

Trade alert

A BI-MONTHLY EXPORT TRADE BULLETIN

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Labelling, Packaging and Branding for Export Success

In today's competitive global marketplace, the success of exported products extends beyond quality and price. Labelling, packaging, and branding play a vital role in ensuring market access, regulatory compliance, product protection, and consumer appeal in international markets. For exporters, understanding and applying appropriate labelling, packaging, and branding practices is essential for building credibility, meeting international standards, and strengthening brand recognition across borders.

It is pertinent to investigate the intellectual property issues in your industry and how they apply to your product or services. For more information visit the KIPI website through <https://www.kipi.go.ke/>

Read more:



<https://www.makeitkenya.go.ke/about-keproba/news-room/latest-news/labelling-packaging-and-branding-for-export-success>



EMERGING TRENDS

Kenya-Gulf Cooperation Council Trade Flow Analysis



Read more:
<https://shorturl.at/mJKuL>

UPCOMING EVENT

Buyer Hosting Programme – B2B Meets in India



Read more:
<https://shorturl.at/mJKuL>