



# Newsletter

A Publication by the Kenya Export Promotion and Branding Agency



**KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY**

**AUGUST  
2024**



**Wear Your  Pride**

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

**T**he Kenyan flag bracelet has emerged as a simple yet powerful symbol of unity and patriotism. Today, as you walk through the streets, you'll see these bracelets on almost everyone's wrists, from school children to business leaders.

This colorful bracelet, adorned with the vibrant colors of the Kenyan flag, has captured the hearts of many, becoming a cherished item for citizens and friends of Kenya alike.

We have a deep connection to anything that highlights our identity. You could call it wearing your pride.

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## Editorial

Maureen Mambo - Editor-in-Chief  
Mariam Maina - Editor

### Contributors

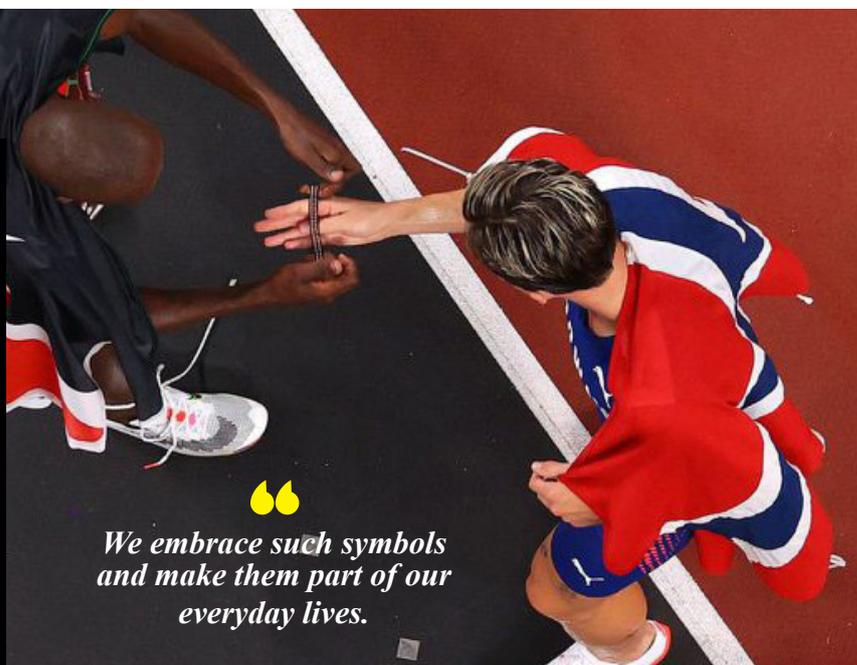
Gertrude Mirobi  
Janet Apiyo  
Lilian Moraa  
Walter Kelvin Otieno- Layout

We quickly embrace such symbols and make them part of our everyday lives.

The Kenyan flag bracelet embodies a deep sense of unity and shared identity. Each color—black for the people, red for the blood shed during the fight for independence, green for the land, and white for peace—tells the story of Kenya’s journey.

Handcrafted by local artisans, the bracelet is a blend of tradition and modern style, representing Kenya’s history and culture. In a world of mass-produced items, it stands out for its purpose and impact. Many of these bracelets are made by women’s groups and small-scale artisans who rely on this craft for their livelihood.

By purchasing and wearing the bracelet, you are not just expressing pride in Kenya; you are also supporting local artisans and the “Buy Kenya Build Kenya” initiative. It is a fashion statement that contributes to economic empowerment.



*We embrace such symbols  
and make them part of our  
everyday lives.*

The Kenyan flag bracelet has gained global popularity, worn by athletes, celebrities, and everyday people. It helps spread Kenya’s culture and values worldwide, fostering a sense of global community.

Kenyans on social media have shared videos of themselves interacting, and what stands out is how they identify each other thanks to the famous Kenyan bracelet.

“One thing about Kenyans: it doesn’t matter where you come from, your religion, or your skin color—every single Kenyan, inside and outside of Kenya, will have this bracelet. We tag ourselves; this is how we know. I see someone with this bracelet, I know they are Kenyan, and I start talking to them. They see this, and they start talking to me,” a Kenyan in the diaspora shared.

As we celebrate our national identity, the bracelet serves as a daily reminder of our roots and values. It’s a timeless expression of love for the nation.

So, the next time you slip a Kenyan flag bracelet onto your wrist, remember the story behind it. Remember the hands that crafted it, the history it represents, and the pride it carries.



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# THE POWER OF THE PEOPLE IN SHOWCASING THE BEST OF KENYA

By Mariam Maina | [immaina@brand.ke](mailto:immaina@brand.ke)



In the month of June, Kenya witnessed a surge in protests led by Gen Z. The protests led to conversations around this generation born between 1996 and 2010. They are the second-youngest generation, between millennials and Generation Alpha. Gen Z identity has been shaped by the digital age, climate anxiety, a shifting financial landscape, and even COVID-19. They are known as 'digital natives'—the first generation to grow up with the

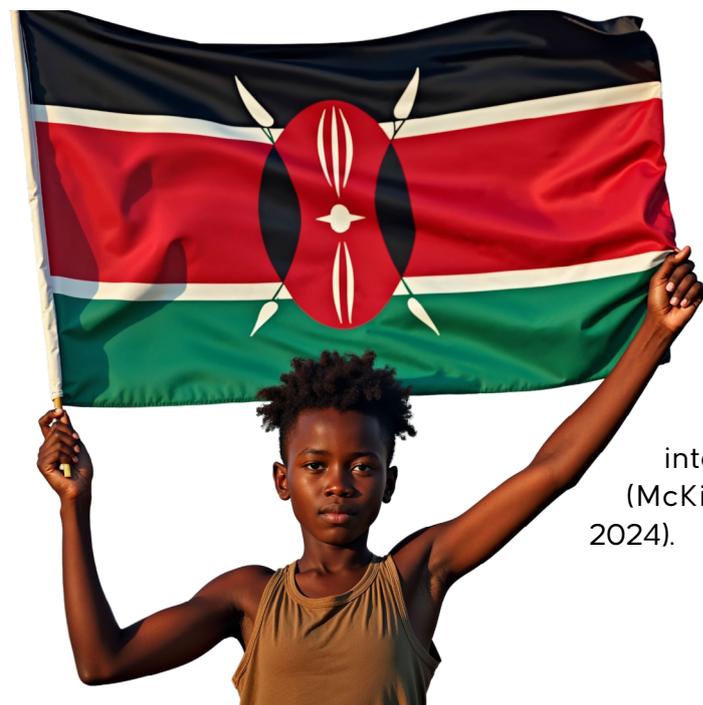
Back to Kenya. The Gen Z protests raised a lot of concern especially on matters affecting the government. As part of my job at the Kenya Export Promotion and Branding Agency, a government entity tasked with the mandate of enhancing the Nation brand, the question of the power of the people in building Kenya's brand image kept coming up.

Yes, the protests by Kenyan Gen Z had some negative impact on the Nation's brand but it also offered several opportunities for positive change and enhancing Kenya's image.

## Harnessing the energy of the people

A nation's brand is more than just its economic performance, natural resources, or cultural heritage; it is fundamentally shaped by its people. In Kenya, the power of the people is central to building and promoting a strong, positive brand image. The collective actions, behaviors, and stories of Kenyans play a crucial role in defining the country's reputation on the global stage. Leveraging the power of the people involves harnessing their creativity, resilience, and diversity to create a compelling national narrative that resonates both locally and internationally.

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internet  
(McKinsey  
2024).

The visibility of young people in the political and social landscape highlights their role in shaping the future. This empowerment can foster a sense of pride, patriotism and ownership among the youth, driving further engagement in nation-building activities fostering a deeper sense of connection and commitment to the country among young people.

By positively harnessing the energy of Gen Z, Kenya could be seen as a leader in youth activism in Africa. This could attract global attention and support for youth-led initiatives in the country.

## Citizen ambassadors

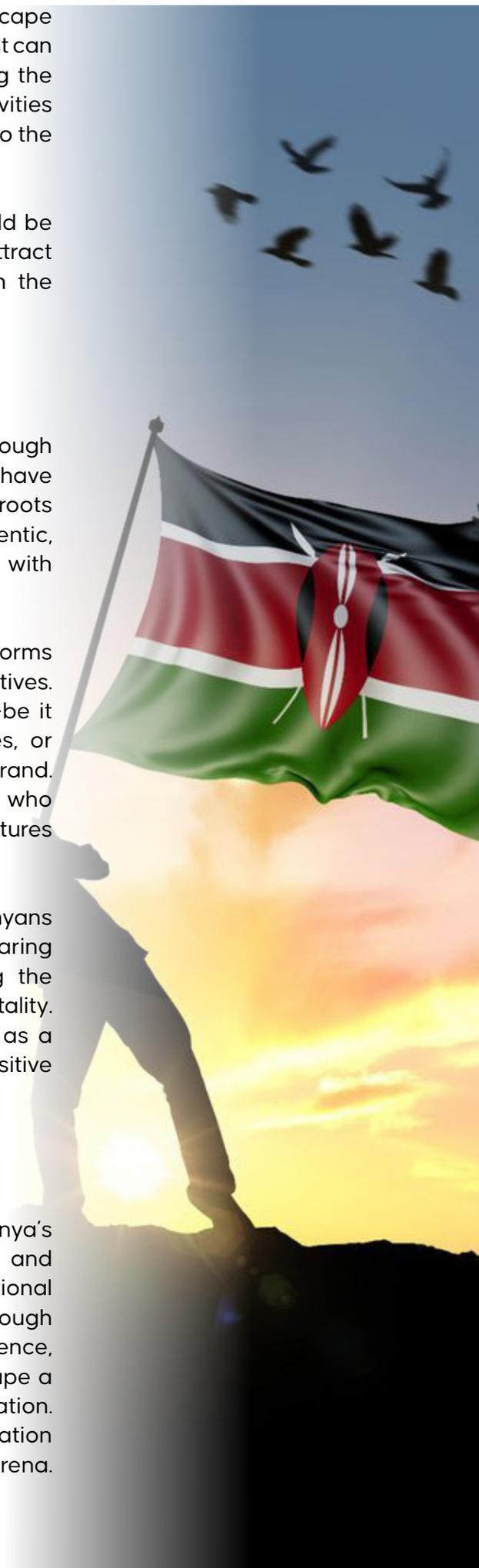
Every Kenyan can be an ambassador for their country. Through their daily interactions, whether in person or online, citizens have the ability to influence perceptions of Kenya. This grassroots form of branding is powerful because it comes from authentic, lived experiences that can build genuine connections with global audiences.

With the rise of social media, individuals have more platforms than ever to share their stories, experiences, and perspectives. Kenyans who share positive stories about their country—be it about their entrepreneurial successes, cultural practices, or scenic landscapes—can significantly enhance Kenya’s brand. Social media influencers, bloggers, and everyday citizens who post about their travels, cultural events, or business ventures contribute to shaping a multifaceted image of Kenya.

The Kenyan diaspora plays a vital role in nation branding. Kenyans living abroad often serve as cultural ambassadors, sharing their heritage and traditions while also demonstrating the strengths of Kenyan education, professionalism, and hospitality. The diaspora’s success stories can help position Kenya as a nation of hardworking and innovative people, fostering positive perceptions abroad.

## The best of Kenya

The power of the people is a critical force in building Kenya’s brand image. By harnessing the creativity, resilience, and diversity of its citizens, Kenya can craft a compelling national narrative that resonates with global audiences. Through grassroots initiatives, cultural expression, athletic excellence, and civic engagement, Kenyans have the potential to shape a vibrant and dynamic brand that reflects the best of the nation. As Kenya continues to grow and evolve, the active participation of its people will remain central to its success in the global arena.





**KENYA EXPORT  
PROMOTION & BRANDING  
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YOU ARE  
*Invited*



LIVE WEBINAR

# Unlocking the Ethiopian Market: Key Takeaways from KEPROBA's AfCTA Webinar

By Janet Apiyo | interncomm2@brand.ke



Kenya Export Promotion and Branding Agency (KEPROBA) hosted a virtual webinar on the 28th of August 2024, to create awareness on the African Continental Free Trade Area (AfCTA) among Kenyan exporters.

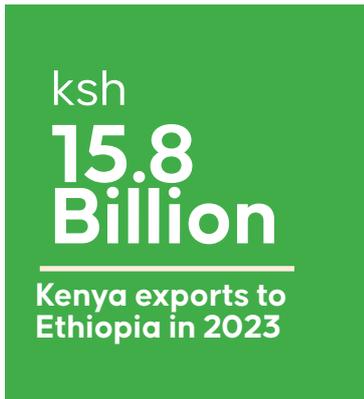
The webinar featured H.E. Amb. George M. Orina the Kenyan Ambassador to Ethiopia and Permanent Representative to the African Union and UNECA who gave the keynote presentation, KEPROBA CEO MS. Floice Mukabana and panelists from Kenya Industrial Property Institute (KIPI), Kenya Bureau of Standards (KEBS), Kenya Revenue Authority (KRA), and Kenya Trade Network Agency (KENTRADE). The speakers took participants through pertinent issues on accessing the AfCTA markets. Participants from various countries attended the webinar, highlighting the broad interest in the AfCTA and its potential to boost intra-African trade.

The AfCTA is the world's largest free trade area bringing together the 54 countries of the African Union and 8 Regional Economic Communities (RECs) to create a single market for the continent. The AfCTA aims to enable the free flow of goods and services across the continent and boost the trading position of Africa in the global market.

The central theme of the event was "A New Era of Trading," with a particular focus on the Ethiopian market as a case study. The webinar delved into the opportunities and challenges that the AfCTA presents

for Kenyan businesses, emphasizing the potential of the Ethiopian market and how Kenyan exporters can capitalize on it within the framework of the agreement.

Having ratified all the AfCFTA instruments, Ethiopia a member of the Guided Trade Initiative, is now ready for trade owing to the existing strong economic, political ties, proximity to Kenya, similar language of communication, and a high affinity for Kenyan products - medicaments, insecticides/herbicides/rodenticides, tea, iron & steel, food preparations, paper and paper products, etc.



In his presentation, Amb. Orina said that the official data from the Ethiopia Investment Commission indicated that there were 100 Kenyan affiliated businesses that had invested and were operating in Ethiopia. He added that they were drawn from various sectors such as telecommunications (Safaricom Ethiopia), aviation (Kenya Airways), banking sector (as representative offices), steel and glass manufacturing, textile, horticulture, consultancies, logistics, hospitality, industry, and other small businesses.

"The trade between Kenya and Ethiopia has been consistently skewed in favor of Kenya in recent years. Kenya exports to Ethiopia reached ksh15.8 billion in 2023, while imports from Ethiopia reached ksh 2.7 billion between 2019 and 2023," he noted. "This positive trade balance for Kenyan trade balance for Kenya is primarily driven by exports of insecticides and medicaments which together accounted for over 15% of total exports to Ethiopia in 2023."

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In her remarks, Ms. Mukabana said that the Kenya Export Promotion and Branding Agency is collaborating with Kenyan Embassies and regulators to support Kenyan enterprises to export within the AfCFTA market and address any emerging issues.

“As a member of the Guided Trade Initiative and having ratified all AfCFTA (African Continental Free Trade Area) instruments, Ethiopia presents a prime opportunity for Kenyan businesses to expand their reach. Strong economic and political ties, coupled with geographic proximity and a shared language, create a favorable environment for trade between the two nations. The AfCFTA offers Kenyan exporters a unique chance to tap into Ethiopia’s growing market and capitalize on the benefits of reduced trade barriers and increased market access,” she said. Presentations were given on strategies to facilitate exporters’ access to this market, the importance of compliance with standards to enhance competitiveness, and the use of the single window system for efficient document submission and market access. Additionally, the role of the KIPI in facilitating trade within the AfCFTA was highlighted.

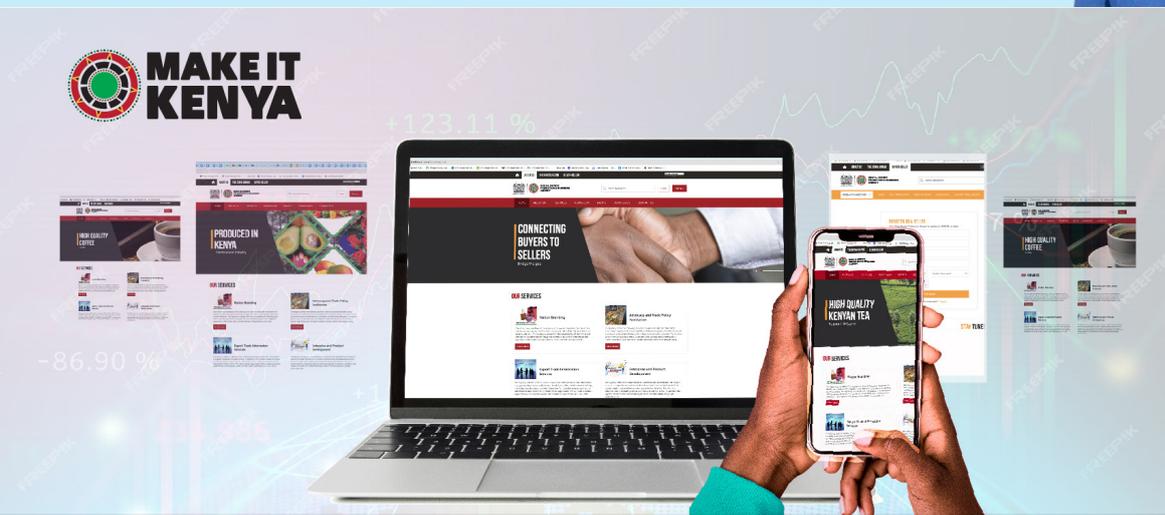
The webinar was informative, and it provided valuable insights into the opportunities and challenges presented by the AfCFTA and discussed how Kenyan businesses can best leverage the agreement to expand their exports.

*Kenya Export Promotion and Branding Agency is collaborating with Kenyan Embassies and regulators to support Kenyan enterprises to export within the AfCFTA market and address any emerging issues.*



**Floice Mukabana**

Chief Executive | Kenya Export Promotion and Branding Agency



**DISCOVER THE BEST SOURCING OPPORTUNITIES IN KENYA!**

Sign up as a buyer for free to get high quality Kenyan products.

**QUOTE OF THE MONTH**

We’ve got to start making people realise that it’s a proud thing to run a business, to export your goods around the country.

**Karren Brady**



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# THE DOS & DON'TS OF CUSTOMER SERVICE FOR BUSINESSES

By Lilian Moraa | Interncomm1@brand.ke

In the dynamic realm of customer engagements, the line between retaining a loyal customer and missing a valuable opportunity frequently hinges on the quality of service provided. Whether aiming to refine your methods or revamp your tactics, grasping the essential dos and don'ts of customer service is paramount for success.

Here is a guide to the key dos and don'ts of customer service to help your business thrive.

- **Do prioritize training:** Make sure your workforce is professionally trained in both product knowledge and customer service skills. Comprehensive training programs should include communication skills, problem-solving tactics, and empathy. Regularly inform your workers about new products, services, and corporate policies.
- **Do listen actively:** Show customers that you value their comments by actively listening to their complaints and suggestions. This includes giving them your undivided attention, acknowledging their concerns, and reacting carefully. Active listening promotes rapport and trust.
- **Do respond promptly:** Timeliness is essential in customer service. Aim to respond to enquiries and handle difficulties as promptly as feasible. Even if a complete resolution is not instantaneous, confirm receipt of the customer's problem and indicate a timetable for settlement.
- **Do personalize interactions:** Treat your customers like individuals rather than numbers. Use their names, remember previous conversations, and personalize your comments to meet their individual needs. Personalization helps clients feel valued and understood.

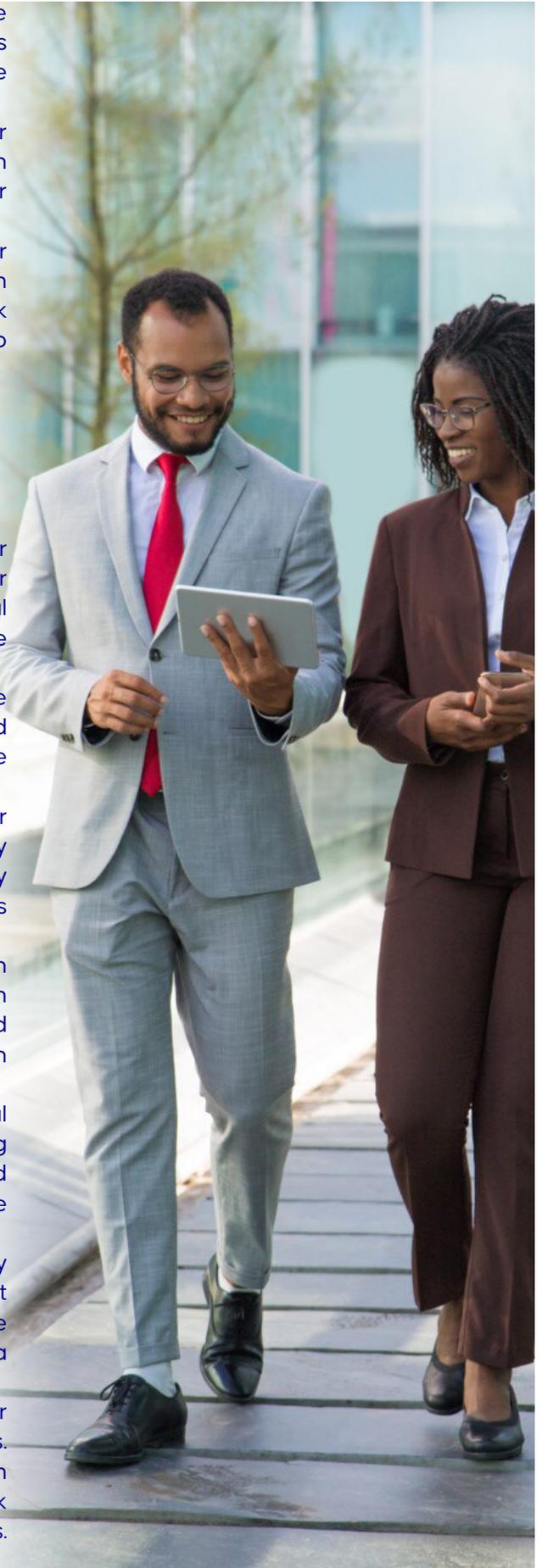
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THE DOS

- Do follow up: After resolving an issue, follow up with the customer to ensure they are satisfied with the solution. This communicates that you value their experience and provide good service.
- Do maintain a positive attitude: Always approach customer interactions with a positive, can-do attitude. Even in demanding situations, your demeanor can have a major impact on how customers perceive your firm.
- Do solicit feedback: Request consumer feedback on their experience with your company. Gather insights through surveys, reviews, or direct enquiries. Constructive feedback allows you to uncover areas for improvement while also demonstrating to customers that you respect their views.

## THE DON'TS

- Do not ignore complaints: Avoiding or rejecting consumer complaints can exacerbate problems and harm your reputation. Address issues in a forthright and professional manner, and work towards a satisfactory resolution for the customer.
- Do not make promises you cannot keep: It is essential to be honest about what you can deliver. Over-promising and under-delivering can lead to disappointment and erode trust. Set realistic expectations and communicate clearly.
- Do not use jargon or technical language: Make sure your message is clear and accessible. Avoid using industry jargon or highly technical terminology, which may confuse customers. Your purpose should be to engage as straightforwardly as possible.
- Do not take customer anger personally: When dealing with an irate consumer, remember that their dissatisfaction is with the issue, not with you. Stay calm and composed and concentrate on addressing the problem rather than responding defensively.
- Do not neglect your online presence: In today's digital world, many customer contacts occur online. Neglecting social media and online review sites might lead to missed opportunities for involvement and resolution. Monitor these channels on a frequent basis and answer promptly.
- Do not be inconsistent: It is essential that service quality be consistent. Customers may become irate and lose trust because of inconsistent encounters. Make sure everyone on your team adheres to the set procedures and upholds a consistent level of service.
- Do not overlook employee well-being: Excellent customer service is more likely to come from contented staff members. Poor service quality and employee fatigue can result from ignoring employee pleasure. Encourage a positive work atmosphere and provide for the welfare of your employees.



**Outstanding customer service forms the foundation of thriving business activities. By following these guidelines on what to do and what to avoid, you can craft a favorable encounter for your customers, forge enduring connections, and elevate your brand's standing. Keep in mind, the objective is to deliver service that goes beyond meeting customer needs, transforming every interaction into a chance for advancement and customer loyalty.**

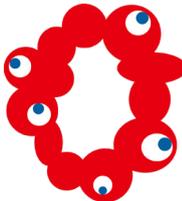



OSAKA, KANSAI, JAPAN  
**EXPO**  
**2025**



**REPUBLIC OF KENYA**

OFFICIAL PARTICIPANT KENYA

OSAKA, KANSAI, JAPAN  
**EXPO**  
**2025**

**The Expo Osaka 2025 Logo Design concept**  
 Dancing. Jumping. Bouncing.  
 That's why we're alive.  
 The new science and technology will make your heart dance.  
 The entertainment will make you want to jump in excitement.  
 The art and creativity will move and inspire you.  
 They will reach the most inner depths of the body and give strength to the cells that support our lives.  
 We will witness a new future at Expo 2025 Osaka, Kansai, Japan.  
 All kinds of personalities will gather and connect there in excitement— it will become a space bursting with the brilliance of life.

**Designed by:** SHIMADA Tamotsu  
**Group members:** AMEMIYA Miyuki/ OHMATA Nobuhiko/ KAMIMURA Shinya/ NUNOKAWA Yuko/ FUJISAWA Yusuke



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