



Newsletter

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AGENCY**

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Kenya to showcase its best at Expo 2025 Osaka, Kansai, Japan

By Molly Wambui (MWambui@brand.ke)

Kenya is set to make a powerful statement by participating in Expo 2025 Osaka, Japan. The Expo will take place for six months, from 13th April 2025 to 13th October 2025. Kenya shall participate under the theme Kenya Rising: From the Bottom Up, which will highlight the nation's dynamic progress, blending its cultural legacy with cutting-edge advancements in technology, renewable energy, tourism, and trade.

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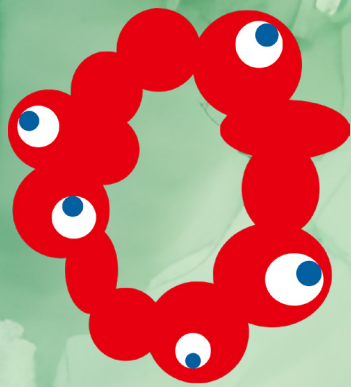
**The changing face
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Editorial

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OSAKA, KANSAI, JAPAN

EXPO
2025



The Kenya Pavilion will offer an immersive experience through interactive exhibits, cultural showcases, and engaging discussions, providing visitors with a deeper understanding of the nation's achievements and aspirations. It will spotlight Kenya's advancements in innovation and technology, highlighting its leadership in fintech, mobile technology, and digital transformation. Further, Kenya will showcase its prowess in renewable energy through its geothermal, wind, and solar projects; tourism through the country's breathtaking landscapes, diverse wildlife, and rich cultural heritage; and trade and investment opportunities for global partnerships.

Kenya's participation in the Expo 2025 reaffirms its commitment to fostering international collaboration and sharing its vision for a sustainable and prosperous future.

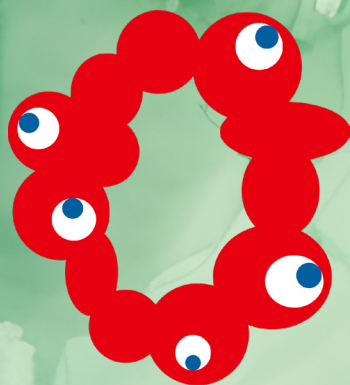
Background of the theme



The Expo will address the achievement of the Sustainable Development Goals (SDGs) under the theme "Designing Future Society for Our Lives". The themes and sub-themes are aligned with the United Nations Sustainable Development Goals (SDGs) whose objective is to realize a diverse, inclusive and sustainable society that leaves no one behind. Kenya will participate in the Empowering Lives subtheme.

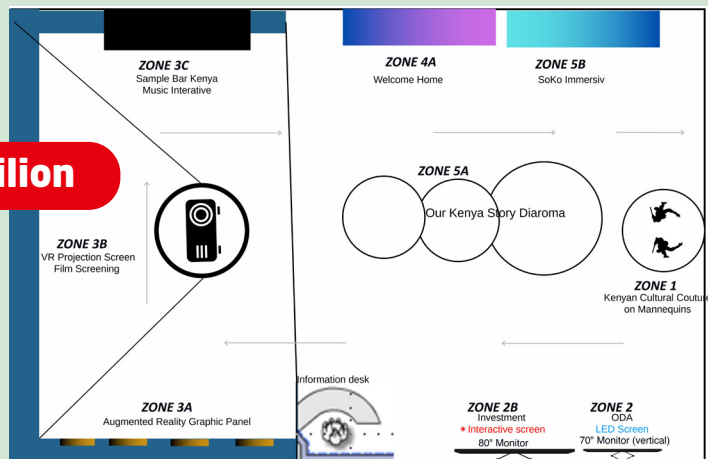
The country will showcase the following SDGs: Good Health and Wellbeing, Gender Equality, Quality Education, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure and Climate Action.

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OSAKA, KANSAI, JAPAN
EXPO
2025

The Kenya Pavilion



Kenya is participating under the Country Assistance Programme (Type C pavilion) supported by the Japanese Government to the tune of USD 2.2 million. Kenya Export Promotion and Branding Agency (KEPROBA) is Kenya's Responsible National Authority (RNA) for Expo 2025 Osaka. The Agency will work closely with key Ministries, Departments and Agencies (MDAs), County Governments and the Private Sector to ensure Kenya participates effectively and successfully in the expo.

The Kenya pavilion has been divided into 5 zones, highlighting Kenya's rich cultural heritage, trade and investment opportunities, tourism, sustainable projects aligned to Kenya's economic transformation agenda and an exploit of key products that provide a solid foundation for modern development.

A key attraction is the Sample Bar Kenya which will offer an immersive experience where guests can interact with Kenya's cultural heritage through Music. Participants will be able to mix pre-recorded sound segments with other pre-recorded music, learn about the culture, craft unique auditory compositions, learn about different Kenyan Instruments and the communities they are from.

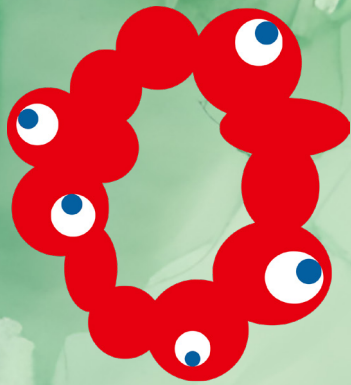
Kenya Export Promotion and Branding Agency (KEPROBA) is Kenya's Responsible National Authority (RNA) for Expo 2025 Osaka.

Exports

Japan is a promising market for Kenya exports, with great room for growth and expansion across diverse sectors, including agriculture, minerals, handicrafts, and more. With its affluent consumer base and a growing appetite for premium, ethically sourced products, Japan offers immense potential for Kenyan exports to flourish. Expo Osaka will present an unbeatable opportunity for Japanese consumers to sample our tea, coffee, flowers, nuts among other products firsthand and engage Kenyan businesspeople through B2B meetings.

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Important activities for Kenya at Expo Osaka



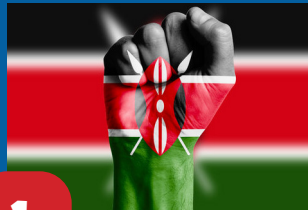
OSAKA, KANSAI, JAPAN

EXPO
2025

The Kenya National Day of Honour at the Expo will be held on 24th June 2025. This will be a special day dedicated to Kenya to showcase country's opportunities in investment, trade and tourism.

During the expo, Kenya shall hold several key activities. One is the Kenya Flower Day activation that will help position Kenya as a leading global producer of cut flowers.

Kenya is world renown for producing record-breaking runners, many of whom have set world records for their stellar performance. To celebrate this unique attribute, a mini-Marathon will be held on the 23rd of June 2025 by Kenyan elite Athletes to popularize the sport and boost Kenya's brand image as a sporting Country. This day will coincide with the International Olympics Day celebrations at the Expo.



1

The Kenya
National Day
of Honour



2

Kenya
Flower Day
activation



3

Mini-Marathon





A Love Letter to Kenyan Artisans

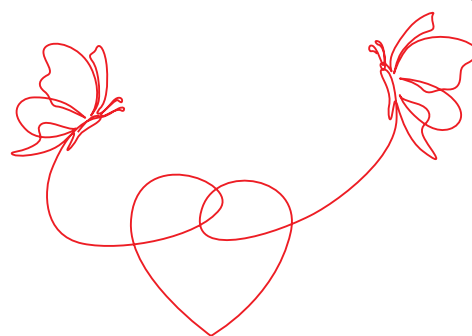
By Irene Van De Graaf (irenev@brand.ke)

Dear Kenyan Artisans,

February is the month of love, and today, my heart belongs to you.

I write this letter with deep admiration, knowing that across this country, in bustling marketplaces and quiet home workshops, your hands are busy: moulding, stitching, carving, weaving. You are the keepers of Kenya's beauty, the silent storytellers who do not need words to make us feel. Through your work, love is not just spoken; it is seen, touched, and worn.


I see love in the calloused hands of the Kikuyu weaver in Nyeri, braiding strands of sisal into a kiondo, a basket woven not just with skill, but with generations of whispered lessons from grandmothers who sat in the same sunlight, teaching patience, strength, and artistry. That kiondo may one day find itself on the arm of a woman walking the streets of Paris, but its soul will always belong to the rolling hills of central Kenya.



Love is in the Makonde sculptor of Kwale, who leans over a block of dark ebony, coaxing out the spirits hidden within. With every chisel stroke, a story emerges, of warriors, of wisdom, of ancestors who still walk among us. In the silent language of wood, he speaks to the world, reminding us that art is memory carved into permanence.

In Kajiado, a Maasai woman sits in the afternoon light, beading. She chooses her colors with purpose. Red for bravery. Blue for the sky that gives us rain. White for peace. The necklace she strings together is not just jewellery, it is identity, a song of her people written in beads. A tourist may buy it as a souvenir, a fashion designer in Milan may incorporate it into a runway piece, but to her, it is a love letter to her heritage.

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You, the artisans of Kenya, are more than craftsmen and craftswomen. You are historians, innovators, and the heartbeat of our creative economy. Your work is not just seen, it is felt, cherished, and loved



I think of the tailors in Nairobi's Gikomba Market, hunched over sewing machines, their hands guiding fabric with precision. They do not just stitch clothes; they stitch confidence, personality, dreams. A well-cut Ankara suit, a flowing Kikoyi dress, these are not just garments, they are stories waiting to be worn, moments waiting to be lived.

And then there is the brass-smith in Kariokor, hammering discarded metal into earrings that shine with history. He melts, moulds, and reshapes, proving that even the forgotten can be made beautiful again. His hands do not just craft jewellery; they craft hope, the belief that from fire and pressure, something new and brilliant can emerge.

Love is also in the woodworkers of Lamu, who carve doors so intricate that they do not just open into homes, but into history itself. Each swirl, each motif, each careful cut is a tribute to Swahili culture, to centuries of trade and migration, to a past that still whispers through

the narrow streets of the island.

You, the artisans of Kenya, are more than craftsmen and craftswomen. You are historians, keeping alive traditions that might otherwise fade. You are innovators, taking old techniques and breathing new life into them. You are the pulse of our creative economy, turning passion into livelihoods, talent into trade.

But beyond all this, you are proof that love is not just something we say, it is something we make. It is in the time you take to perfect a piece, in the patience with which you teach the next generation, in the pride with which you sign your name on something handmade.

So, this February, as the world celebrates love, I celebrate you.

I celebrate the hands that mold, carve, weave, and stitch. The hearts that give. The artisans who make Kenya extraordinary. Your work is not just seen, it is felt, cherished, and loved.

*With admiration and gratitude
A Grateful Kenyan*

THE CHANGING FACE OF TODAY'S CUSTOMER

By Mariam Maina | mmaina@brand.ke

The world is changing. Organizations must continuously reinvent their business processes to adapt to the changing times. Most importantly, the customer is changing. Today's customers expect high quality. They expect value. As the quality of products and services advances, so do customer expectations. Customers expect VVIP customer service, and their experiences can either break or build a brand.

In the article titled 'What Do Your Customers Want in 2023?' by Ayalla Ruvio, Forrest V. Morgeson, and April Clobes in the Harvard Business Review, the authors share findings from a recent survey exploring how U.S. consumers are thinking about their new year's resolutions in 2023 and offer strategies to help businesses attract and retain customers in this critical time. The study highlighted what the customers were focusing on in 2023 and linked this to how businesses can profit from the resolutions.

The authors highlighted how businesses can help customers build healthy habits, reach out to new customers, introduce new products, foster consumer loyalty, help customers meet their financial goals, prioritize value, and help customers do good. Ultimately, the authors argued that companies must understand how consumers' shifting mindsets may impact on their business and make their own resolution to anticipate consumers' evolving needs and provide the value that today's customers are looking for. Today's customers expect high quality. They expect value.

The future of customer service

Recent studies have proved that 65% of customers are ready to change the brand after one bad customer service experience. With technology constantly evolving, many sectors are looking at how




to integrate AI into their operations. This is not just in production but also in communication and customer service. But the ever-changing customer wants more. Customers now want both efficiency, high quality, and personalized touch. This has pushed companies to prioritize the human element, show empathy towards customers and appreciate customer service agents.

The future of customer service belongs to companies who combine AI and human interaction to provide excellent customer service solutions. New ideas will fill the customer service industry. Companies can look at ideas such as self-service, video calls, real chats, etc.

The future belongs to those who take customer queries seriously. According to research, 90% of customers trust a company more if it provides "very good" service. When they do not get good service, they simply leave.

In the future, AI and customer support agents will go hand in hand to provide excellent customer support.





"The future of customer service lies in more personalized experiences. Customers are becoming more and more comfortable with social media and using channels like email, chat, and phone to interact with companies. As such, customers are expecting better communication from those companies. This means companies will need to develop new ways of reaching out to customers through their preferred channels and ensuring that these methods are as personalized as possible to keep up with customer expectations"- Brian Greenberg, CEO/Founder at Insurist

The future of customer support is the future of your business. Customers are always in control, and it will remain like that. Your customers demand amazing service experience and are willing to pay more for it. If you do not prioritize superior customer service, you ultimately risk the future of your business.

The future of customer service belongs to companies who combine AI and human interaction to provide excellent customer service solutions.



CELEBRATING KENYAN WOMEN WITH THE BEAUTY OF KENYAN-GROWN FLOWERS ON INTERNATIONAL WOMEN'S DAY

Gertrude Mirobi | gmirobi@brand.ke

Every year on March 8th, the world comes together to celebrate the incredible women in their lives. This year's theme is Accelerate Action, a call to urgently advance gender equality and empower women in all spheres of life. Here in Kenya, this theme resonates deeply in the flower industry, where over 50% of the workforce is made up of women. These women are the backbone of Kenya's thriving flower sector, which is one of the largest exporters of blooms in the world.

Kenya's flower farms are not only a source of national pride but also a testament to the power of women in driving economic growth and sustainability. By choosing Kenyan-grown flowers, you are not only honoring the women in your life but also supporting the thousands of women who work tirelessly to cultivate these beautiful blooms

How the Flower Sector Accelerates Action in Kenya

The flower industry in Kenya is a powerful force for gender equality. With women making up over half of the workforce, the sector has become a lifeline for many families, providing stable incomes and opportunities for growth. These women are involved in every stage of flower production, from planting and harvesting to packaging and logistics. Through fair wages, training programs, and access to healthcare, the industry has empowered countless women to achieve financial independence and take on leadership roles in their communities.

Flowers to Gift on International Women's Day

Gifting flowers on International Women's Day is a cherished tradition, and Kenya's flower farms offer an array of stunning options. The colors purple, green, and white are deeply tied to International Women's Day. Purple represents justice and dignity, green symbolizes hope while white stands for purity. These colors are often incorporated into bouquets, social media campaigns, and even clothing to show support for women.

Some of the flowers grown in Kenya that you can gift to the phenomenal women in your life this International Women's Day include:

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1



Roses

Kenya is one of the largest exporters of roses in the world, and these blooms are perfect for celebrating women. Roses symbolize love, admiration, and strength, making them an ideal gift for International Women's Day.

2



Carnations

Carnations are widely grown in Kenya and come in a variety of colors. These versatile blooms are a wonderful way to honor the women who inspire us every day.

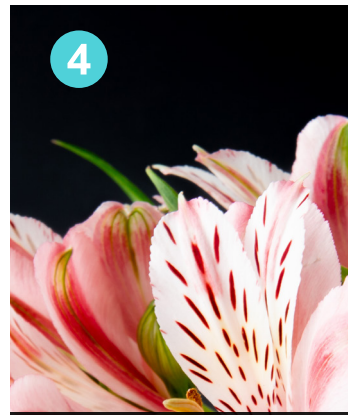
3



Gerberas

Gerberas are bright with a cheerful appearance. These flowers are grown abundantly in Kenya and are perfect for brightening up a woman's day. Their vibrant colors and uplifting energy make them a fitting tribute to the joy women bring into our lives.

4



Alstroemerias

These flowers are a beautiful way to celebrate the bonds of solidarity among women and honor their journey of empowerment and personal growth.

5



Tulips

Kenya's flower farms produce stunning tulips in a variety of colors, including the symbolic purple for International Women's Day. A bouquet of tulips is a thoughtful way to celebrate the women who embody grace and resilience.

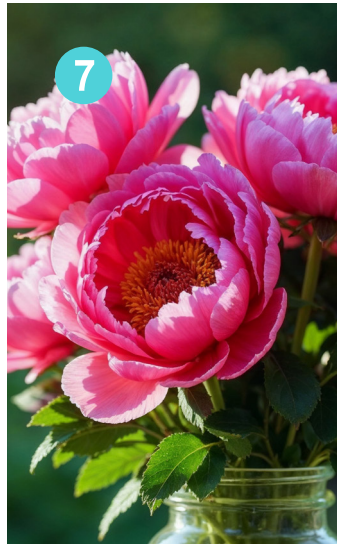
6



Lilies

These fragrant blooms make a luxurious gift for the women who inspire us. Their timeless beauty and elegance are a fitting tribute to the strength and grace of women.

7



Peonies

Kenyan-grown peonies are a meaningful gift for the women who make a difference in our lives.

8



Hydrangeas

Hydrangeas are known for their versatility and ability to complement other flowers. Kenyan-grown hydrangeas are a beautiful way to express appreciation for the women who make the world a better place.

9



Statice

Often used as a filler in bouquets, statice adds texture and depth to floral arrangements. Gifting statice is a meaningful way to honor the enduring strength and unity of women.



EXPORTING IN THE DIGITAL AGE: HOW TECHNOLOGY IS TRANSFORMING GLOBAL TRADE

By Janet Opiyo | Opiyoj39@gmail.com

The digital age has redefined the concept of exporting by making it faster and more affordable. With the advancement of modern tools and platforms, smaller companies can now compete in the international market. The International Trade Centre (ITC) reports that export costs have been cut by up to 82% thanks to the use of technology.

Technologies Driving Digital Exporting

1. E-Commerce Platforms

E-commerce companies like Amazon, Alibaba and eBay have upgraded small companies into international players through offering product listings, worldwide reach and transactions management in a user-friendly way. For instance, a small artisan company in India is now able to distribute its hand-



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crafted products in Europe and North America by booking a place on Etsy or Shopify platforms.

2. Digital Marketing

Social media platforms and smart online ads have boosted the export of goods to the international market. Social networks such as Facebook, Instagram, Twitter and LinkedIn allow brands to create highly targeted ad campaigns, reaching specific demographics in foreign markets.

3. Blockchain Technology

Blockchain guarantees the transformation of import-export processes through the implementation of secure, transparent and efficient data storage. It is viable with applications like ship tracking, verifying the authenticity of goods and streamlining customs clearance.

Walmart is yet another major corporation leveraging blockchain technology, backed by their ambition to provide an accurate and reliable history of food products supplied to the consumers.

4. Artificial Intelligence (AI) and Data Analytics

AI-powered tools assist the exporter to analyze market trends, predict demand and identify potential buyers. Moreover, Data Analytics deliver insights into customer behavior, pricing strategies and competitor activities.

Google Analytics and Tableau are examples of tools that enable businesses to make data-driven decisions about which markets to target.

5. Cloud Computing

Cloud-based platforms facilitate businesses to monitor their operations remotely, communicate with global business partners and store data safely. It is a valuable tool for businesses that have teams set up to work in various countries.

The platforms that render Microsoft Azure and Google Cloud use scalable solutions capable of export logistics, inventory management and customer service.



With the advancement of modern tools and platforms, the smaller companies can now compete in the international market.

6. Digital Payments Systems

PayPal, Stripe and Wise digital payment solutions have enabled cross-border transactions by simplifying them thus reducing the risks that are related to exchange rate fluctuations and payment delays.

On the other hand, Cryptocurrencies are a new system of commerce which connects them and the exporter in a method that is more efficient and less costly hence having faster and cheaper transactions.

Advantages of Digital Exporting

Increased Market Reach

Businesses can now access customers around the world with the help of digital tools and they no longer have to set up a physical presence in foreign markets.

Cost Efficiency

By automating processes and reducing reliance on intermediaries, digital technologies lower the cost of exporting.

Faster Time-to-Market

Web-based platforms and electronic transportation facilitate the movement of goods to customers in different countries.

Improved Customer Engagement

Digital marketing and social media allow exporters to build relationships with customers, gather feedback and tailor their offerings to meet market demands.

Challenges

Cybersecurity Risks

Exporting involves using popular electronic systems and as a result, companies have experienced an increase in the number of cyber-attacks, data breaches and fraud.

Digital Divide

Not all businesses have equal access to digital tools and infrastructure, particularly in developing countries. This can create disparities in the ability to compete globally.

Skill Gaps

Many businesses lack the expertise to fully leverage digital tools, requiring investment in training and development.

Regulatory Complexity

Different countries have varying regulations regarding e-commerce, data privacy, and digital payments, which can complicate cross-border trade.

In Conclusion, the digital age has democratized global trade, enabling businesses of all sizes to participate in exporting. While technologies like e-commerce platforms, blockchain, AI and digital payments have streamlined processes and reduced costs, challenges such as cybersecurity risks, the digital divide and regulatory complexities remain. By addressing these challenges and investing in digital infrastructure and skills businesses can fully harness the transformative power of technology in global trade.



FIA WORLD RALLY CHAMPIONSHIP

2025 CALENDAR

01		MONACO RALLYE MONTE-CARLO 23 - 26 JANUARY	08		ESTONIA DELFI RALLY ESTONIA 17 - 20 JULY
02		SWEDEN RALLY SWEDEN 13 - 16 FEBRUARY	09		FINLAND SECTO RALLY FINLAND 31 JULY - 03 AUGUST
03		KENYA SAFARI RALLY KENYA 20 - 23 MARCH	10		PARAGUAY RALLY DEL PARAGUAY 28 - 31 AUGUST
04		SPAIN RALLY ISLAS CANARIAS 24 - 27 APRIL	11		CHILE RALLY CHILE BIO BIO 11 - 14 SEPTEMBER
05		PORTUGAL VODAFONE RALLY DE PORTUGAL 15 - 18 MAY	12		EUROPE CENTRAL EUROPEAN RALLY 16 - 19 OCTOBER
06		ITALY RALLY ITALIA SARDEGNA 05 - 08 JUNE	13		JAPAN FORUMS RALLY JAPAN 06 - 09 NOVEMBER
07		GREECE EKO ACROPOLIS RALLY GREECE 26 - 29 JUNE	14		SAUDI ARABIA RALLY SAUDI ARABIA 27 - 30 NOVEMBER

FIRST COHORT GRADUATES AT THE EXPORTERS ACADEMY

By Jonah Karanja | jkaranja@brand.ke

The Kenya Export Promotion and Branding Agency (KEPROBA), in partnership with the International Trade Centre (ITC) and the Chartered Institute of Exports and International Trade (IOE&IT), marked a significant milestone by honoring the first graduating class of the Exporters Academy.



The graduation ceremony, held at the Weston Hotel in Nairobi on February 28, 2025, celebrated the successful completion of a groundbreaking initiative designed to equip Kenyan professionals with the tools and expertise needed to thrive in the global trade arena.

Launched in 2022, the Exporters Academy is the result of a collaborative effort between KEPROBA, the International Trade Centre (ITC), and the Chartered Institute of Exports and International Trade (IOE&IT). This initiative was created to meet the increasing demand for specialized trade education in Kenya, ensuring that local businesses and professionals are well-prepared to compete on the international stage.

The Academy offers a highly regarded Diploma in International Trade, accredited by the UK-based IOE&IT. This program is tailored to empower small and medium-sized enterprises (SMEs) and trade professionals, providing them with the knowledge and skills to effectively navigate the complexities of global markets.

The event brought together a diverse group of stakeholders, including members of the KEPROBA Board of Directors, CEOs and Managing Directors from various government agencies and trade support institutions, as well as representatives from ITC. Together, they celebrated the program's achievements and its role in fostering a skilled workforce capable of driving Kenya's export growth.

The pilot project initially launched in Ghana in 2020 in partnership with the Ghana Export Promotion Authority (GEPA), expanded to Nigeria in 2021 with the Nigeria

Export Promotion Council (NEPC), and is now set to extend to Kenya in 2022 through KEPROBA. The initiative aims to create a proof of concept that can be replicated across other countries, fostering a network of partners and localizing content to meet regional needs.

"Today, we are not just celebrating the accomplishments of our graduates but also the incredible impact of teamwork in driving Kenya's global trade goals. This diploma program reflects our dedication to empowering professionals with the expertise and tools they need to succeed on the international stage." Remarked KEPROBA's CEO, Floice Mukabana.

Ms. Mukabana also expressed her gratitude to ITC and IOE&IT for their invaluable contributions to the program's success.

"Our partners have played a pivotal role in ensuring that Kenyan professionals receive top-tier training in international trade, and we are deeply thankful for their support," she said.

The Diploma in International Trade delves into critical topics such as the business environment, trade finance, marketing, and logistics. By equipping graduates with these essential skills, the program directly supports Kenya's National Export Development Strategy and Vision 2030, both of which aim to establish the country as a premier trade hub in Africa.

This initiative is a significant step toward building a more competitive and globally connected Kenyan economy. Key components of the project include capacity building for

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local institutions, learner support services, and subsidies for at least 25 candidates in the first year. A Memorandum of Understanding (MOU) will be established with local partners, alongside efforts to develop sustainable pricing models and secure industry and government support.

Dr. Grace Muriithi, the chair of the KEPROBA Strategy Committee, highlighted the critical need for ongoing education in the dynamic and ever-changing world of global trade. "This diploma is far more than a certificate; it is a vital instrument that empowers our graduates to become influential leaders in shaping Kenya's trade landscape," she stated. Dr. Muriithi encouraged the graduates to harness their newly acquired skills to propel Kenya's export sector forward. "You now possess the tools to drive meaningful change. Apply this knowledge to improve trade facilitation, strengthen policy execution, and advance strategies for promoting international trade," she urged. Her words underscored the transformative potential of the program and the pivotal role the graduates can play in Kenya's economic growth.

"This diploma delivered in partnership with the Chartered Institute of Export and International Trade (IOE&IT) ensures that professionals in Africa receive world-class training that is not only globally recognized but also tailored to the unique challenges and opportunities in African trade. You, our graduates, now have the expertise to shape policies, grow businesses, and drive Africa's trade agenda forward." ITC Deputy Executive Director Dorothy Tembo remarked during her the ceremony.

Ms Dorothy Tembo called upon government institutions to embrace the trainings to better equip their staffs with trade knowledge, "To the private sector, government institutions, trade associations, and development partners. If we want to see Africa thrive in global trade, we must invest in human capital. I invite organizations to sponsor their staff for the Diploma in International Trade, ensuring that their teams have the skills to compete, innovate, and lead in international markets."

The graduation ceremony on February 28th underscores the program's success in equipping trade professionals and KEPROBA staff with the skills needed to drive Kenya's export growth and strengthen its position in global markets.



**KENYA EXPORT
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Website: www.makeitkenya.go.ke

We are social! - MakeltKenya

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