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Identifying Preferential Market Advantages: A Simple Guide for Exporters

In today's competitive global markets, Kenyan exporters must look beyond basic market access and focus on preferential market advantages; the special benefits, reduced tariffs, and trade incentives offered by certain export destinations. Understanding these advantages helps exporters reduce costs, price competitively, increase profit margins, and expand into new territories more quickly.

Preferential market advantages are the special trade benefits a country enjoys when exporting to another country or region under a trade agreement. These advantages may include:

- Lower or zero import duties
- Simplified customs procedures
- Priority access for specific products
- Fewer non-tariff barriers

For Kenyan exporters, these

opportunities mainly arise from agreements such as the African Continental Free Trade Area (AfCFTA), the East African Community (EAC), the Common Market for Eastern and Southern Africa (COMESA), and the European Union (EU).

Why preferential markets matter

Accessing preferential markets allows exporters to:

1. Offer more competitive prices compared to non-beneficiary countries
2. Improve profit margins due to reduced tariffs
3. Enter markets faster and more efficiently
4. Grow export volumes by meeting demand in regions that favour Kenyan products

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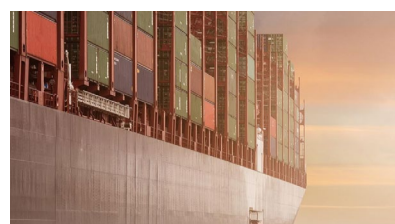
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The Kenya Export Promotion and Branding Agency (KEPROBA) invites Kenyan horticulture and floriculture stakeholders to participate in the International Horticulture Goyang Korea (IHK) 2026, scheduled for 24 April to 10 May 2026 in Goyang Special City, South Korea.



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