAP

KENYA'S EXPORT PERFORMANCE

KEPROBA'S JOURNEY IN ENHANCING THE KENYA BRAND

KEPROBA AT 5: MADE IN KENYA INITIATIVE

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CELEBRATING FIVE YEARS WITH KEPROBA

HEKO KEPROBA

CORPORATE BRIEF



REPUBLIC OF KENYA



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

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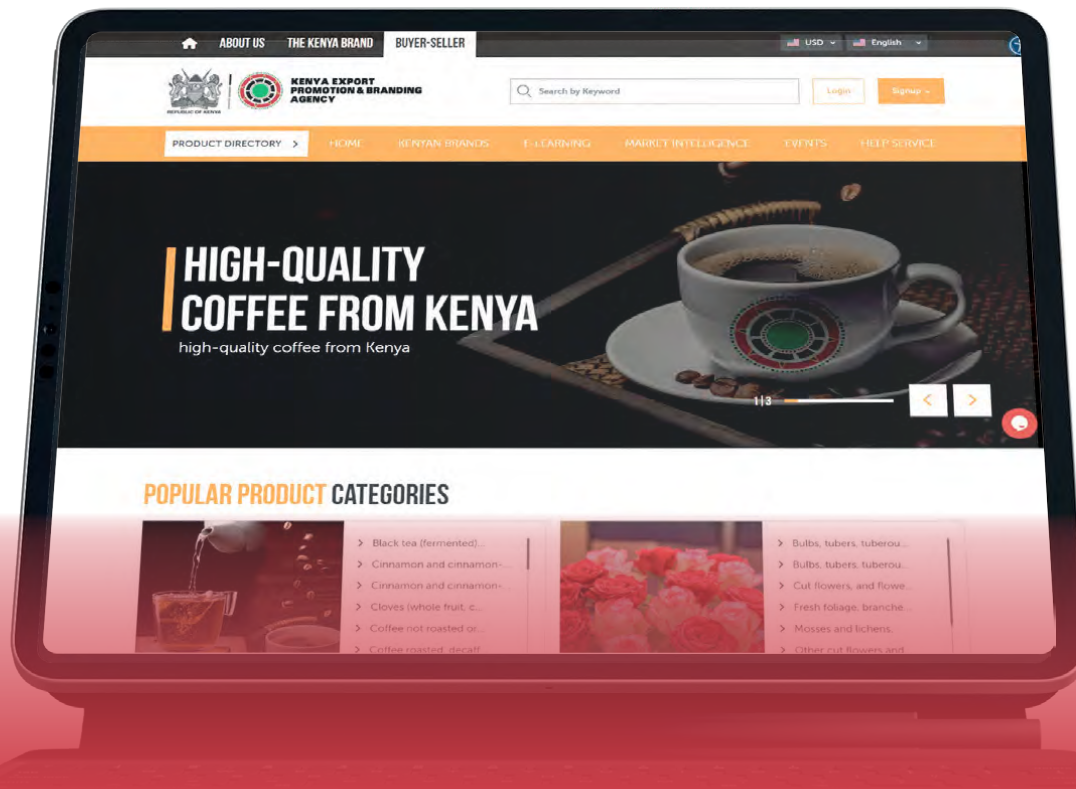
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The story of the Kenya Export Promotion and Branding Agency

By Samwel Rere (srere@brand.ke) & Mariam Maina (mmaina@brand.ke)



It was July 31, 2018 at the Kenya Trade Week, where the merger of Export Promotion Council (EPC) and the Brand Kenya Board was announced by the then Deputy President H. E. William Ruto as he presided over the official opening of the week long event.

"...as we enter a new phase of export policy, the time has come to clarify and streamline their (EPC) operations. It seems to me that this can best be done by merging their (EPC's) functions with those of the Brand Kenya Board to make certain that our products have the best chance of reaching new markets and doing even better in their present markets..."

The then Principal Secretary for Trade, Dr. Chris Kiptoo, was tasked to spearhead the necessary preparations to effect this directive and many other changes pronounced.

What followed was the Cabinet's approval to establish the Kenya Export Promotion and Branding Agency (KEPROBA) by merging the Export Promotion Council and the Brand Kenya Board.

'The establishment of KEPROBA is in line with an earlier Presidential directive on the key objective of the integrated National Exports Development and Promotion Strategy (NEDPS) which the government launched mid this year and aims at growing Kenya's exports at an average rate of 25 percent per annum...'
Business Daily, Oct 18, 2018.

AN ENHANCED MANDATE

Steering teams were formed, convened and all necessary statutory instruments put in place and with that the Kenya Export Promotion and Branding Agency was born vide Legal Notice 110 of 9th August 2019 with an enhanced mandate and 19 functions.

The task that followed was to ensure that this one Agency with two different cultures and different ways of doing things would gel and begin working together in concert towards the new mandate. As was expected, everyone was fixated on the way they had always done things and those barriers needed to be broken down. A culture change program was then developed which included a team building exercise for everyone in the institution and placements were done.

The then Chief Executive Officer of State Corporation Advisory Committee (SCAC) and officials from the State Department for Trade, announced that KEPROBA had appointed Mr. Peter Biwott as the new Chief Executive Officer. Mr. Biwott had been the CEO of EPC. Industrialist Mr. Jas Bedi was appointed the Chairman of the new entity, with other board members including Ms. Kathleen Kihanya, Ms. Jaqueline Muga and Mr. Mark Bichachi.

Members of staff each received



appointment letters to various roles in the new organization that was now an integrated one-stop-shop for all export promotions and national branding activities for Kenya both locally and internationally. Overtime, KEPROBA has seen changes with additions to the team and some team members exiting from the Agency to pursue other interests.

Today, KEPROBA is headed by its 3rd CEO, Ms. Floice Mukabana who was appointed on January 31, 2024 after the exit of Dr. Wilfred Marube who served as the 2nd CEO.

The Agency's board of Directors is chaired by Mr. Bedi and the members are Mr. Michael Mafaka, Dr. Grace Muriithi, Mrs. Mulki Wasarme, Ms. Leah Aywah and Mr. Ambrose Ogango.

FIVE YEARS ON

Over the past five years, KEPROBA has emerged as a beacon of excellence in promoting Kenya's unique products and enhancing the country's brand on the global stage. This milestone offers an opportunity to reflect on the achievements, challenges, and exciting future that lie ahead for the agency and the nation it represents.

THE STORY OF THE KENYA EXPORT PROMOTION AND BRANDING AGENCY

On July 31, 2018, during the Kenya Trade Week, a significant announcement was made by then Deputy President H. E. William Ruto: the merger of the



Export Promotion Council (EPC) and the Brand Kenya Board to form the Kenya Export Promotion and Branding Agency (KEPROBA). The aim was to streamline and enhance Kenya's export policy and branding efforts, ensuring Kenyan products could better compete in international markets.

MANDATE AND ESTABLISHMENT

The newly formed Agency was established under Legal Notice 110 on August 9, 2019, with a broad mandate and 19 functions designed to consolidate the export promotion

and branding efforts of the two predecessor organizations. This strategic move aligned with the National Exports Development and Promotion Strategy (NEDPS) and aimed to boost Kenya's export growth by an average of 25% per annum.

Merging two distinct organizations with different cultures posed challenges. The integration process involved breaking down barriers, developing a culture change program, and fostering collaboration among staff. A team-building exercise and role placements were crucial in unifying the workforce.

Mr. Peter Biwott, formerly the CEO of EPC, was appointed as KEPROBA's first CEO. Under his leadership, and with Mr. Jas Bedi as Chairman and other notable board members, KEPROBA began its journey as an integrated entity focused on export promotion and national branding.

The Agency has seen several leadership changes over the years. After Mr. Biwott, Dr. Wilfred Marube served as the

second CEO. As of January 31, 2024, Ms. Floice Mukabana took over as the third CEO. The board, chaired by Mr. Jas Bedi, includes Mr. Michael Mafaka, Dr. Grace Muriithi, Mrs. Mulki Wasarme, Ms. Leah Aywah, and Mr. Ambrose Ogango.

ACHIEVEMENTS AND FUTURE PROSPECTS

Over its first five years, KEPROBA has established itself as a key player in promoting Kenyan products and enhancing the nation's global brand. It has made significant strides in both domestic and international markets, fostering a positive image of Kenya and its diverse offerings.

Looking ahead, KEPROBA faces the exciting challenge of continuing to build on its successes, adapting to evolving market demands, and further strengthening Kenya's position on the global stage.



Unlocking Kenya's Export Potential: KEPROBA's Roadmap

By Floice Mukabana

“

Kenya's export growth is our collective mission. By enhancing product quality, diversifying markets, and promoting our nation brand, we are positioning Kenya as a global trade powerhouse. Together, we will propel our exports to new heights and secure Kenya's place on the world stage. ”



The Kenya Export Promotion and Branding Agency (KEPROBA) recently unveiled its 2023-2027 Strategic Plan that aims to increase exports by 10 percent annually from Ksh. 873.1 billion in 2022 to Ksh. 1.6 trillion in 2028. The new strategic plan sets a clear path toward boosting Kenya's exports, by focusing on product development,

market diversification, branding, collaboration, and digitalization, to optimize and position Kenya as a formidable player in the global trade arena.

The agency seeks to sustain Kenya's nation brand performance as among the Top 50 Brands, over the same period, through various

indices such as the Anholt Nation Brands Index, Brand Africa 100, Future Brand Country Index and World Economic Forum Indices. Kenya has made significant strides in brand value and recognition. Recently, Brand Africa in its annual Brand Africa 100, Kenya was recognized among the top 5 countries making Africa Great.

Kenya has been perceived to contribute to a better Africa and the agency's strategic plan will prioritize initiatives that positively position the image of the Nation brand.

In the Strategic Plan, the Agency has outlined four strategic issues that will be the focus over the next five years covering aspects of product development, marketing and visibility of Kenya and Kenyan products in the regional and international markets. These strategic issues include export product development and compliance (supply side issues), export market development (demand side issues), nation branding issues and corporate governance. These issues form the basic challenges in the export ecosystem and nation branding that if solved will enable propelling of exports forward and position the country globally.

Notable strategies in the plan will be facilitation of value addition and adaptation of priority value chains, the implementation of market deepening and diversification initiatives, and having a coordinated approach of positioning Kenya as a source of high-quality goods and services.

Kenya's export performance

According to data recently released by the Kenya National Bureau of Statistics (KNBS), Kenya witnessed a significant increase in its export performance with total exports surpassing the Ksh. 1 trillion mark in 2023 (from Ksh. 873.1 in 2022 to Ksh. 1.064 trillion in 2023). The great performance was majorly contributed by tea and horticulture exports. The tea exports recorded an impressive growth of 16% from Kshs. 163 billion in 2022 to Kshs. 188 billion in 2023. It is estimated by Statistica that the value of the global tea market is expected to rise to 160 billion dollars by 2028. In 2023, horticultural exports equally recorded an impressive growth of 23% from Kshs. 152 billion in 2022 to Kshs. 187 billion in 2023.

The trade deficit on the other hand narrowed from Kshs 1,617.6 billion in 2022 to Kshs 1,604.04 billion in 2023. Exports to key markets like Uganda, Pakistan, and the Netherlands experienced substantial growth. Remarkably, looking at the value of total exports

by region, Africa remained Kenya's largest regional export market. For instance, in 2023, Kenya's exports to Africa were valued at approximately Kshs. 435 billion, representing 43.2 percent of the country's total export earnings. The performance showed an improvement of 21.6 percent compared to 2022.

To this end, the Ministry of Investments, Trade and Industry is committed to fostering a conducive environment for trade, investment, and industrial development, with a focus on boosting exports and supporting local industries. The government has committed to supporting local manufacturing by increasing the contribution of manufacturing to GDP from the current 7% to 15% by 2027 and 20% by 2030 and promoting export growth and development by doubling the contribution of exports to GDP by 2027.

KEPROBA's strategic plan sets the stage for Kenya's export resurgence. By enhancing product quality & export competitiveness, diversifying export markets, and leveraging the preferential trade regimes, Kenya can confidently step into the global trade arena and become a significant player. Stakeholders play a critical role in realizing this strategic plan, and we welcome all players in the export ecosystem to collaborate with us and align our efforts to propel Kenya's exports to new heights. Make It Kenya.

The writer is the CEO of Kenya Exports promotion and Branding Agency

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EXPORT % CONTRIBUTION TO

GDP

0.3%
GROWTH

2019 11.4%
2023 11.7%

KEY HIGHLIGHTS

Export Growth: Kenya's exports grew from USD 5.8 billion in 2019 to USD 7.2 billion in 2023, driven by key sectors like tea, horticulture, cement, and edible fruits and nuts.

Narrowing Trade Deficit: The trade deficit improved significantly, decreasing from USD -13.74 billion in 2022 to USD -11.49 billion in 2023, reflecting better trade balance management.

Resilience Despite Challenges: Despite fluctuations in the economy and a weakening shilling, Kenya maintained a steady export growth rate of 5.6% annually from 2019-2023.

Reduced Import Expenditures: Imports decreased from USD 21.1 billion in 2022 to USD 18.7 billion in 2023, leading to a reduced trade volume and positively impacting the trade balance.

Kenya's export performance between 2019 to 2023

Compiled by Peterson Nyachwaya (pnachwaya@brand.ke), Christine Sitawa (csitawa@brand.ke), Kelvin Oluoch (koluoch@brand.ke), Charles Aminga (caminga@brand.ke)

Kenya's performance of exports was characterised by a mix of both challenges and growth. Despite fluctuations in export values and import expenditures, the overall trend points towards a strengthening export sector and a narrowing trade deficit.

The export of goods and services as a Percentage Contribution to GDP grew from 11.4% in 2019 to 11.7% in 2023. On the other hand, Imports of goods and services as a Percentage Contribution to GDP grew from 20.3% in 2019 to 20.4% in 2023 (KNBS, 2024).

In 2023, Kenya's exports were valued at USD 7.2 billion, reflecting a slight decrease from the previous year's USD 7.4 billion this was majorly contributed by the weakening of the Kenyan shilling against the dollar, but demonstrating a significant increase from USD 5.8 billion in 2019. This growth was largely driven by growth in key sectors such as tea, horticulture, cement, and edible fruits and nuts. On the other hand, imports in 2023 stood at USD 18.7 billion, down from USD 21.1 billion in 2022, contributing to a reduced trade volume and an improved trade deficit, which decreased from USD -13.74 billion in 2022 to USD -11.49 billion in 2023 (Trade Map, 2024). The Annual growth in value for Kenya between 2019-2023 was 5.6%, p.a.

TOP EXPORT DESTINATIONS

TOP EXPORT DESTINATIONS

- Uganda
- Pakistan
- Netherlands

TOP EXPORT COMMODITIES

- Tea
- Coffee
- Cut Flowers

Kenya's top export destinations during this period were predominantly to African countries representing 43.2% of the country's total export earnings with Uganda, Pakistan, and Netherlands being the top leading export markets. This impressive performance to the Africa underscores the importance of intra-African trade for Kenya's economy. The top ten export destinations collectively accounted for 62.85% of the total exports in 2023, emphasizing the concentration of trade within specific markets.

The main commodities exported by Kenya between 2019 and 2023 comprised of predominantly agricultural products such as tea, coffee, and cut flowers. Tea remained the top export commodity, contributing significantly to the export earnings each year. Despite the slight decrease in exports and

the improvement in the trade deficit, the review period shows an overall upward trend in exports over the years, with significant contributions coming from key sectors such as tea, horticulture, salt, lime, cement, coffee, textile, and apparel accessories, among others.

The bulk of Kenya's imports came from Asia, which accounted for 66.5% of the total import expenditure in 2023. The sustained import expenditure was driven by significant increases in imports from countries such as Singapore, Indonesia, Saudi Arabia, and India. Despite the complexities in trade dynamics, Kenya's efforts to diversify its export products and target new markets have yielded positive results, contributing to a more favourable balance of trade over the period (2019-2023).

KEY POLICY ALIGNMENTS

“Kenya's resilience during COVID-19 saw a shift to e-commerce, policy realignments, and strategic support for key sectors.”

During the review period, the country witnessed a number of policy re-alignments among the trading configurations such as the EU, UK, AfCFTA and challenges such as the Covid 19 pandemic. The global economy witnessed the COVID 19 pandemic (March 2020-2021) that caused challenges of a greater magnitude that

included loss of lives, travel restrictions, cancellation of scheduled travels, loss of jobs and livelihoods, heavy burden on already strained on healthcare systems, reduction of commodity prices, delays in supply of inputs and closure of firms, among others.

In response to the effects of



the COVID-19 pandemic, Kenya implemented various measures to mitigate the deteriorating economic trend and support trade continuity. Among the measures undertaken included increased use of e-commerce /facilitating digital trade platforms, providing financial support to key export sectors, and enhancing logistics to ensure the smooth movement of goods.

The key policy alignments that took place over the review period included the following.

a) Kenya and EU Economic Partnership Agreement (EPA)

On 19th June 2023, Kenya and the EU concluded negotiations Economic Partnership Agreement (EPA) with the aim of boosting trade in goods and create new economic opportunities, with targeted cooperation to enhance Kenya's economic development. The main objective of the EPA is to liberalise trade between Kenya and the EU implying that the EU fully liberalises access to its market immediately upon application of the EPA and all goods from Kenya (except arms) can now enter the EU market without tariffs or quotas.

The partnership portends great tidings to Kenya since it will.

- 🌐 Foresee immediate full liberalisation of the EU market for Kenyan products.
- 🌐 Incentivise EU investment to Kenya.

- 🌐 Contain strong trade and sustainability commitments, including binding provisions on labour matters, gender equality, environment and the fight against climate change, and.
- 🌐 Have a dedicated chapter on economic and development cooperation, to enhancing the competitiveness of the Kenyan economy.

Effectively, the pact is pivotal in driving export growth, particularly in the agricultural sector, by reducing tariffs and simplifying trade regulations. Kenya stands to benefit from the 27-member country region with USD16 trillion market, and accounting for 17% of global GDP will offer significant export opportunity for Kenyan goods.

The EU is a global leader in services trade, technology and innovation. The EPA envisages future negotiations for mutual

access for trade in services, which will provide opportunities for growth and modernization of Kenya's services sector. The EU is already one of Kenya's largest development partners. The EPA creates additional avenues for enhanced development cooperation in trade and investment, especially in support of Kenya's transition to the green economy. The agreement has a chapter on economic and development cooperation which aims at enhancing the competitiveness of the Kenyan economy by building supply capacity and assisting Kenya in implementing the EPA smoothly.

The agreement will also offer Kenya an opportunity to adding new areas such as trade in services, competition policy, investment and private sector development, intellectual property rights, and transparency in public procurement within five years following the entry into force of the deal.

b) Kenya and US Strategic, Trade and Investment Partnership (STIP)

Over the same period, Kenya and the US initiated the Strategic, Trade and Investment Partnership (STIP) aimed at increasing investment; promoting sustainable and inclusive economic growth; benefiting workers, consumers, and businesses (including micro-, small-, and medium-sized enterprises); and supporting African regional economic integration, respectively. This framework agreed to negotiate in several areas including digital trade, environment and climate change, trade facilitation, standards collaboration, good regulatory practices, micro, small and medium enterprises, agriculture, protection of worker's rights, promoting the participation of women, youth and others in trade and combating corruption. It is

anticipated that the remaining areas under negotiation will be concluded by the end of 2024 and pave way for enhanced bilateral ties, increased trade and attract investment in key sectors.

Kenya has been exporting to the US under the African Growth and Opportunity Act (AGOA) since May 2000. The Act provided eligible sub-Saharan African countries with duty-free access to the U.S. market for over 1,800 products, in addition to the more than 5,000 products that are eligible for duty-free access under the Generalized System of Preferences program.

In order to benefit from the Act, countries had to meet AGOA's rigorous eligibility requirements, which comprised of establishing or making continual progress toward establishing a market-based economy, the rule of law, political pluralism, and the right to due process. Additionally,

countries must eliminate barriers to U.S. trade and investment, enact policies to reduce poverty, combat corruption, and protect human rights.

By providing new market opportunities, AGOA has helped bolster economic growth, promoted economic and political reform, and improved U.S. economic relations in the region.

Kenya was among the first Sub-Saharan Africa countries to qualify for preferences under the Africa Growth and Opportunity Act. Undoubtedly, AGOA has played a positive role in Kenya's economic development. Apart from significantly increasing the country's exports, it has directly created more than 20,000 new jobs.

“Kenya's partnership with the US through STIP and AGOA has driven economic growth, created jobs, and opened new market opportunities for sustainable and inclusive development.”

KENYA AND THE UK

“Kenya’s trade with the UK from 2019-2023 reflects a consistent surplus, with average exports at USD 417 million, surpassing imports at USD 300 million. Key exports like cut flowers, tea, and vegetables drive this trend. Future opportunities lie in expanding exports of black tea, cut roses, and avocados to the UK market.”

Kenya’s bilateral trade relations with the UK have shown a positive trend in favour of Kenya over the reviewed period from 2019 to 2023. The average annual value of Kenya’s exports to the UK stood at USD 417 million, while imports averaged USD 300 million, resulting in a total average trade value of USD 716 million. This led to a trade balance increasingly favouring Kenya by an average of USD 117 million.

In 2023, Kenya’s exports to the UK were valued at USD 392.7 million, despite a negative average growth rate of -3% over the reviewed period. The primary export commodities included cut flowers and flower buds (29.3%), tea (27.3%), and other fresh or dried vegetables (8.6%).

On the import side, Kenya’s imports from the UK were valued at USD 293.26 million in 2023, showing a slight decrease from USD 295.16 million in 2022. The main import item was powered aircraft, valued at USD 46.3 million.

Looking ahead, Kenya has significant export potential to the UK in products such as black tea (packings over 3kg), cut roses and buds, and avocados. Black tea represents Kenya’s highest supply capacity, while semi-manufactured gold for non-monetary purposes shows the strongest demand potential in the UK market. These trends indicate robust opportunities for Kenya to enhance its export performance and trade balance with the UK.

AfCFTA



African Continental
Free Trade Area (AfCFTA)

“Kenya’s trade under AfCFTA has grown significantly, with a 9.9% average export growth and a USD 842.8 million increase from 2019-2023, reaching a total trade volume of USD 4.7 billion in 2023.”

The AfCFTA entered into force on May 30, 2019, after 24 Member States deposited their Instruments of Ratification following a series of continuous continental engagements spanning since 2012. It was launched at the 12th Extraordinary Session of the AU Assembly of Heads of State and Government in Niamey - Niger, in July 2019. The commencement of trading under the AfCFTA was on January 1, 2021. The AfCFTA Secretariat is hosted in Accra,

Ghana. His Excellency Wamkele Mene is the first elected Secretary-General coordinating the implementation of the Agreement.

It is estimated that the AfCFTA has the potential both to boost intra-Africa trade by 52.3 percent by eliminating import duties and to double this trade if non-tariff barriers are also reduced. Kenya as a member of the AfCFTA has as well greatly benefited in trading of goods under the

Guided Trade Initiative (GTI). For the period 2019 to 2023, Kenya trade with the AfCFTA countries has recorded an average growth rate of 9.9% in exports and a direct positive change in absolute terms of USD 842.8 million same period. The total volume of trade recorded in 2023 was valued at USD 4.7 billion.

Impact of policy reforms, strategic trade agreements and targeted initiatives

“Between 2019 and 2023, Kenya demonstrated resilience and adaptability in the face of global challenges. Through strategic trade agreements like the EPA with the EU and the STIP with the US, Kenya enhanced its export performance, solidified its international trade presence, and paved the way for sustained economic growth and development.”

Therefore, the period from 2019 to 2023 illustrates Kenya's resilience and adaptability in the face of global challenges. The combined impact of policy reforms, strategic trade agreements, and targeted initiatives positioned Kenya as a competitive player in the international trade arena, paving the way for sustained economic growth and development.

From 2019 to 2023, Kenya experienced a relatively good performance in exports despite some fluctuations. Total exports in 2023 were valued at USD 7.2 billion, a slight decrease from USD 7.4 billion in 2022, but an overall increase from USD 5.8 billion in 2019. Imports in 2023 stood at USD 18.7 billion, down from USD 21.1 billion in 2022.

Key export sectors driving growth over the review period included Tea, Horticulture, Salt, Plastering materials, Lime, Cement, Coffee, and Textile and apparel accessories among others. The top five export markets in 2023 were Uganda (USD 916.1 million), Pakistan (USD 566.7 million), Netherlands (USD 545.8 million), Tanzania (USD 492.2 million), and the USA (USD 461.4 million), with African markets dominating. The top ten export destinations accounted for 62.85% of total exports in 2023, the leading export destination for Kenya being, Uganda followed by (Pakistan, Netherlands, Tanzania, USA, UAE, UK, Rwanda, South Sudan, and Egypt) respectively.

Regionally, most Kenya's exports were destined for Africa, accounting for 43.2% of total export earnings, followed by the Asiatic region with a 25.8% share. Import expenditure in 2023 was predominantly from Asia, accounting for 66.5% of total import expenditure, driven by increased imports from Singapore, Indonesia, Saudi Arabia, and India in 2023.

Despite a slight decrease in exports and a reduction in trade volume, Kenya's overall trade performance showed resilience with an improving trade balance, significant contributions from key export sectors, and a strong regional focus on African and Asiatic markets.

KEPROBA's Journey in enhancing the Kenya brand

By Mariam Maina mmaina@brand.ke

KEPROBA's five-year plan bolstered Kenya's global brand, promoted national pride through campaigns like "Kenya Sihami," and standardized public service branding across 68 MDAs, enhancing Kenya's image and export product reputation.

After its establishment, the Kenya Export Promotion and Branding Agency developed an ambitious 5-year Strategic Plan for the period 2019-2022. The Agency focused on four strategic objectives namely: Development, diversification, and branding of Kenya's export products; development and diversification of Kenya's export markets; Management of image and reputation of the Kenya Brand and strengthening of Institutional capacity to deliver on the Agency's mandate.

The team developed strategies that would improve on the image and reputation of the Kenya brand and aligned to the Agency's vision of transforming Kenya into a global brand through its mission on Brand Kenya, Export Kenya and Build Kenya.

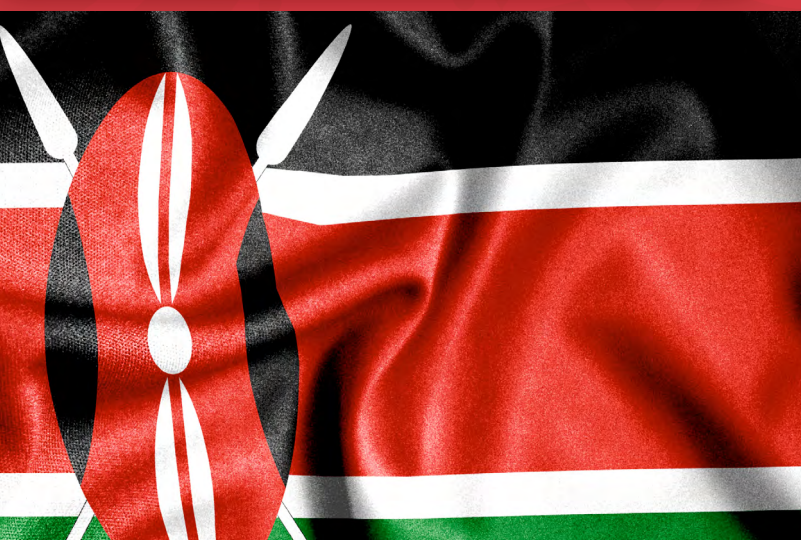
Over the five years, the Agency undertook initiatives to brand the Nation and the Country's

exportable products to communicate originality of these products and to position Kenya as a source of high-quality products. KEPROBA shaped a positive perception about Kenya among the citizens and world at large and affirmed authenticity of Kenyan products to influence buying from Kenya.

Kenya generally has good standing among community of nations and is internationally renowned for her sporting prowess, her people, tourism, and ease of doing business among many others. However, efforts to translate this good international positioning into tangible resources for national development have been modest.

KEPROBA undertook to consolidate the nation's image and reputation through coordination of branding efforts in order to maximize returns through investments, trade, foreign financial inflows and other non-tangible returns. KEPROBA





committed to create and maintain Kenya's brand visibility, foster national values, pride and patriotism, harmonize public service branding and enhance stakeholder management, media relations and partnerships.

The Agency promoted the Kenyan brand using "Made in" attributes by undertaking research and rolling out IMC campaigns to position the Country as a top global brand. Consequently, Public Relations Value (PRV) is worth Ksh. 15.9 million and impressions amounting to 1,598.431 were registered.

The Agency rolled out a civic pride and patriotism campaign dubbed "Kenya Sihami" to promote peace in the country during the general elections period in August 2022. The Agency continued to undertake media engagements to advocate for positive media reporting about Kenya Brand and Kenya's exports. The Agency promoted pride and patriotism among the Kenyan citizens through celebration of 24 heroes through the brand ambassadors' "Kenyan of the week" program.

KEPROBA continued to implement the Public Service Branding program aimed at ensuring a harmonized look and feel across the government Ministries, Agencies and Departments (MDA's). Cumulatively, sixty-eight (68) MDAs adopted the Public Service Branding Guidelines over the five years.

KEPROBA AT 5: MADE IN KENYA INITIATIVE

By Molly Wambui: mwambui@brand.ke

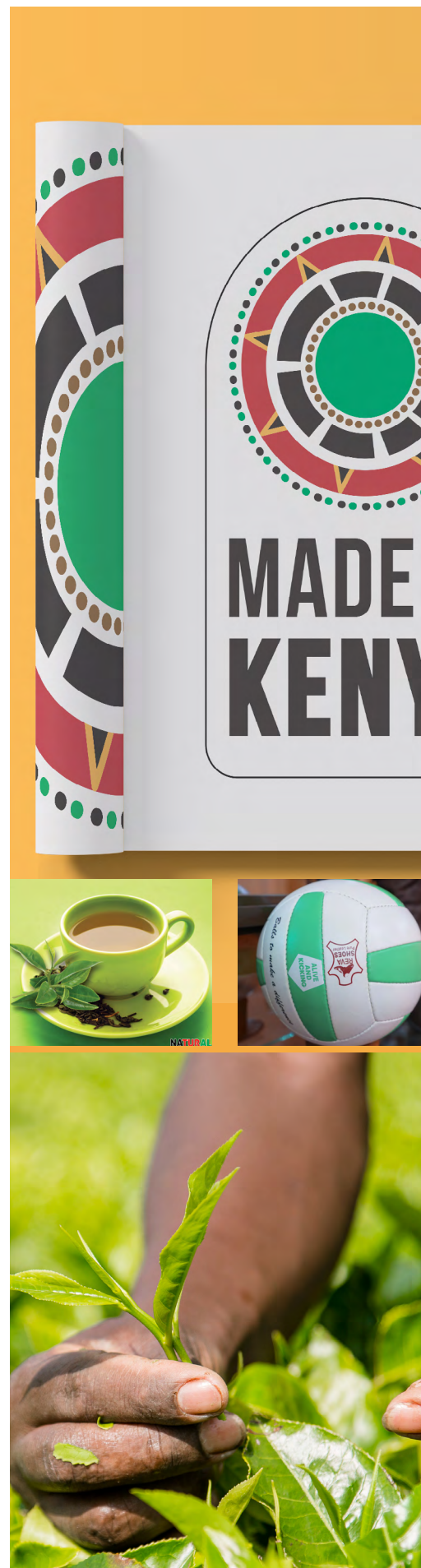


The Made in Kenya initiative is one of the flagship projects of KEPROBA. Under this initiative, goods produced locally using locally-sourced inputs and manpower are registered with the agency and given a mark of identity. The mark is a testament of the authenticity and uniqueness of the products, not 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 this financial year.

The government has supported the Made in Kenya Initiative through the





incubation programme offered by Kenya Industrial Research and Development Institute (KIRDI). The objective of the incubation programme is to support entrepreneurs with industrial ideas which can be nurtured into viable commercial enterprises. During incubation, KIRDI helps clients to optimize production processes and develop new products. The entrepreneur is also assisted to improve product quality and acquire certification for their products to meet national and international quality standards which can enable them to sell their products. Through this programme, start-up industrial enterprises are provided with workspace, equipment and technical assistance within KIRDI premises for up to 18 months.

The benefits of being a part of the Made in Kenya Initiative are varied, the most important being exposure of the businesses to customers and buyers. KEPROBA gives adoptees opportunities to participate in exhibitions that give them a platform to sell their products and grow their businesses.

The sixth assembly of the United Nations Environment Assembly (UNEA-6) was held at UNEP Gigiri. The 5-day assembly aimed at coming up with solutions to some of the planet's most pressing

environmental challenges. KEPROBA participated in an exhibition to showcase the best of Kenya during the conference. 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. Shalom women's group, which specializes in crafts, got an invitation to work with Ushanga Kenya, an NGO that uses beadwork for cultural preservation. They also got an invitation to work with Kajiado Women's Group to do capacity building. UNEP Brazil was also interested in a cultural exchange with Shalom Women's group.

Tabaka Muungano Crafts, which deals in soapstone carving, got a teaching opportunity at Kenyatta University as well as requests to facilitate private art classes within Nairobi. They also got export enquiries from the United Kingdom and Chile.

Generation Five Coffee, a coffee growing a processing farm, received enquiries from Kenya Tourism Board regarding inclusion in its signature experiences (Farm to cup Coffee Experience) to help position Kenya as a prime tourist destination.

■ ■ The Made in Kenya initiative empowers local manufacturers, boosting the economy through increased consumption of Kenyan goods. With support from KEPROBA and KIRDI, businesses gain exposure, enhance product quality, and access global markets, positioning Kenya as Africa's industrial hub. ■ ■



Generation 5 coffee, one of the exhibitors at the UNEA-6 Exhibition engages a visitor

STATE VISIT TO THE UNITED STATES

During the recent state visit to the United States, 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, Georgia. The exhibition created a platform for market linkages between Kenyan producers and American consumers to kick off long term business relationships. A total of 16 companies exhibited their products and services during the Make it Kenya Exhibition.

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.



H.E. Dr. William Ruto, the President of Kenya, presides over the Opening of a Vivo outlet in Atlanta. Vivo is a Made in Kenya adoptee.

As KEPROBA celebrates its fifth anniversary, the Made in Kenya initiative continues to be a vital project that promotes local industries, enhances Kenya's global trade position, and supports economic growth. The success stories and opportunities generated through this initiative reflect its impact and the agency's commitment to supporting Kenyan businesses.

A MADE IN KENYA TESTIMONIAL

Suja Products Limited

I write to you in a celebratory mood on the milestones I have achieved so far. It is a great honour to be associated with KEPROBA. I would especially want



to appreciate the impact that the Made in Kenya has had on my products. I have gained credibility and client's confidence, most of them impressed by the colourful made in Kenya logo.

I am a proud beneficiary of KEPROBA and it shows by how fast I readily recommend other businesses. It would be great to also mention the great service you receive once you inquire on getting made in Kenya services. Mr. Joseph served me, he articulated very well everything I needed to know and swiftly onboarded me. It was incredible!

Cheers to many more years of great service, milestones and success!!

To Join the Made in Kenya initiative, follow the link below:

<https://makeitkenya.go.ke/buyer-seller/about-made-in-kenya#register>



CORPORATE SUSTAINABILITY INITIATIVES

By Irene Van De Graaf (irenev@brand.ke)

The Kenya Export Promotion and Branding Agency (KEPROBA) is steadfast in its commitment to Corporate Social Responsibility and Sustainability, recognizing its crucial role in enhancing Kenya's global brand reputation and meeting stakeholder expectations. Our CSR and sustainability policy emphasizes a holistic approach to integrating corporate values with actionable sustainability goals, ensuring that our social, economic, and environmental responsibilities are effectively addressed.

Over the past five years, KEPROBA has actively engaged in a range of corporate sustainability initiatives. These efforts are not only aimed at giving back to the community and conserving the environment but also at aligning our actions with our core mandate. By partnering with various institutions, we have spearheaded impactful projects across multiple sectors, with a particular focus on environmental conservation, sports, and charitable activities to support the less fortunate.

Our initiatives reflect our dedication to making a positive difference, reinforcing our commitment to sustainability and corporate responsibility through concrete actions and strategic partnerships.

ENVIRONMENTAL CONSERVATION INITIATIVES



KEPROBA has been at the forefront of supporting government initiatives to conserve natural resources and increase forest cover to 10% by 2030, as outlined in Kenya Vision 2030. Our policy emphasizes environmental stewardship and sustainable development, aligning perfectly with these national goals.

In collaboration with key partners such as Kenya Forestry Services, Kenya Tea Development Authority (KTDA), and the University of Nairobi (UoN), KEPROBA has undertaken significant tree planting initiatives. Together, we have planted over 20,000 indigenous tree seedlings and fruit seedlings. These efforts are integral to promoting sustainable agriculture and enhancing biodiversity, reflecting our commitment to ecological conservation and community development.

One of our noteworthy partnerships involves

the KTDA and KIRU Tea Factory. In this initiative, KEPROBA staff and local tea farmers planted 700 tree seedlings along the river line of Mathioya in Murang'a County. Additionally, we donated 300 avocado seedlings to participating tea farmers to support sustainable agriculture. This focus on the tea sector is crucial, as it significantly contributes to Kenya's GDP, foreign exchange earnings, and employment. Ensuring the sustainability of this industry is vital for the country's socio-economic well-being and development.

Our efforts address the challenges posed by climate change to the tea sector, emphasizing the importance of mitigating its impacts. Tree planting in Murang'a aims to reduce deforestation, thereby maintaining land quality for tea cultivation and other crops. This initiative is not only about conservation but also about enhancing the productivity and sustainability of tea farming, which is a lifeline for many communities in Kenya.

Furthermore, the planted trees are utilized in tea processing factories to generate power. This innovative approach reduces dependence on expensive and unreliable grid electricity and fossil fuels, promoting a more sustainable tea production process. By integrating renewable energy sources into the production process, we are helping to reduce the carbon footprint of the tea industry, in line with our policy's commitment to environmental sustainability.

KEPROBA conducted a tree planting exercise at Daystar Mulandi School. This activity was designed to enhance the school's environment by providing much-needed shade, contributing to the ecological balance, and educating the students on the importance of environmental conservation.

SPORTS AND COMMUNITY ENGAGEMENT

Over the past five years, KEPROBA has been a dedicated participant in the sporting community, notably through its involvement in the annual Standard Chartered Nairobi Marathon. Organized by Standard Chartered Kenya and supported by various key stakeholders, this annual event has become a cornerstone of KEPROBA's CSR&S activities.

KEPROBA's participation in the marathon is a direct reflection of our policy, which emphasizes making positive contributions to the community by supporting and engaging in projects that address social issues. This marathon aligns with our commitment to fostering social good and promoting sustainable practices.

The Standard Chartered Nairobi Marathon is more than just a race; it is a significant fundraising event that has raised over USD 2.8 million for various community engagement projects. A portion of these funds is dedicated to the distribution of tree seedlings, which is a key element of our sustainability agenda. By participating in and supporting this event, KEPROBA actively contributes to environmental conservation efforts, reinforcing our commitment to ecological stewardship.

Beyond its financial and environmental impact, the marathon serves as a vital platform for KEPROBA to engage with the broader community and promote a healthy lifestyle among our employees. Participation in the event helps rally our colleagues, fostering a sense of unity and teamwork. It also encourages physical fitness and well-being, which are essential components of our internal community and employee wellness programs.

CHARITY INITIATIVES

KEPROBA has undertaken several impactful charity initiatives, recognizing the importance of addressing both immediate community needs and fostering long-term growth. In this spirit, the Agency identified Lukenya Children's Home in Athi River as a key beneficiary of its support efforts.

To address the basic needs of the children at Lukenya, KEPROBA organized a comprehensive donation drive among its staff members. This initiative not only provided essential items such as food, clothing, and hygiene products but also fostered a spirit of solidarity and compassion within the KEPROBA family.



In addition to these efforts, KEPROBA recognized the critical role of education in community development. To support the academic aspirations of the children, the Agency donated a significant amount of stationery and educational materials. This contribution aims to create a conducive learning environment, enabling the children to pursue their studies with greater enthusiasm and dedication.

Through these initiatives, KEPROBA continues to demonstrate its dedication to making a meaningful difference in the communities it serves. The Agency remains committed to fostering sustainable development, nurturing future generations, and promoting environmental stewardship.

COMMITMENT TO THE FUTURE

As KEPROBA celebrates its 5th anniversary, we reaffirm our commitment to corporate sustainability. We will continue to engage in meaningful CSR and sustainability activities, build strong relationships with our stakeholders, and contribute to Kenya's social, economic, and environmental well-being. Together, we strive for a sustainable and prosperous future for all.

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KEPROBA is committed to corporate sustainability, driving impactful initiatives in environmental conservation, sports, and charity. Through strategic partnerships and community engagement, we support Kenya's socio-economic development, promote ecological stewardship, and nurture future generations, reinforcing our dedication to a sustainable and prosperous future for all.

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Celebrating five years with KEPROBA



As KEPROBA marks its fifth anniversary, we reflect on the transformative journey of the past five years through the eyes of our dedicated staff. Our team has been at the heart of the agency's evolution, driving initiatives that promote Kenya's global brand and foster sustainable growth. This staff story highlights personal experiences and milestones that embody the spirit and achievements of KEPROBA.

When KEPROBA was established on August 9, 2019, merging the Export Promotion Council and the Brand Kenya Board, it marked the start of a new era. For many of us, it was a period of excitement and uncertainty. Adapting to a new organizational culture and integrating diverse functions required resilience and collaboration. Yet, this challenge also presented an opportunity to redefine our roles and contribute to a national vision.

We are M.A.D.E for Kenya!



Maureen Mambo – Nation Brand Development, Marketing and Communication

As we celebrate 5 years of existence, The Kenya Export Promotion and Branding Agency has made significant strides in promoting Kenyan exports and enhancing the country's brand image.

The Agency has actively worked to diversify export markets for Kenyan products by participating and facilitating trade agreements, international trade fairs, and promoting Made in Kenya goods locally and globally. In 2023, Kenya's total exports surpassed Ksh. 1 trillion, reflecting a significant increase in export performance over the years. The consistent growth in exports demonstrates Kenya's resilience and attractiveness as an export destination.

Our brand perception and affinity has grown over the years through integrated marketing and Communication campaigns, which

have heightened the visibility of Kenya's unique selling points and brand drivers, such as its People, agricultural products, culture and heritage, value addition, tourism, exports, technology and innovation contributing to its global recognition. We strive as a country to be among the top 50 Nation brands.

Our stakeholders are our biggest asset, enhancing the mandate of the agency. Investors, trade partners, and consumers perceive Kenya more favorably, which has led to increased investment, trade agreements, and market access. We look forward to the next 5 years an enhanced working relationship allowing us to meet the needs of existing and potential exporters into the global market space.

I wish Kenya Export Promotion and Branding Agency a wonderful celebration and prosperous future ahead.



Albanus Mumo-Finance Department

As we celebrate the Agency's 5th anniversary, the Finance Department at KEPROBA has been crucial for maintaining the agency's financial stability and operational efficiency. It manages the budget, conducts financial reporting and analysis, oversees income and expenditures, and handles payroll. The department also ensures compliance with

financial regulations, manages risks, allocates resources, and manages investments. Regular financial audits are conducted to ensure accuracy and transparency. These functions are essential for sustaining KEPROBA's financial integrity and ensuring its smooth operation as it works to promote Kenya's exports and branding initiatives.



Edgar Mutua- ICT Department

As we celebrate the 5th anniversary of the Kenya Export Promotion and Branding Agency, the ICT department proudly reflects on our journey of innovation and growth. Over the past five years, we have transformed our infrastructure, notably with the implementation of Cloud Technology (Office 365), enabling seamless remote work and collaboration. Our adoption of an ERP system has streamlined operations and enhanced efficiency, while our robust cybersecurity measures have safeguarded our digital assets. Additionally, the launch of our Exporters Portal (www.makeitkenya.go.ke) has been a game-changer, serving as a comprehensive repository of market intelligence, providing market linkages, and acting as our corporate website. Looking ahead, we remain committed to driving technological advancements and supporting the agency's mission. Thank you for your continued support and collaboration.



Grace Kinyanjui – Registry Department

At KEPROBA, the register oversees upholding correct documentation, guaranteeing document management, and keeping an eye on compliance with export laws and branding specifications. It ensures data integrity and accessibility while managing and safeguarding sensitive information pertaining to export operations and branding strategy. In addition, the registry creates reports detailing

its operations, works with different departments and outside parties to guarantee that all records adhere to deadlines and standards, and supports branding initiatives by managing documents pertaining to intellectual property and trademarks. It was through KEPROBA that the registry was developed through teamwork, and it has been helpful to staff as well as organisation in managing information.



Albert Omanga - Production Team

Together, we have overcome challenges and achieved remarkable milestones in the five years and KEPROBA's growth and success are a testament to the positive impact of our hard work and dedication.



Stephen Kiriimi - Logistics Department

As we celebrate KEPROBA's incredible 5-year anniversary, I have never felt more at home, more empowered, and more supported! We may never reach perfection, but when we chase it, we are sure to catch excellence along the way. KEPROBA hoyee!!!



Irene Van De Graaf - Communications Department

As we celebrate KEPROBA's 5th anniversary, I am honored to be part of this incredible journey. Our collective efforts have led to remarkable achievements over the past five years. I am excited about our future and proud of what we have accomplished together!

HEKO KEPROBA

Ujio murua na habari njema,
'Kurasa wa tano, twasakura kwa bashasha bila hema,
Jalada yang'aa kwa belele sifo na mema,
Na yaliyomo kwenye dibaji yasisimua ,wino natema,
Alhamdulillah!

Heko KEPROBA

Miaka mitano imara, twashukuru Maulana,
Kwa natija na mafanikio, twasema asante sana,
Wadau,washirika na wateja, nyote wa maana,
Kwani 'metuenzi na kutuinua bayana,
Mashallah!

Heko KEPROBA

Nyumbani kwa biasharanje zinazong'aa,
Na wafanyabiashara waliojiami na nasaha zinazofaa,
Manzilini mwa tuzo sufufu zenye thamani ya kupaa,
Hongera KEPROBA, taa inayozagaa
Taib!

Heko KEPROBA

Kwa kazi ya umahiri, Kenya yapepea,
Mchakato wa biashara bora, wengi wanasimulia,
Bidhaa na huduma nadhifu , Kenya yajivunia,
Mafanikio, kheri kibiashara twasomwa kihistoria,
Hureel!

Heko KEPROBA

Kenya kuwa chapa ya kimataifa, maono yetu,
Kurembesha, kujenga na kuuza bidhaa ya Kenya, utume wetu,
Kudhamini mteja, ubunifu na nguvu, msingi wetu,
KEPROBA taji na kurunzi ya taifa letu,
Shabash!

Heko KEPROBA

CORPORATE BRIEF



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

Kenya Export Promotion and Branding Agency

About us

The Kenya Export Promotion and Branding Agency (KEPROBA) is a state corporation in the Ministry of Investments, Trade and Industry.

The Agency's mandate is to implement export promotion and nation branding initiatives and policies to promote Kenya's export of goods and services.



MISSION

Brand Kenya, Export
Kenyan, Build Kenya



VISION

Transform Kenya into
a Top Global Brand



VALUES

- Passionately Kenyan
- Innovation
- Energetic
- Collaboration
- Customer Centric

OUR BRANDS

Make it Kenya
Made in Kenya
Grown in Kenya



**MAKE IT
KENYA**



www.makeitkenya.go.ke

WE ARE SOCIAL!



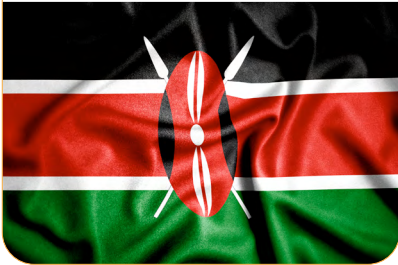
@MakeltKenya



Kenya Export Promotion
and Branding Agency

OUR SERVICES

Nation Branding



- Made in Kenya mark of identity - Administering the Made in Kenya mark, a unique brand identification for products originating from Kenya.
- Public Service Branding - The Agency has developed a Public Service Branding Manual to harmonize the look and feel of the entire Public Service.
- Branding of Kenya's foreign missions and embassies with the aim of establishing an authentic

and harmonized brand for the country internationally.

- Brand Development, Production and Creative Services- The Agency offers brand development which involves creating brand assets, production of various types of media content and creative services which includes Graphic Design, illustration, Photography, and other Creative projects for clients.

Research and Innovation



- Market Intelligence - The Agency shares with exporters or potentials exporters country reports which highlight opportunities in specific countries.
- Market research and survey- The Agency conducts research and surveys in prioritized markets to identify export opportunities.

- Market Trends Research reports to identify markets and products for prioritization.
- Internal and external trade policy review and recommendations to enhance export production and competitiveness.

Product, Market Development and Promotion



- International Market Development and Promotion- The Agency identifies export market opportunities for Kenyan products and formulates appropriate market entry and penetration strategies including trade fairs, exhibitions and trade missions
- Enterprise and Product Development- The Agency undertakes interventions in product development such as product design, value-added

processing, packaging, labelling, branding and enhancement of exporting skills at both sectoral and firm levels.

- Development of the Kenya Export Market Development Programme (KEMDP), which lists prioritized promotional events to guide export market development activities.
- Establishing distribution channels to make export commodities easily accessible in select prioritized markets.

Resource Centre



- E-commerce portal - The Agency has developed the Make it Kenya e-portal with the objective of providing a digital platform for linkages between Kenyan exporters and international buyers.
- Business counselling for current and potential exporters.
- Developing and dissemination of trade information through Trade Alerts.
- Export Readiness programme which offers modules for export training for enterprises seeking to enter the export sector.
- Export Awareness - The Agency conducts county outreach programmes for potential/export ready enterprises.
- Organizing and participating in trade information workshops and seminars.

FOR OUR EXPORTERS

The Kenya Export Promotion and Branding Agency has developed unique services aimed at enterprises looking to export or to further expand their export businesses.



1. Kenya Trade Directory

The Kenya Trade Directory is an export promotion tool developed to support Kenya's Exporters in market linkage activities and market Kenya as a source of high-quality products to grow Kenya's Exports. The Directory comprises of exporters from 8 key sectors: Agriculture, Livestock, Fish, Manufacturing, Hand Craft, Oil and Gas, Mining and Services. The Agency is leveraging on a network of trade facilitating agencies including Kenya's High Commissions, Embassies and Consulates abroad, Peer trade facilitating agencies, Business Management

organizations, exhibitions and trade fairs to ensure that Kenya's exporters have access to buyers in international markets. The Directory will be updated on a continuous basis and published annually. The Agency is in the process of digitizing the directory to make it available and accessible to stakeholders globally. Listing in the Kenya Trade Directory is free.

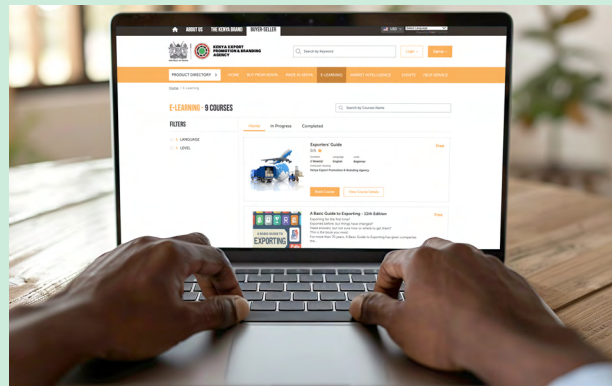
For more details contact us on enquiries@brand.ke.



2. E-portal

The Kenya Export Promotion and Branding Agency has developed an electronic platform dubbed "Make It Kenya" which is a game changer for service delivery to Kenyan Exporters. The Ecommerce portal facilitates the buying and selling of products and services through the internet as well as marketing, delivering, servicing, and paying for products and services.

It is accessible at
www.makeitkenya.go.ke



3. Export Readiness Programme

This programme offered by the Agency aims at building the capacity of export ready enterprises and currently exporting enterprises. The Agency offers various training modules including a basic guide to exporting, export management and much more. The modules are delivered through E-learning format and are available in various levels including beginner, intermediate and advanced.

The modules are available at:
www.makeitkenya.go.ke

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