

Marketing initiative set to promote Kenya's exports sector

By [Carole Kimutai](#)

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As a way of building the Kenyan brand, the country has launched Export Brands Kenya, a new marketing concept for Kenya's exports sector. This is Kenya's first ever attempt to showcase the country's export potential among local, regional and international audiences.

The objective of Export Brands Kenya will be to increase the visibility of leading export brands in the country with a view to elicit improved consumer and investors interest, and outline milestones made in the delivery of quality products and service to export markets.

Export Brands Kenya will also publish a booklet showcasing Kenya's indigenous export firms. The book will be distributed in the larger Eastern Africa market and other countries in the world. Deloitte Kenya will provide the process with technical expertise in local and international exports landscape.

Catalysing developments in the sector

Kenya's Trade Minister Chirau Ali Mwakwere said Export Brands Kenya will help catalyse developments in the sector, resulting in increased job opportunities and a rapid growth in value-addition industries.

"Export Brands Kenya will entice more local producers to look beyond our national borders so as to attract premium prices for their products and services. We have continued to lead our neighbours in exploiting export markets. This is another trailblazing effort that will keep us way ahead of our competitors," Mwakwere said in a speech read on his behalf by the director of external trade, Eric Ronge, at the official launch of Export Brands Kenya at the Deloitte Kenya offices in Nairobi.

The minister further indicated that being a public-private sector initiative, Export Brands Kenya had its objectives aligned to the mission of his ministry and largely, to Kenya's ambitious targets as embodied under the country's economic blueprint, Vision 2030.

Kenya export handbook

The Export Brands Kenya brand liaison director, Herman Shadeya said the new handbook on Kenya's exports will increase knowledge about the export markets, outline winning strategies for industry practitioners and recognise leading brands in the sector. He further noted that the leading export brands will be invited to do a two-page write-up in the book for a small fee.

"We are confident that this initiative will help influence policy formulation in the sector so as to create an enabling environment for rapid growth and development of Kenya's export industries," Shadeya said.

He explained that by increasing the visibility of firms involved in the exports business, the initiative would help attract foreign direct investments into the country through distributorship deals, co-investments and franchises, among other critical developments.

The Export Brands Kenya launch comes just two years since the launch of Superbrands East Africa which recognises leading consumer and business brands on the basis of consumer and experts judgement in regard to quality, reliability and distinction in their product categories.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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