

Tradealert

A BI-MONTHLY EXPORT TRADE BULLETIN

A Publication by the Kenya Export Promotion and Branding Agency

Issue 13,
FY2025/26



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>



SCAN HERE
TO JOIN



**KEPROBA WhatsApp
Channel**

EMERGING TRENDS

Kenya-Gulf Cooperation
Council Trade Flow
Analysis



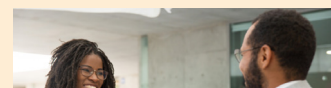
Read more:

<https://shorturl.at/mJKuL>



UPCOMING EVENT

Buyer Hosting
Programme - B2B
Meets in India



Read more:

<https://shorturl.at/mJKuL>

