

Tradealert

A BI-MONTHLY EXPORT TRADE BULLETIN

A Publication by the Kenya Export Promotion and Branding Agency

Issue 23,
2024/25



Kenya Week Celebrations at Expo 2025

Kenya has organized the Kenya Week Celebrations, which will mark the climax of the country's participation in the Expo. The celebrations will take place from 21st to 24th June 2025, during which the following key events will be held:

Diaspora Networking Dinner – 21st June 2025

This event aims to honour Kenyans living in Japan and the Far East for their contributions to national development and their role in promoting Kenya internationally.

Kenya Run at the Expo (Run with the Champions) – 22nd June 2025

Through this event, Kenya will showcase its dominance in long-distance running, with the aim of attracting sports tourism, investment in sports-related projects, and trade in sporting equipment.

Kenya-Japan High-Level Business Forum (HLBF) – 23rd June 2025

This forum will provide a platform for Kenyan and Japanese stakeholders to engage through presentations, panel discussions, and business-to-business (B2B) meetings. The goal is to highlight opportunities in trade, investment, and tourism that could encourage buying from Kenya and investing in Kenya, thereby positioning the country as a preferred destination for trade and investment. An exhibition area will also be available for Kenyan exporters to showcase their products and interact directly with delegates.

Kenya National Day of Honour – 24th June 2025

Under the leadership of the head of Kenya delegation, Kenya will hold the event at the Expo to create visibility for the Country and position Kenya as a preferred trade partner and destination of choice for investments and tourism.

Cultural Performance – 24th June 2025

Kenya will use this event to promote its rich national culture while also providing entertainment for guests attending the Expo.

Read more:

<https://www.makeitkenya.go.ke/about-keproba/news-room/latest-news>



EMERGING TREND

KEPROBA WhatsApp Channel



Read more:

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EVENT



Dar Es Salaam International Trade Fair (DITF)



Kakamega Gears Up for the 2025 Western Kenya Branch Show



Call for Applications – Manufacturing Indaba 2025