

Newsletter

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Embracing the power of cloud computing for your business

By Reuben Wanjala: rwanjala@brand.ke

The terms "internet services," "internet computing," or "cloud computing" have become familiar buzzwords for anyone keeping up with the latest ICT trends. The days of visiting a cyber café just to send an email are long gone. Today, 99% of such operations can be done with a smartphone, tablet, or laptop, as long as you have internet connectivity. This accessibility is reflected in initiatives like "lipa kidogo kidogo" (pay in installments) for smartphones in Kenya, demonstrating the rapid expansion of technology in daily life.

This is the evolving role of IT in our lives: those who adapt to it flourish, while those who resist risk being left behind.

In this article, we will explore how small businesses can leverage cloud computing to enhance operations without overspending.

What is cloud computing?

Cloud computing is the delivery of various computing services over the internet. These services include servers, storage, databases, networking, software, analytics, and intelligence. According to IBM – a multinational technology company, the main advantage of cloud computing is that it allows users to access and use these resources without having to manage the underlying infrastructure themselves.

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Kenya's Exports and Products that are gaining global traction.

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The benefits of cloud computing

You might wonder, what do I stand to gain from adopting cloud computing? Here are just a few of the benefits:

- a. **Flexibility and Reliability** - Cloud services are available anytime, anywhere with an internet connection. Providers guarantee service availability up to 99.9%, which ensures minimal downtime. For example, how often do you recall services like WhatsApp being down?
- b. **Cost Efficiency** - No need to worry about purchasing hardware, software, or hiring IT support staff. Since cloud services are typically billed based on usage, you can subscribe for a few users today and add more later as your business grows. Likewise, if a staff member leaves, you can easily reduce your subscription.

Practical applications of cloud computing



removable disks. You can now store important files online and access them via your phone, laptop, or tablet. Services like Google Drive offer 15GB of free storage, allowing you to securely store personal documents like your CV, tax certificates, or scanned IDs. At the business level, you can safely store your company's registration certificates, tax compliance forms, invoices, receipts, and other transactional records.

Cloud storage can also serve as a convenient backup for your phone data, such as contacts and photos. So, why not take advantage of this to store more meaningful data for your business?

If 15GB isn't enough, Google offers 100GB for Ksh 3,000 or 2TB for Ksh 15,000 annually, giving you scalable storage solutions as your needs grow.

a. Online Office Suite

Cloud-based office suites, like Google's offerings, provide everyday applications like Word, Excel, and PowerPoint, all accessible for free with a Gmail account. Files created using these tools are automatically saved to your Google Drive, streamlining your workflow. Microsoft and Zoho also

offer similar solutions, allowing you to access powerful tools without hefty investments.

b. Software Over the Internet

Commonly referred to as Software as a Service (SaaS), this model allows you to use software online without the need for installation or ownership. Payment is typically subscription-based, with fees calculated per user per month. SaaS products range from common office packages to more specialized tools like payroll systems, fleet management, and CRM solutions. Platforms like Zoho CRM, Sugar CRM, and Zoho Payroll provide cost-effective solutions for businesses of all sizes.

Keys to cloud success

To get the most out of cloud computing, here are two critical factors to consider:

Reliable internet connection

Since cloud services rely on the internet, it's essential to ensure a stable and dependable connection. For personal use, mobile data or office Wi-Fi may suffice. However, for businesses that depend on timely email responses, meeting deadlines, or processing payroll, investing in high-quality internet with solid support from your provider is crucial.

Enhanced security

Data stored online is vulnerable if proper security measures aren't taken. Thankfully, most cloud service providers offer Multi-Factor Authentication (MFA), which adds layers of security. With MFA, even if someone guesses your password, they will still need a verification code sent to your phone or email. Cloud providers are also required to comply with data protection regulations, ensuring that your information remains secure.



Time to explore

With these considerations in mind, the question becomes: To what extent have you embraced cloud computing to add value to your life or business? Now is the time to explore how this technology can simplify your operations, save costs, and enhance your productivity.



KEPROBA and AFA- Coffee Directorate collaborate to promote Kenya's coffee exports

By Floice Mukabana: chiefexe@brand.ke

Kenya Export Promotion and Branding Agency (KEPROBA) and Agriculture and Food Authority (AFA)- Coffee Directorate signed a collaboration agreement that will see the two institutions coordinate Kenya's marketing efforts in emerging and established coffee markets. The two institutions have been actively working together in implementing trade promotion initiatives to expand and diversify Kenya's coffee exports into key export markets.

Kenya has a long history of producing some of the finest coffee in the world. Our coffee has garnered global recognition for its exceptional taste, aroma, and quality. However, to fully capitalize on the potential of this valuable commodity, we must continue to innovate, adapt, and strengthen our export strategies.

Export performance

In the recent past, Kenyan coffee exports have been fluctuating. This is attributed to low productivity stemming from declining acreage over the last few decades due to the shift in land use, high cost of production across the value chain, fluctuating coffee prices, and erratic weather conditions. 97% of Kenya's coffee has also been exported in bulk form (green beans) and the country has remained over-reliant on traditional export markets, resulting in a reduction in overall earnings.

Kenyan coffee exports have seen variations since 2016, largely due to reduced productivity. This decline is linked to shrinking coffee-growing areas as land use has shifted, coupled with rising

production costs, unpredictable coffee prices, and inconsistent weather patterns. Additionally, 97% of Kenya's coffee has been exported as raw green beans, with the country heavily depending on traditional markets, leading to a decrease in total revenue.

However, despite facing these challenges, the Kenyan coffee sector has shown signs of growth in recent years. Several factors have contributed to this positive trajectory including increased coffee production from 34,511 Metric Tonnes (MT) in 202/21 to 51,853 Metric Tonnes MT in 2021/2022, increased direct sales to international buyers, and reduced reliance on traditional markets to new markets such as Korea, Japan. Notably, government support through implementing coffee reforms and the disbursement of the Direct Settlement System (DSS) through the Nairobi Coffee Exchange has also contributed to the growth of the sector.



KEPROBA and AFA Coffee Directorate agreed on developing a stakeholder engagement framework to establish a coordinated approach toward marketing Kenyan coffee.

Strategic collaboration

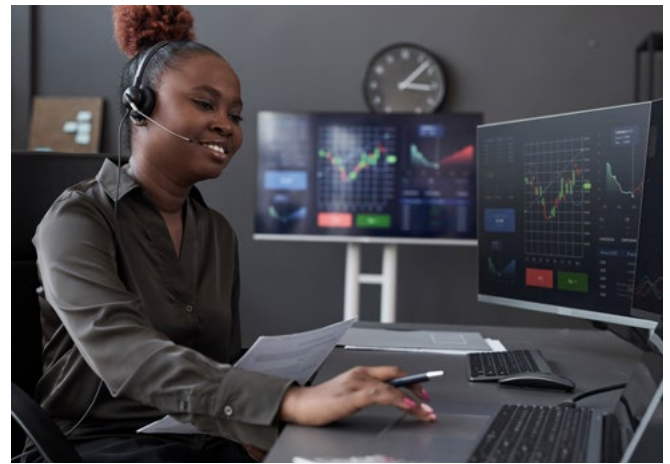
The collaboration between KEPROBA and AFA Coffee Directorate aims to leverage the strengths and resources of both entities to drive economic growth and empower stakeholders in the coffee value chain, particularly coffee producers and farmers. This strategic initiative is rooted in the recognition that sustainable development and economic empowerment are achievable through concerted efforts and a shared vision.

The two Agencies will jointly develop and promote a harmonized Kenya coffee brand, and position Kenyan coffee as a premium product in the global marketplace; develop a coordinated approach towards marketing Kenya coffee locally and internationally; implement joint market research and intelligence initiatives aimed at improving coffee quality, productivity, and sustainability and develop E-commerce strategies for coffee export to guide producers in the development of their direct sales strategies.

Additionally, the KEPROBA and AFA-Coffee Directorate will conduct capacity building and implement training programs for coffee farmers, cooperatives, and exporters. This will empower them to develop products that meet international market standards and requirements, thus enhancing their competitiveness.

In conclusion, the collaboration between KEPROBA and AFA-Coffee Directorate marks a pivotal step towards revitalizing Kenya's coffee industry. By leveraging their combined resources, expertise, and strategic insights, the two institutions are well-positioned to elevate Kenyan coffee to new heights in both established and emerging markets. This partnership will not only enhance the visibility of Kenyan coffee as a premium global brand but also empower local farmers and exporters to compete on the international stage. As Kenya continues to innovate and diversify its export strategies, this initiative promises to unlock new opportunities for sustainable growth and long-term success in the coffee sector.

The writer is the Chief Executive Officer, Kenya Export Promotion and Branding Agency



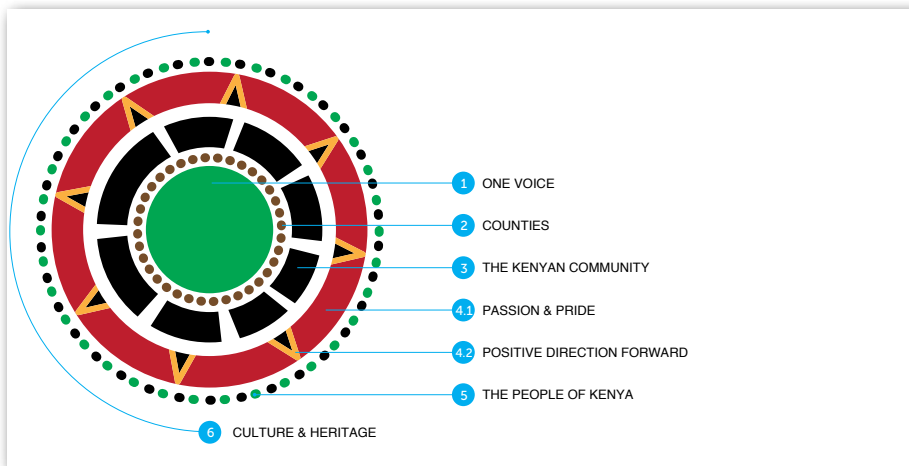
Leveraging on communications to promote trade and export opportunities under AfCFTA

By Mariam Maina: mmaina@brand.ke

The African Continental Free Trade Area (AfCFTA) represents a monumental shift in Africa's economic landscape, offering unprecedented opportunities for intra-African trade and market access. As one of the continent's largest economies, Kenya stands to benefit significantly from this agreement. However, unlocking these opportunities requires more than just trade policies and regulatory frameworks; it calls for strategic communications to promote Kenya's export potential, enhance its global image, and facilitate stronger market linkages.

In August this year, the Kenya Export Promotion and Branding Agency (KEPROBA) held a webinar seeking to create awareness on the African Continental Free Trade Area (AfCFTA) among Kenyan exporters where the Kenyan Ambassador to Ethiopia and Permanent Representative to the African Union and UNECA, Amb. George M. Orina gave the keynote speech. In his presentation, the Ambassador delved into the opportunities and challenges that the AfCFTA 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.

It was an eye-opening, interesting conversation that got me thinking that as a communications professional working for an Agency's whose mandate is to implement export promotion and nation branding initiatives and policies to promote Kenya's export of goods and services, what role can communications play in promoting the trade and export opportunities under the AfCFTA and how can Kenya leverage on communications strategies to position itself as a key player in the African and global markets.



Shaping Kenya's Brand Narrative

Communications plays a crucial role in shaping and communicating Kenya's unique value proposition under AfCFTA. As one of Africa's leading export nations, Kenya boasts competitive advantages in sectors such as agriculture, manufacturing, and services. Through targeted communications campaigns, the country can highlight its strengths—such as its thriving coffee and tea industries, innovative tech sector, and skilled workforce—while positioning itself as a trade hub for African and global markets.

Effective storytelling can communicate Kenya's commitment to sustainability, innovation, and quality. This strengthens the country's brand as a reliable trading partner, making it easier for businesses to enter new markets within the AfCFTA framework.

Promoting exporters through strategic communication

Kenyan exporters, especially small and medium-sized enterprises (SMEs), need visibility and credibility to tap into AfCFTA's vast market opportunities. Communications can help amplify their presence through industry-specific media campaigns, trade fairs, digital platforms, and partnerships. By profiling successful exporters and showcasing case studies, communications can help create a positive narrative around Kenyan businesses, boosting their reputation and opening doors for new trade relationships.

It is through platforms such as webinars and events that exporters can engage with policymakers and investors, shaping conversations around trade barriers, product standards, and market trends. Such platforms ensure that exporters' needs are heard and addressed, allowing them to better navigate regulatory landscapes in different African countries.

Building confidence in Made in Kenya products

One of the key challenges Kenyan businesses face when expanding to new markets is building trust in the quality of their products. Communications plays an essential role in brand positioning, not only at home but across Africa. By crafting narratives that emphasize quality assurance, adherence to international standards, and Kenya's commitment to innovation, communications can help reduce concerns over product reliability and competitiveness.

Through trade shows, media outreach, and thought leadership content, Kenya can build a solid reputation as a source of premium goods and services, from its agricultural exports to manufactured products and beyond.

The Made in Kenya initiative by Kenya Export Promotion and Branding Agency promotes locally produced goods and services to enhance the visibility of Kenyan products in both domestic and international markets. It aims to boost Kenya's economy by encouraging the consumption

and export of Kenyan-made products, showcasing the country's craftsmanship, innovation, and cultural heritage.

Driving awareness through digital platforms

The AfCFTA agreement opens access to a potential market of over 1.3 billion people. However, taking advantage of this vast market requires an effective communication strategy, with a focus on digital platforms. Digital communication strategies can help Kenyan businesses reach new markets by leveraging social media, e-commerce platforms, and industry-specific digital forums to build brand visibility and drive engagement.

Capacity building for exporters

Kenyan businesses need to understand the opportunities and challenges presented by AfCFTA. Here is where communications comes in. It can play a vital role in educating exporters on the benefits of AfCFTA, market entry strategies, and the changing regulatory environment. These educational initiatives not only prepare businesses for export trade but also create a culture of knowledge-sharing and collaboration, ensuring that exporters remain competitive and well-informed.

Under AfCFTA, Kenya is well-positioned to expand its trade reach across Africa. However, achieving this requires more than just infrastructure and policies—it demands strategic communication. Communication professionals have a key role to play in shaping Kenya's narrative, promoting its exporters, and driving awareness of market opportunities. By building trust, educating exporters, and engaging with diverse media platforms, communications will be essential in realizing Kenya's full export potential under AfCFTA, ultimately positioning the country as a leading trade hub in Africa.



A look at Kenya's dairy sector

By Charles Tumbo: Ctumbo@brand.ke

The Kenyan dairy industry is among the top in Africa and is the leading in East Africa. The industry is on an upward trajectory with an estimated growth rate of 3% - 4 % per year. The dairy value chain is an important socioeconomic enterprise contributing 4.5 %, 14% and 44% to the national, agriculture and livestock sub-sectors GDP respectively. The sector provides livelihood to an estimated 1.8 million smallholder households, employing an estimate of 750,000 persons directly and 500,000 indirectly. Currently the total milk production in the sector is estimated to be 4.6 Billion liters per year.

The Kenya Dairy Board regulates the dairy industry in Kenya whose mandate is to regulate, develop and promote the dairy industry. Commercialization of the Dairy sector has played a significant role to the growth of the sector as it creates employment across the value chain. Production in 2023 was 811 million litres of processed milk valued at Ksh. 40.45 billion which is attributed to the growth of industry and of course good weather. Kenya has the highest consumption per capita of milk per person within Sub Sahara Africa at

approximately 110 litres, this translates to a demand in our domestic market. Value addition of our milk products has also created a demand for export of Ghee, Ice Cream, UHT milk, Whey, Butter and Cheese. The value of exported value-added products in 2023 was Ksh. 7.3 billion. As illustrated below:

DAIRY INDUSTRY PERFORMANCE

Milk Production

Year	Volume Million Liters	Per Capita consumption
2019	3,983.3	99.0
2020	4,048.1	86.0
2021	4,640.9	90.7
2022	4,604.3	78.3
2023	4,568.6	86.1

Source: Kenya Dairy Board

Progress in achievement of Dairy BETA goals

Goal	2021	2022	2023
1 Increase in Volume of formally marketed milk in litres	801.9 million	755.3 million	811million
2 Increase in Value of formally marketed milk in Ksh.	33.7 billion	35.7 billion	40.45 billion
3 Establishment of Cooperatives at ward level	670	689	770
4 Increase value addition(Butter, whey, ghee & cheese)in Tonnes	1201.6	835.2	1072.1
5 Increase in the export of Dairy Produce in Ksh.	568.9 million	4.9 billion	7.3 billion

Source: Kenya Dairy Board





The Kenyan Dairy sector contributes 4.5%, 14%, and 44%, to the National, agricultural, and livestock GDPs respectively. Additionally, it generates employment for 500,000 people directly and 750,000 people indirectly through services like AI, breeding, technology, and consulting, among other things. It provides a living for an estimated 1.8 million households of small landowners. The dairy industry has grown by an estimated 5% each year thanks to interventions from the government, the Board, development partners, and other dairy players, which is one of the greatest growth rates in the nation. This equates to an annual production of 5.2 billion liters. Therefore, the industry plays a significant role

in the socio-economic growth of the nation, resulting in wealth creation and the alleviation of poverty for many Kenyans.

The Kenya Dairy Board launched the National Dairy Regulatory Laboratory in Kabete in 2021 which is a state-of-the-art laboratory was established with the aim of enhancing surveillance of milk and milk products to ensure the safety and quality of the Kenyan Dairy Industry along the Dairy Value Chain. The Board is also currently licensing our dairy business operators through an online system that can be accessed from anywhere via phone or computer. Capacity building of farmers is ongoing on use of modern technologies such as milking machines, use of renewable

energy such as biogas and solar, by ensuring that nothing goes to waste and sustainability of the sector through conservation of the environment.

Kenya Dairy Board partnered with USAID Kenya Investment Mechanism to develop a 10- year Dairy Industry Sustainability Roadmap (KDSR). This framework is a collective responsibility by industry stakeholders aimed at catalyzing and accelerating industry-wide transition to a more sustainable, competitive, and low-carbon footing industry marked by enhanced economic viability of milk producers and processors. The Road map is based on four pillars, 12 goals and 26 targets as illustrated below:

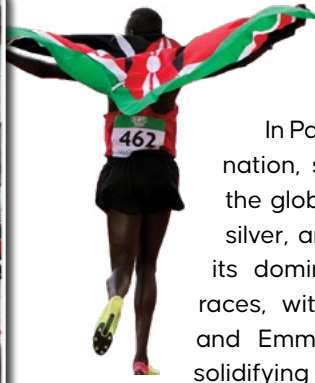
PILLAR	GOALS	TARGETS
PROSPERITY 	Produce sufficient milk to meet domestic demand and export targets in a competitive way	<ol style="list-style-type: none"> 1. Raise production from 95% to at least 105 % of domestic demand 2. Increase productivity from 10 litres to 20 litres per lactating cow per day for a micro-commercial dairy farm 3. Lower the cost of quality feeds and fodder by 50% from the early 2023 highs 4. Lower seasonality and drought induced fluctuations from over $\pm 10\%$ to below $\pm 5\%$ of average monthly/annual output 5. Increase processor capacity utilisation from <50% to at least 80% of installed capacity
PEOPLE 	Supply quality, safe and affordable milk while providing decent livelihoods across the dairy industry	<ol style="list-style-type: none"> 1. Ensure at least 80% of marketed milk output goes through the cold chain whether formally or informally marketed 2. Ensure at least 60% of marketed milk output is formally processed 3. Lower retail price of packaged whole milk by at least 20% from early 2023 highs 4. Increase dairy farm owner's monthly earnings to at least double the minimum wage 5. Raise employment incomes to at least the gazetted minimum wage across the dairy industry
PLANET 	Lower the environmental footprint of the dairy industry to support the country in meeting its NDC targets	<ol style="list-style-type: none"> 1. Lower GHG emissions by 35% from 2021 levels (higher productivity, green energy- [biogas, solar, geothermal] and tree planting) 2. 90% of processors achieve an energy efficiency certification 3. Reducing consumptive water intensity of dairy processors by 20% 4. Efficient water uses in the dairy industry. Lower milk to waste-water ratio to 1:1.5 5. At least 90% treatment and recycling of solid waste across the dairy value chain 6. 50% improvement in quality of discharged effluent 7. Plant at least 5% of national tree planting goal 8. 90% of farmer's comply with Kenya's Animal Welfare Act
PRINCIPLES OF GOVERNANCE 	A properly governed and highly inclusive dairy industry	<ol style="list-style-type: none"> 1. Reduce average age of dairy farmers by 10 years 2. Increase women's participation to at least 50% at all value chain nodes 3. Over 90% of large corporates and cooperatives to have the relevant sustainability code/policy (e.g., gender policy, inclusivity policy, supplier code of ethics etc.) 4. 100% of cooperatives formally make their financial statements available to all members 5. Over 70% major actors/commercial actors report on sustainability matters annually 6. KDB issues an annual sustainability and sector data report 7. All Cooperative Board members and Management to receive corporate governance training



Leveraging international sporting events to strengthen Kenya's Nation Brand: The case of the Paris 2024 Olympics

By Irene Van De Graaf: Irenev@brand.ke

The 2024 Paris Olympics has once again placed Kenya on the global stage, not only for its athletic prowess but also as a testament to the nation's cultural and national identity. While the Olympic Games are often a display of physical excellence, they also serve as a powerful platform for nation branding. For Kenya, this opportunity was twofold: through the performance of its athletes and the symbolic use of cultural emblems like the Kenyan flag beaded bracelets, which made a statement far beyond the racetracks.



Kenyan athletic prowess: A consistent global force

In Paris, Kenya emerged as Africa's leading nation, securing an impressive 17th place in the global rankings with 11 medals - 4 gold, 2 silver, and 5 bronze. The country showcased its dominance in middle and long-distance races, with Beatrice Chebet, Faith Kipyegon, and Emmanuel Wanyonyi winning gold and solidifying Kenya's legacy in distance running. Despite challenges in other sports like rugby and volleyball, Kenya's resilience in athletics shone brightly.

These victories transcend sports. They reinforce Kenya's image as a nation that nurtures world-class talent, especially in athletics, where it has become synonymous with excellence. Each medal won in Paris not only brought pride but also acted as a spotlight on Kenya, showing the world that this East African nation remains a key player on the global sports stage.

Nation branding through symbolism: The Kenyan flag beaded bracelets

Beyond the podium, Kenyan athletes carried with them more than just their competitive spirit; they carried the essence of the nation. Many Kenyan athletes were seen wearing the Kenyan flag beaded bracelets during their competitions, a subtle yet powerful emblem of Kenya's rich culture. These bracelets, intricately crafted by Maasai artisans, hold deep cultural significance, representing identity, community, and history.



In the context of the Olympics, the bracelets became a visible and distinctive representation of Kenya's unique cultural heritage. When athletes like Faith Kipyegon crossed the finish line with gold, adorned in Maasai beads, the message was clear: Kenya is not just a nation of runners but a nation with a vibrant, diverse, and proud cultural identity.

Sports as a platform for nation branding

Kenya's success at the Olympics highlights the intersection of sports and nation branding. Sporting events like the Olympics are not just competitions; they are global platforms watched by millions, offering countries the chance to shape perceptions and promote their identity. For Kenya, the focus on athletics, combined with cultural expressions like the Kenyan flag beaded bracelets, presents a strong narrative of unity, resilience, and heritage.

Nation branding through sports can enhance Kenya's global image, making it an attractive destination for tourism, investment, and cultural exchange. The Maasai, one of Kenya's most internationally recognized communities, already draw significant attention to the country, and integrating Maasai symbols into the international arena adds another layer to the country's brand.

In recent years, many nations have embraced this approach, using international sports to promote their culture, values, and industries. Qatar's hosting of the FIFA World Cup in 2022 is a prime example of how a nation can project its culture and infrastructure on a global stage. Kenya has the opportunity to replicate such success by continuing to integrate its unique cultural elements, like the beaded bracelets, into future sporting events and international showcases.

Beyond the Paris Olympics: Opportunities for growth

The conclusion of the Paris Olympics presents Kenya with an opportunity to reflect on

both its sporting achievements and its future nation-branding strategy. With the 2028 Los Angeles Olympics on the horizon, Kenya can begin planning how to build on the Paris momentum.

Investing in emerging talents and expanding support for athletes beyond traditional distance running events will ensure that Kenya remains competitive. But just as important is the integration of Kenya's national identity into the broader narrative of sports.

There's a need for collaboration between Kenya's sports federations, cultural bodies, and tourism authorities to create a unified strategy that promotes Kenya as a sporting powerhouse and cultural hub. This could include encouraging athletes to wear more national symbols and working with designers to create official sporting merchandise that blends Kenya's cultural identity with modern fashion.

Truly Kenyan

The 2024 Paris Olympics was not just a sporting event for Kenya—it was a chance to reaffirm the nation's place on the global stage. By combining athletic excellence with the cultural symbolism of the Kenyan flag beaded bracelets, Kenya showcased a dynamic image of itself as both a sporting and cultural force.

Looking ahead, Kenya should continue leveraging international sporting events to push its nation brand, emphasizing both its athletic strengths and cultural richness. The path to the 2028 Los Angeles Olympics is not just about winning more medals; it's about winning hearts and minds by showing the world what it truly means to be Kenyan.



How to write effective emails for the export business

By Gertrude Mirobi: gmirobi@brand.ke

Writing effective emails in the export business requires professionalism, clarity, and attention to detail. Whether you are negotiating deals, providing product information, or maintaining relationships with international clients, your email writing skills can significantly impact your business's success.

Remember, each email is an opportunity to represent your business and enhance your reputation in the global market.

Here's a guide on how to craft effective emails for the export industry:

1. Start with a professional subject line

The subject line is the first thing your recipient will see, and it determines whether your email gets opened or ignored. Keep it clear, concise, and relevant. A good subject line should tell the recipient what to expect, such as:

- "Quotation Request for Kenyan Avocados"

■ **"Shipping Schedule for Your Order – Invoice No. 12345"**

Avoid vague phrases like "Urgent" or "Follow-Up," as they do not provide specific information and may reduce the chances of engagement.

2. **Use a polite greeting**

In business communication, especially in the export sector where you may be working with clients across different cultures, the tone of your email matters. For example:

- ▶ **"Dear Mr. Kenya,"**
- ▶ **"Hello [Client's Name],"**

Avoid informal greetings like **"Hey"** unless you have an established rapport with the recipient.

3. **Be clear and concise**

In the export business, time is often a crucial factor. Keep your email concise and straight to the point. Your message should clearly communicate the reason for the email, whether it's to send an invoice, follow up on a shipment, or provide product details.

For example:

"I am writing to confirm that your shipment of Kenyan coffee beans has been dispatched and is scheduled to arrive on October 30, 2024."

Avoid long-winded explanations and focus on delivering necessary information quickly.

4. **Address the recipient's needs**

Always consider what the recipient wants to know. If they requested pricing information, ensure your email provides that without unnecessary delays. If you are responding to an inquiry, answer their specific questions in the first paragraph.

For example:

"Thank you for your enquiry regarding Kenyan macadamia nuts. Please find attached the price list for bulk orders along with shipping options to your location."

5. **Be culturally aware**

In international trade, cultural awareness is key. Make sure your tone is polite and professional. Some cultures appreciate more formality, while others are more comfortable with a relaxed approach. Understand your recipient's preferences and write your email accordingly.

6. **Provide clear instructions and next steps**

In every email, make sure you include a clear call-to-action or instructions for the next step. This ensures the recipient knows what is expected of them. For instance:

- ▶ **"Please confirm receipt of this email and the attached documents."**
- ▶ **"Kindly let me know if the shipping schedule works for you."**

Giving clear guidance reduces the risk of miscommunication and helps maintain the flow of business.

7. **Attach necessary documents**

In export transactions, documents like invoices, shipping details, price lists, and product specifications are crucial. Always ensure that you attach the correct documents, label them clearly, and refer to them in the email. For example:

- ▶ **"Please find attached the shipping invoice and product specifications for the Kenyan tea shipment."**

Make sure to double-check attachments before sending to avoid follow-up emails asking for missing documents.

8. **Use a professional closing**

End your email with a courteous and professional sign-off. Common options include:

- ▶ **"Best regards,"**
- ▶ **"Sincerely,"**

▶ **"Kind regards,"**

Sign off with your full name, title, company name, and contact details. This not only provides clarity but also offers multiple ways for the recipient to reach you.

For example:

"Kind regards,

Mkenya Daima

Export Manager, XYZ Exports Ltd.

**+254 700 000 000 | Mkenya.
Daima@xyzltd.co.ke"**

9. **Proofread before sending**

Before hitting "send," take a moment to proofread your email. Export business emails often involve critical details like dates, quantities, prices, and shipment numbers. Any errors could cause confusion or delay in the export process.

Check for spelling errors, grammatical mistakes, and ensure that your message is clear. This will help maintain a professional image and reduce the likelihood of follow-up questions or issues.

10. **Follow up when necessary**

If you don't receive a response within a reasonable timeframe, it's okay to send a polite follow-up email. Ensure the follow-up is respectful and gives the recipient enough time to respond.

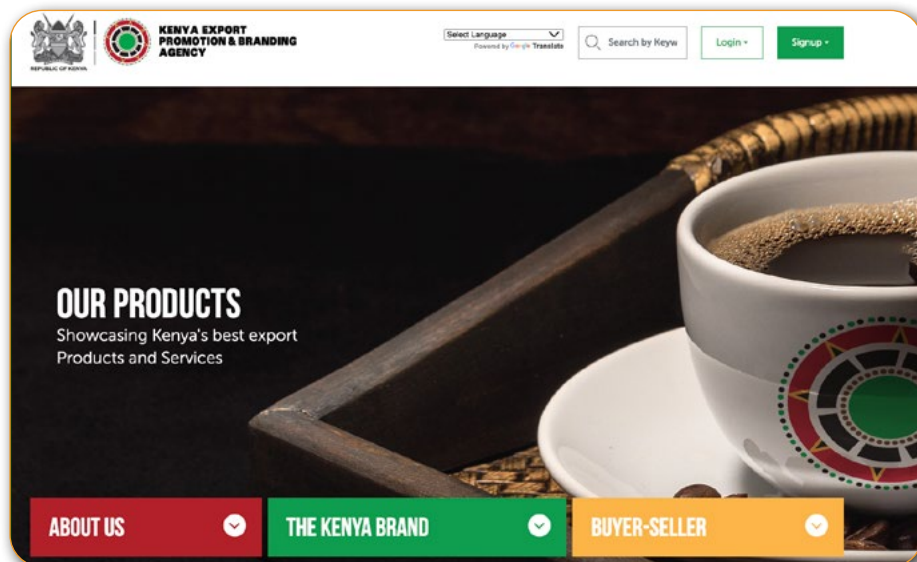
For instance:

"I hope this message finds you well. I am following up on my previous email regarding the shipping schedule for your order. Kindly confirm the details at your earliest convenience."

Istilahi ya KEPROBA

Na Janet Opiyo: interncomm2@brand.ke

Nilipokuwa shule ya upili, nilienzi sana somo la Sajili katika Isimu Jamii. Somo hili huangazia matumizi mbalimbali ya lugha katika muktadha tofauti vilevile, misamiati/Istilahi maalum zinazotumika. Kwa kudurusu sajili ainati nilibaini kuwa sifa ya Misamiati/Istilahi maalum ilikuwa kama hoja kibwagizo, tofauti ni muktadha husika. Sajili ni miongoni mwa mada iliyoidhinishwa na mtaala wa Elimu kufundishwa humu nchini. Matumizi ya lugha ni namna ambavyo wazungumzaji hutumia lugha kwa kuzingatia mila, desturi, na kaida mbalimbali za jamii inayohusika (King'ei, 2010). Je, unafahamu Istilahi?



Istilahi ni mfumo wa msamiati unaotumika katika muktadha mahususi. Makala hii inaeleza misamiati maalum inayotumika katika shirika la KEPROBA.

Istilahi

KEPROBA 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 lipo chini ya wizara ya Uwezekaji, Biashara na Viwanda.

Export

Biasharanje

Kuuza bidhaa na huduma mbalimbali nje ya nchi.

Export Promotion

Kukuza Biasharanje

Kuhimiza watu kupenda au kuendeleza biasharanje kupitia mafunzo mbalimbali.

Exporters

Wafanyabiashara wa nchi za nje

Wafanyabiashara wanaosafirisha bidhaa au huduma zao nje ya nchi.

Brand

Chapa

Alama au kitambulisho cha biashara vilevile, inaweza kuwa njia moja ya watu kutambua na kuhusianisha bidhaa au huduma ya shirika au kampuni husika.

Branding

Piga Chapa

Kutambulika kwa bidhaa au huduma unazotumia kutumia chapa yako.

Public Service Branding

Chapa Huduma za umma- Kupiga chapa huduma zote za umma.

Nation Branding

Chapa Taifa- Kupiga chapa taifa la Kenya.

MADE IN KENYA Mark / MAKE IT KENYA

Nembo ya 'MADE IN KENYA'/ '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.

Basic Procedure for Exporting

Mchakato maalum wa biasharanje

Huu ni mchakato mwafaka ambao kila mfanyabiashara anahitajika kufuata anapotaka kuuza bidhaa au huduma nje ya nchi.

Product Development Process

Endeleza/ Nadhifisha hadhi ya Bidhaa

Kuboresha hadhi ya bidhaa au kufanya bidhaa iwe imara, bora zaidi au yenye ubora zaidi ili iweze kukidhi mahitaji ya wateja na soko kwa ujumla.

Business Counselling

Ushauri wa Biashara

Kutoa nasaha mwafaka kwa wafanyabiashara kuhusu mchakato maalum wa biasharanje, kupata nembo, chapa na jinsi ya kunadhifisha bidhaa zao.

International Market Development and Promotion

Maendeleo na matangazo ya masoko ya Kimataifa

KEPROBA hutambua fursa za masoko ya nje kwa bidhaa za Kenya na kutengeneza mikakati sahihi ya kuingia sokoni ikiwa ni pamoja na maonyesho ya biashara na misafara ya biashara.

Market Intelligence and Research

Utafiti na Taarifa za Masoko

Kufanya uchunguzi na kukusanya taarifa maalum kuhusu soko mbalimbali ili kutoa ufahamu sahihi wa mwenendo na fursa za masoko katika kufanya maamuzi sahihi kuhusu soko na biashara husika.

Export Licensing and Permits

Leseni na Kibali cha Kuuza nje

Hii ni kibali rasmi inayotolewa na mamlaka husika kuruhusu wafanyabiashara kusafirisha bidhaa zao nje ya nchi kwa mujibu wa sheria au kanuni zilizoekwa.

Export Awareness

Uhamasishaji wa Biashara ya Nje

Juhudi za kuongeza uelewa na kukuza biashara katika masoko ya kitaifa. Inajumuisha kutangaza bidhaa au huduma kwa wateja wa kimataifa na kudumisha biashara ya kimataifa.

Kenya Trade Directory

Mwongozo wa Biashara wa Kenya

Ni rasilimali inayoweka pamoja taarifa kuhusu biashara, makampuni na huduma zinazopatikana nchini Kenya. Hivyo basi kuwa chanzo kizuri cha habari kuhusu wauzaji, wasambazaji na biashara zingine za Kenya.

KEPROBA ni shirika pekee la Idara ya serikali lililoidhinishwa rasmi kukuza biasharanje, chapa taifa na kukuza huduma za Kenya Kimataifa. Istilahi zilizoordheshwa ni miongoni mwa misamiati utakazotangamana nazo katika shirika la KEPROBA.



Bringing Professionalism into the Workplace as an Intern: Lessons Learned from My Experience.

By Lilian Moraa: Interncomm1@brand.ke

Entering the workplace as an intern can feel like stepping into a new world, full of opportunities, responsibilities, and expectations. In my experience as an intern at the Kenya Export Promotion and Branding Agency, one thing that has become crystal clear is that professionalism is key to thriving, no matter how early you are in your career.

At first, the term "professionalism" felt a bit abstract to me, something reserved for seasoned employees. However, through practical lessons learned during my internship, I have come to understand that professionalism is not just about dressing the part or being punctual it's about mindset, communication, respect for the work and the people around you, and most importantly, your ability to learn and adapt as discussed below.

Understanding workplace culture

The first lesson in professionalism is to quickly grasp the culture of your workplace. This isn't written down in the company handbook; it's something you absorb by observing how people interact, how decisions are made, and how teams function. As an intern, one of the most impactful steps you can take is to listen actively and follow suit. I found that aligning myself with the Agency's culture, whether formal or relaxed, helped me blend into the environment more easily. This lesson was vital for me, as it allowed me to adjust my approach when working with different teams. Understanding the unspoken rules of engagement has helped me manage my time and tasks in a way that was respectful to the overall workflow.

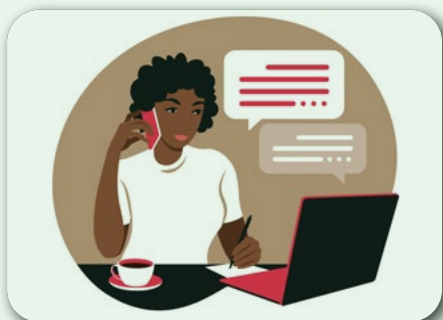
Effective communication

Professional communication, whether in person, via email, or over the phone, is key to maintaining a positive reputation in the workplace. Clear, concise, and polite communication has helped convey ideas and clarify tasks while ensuring no misunderstandings. I have learned that communication is not just about expressing oneself but also about active listening. Understanding instructions correctly and receiving feedback whether positive or negative constructively has become foundational to improving my work and building better relationships with my colleagues.



Being adaptable and learning from feedback

Workplaces are fluid environments, and being adaptable is a huge part of being professional. Flexibility meant to be willing to take on tasks outside my job description; often they were disguised as educational opportunities. Equally important was learning to receive feedback with grace. Initially, criticism, however constructive, can be a tough pill to swallow. However, feedback is an essential part of growth. Professionalism means accepting corrections, applying them, and showing gratitude for the learning moment.



Accountability and ownership

Taking ownership of tasks and being accountable for both successes and mistakes has been one of the most defining experiences of my internship. Even when I was working on minor assignments, I treated them with the seriousness and attention to detail I would expect in more senior roles. This approach has not only built trust but also helped me develop a stronger sense of responsibility. The professional approach is not to avoid errors at all costs, but to own up to them quickly and work to correct them. This attitude of ownership allowed me to turn a potential setback into a learning experience.

Building relationships through respect and integrity

Professionalism is not just about performing tasks efficiently; it is also about how you relate to others. Respect for colleagues is foundational for a healthy working environment. I have made it a point to treat everyone with the same level of respect, which helped me build strong relationships with my coworkers. Having integrity in your work is another core element of professionalism. This means being honest about your capabilities and timelines. For instance, if a deadline was challenging, I communicate early rather than overpromise and underdeliver. By managing expectations openly, I have ensured my work is both reliable and trustworthy.



Work ethic in the workplace

As an intern, developing a strong work ethic is crucial in shaping both your professional reputation and future career. In the workplace, professionalism involves being punctual, responsible, and maintaining a positive attitude. Through my experience, I have learned the importance of staying committed to tasks, even when they seemed challenging or mundane. I have realized that attention to detail, effective communication, and meeting deadlines are essential in building trust with my colleagues.

The lasting impact

My internship experience has taught me that professionalism is not a skill you acquire overnight. It is a continuous practice of self-discipline, respect, and growth. From effective communication to adaptability, every lesson has shaped my understanding of what it means to be a true professional in any workplace.



As I move forward in my career, I carry these lessons with me. More than just "soft skills," professionalism is the foundation on which successful careers are built, and the earlier you start embracing it, the better equipped you will be to navigate the complexities of the working world. For interns and young professionals alike, the key is to show up every day with a mindset of growth, respect, and responsibility, no matter how small the task at hand may seem.

Kenya's Exports and Products that are gaining global traction.

By Jonah Karanja: Jkaranja@brand.ke

Kenya continues her post covid upward trajectory as indicated in the Kenya Economic Update export performance 2023/2024 report. The Kenya Economic Update is forecasting a vibrant 5.2% average GDP growth for 2024-26, fuelled by favourable weather for boosting agriculture, a strong industrial rebound, and the unwavering strength of the services sector. This optimistic outlook hinges on consistent rainfall, the government's commitment to fiscal discipline, and the relentless pursuit of structural reforms. The report highlights that the private sector is poised to be a driving force in Kenya's medium-term economic resurgence.

Kenya's strides in trade integration could be a game-changer, leading to robust economic growth and job creation, according to the KEU. The report, which emphasizes the importance of trade integration in spurring economic development, reveals that agriculture remains the cornerstone of Kenya's exports, followed by minerals and chemicals.

Tea

With an annual revenue of USD1.4 billion (Sh188.6 billion), tea is Kenya's leading foreign exchange earner. Kenya's tea business generated 18.8% of the country's foreign exchange profits and made up 1.34% of the country's GDP in 2023.



Coffee

Coffee fetched around USD 261 million (Sh36.3 billion) annually in 2023. Smallholders in Kenya grow coffee, and the industry directly and indirectly employs about 6,000,000 people. Coffee is grown by an estimated 800,000 growers, the majority of them being smallholder farmers according to coffee directorate.



Flowers

Over 130,000 tonnes of flowers are exported from Kenya each year, earning over USD 600 million in revenue. 2,700 acres of land in the nation are used for flower growing. About 6 million people are directly employed in the horticulture sector, while an additional 3.5 million people gain indirectly from associated activities.



Textiles

More than 100 businesses in the textile and apparel subsector directly employ approximately 66,000 people, while between 150,000 and 200,000 work in indirect labour. A Kenya Association of Manufacturers (KAM) report states that the country's garment exports are currently valued at over Ksh.51 billion. Kenya is the top exporter of clothing under the African Growth and Opportunity Act (AGOA) program, with the US being the top destination for Kenyan clothing exports.

Kenya serves as a global supplier to major American fashion labels, including JC Penny, H&M, Levi's, and Wrangler.



Avocados

Kenyan avocados are gaining traction in the international market. Kenya's avocado exports reached over 152 destinations in 2023, marking a significant milestone for the country's agricultural sector, according to the directorate. The export volumes saw an impressive 19.6% increase, rising from 391,507 tonnes in 2022 to 468,438 tonnes in 2023.



The value of these exports also climbed, growing from KES 147.08 billion in 2022 to KES 156.69 billion in 2023. The Netherlands emerged as the top destination for Kenyan avocados, accounting for 27.3% of exports, followed by the United Kingdom at 14.3%, France at 12.9%, the UAE at 5.8%, and Germany at 5.1%. Meanwhile, China, India, and Kazakhstan are gaining traction as emerging markets for Kenya's avocado industry.

Top Kenyan companies in the export market

Kenya serves as the transportation, communication, and financial services hub for Central and East Africa. The country's key industries also include agriculture, forestry, fishing, mining, manufacturing, energy, and tourism. Kenya's agro-processing, light manufacturing and the manufacturing sector are well equipped to produce high quality goods for local consumption and exports as demonstrated by the following companies:

Fresh Del Monte Produce Inc.

Fresh Del Monte Produce Inc. is a prominent global vertically integrated producer, marketer, and distributor of premium fresh and fresh-cut fruit and vegetables. In addition, it is a top producer and distributor in Europe, Africa, and the Middle East of prepared fruit and vegetables, juices, beverages, and snacks. Since 1892, we have marketed our products all over

the world under the DEL MONTE® brand, which stands for innovation, quality, freshness, and dependability in products.



Bloomveld Investment

A Kenyan business with its headquarters in Nairobi. From Nairobi, it ships live plants, fresh cut flowers, and planting supplies for decorative plants and a wide variety of flowers, such as calla lilies, roses, carnations, gladiolas, gypsophilla, arabicums, asparagus, mobydicks, solidago, heliconia, and many more.

Exporters of Freshela

One of Kenya's top exporters of avocados is Freshela Exporters. The organization has over ten years of expertise in the avocado export industry. They procure premium Hass & Fuerte avocados, precool them, sort and package them, then ship them in reefer containers with controlled atmosphere (CA). Avocados are mostly exported to Asia, Europe, and the Middle East. Other products sold by Freshela Exporters include vegetables, herbs, bananas, pineapples, and mangoes.

Vivo

As a Made In Kenya and East Africa's leading fashion brand, Vivo is committed to designing and producing every one of its products right here on the African continent, driven by a bold vision of seeing Africa fashionably outfitting the world. With a strong retail presence spanning 27 stores across Kenya, Rwanda, Uganda, and the latest one in the USA (Atlanta), Vivo has masterfully crafted a distinctive blend of style and empowerment.



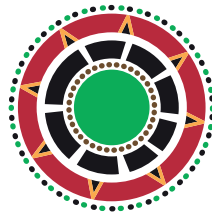
WHAT NEXT?

The Kenya Export Promotion and Branding Agency finds itself in a prime position to take advantage of the African Continental Free Trade Area (AfCFTA) and the COMESA-SADC-EAC Tripartite Agreement, which present unparalleled prospects for increasing exports and fostering intra-African commerce. Currently, 43.2% of Kenya's overall exports are to other countries in Africa. There is, nevertheless, room for considerable expansion with these trade agreements. For example, it is anticipated that the AfCFTA will increase intra-African trade by more than 50% by 2030.

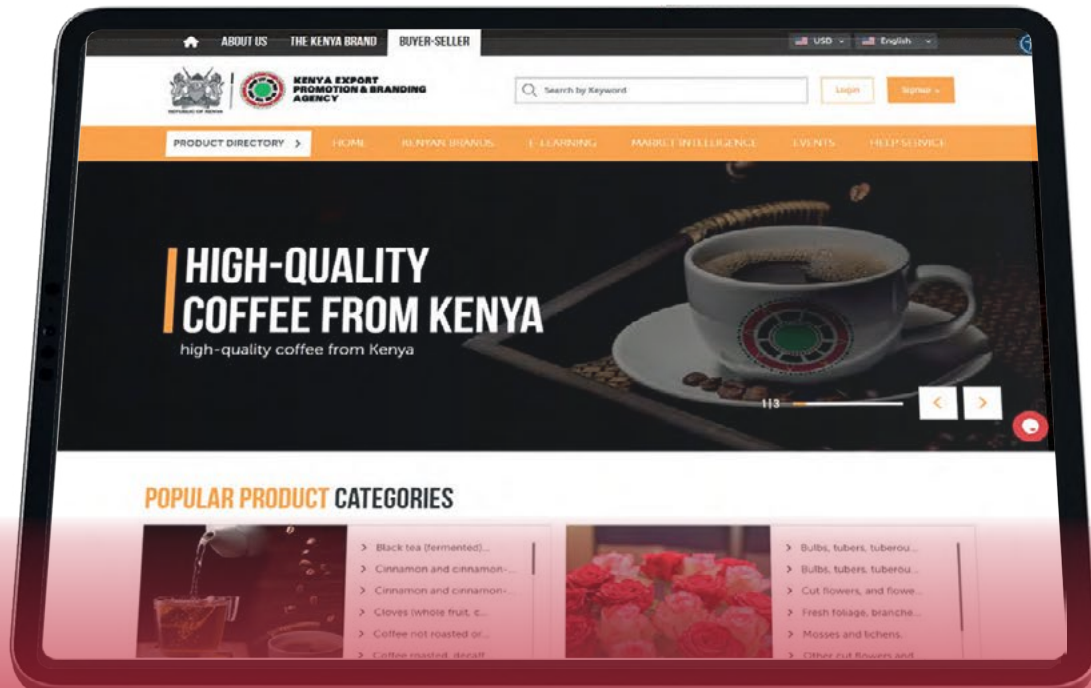
With over 1.3 billion consumers and a combined GDP of \$3.4 trillion, the African Continental Free Trade Area (AfCFTA) unites 54 African countries into a single market for products and services. With the emergence of this enormous market, KEPROBA has a strategic platform to increase Kenya's export reach outside of its customary markets. Through the utilization of the AfCFTA's tariff reduction and non-tariff barrier elimination, KEPROBA aims to improve Kenyan products' competitiveness in the African market, hence decreasing dependence on foreign markets. These products include tea, coffee, and horticulture.

Simultaneously, a market of over 600 million people with a combined GDP of \$1.4 trillion becomes available through the COMESA-SADC-EAC Tripartite Agreement, which unites three regional economic blocs encompassing 26 countries. With this agreement, KEPROBA will have better access to neighbouring markets such as Uganda, Tanzania, Malawi, Zimbabwe, and Zambia, as well as a formal framework to strengthen economic links throughout Eastern and Southern Africa.

KEPROBA is primed to boost Kenya's export potential across Africa, capitalizing on AfCFTA and regional trade agreements.



KENYA EXPORT PROMOTION & BRANDING AGENCY



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