

TRADE ALERT JANUARY 2021

THIKA SME EXPO

Theme: Harnessing SME Manufacturing Opportunities & Markets Access

The Kenya Export Promotion and Branding Agency has been invited to participate at the Thika SME Expo organized by ICON Expos. The Agency is also helping to recruit enterprises willing to attend this Expo.

Why Participate in the Expo?

- Brand Awareness
- Direct Sales Activations
- New Product Launch
- Engage with over 15 Government Agencies in Trade & Industries Development
- Networking with Potential Partners & Distributors

Venue: Thika Technical Training Institute Grounds.

Dates: Friday 29th January to Saturday 30th January.

Time: 10:00am to 5:30pm.

Contact Person: Timothy Ndembu **Contact Details:** 0726699686

Reservations space packages:

- a) Exhibition Table + 1 chair in a shared tent (3 Exhibitors in one 5m by 5m 50 seater tent @ 3,000 ksh discounted by 500 ksh.
- b) Exclusive 3m by 3m Exhibition tented booth + 1 Table & 2 chairs @ 7000ksh.
- c) Exclusive 5m by 5m booth + 2 Tables & 4 chairs @ 12,000 ksh.

For more information please refer to the attached brochure and do not hesitate to contact **SMutwiri@brand.ke** or KKamau@brand.ke

EAST AFRICAN COMMUNITY (EAC) INVESTMENT GUIDE 2020

The EAC has put in place a focused regional promotion agenda to advance the region as a single investment destination for investors from Africa and the world. The EAC investment Guide is one of the tools in the regional promotion agenda and aims at promoting the region as a single investment destination.

The guide has been published and it provides comprehensive and up to date information on why EAC is an ideal investment destination for existing and prospective investors. The online version is available at the EAC website <https://investrtment-guide.eac.int/>.

PRODUCT DEVELOPMENT – PHASE 2



Do you have Ready Products for the Export Market?

Then join us for the **KEPROBA Export Market Product Development Programme Phase 2** by filling the Profile Forms

To access the Profile Forms:
Click on the two links below

Enquiries: exports@brand.ke

The Kenya Export Promotion and Branding Agency (KEPROBA) is rolling out the Product Development Programme 2020/2021 targeting **20 prioritized products** (Tea; Fresh Cut roses and buds; Fresh or dried Macadamia Nuts; Coffee; Manufactured tobacco and cigarettes; Goat Meat; Medicaments ; Men Clothing; Fresh cut flowers and bud; Preserved leguminous vegetables; Fresh or dried avocados; Pineapple Juice; Fresh or chilled vegetables; Iron and steel products; Food preparations; Salt; Preserved/canned pineapples; Soap detergents; Women clothing and Leather Products).

The Product Development Programme is an integrated programme aimed at enhancing the productivity of potential and existing enterprises to enable them produce market led products that are competitive for both local, regional and the international markets. As part of the training, we will build your capacity in branding, marketing and communications and how to leverage on the Made in Kenya brand mark to better position your products in the export markets.

To apply for participation in **Phase II** of the Programme which is envisioned to commence in **February 2021** interested companies are required to fill out a profile form to enable us to identify the beneficiaries of the programme, analyze the legal, economic, and operational structure of each enterprise, and assess export readiness and guide on areas of intervention for the Programme.

In this regard, kindly use the Attached forms or the links below to fill the Company Profile Form and a Training Needs Assessment Form that will enable us to know the training that your company requires.

1. Company Profile
Form: <https://docs.google.com/forms/d/e/1FAIpQLSe2DxitH0ryFCIHThzBj9tDiMTI4eK-zuzioJfyqDumQb3kQ/viewform>
2. Training Needs Assessment Form: <https://forms.gle/35zEqwfWu3FbdQNr5>

Note that the tentative dates for the Training Workshops are as listed below;

- a. Bungoma Training Workshop: 08th – 10th February 2021;

- b. Kisumu Training Workshop: 11th - 13th February 2021;
- c. Kisii Training Workshop: 15th - 17th February 2021;
- d. Meru Training Workshop: 22nd – 24th February 2021;
- e. Mombasa Training Workshop: 01st – 03rd March 2021.

THE EXPORT AGENDA MAGAZINE

The Kenya Export promotion and Branding Agency released the 1st issue of the Export Agenda Magazine in December 2020,

<https://drive.google.com/file/d/1nmeptI63v22cgGKZLxnCAQt1BDbbv7VY/view?usp=sharing>

We are working on the 2nd issue with a focus on Horticultural sector, share with us articles you would want published on this edition by sending an email to Emulae@brand.ke

UPCOMING PRE EXPO-THEMES DUBAI 2020 -2021

The Kenya Export Promotion & Branding Agency, in collaboration with various stakeholders in the public and private sector, is spearheading Kenya's participation at the World Expo Dubai 2020. As part of the Expo, the expo team has planned several **Thematic Weeks** focusing on specific areas and topics aligned to the Expo Theme. The weeks have factored Pre , during and post activities. The Agency has identified a list of Planned Pre theme Weeks where Kenya can plug in through co-curation or participation by suggesting speakers and stakeholders, submitting case studies, contributing to content for the numerous theme weeks scheduled by the Expo organizers.

The Pre Expo-Theme Activities are as Follows:

Theme Week	Event Dates	Main event Dates
Health & Wellness:	IP Workshop – 1 February 2021	30th Jan – 5th Feb 2022
Travel & Connectivity:	IP Workshop – 15 February 2021	9th – 15th Jan 2022
Food, Agriculture & Livelihoods	IP Workshop – 22 February 2021	20th – 26th Feb 2022
Global Goals	IP Workshop – 8 March 2021	16th – 22 Jan 2022
Water	IP Workshop – 22 March 2021	20- 26 March 2022

How Organizations can Participate: -

- Have a Keynote Speaker

- Contribute content/ make presentations on the thematic area
- Submit case studies on the thematic area
- Virtual discussion during Expo live sessions
- B2B engagement through registering in the APP
- Story telling presentations for each specific theme
- Panel discussions and presentations

Registering guideline: -

- ❖ Send an email with a subject line **Pre-Expo Week Participation** to :specialistprogramme@expo2020.ae , preExpo.events@expo2020.ae copy the Country Manager [Esther Omondi <Esther.Omondi@expo2020.ae>](mailto:Esther.Omondi@expo2020.ae)
- ❖ Outline your preference to take part on the Panel Sessions or share presentations
- ❖ Provide a one-paragraph overview or a session's overview along with the specific relevance to the thematic topic, confirmed session format (live or pre-recorded) and names of speakers.
- ❖ Check the deadline to submit information

More information on this link <https://brand.ke/images/ExpoDubai2020/DUBAI-EXPO.pdf>

Targeted Audience

Private and Public Stakeholders

“Opportunities to Network, enhance visibility on Expo platforms and benchmarking”