

KENYA

TRADE AS THE ENGINE FOR TRANSFORMATION OF KENYA'S ECONOMY

24th JUNE 2021

FINTRINET GOK (NATIONAL & COUNTY GOVERNMENT) SESSION

Kenya's Trade Policy Vision and Road towards Economic Recovery by 2025

- His Excellence the President, while launching the National Trade Policy in May 2017 noted the potential for trade to transform Kenyan economy through opportunities in the domestic, regional and global market that the policy have now opened.
- Soon after the launch of the National Trade Policy, His Excellence the President in June 2018 launched the Integrated National Export Development and Promotion Strategy (INEDPS) targeting deliberate promotion of priority value chain products through value addition and enhanced market share in markets that Kenya has immense potential but historically having dismal market share
- This effort was given further impetus by the Head of Public Service, in a circular date 4th June 2018, called for an all Government Approach in implementation and urging all Ministries to integrate the strategy in the planning and work planning



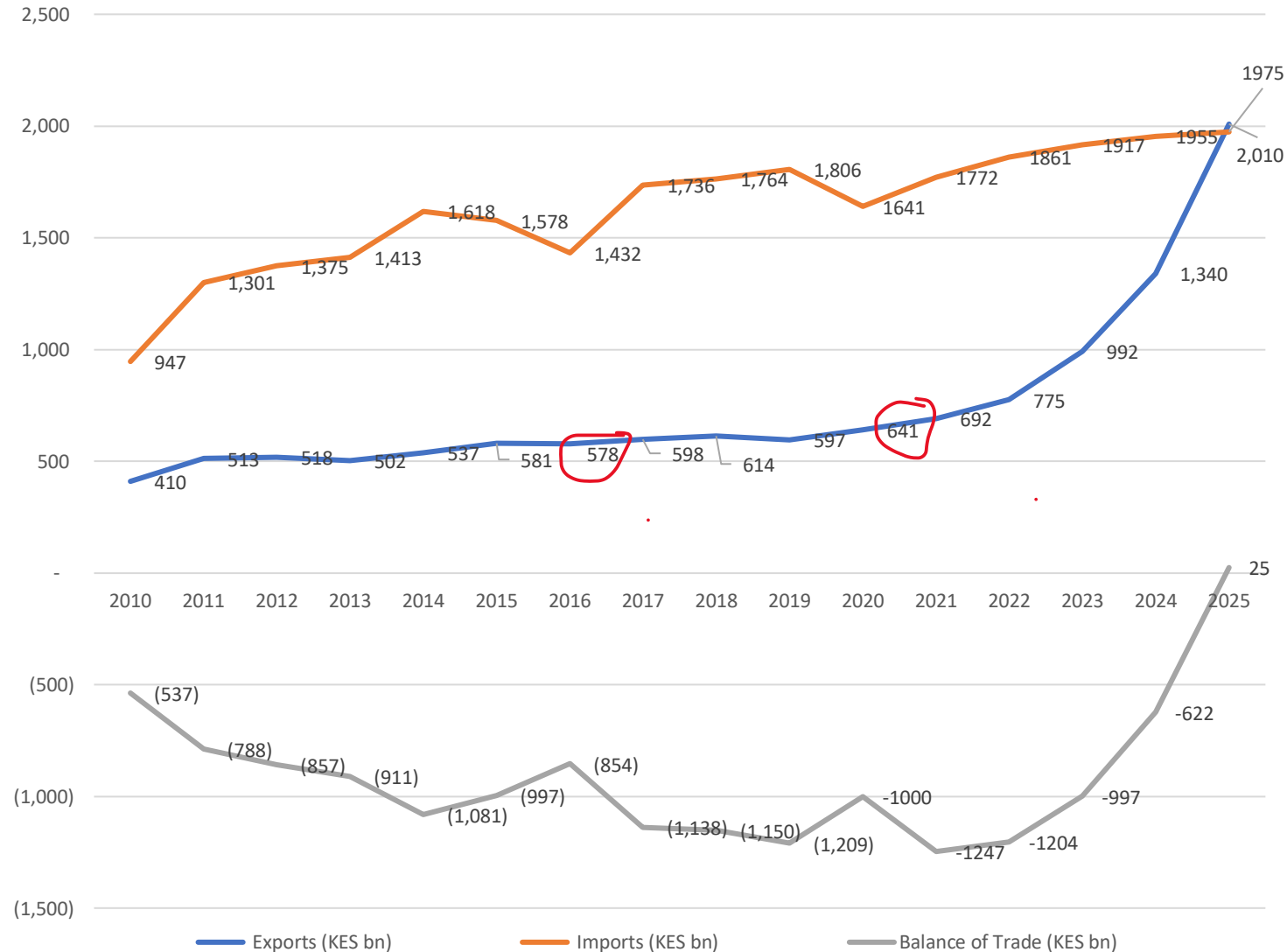
Kenya's Trade Policy Vision and Road towards Economic Recovery by 2025

- The State Department for Trade has steered the implementation of the strategy through involvement of all Ministries, Government Agencies as well as the private sector, who are expected to produce and export.
- This effort has culminated in the proposed Export Delivery Structures (Government Multi Agencies Teams for Export Delivery in every priority value chain; and proposed Private Sector Supply Hubs, where coordinated investment and production for exports will occur and national assurance of availability of goods for export provided).
- Export growth path to 2025, aiming at reducing Balance of Trade Deficit to a surplus by 2025 has also been projected and all value chains and sectors have taken commitment to produce and export each sector's rightful contribution



KENYA'S EXPORT GROWTH PATH 2019 – 2025 AND DRIVERS OF THE EXPORT GROWTH

Kenya Exports 2010 - 2020 (Actual) - 2021- 2025 projected (KES bn) - Source KNBS (2010-2019); KRA Customs (2020)



NATIONAL GOAL

Reduce Balance of Trade Deficit through export performance and import substitution/Buy Kenya Build Kenya

INEDPS EXPORT GROWTH PATH

Increase exports from KES597billion in 2019 (base year) to KES2trillion by 2025

DRIVERS OF EXPORT PERFORMANCE AND IMPORT SUBSTITUTION

- **Agriculture** (Coffee, Tea, Horticulture (flowers, vegetables and fruits), Pulses, Pyrethrum, Sisal, Miraa and Gum Arabic)
- **Manufacturing Sector-** Agro processing, Textile and Apparels, Leather and Footwear, Metal and Allied, Chemical and Allied, Pharmaceutical and Medical Equipment, Plastic and Rubber, Light Engineering, Automotive and parts and Furniture
- **Fisheries**
- **Livestock sector-** Live Animals, Meat, Dairy and Honey
- **Handicraft**
- **Mining**
- **Oil & Gas**

**EXPORT
PERFORMANCE (2019-
2020) – HOPE DURING
COVID-19 ECONOMIC
RAVAGES**

**DEMONSTRATES TRADE
AS AN ENGINE FOR
ECONOMIC RECOVERY
AND TRANSFORMATION**

EXPORT PERFORMANCE (2019-2020) – HOPE DURING COVID-19 ECONOMIC RAVAGES				
HS	Product Description	% Share in total	% Share cumulative	% increase (2019-2020)
09	Coffee, tea, mate and spices	24.40%	24.40%	15%
06	Trees and other plants, live; bulbs, roots and the like; cut flowers and ornamental foliage	10.55%	34.94%	3%
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	6.75%	41.69%	-6%
07	Vegetables and certain roots and tubers; edible	4.90%	46.59%	37%
08	Fruit and nuts, edible; peel of citrus fruit or melons	3.59%	50.18%	10%
26	Ores, slag and ash	3.43%	53.61%	10%
62	Apparel and clothing accessories; not knitted or crocheted	3.30%	56.91%	-10%
15	Animal or vegetable fats and oils and their cleavage products; prepared animal fats; animal or vegetable waxes	3.14%	60.05%	43%
24	Tobacco and manufactured tobacco substitutes	2.57%	62.61%	25%
20	Preparations of vegetables, fruit, nuts or other parts of plants	2.28%	64.90%	18%
30	Pharmaceutical products	2.13%	67.03%	15%

EXPORT PERFORMANCE (2019-2020) – HOPE DURING COVID-19 ECONOMIC RAVAGES

DEMONSTRATES TRADE AS AN ENGINE FOR ECONOMIC RECOVERY AND TRANSFORMATION

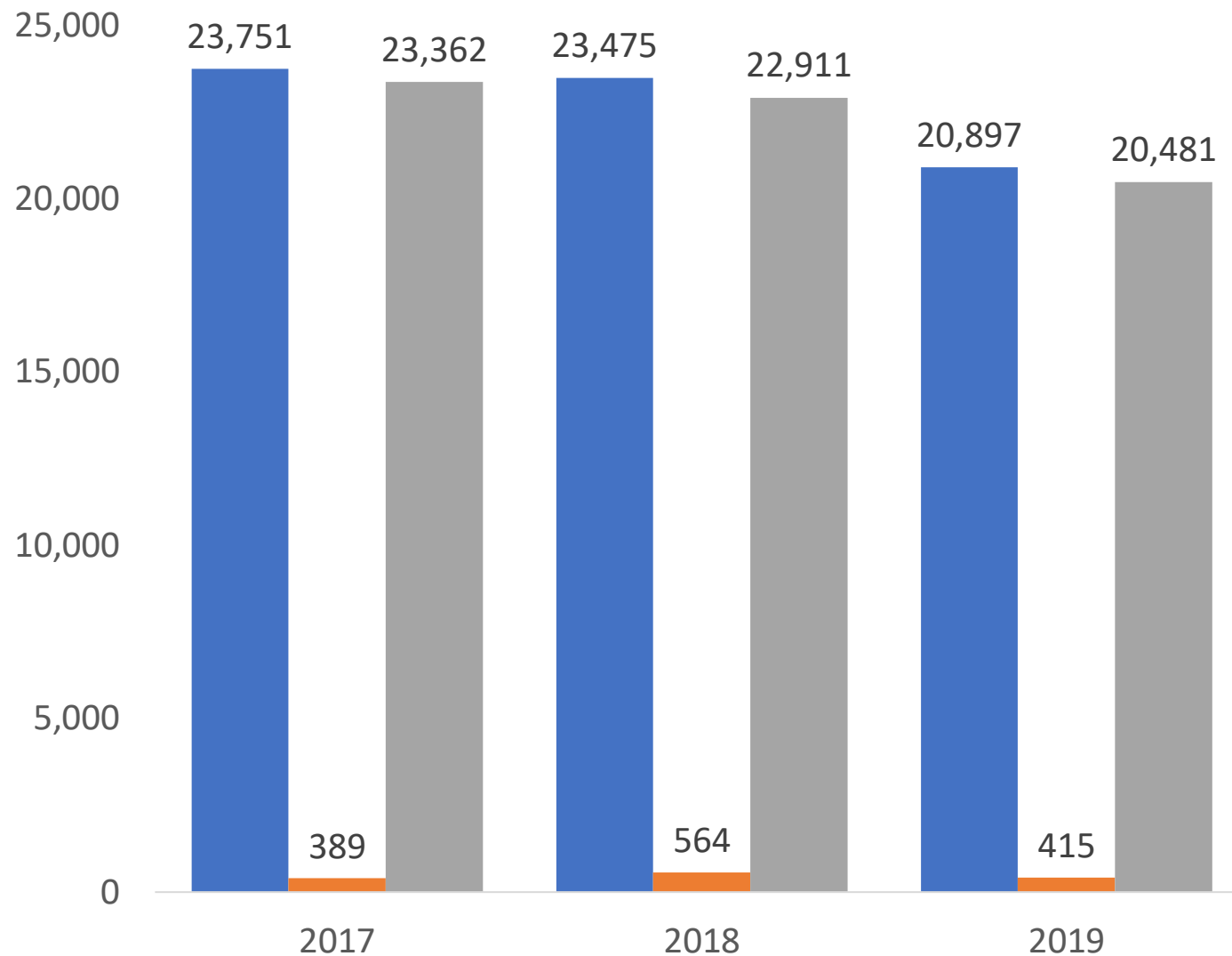
EXPORT PERFORMANCE (2019-2020) – HOPE DURING COVID-19 ECONOMIC RAVAGES				
HS	Product Description	% Share in total	% Share cummulative	% increase (2019-2020)
72	Iron and steel	2.10%	69.13%	-2%
39	Plastics and articles thereof	1.96%	71.09%	12%
21	Miscellaneous edible preparations	1.91%	73.00%	26%
34	Soap, organic surface-active agents; washing, lubricating, polishing or scouring preparations; artificial or prepared waxes, candles and similar articles, modelling pastes, dental waxes and dental preparations with a basis of plaster	1.90%	74.90%	16%
61	Apparel and clothing accessories; knitted or crocheted	1.80%	76.70%	3%
25	Salt; sulphur; earths, stone; plastering materials, lime and cement	1.40%	78.10%	42%
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	1.36%	79.46%	-35%
28	Inorganic chemicals; organic and inorganic compounds of precious metals; of rare earth metals, of radio-active elements and of isotopes	1.20%	80.66%	-7%
02	Meat and edible meat offal	1.09%	81.75%	-1%



KENYA AGRICULTURE — Export & Domestic Opportunity

COFFEE: EXPORT/IMPORTS

Kenya coffee exports and imports (2017-2019) Figures
in KES Millions



FACTS

- Kenya is a net exporter of Coffee
- In 2019 Kenya coffee exports was KES20.5bn
- In 2019 Kenya coffee imports was KES0.4billion

FUTURE FOR COFFEE

- Exports growth targeting value added & Speciality Coffee
- Coffee export growth path
 - ❖ 2019 (base year) = KES 20.3 billion
 - ❖ 2025 (target) = KES 54.6 billion

RESPONSE

All Government Approach

Coffee Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for value added and specialty coffee

RETURN TO THE ECONOMY

Wealth creation, Employment, Government Revenue of unprecedented magnitude, investments and economic prosperity

PRICE

Coordinated Government Approach and Resource Mobilization
Accountability through Government Multi Agency Teams and
Export Supply Hubs

COFFEE DESTINATION MARKET AND POTENTIAL FOR KENYA

MARKET POTENTIAL

- Overall destination market potential is USD 16.8 billion
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products, in stand to increase to USD 841 million

DESTINATION MARKETS

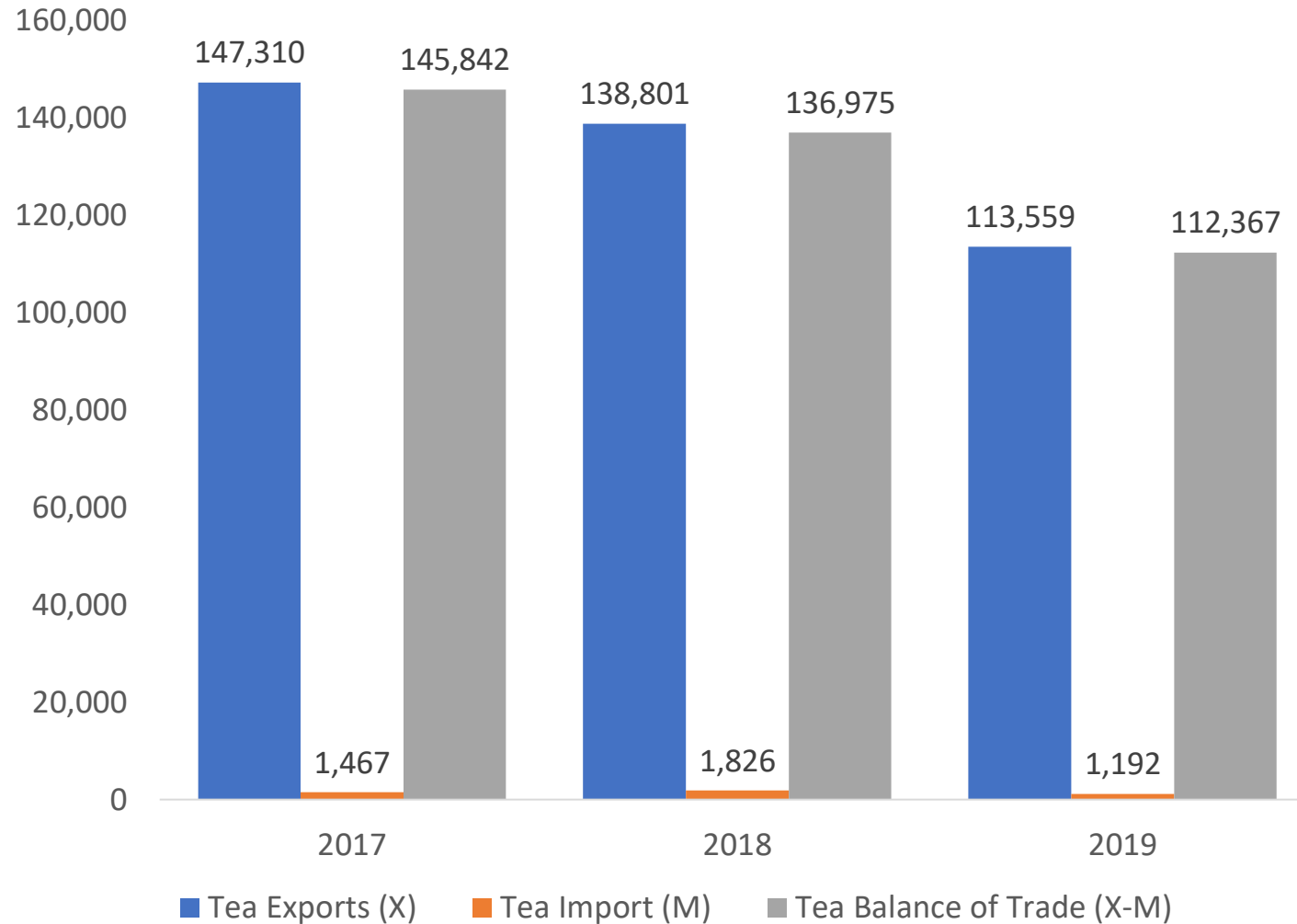
- EU (Germany ; France ; Italy ; Netherlands ; Belgium ; Spain ; Poland ; Austria; Sweden)
- USA
- UK
- Japan
- China

PRODUCING COUNTIES

The top 10 coffee producing counties in the 2018/2019 season are: Kiambu, Kirinyaga, Nyeri (?? MT) , Murang'a (?? MT) , Kericho (?? MT), Machakos (?? MT), Embu (?? MT), Bungoma (?? MT), Meru (?? MT) and Kisii (?? MT)

TEA: EXPORT/IMPORTS

Kenya tea exports and imports (2017-2019) Figures in KES
Millions



FACTS

- Kenya is a net exporter of Tea
- In 2019 Kenya tea exports was KES113bn
- In 2019 Kenya tea imports was KES1.2bn
- Kenya tea imports presents an opportunity for domestic industry

FUTURE FOR TEA

- Domestic market (KES1.2bn) capture
- Exports growth targeting value added & Speciality Tea,
- Tea export growth path
- ❖ 2019 (base year) = KES 114 billion
- ❖ 2025 (target) = KES307billion

RESPONSE

All Government Approach

Tea Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for value added and specialty tea

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TEA DESTINATION MARKET AND POTENTIAL FOR KENYA

MARKET POTENTIAL

- Overall destination market potential is USD 2.44 billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD 122 million. by 2025

DESTINATION MARKETS

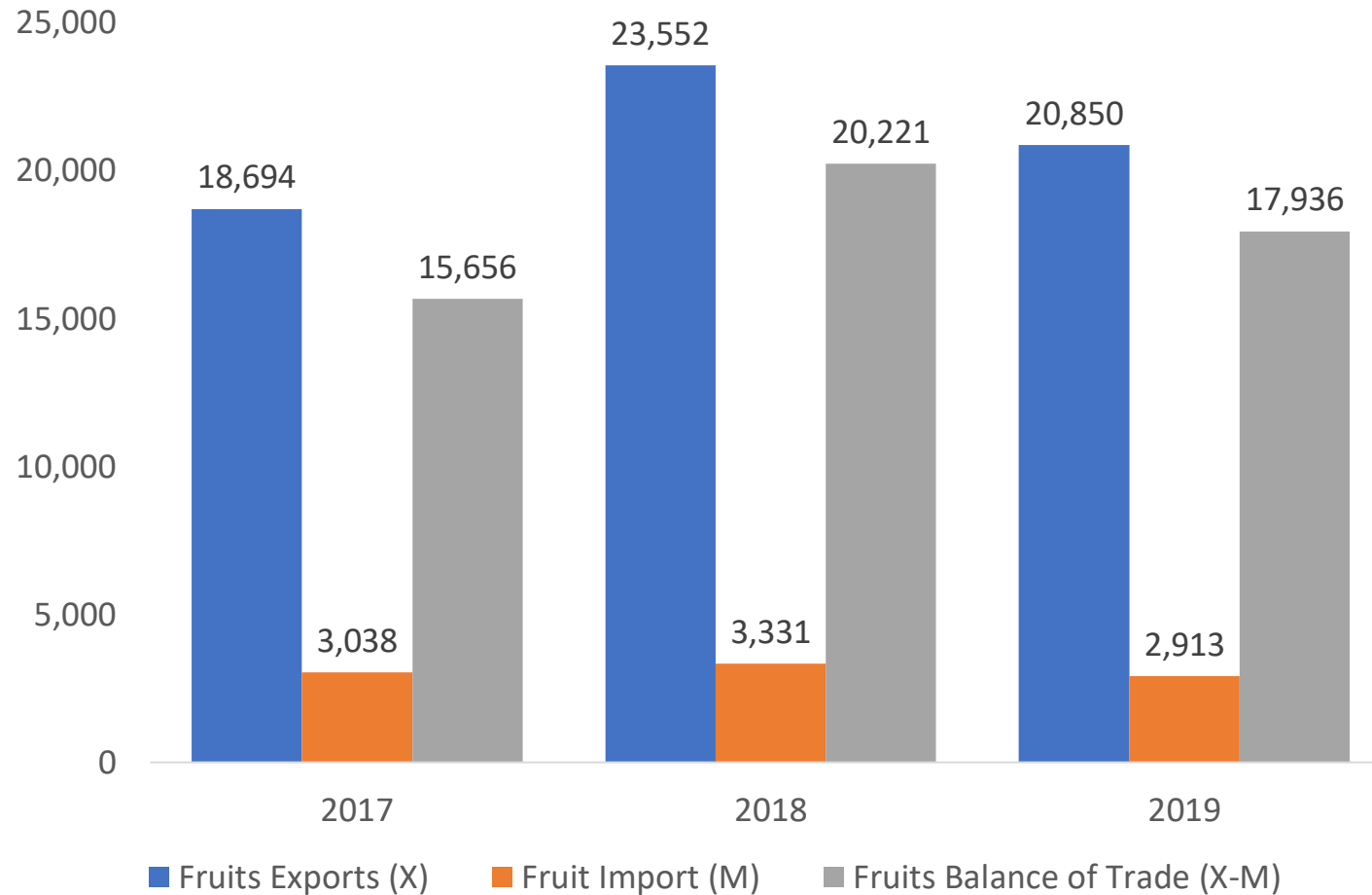
- Middle East (United Arab Emirates; Egypt; Iran, Islamic Republic; Saudi Arabia; Iraq; Kuwait; Yemen; Jordan; Turkey; Oman)
- EU-27 (Germany; France; Netherlands; Poland; Italy; Belgium; Ireland; Sweden; Spain)
- Pakistan
- USA
- UK

PRODUCING COUNTIES

The 19 top tea growing counties are: Nakuru, Narok, Kericho, Bomet, Nyamira, Kisii, Kakamega, Bungoma, Vihiga, Nandi, Elgeyo Marakwet, Trans-Nzoia, Kiambu, Murang'a, Nyeri, Kirinyaga, Embu, Tharaka-Nithi, and Meru.

HORTICULTURE (FRUITS - Mangoes, Avocadoes, Passion fruit): EXPORT/IMPORTS

Kenya Fruits exports and imports (2017-2019) Figures in KES
Millions



FACTS

- Kenya is a net exporter of fruits
- In 2019 Kenya fruits exports was KES20.8bn
- In 2019 Kenya tea imports was KES2.9bn
- Kenya fruits imports presents an opportunity for domestic industry

FUTURE FOR FRUITS

- Domestic market (KES2.9bn) capture
- Exports growth targeting value added fruits exports (frozen, chilled and dried as well as fruit pulps),
- **Fruits export growth path**
 - ❖ 2019 (base year) = KES 21billion
 - ❖ 2025 (target) = KES38billion

RESPONSE

All Government Approach

Fruits Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for value added value added fruits exports (frozen, chilled and dried as well as fruit pulps),

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FRUITS DESTINATION MARKET AND POTENTIAL FOR KENYA

MARKET POTENTIAL

- Overall destination market potential is USD 31 billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD 1.6billion by 2025

DESTINATION MARKETS

- EU-27 (Germany; Netherlands; France; Belgium; Italy; Spain; Poland; Austria; and Sweden)
- UK
- USA
- Russia
- Middle East (United Arab Emirates; Saudi Arabia; Iraq; Turkey; Kuwait; Egypt; Iran; Israel; Qatar; Jordan)
- Japan
- Australia
- China

PRODUCING COUNTIES

Mangoes

- Kwale, Tana River, Taita Taveta, Murang'a, Elgeyo Marakwet, Lamu, Kilifi, Machakos, Garissa, Makueni, Kitui, Embu, Tharaka Nithi and Meru.

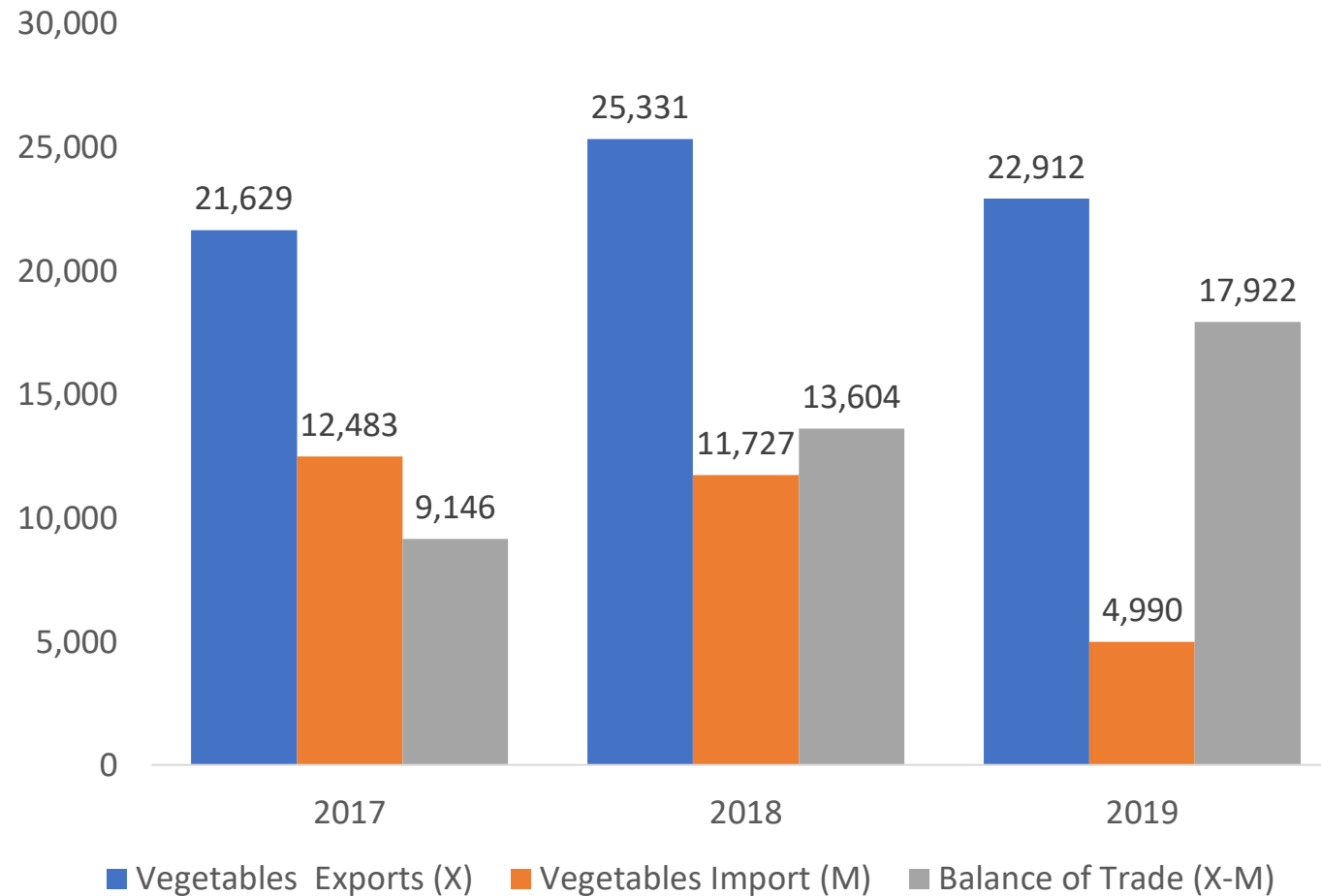
Avocadoes

- Murang'a, Kiambu, Nyeri, Kirinyaga, Baringo, Laikipia and Nakuru, Kakamega, Vihiga, Bungoma, Busia,

Passion Fruits

- Thika, Nyamira, Kisii, Nyeri, Kakamega, Murang'a and Meru counties

Kenya vegetables exports and imports (2017-2019) Figures in KES Millions



FACTS

- Kenya is a net exporter of vegetables
- In 2019 Kenya vegetables exports was KES17.9bn
- In 2019 Kenya vegetables imports was KES4.9bn
- Kenya vegetables imports presents an opportunity for domestic industry

FUTURE FOR VEGETABLES

- Domestic market (KES4.9bn) capture targeting the following vegetables that Kenya is importing in billions – Onions, Cauliflower, Cabbages, Carrots, Lettuce, dried vegetables, etc)
- Exports growth targeting value added vegetables exports (frozen, chilled and dried as well as fruit pulps) – Frozen vegetables technology solution for enhancing exports to global markets
- Vegetables export growth path
 - ❖ 2019 (base year) = KES 22billion
 - ❖ 2025 (target) = KES40billion

RESPONSE

All Government Approach
Vegetable producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for value added vegetables exports (frozen, chilled and dried),

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VEGETABLES DESTINATION MARKET AND POTENTIAL FOR KENYA

MARKET POTENTIAL

- Overall destination market potential is USD 81 billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD 4billion by 2025

DESTINATION MARKETS

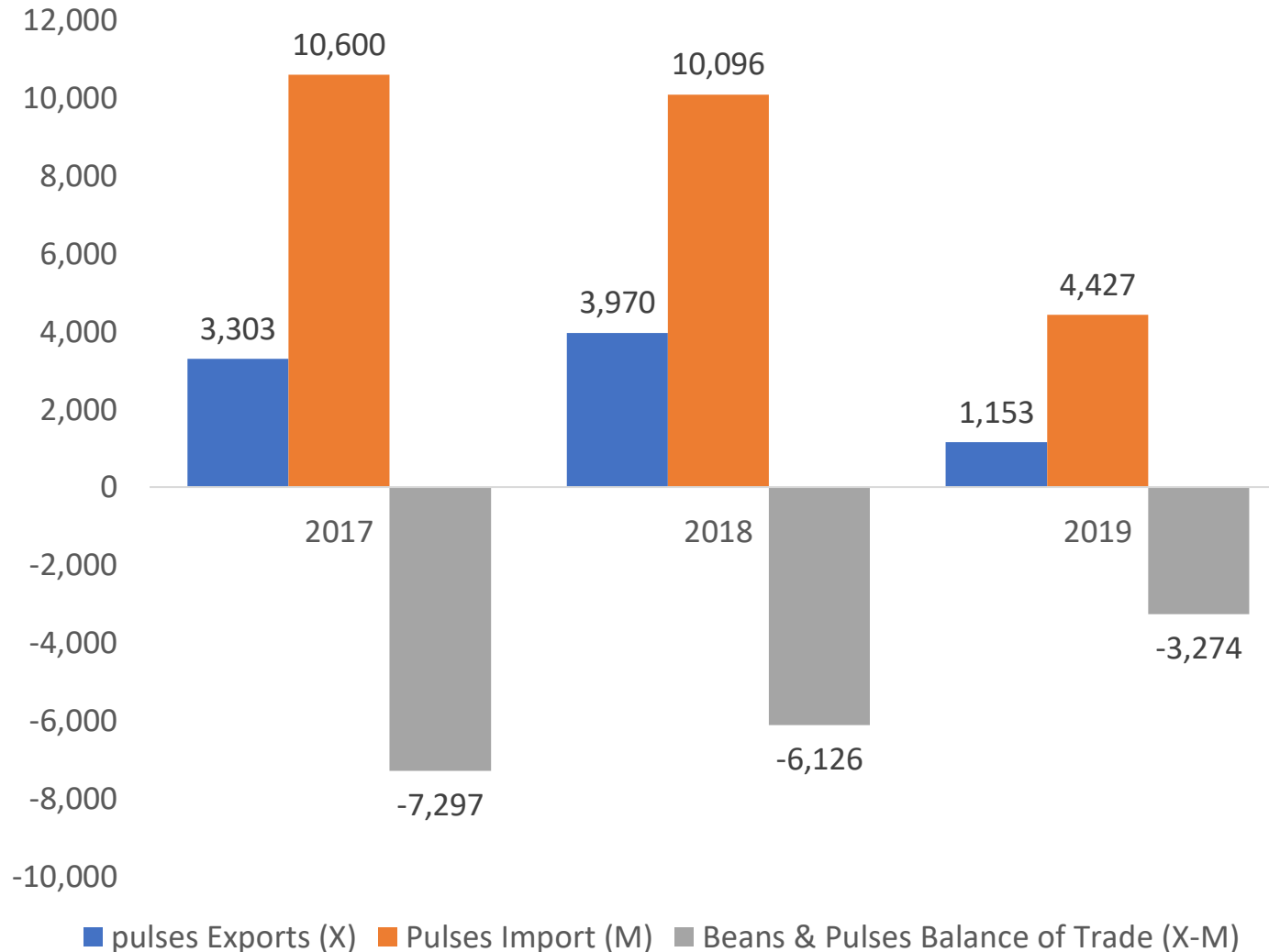
- **Domestic Market**
- USA
- EU-27 (Germany; France; Netherlands; Belgium; Italy; Spain; Poland; Sweden; Austria)
- UK
- Middle East (United Arab Emirates; Iraq; Saudi Arabia; Egypt; Turkey; Kuwait; Qatar; Iran; Oman; Israel)
- Japan
- China
- Hong Kong
- South Korea
- EAC (Rwanda, Uganda; Tanzania; Burundi)
- South Africa

PRODUCING COUNTIES

- **French Beans**
- Kirinya, Kiambu, Laikipia, Nyeri, Murang'a, Machakos, Kajiado, Uasin Gishu, Nakuru counties
- **Snow Peas**
- Nyeri, Kirinyaga, Laikipia, Kakamega, Vihiga, Bungoma, Busia, Murang'a, Kiambu, Nandi, Baringo, Laikipia and Nakuru counties.
- **Sugar snaps**
- Taita Taveta, Meru, Uasin Gishu, Trans Nzoia, Laikipia, and Nyeri counties
- **Onions, Lettuce, Carrots, cabbages**
- Baringo, Nyandarua, Laikipia, Kiambu, Muranga, Bomet, Meru, Kirinyaga, Nyeri

BEANS & PULSES: EXPORT/IMPORTS

Kenya Beans & Pulses exports and imports (2017-2019)
Figures in KES Millions



FACTS

- Kenya is a net importer of beans and pulses
- In 2019 Kenya beans & pulses exports was KES1.2bn
- In 2019 Kenya beans & pulses imports was KES4.4bn
- Kenya beans & pulses imports presents an opportunity for domestic industry

FUTURE FOR VEGETABLES

- Domestic market (KES4.4bn) capture
- Exports growth targeting value added beans and pulses (Dry beans, Kidney beans, white pea, green grams, cow peas, lentils, pigeon peas)
- Vegetables export growth path
- ❖ 2019 (base year) = USD11million (or KES1.2billion)
- ❖ 2025 (target) = US\$89million (or KES9.7billion)

RESPONSE

All Government Approach

Beans & Pulses producing Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for value added beans and pulses),

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BEANS & PULSES DESTINATION MARKET AND POTENTIAL FOR KENYA

MARKET POTENTIAL

- Overall destination market potential is USD 4.7billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD 243Million by 2025

DESTINATION MARKETS

- **Domestic Market**
- India
- Middle East (Egypt; Turkey; United Arab Emirates; Iran; Iraq; Saudi Arabia; Yemen; Syrian Arab Republic; Jordan; Lebanon)
- Pakistan
- China
- COMESA (Egypt; Libya; Ethiopia; Djibouti; Mauritius; Eswatini; Congo, Democratic Republic; Rwanda; Zimbabwe)
- USA
- UK

PRODUCING COUNTIES

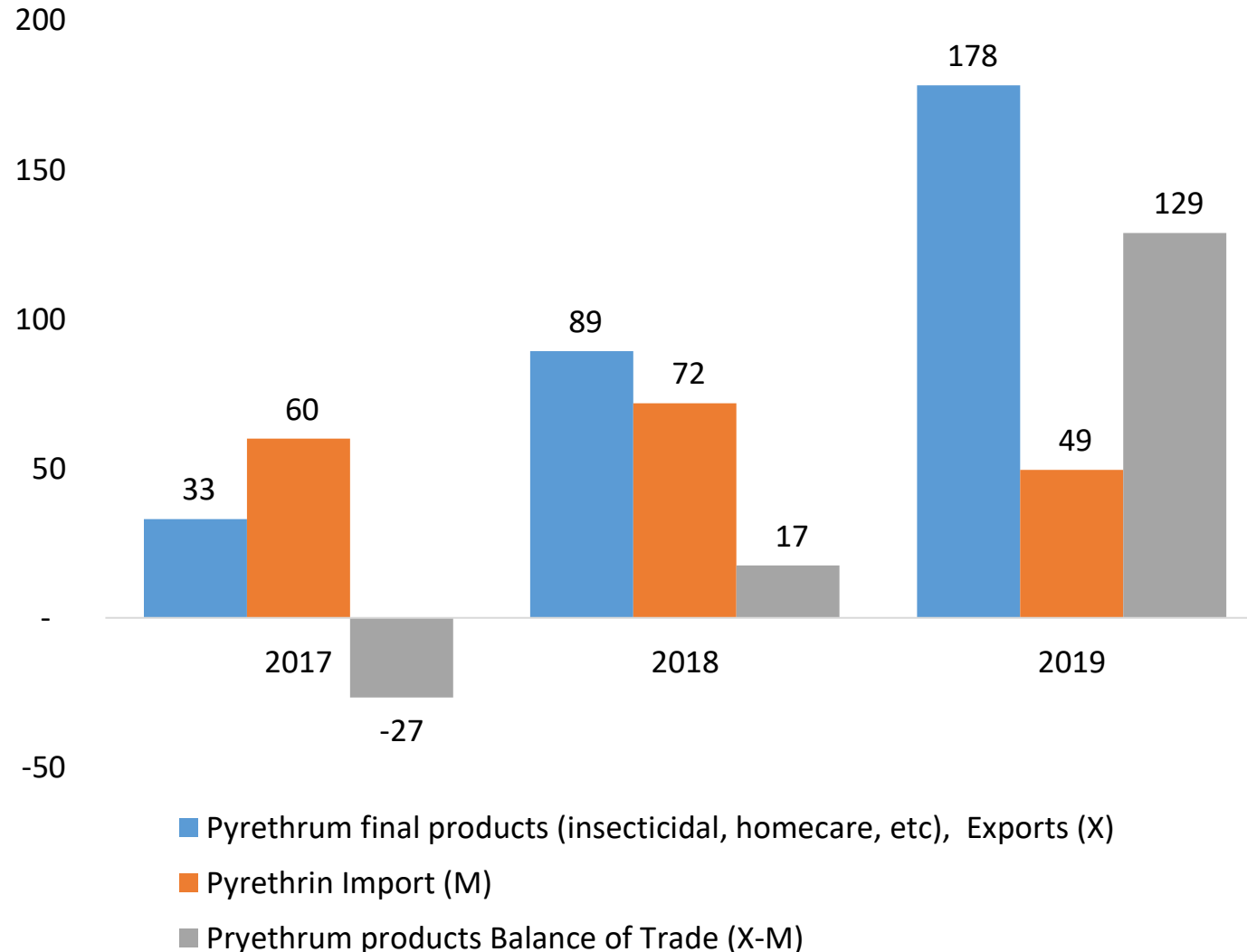
- Meru, Machakos, Makueni, Kitui, Kajiado, Tharaka Nithi, Isiolo, Laikipia, Transmara, Homa Bay, Kisumu, Siaya, Busia, Bungoma, West Pokot, Baringo, Taveta, Kilifi, Kwale, Tana River and Garissa.

PYRETHRUM



PYRETHRUM - PYRETHRINS: EXPORT/IMPORTS

Kenya pyrethrum 12119090 exports and imports (2017-2019)
Figures in KES Millions



FACTS

- Kenya is a net exporter of pyrethrin and other value-added pyrethrum products
- In 2019 Kenya export of pyrethrin and other value-added pyrethrum products was KES178million
- In 2019 Kenya imports of pyrethrin and other value-added pyrethrum products was KES49bn
- Kenya pyrethrin and other value-added pyrethrum products presents an opportunity for domestic pyrethrum industry to thrive targeting export as well as domestic market

FUTURE FOR PYRETHRUM

- Domestic market (KES49million) capture through Buy Kenya Build Kenya Initiative
- Exports growth targeting pyrethrin and other value-added pyrethrum products.
- Pyrethrin and value-added products export growth path
- ❖ 2019 (base year) = KES178million)
- ❖ 2025 (target) = KES414million)

RESPONSE

All Government Approach
Pyrethrum producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for pyrethrin and value-added products,

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PYRETHRUM DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES49million) capture

EXPORT

- Overall destination market potential is USD3.5billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD176million by 2025

DESTINATION MARKETS

- Domestic Market
- USA
- UK
- China
- India
- Japan
- EU-27 (Germany; France; Spain; Italy; Netherlands)
- Middle East (United Arab Emirates; Turkey; Saudi Arabia; Israel; Iran)
- EAC (Uganda; Tanzania; Rwanda; Burundi)
- COMESA (Egypt; Ethiopia; Eswatini; Congo, Democratic Republic)

PRODUCING COUNTIES

- Nakuru, Kiambu, Nyandarua, Nyeri, Laikipia, Meru, Embu, Baringo, Elgeyo Marakwet, West Pokot, Trans Nzoia, Bungoma (Mt Elgon), Uasin Gishu, Nandi, Kericho, Bomet, Narok, Nyamira and Kisii.

Manufacturing in Kenya Under the 'Big 4 Agenda'

A Sector Deep-dive Report

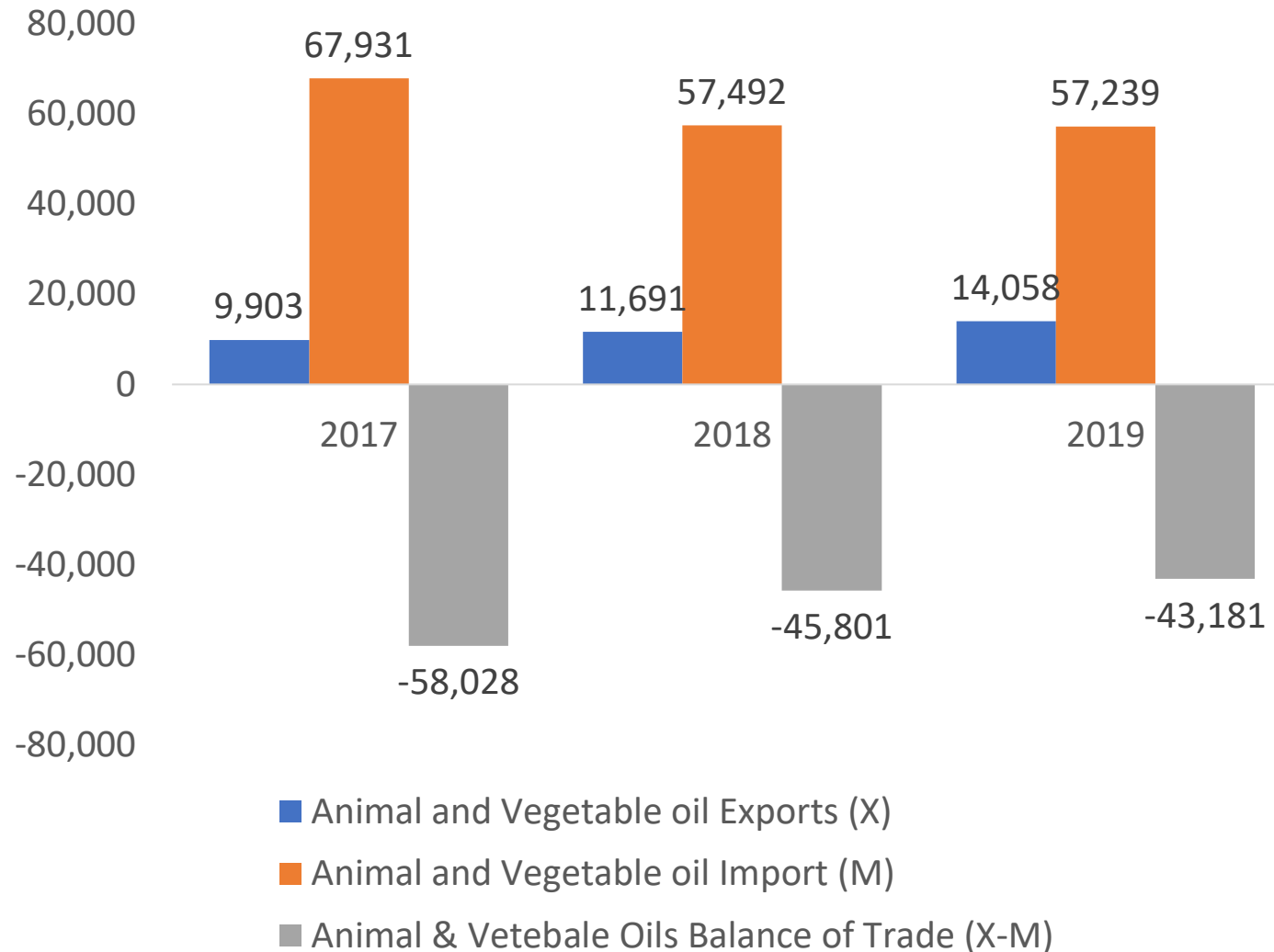


Kenya Association of Manufacturers | Kenya Business Guide, 2018

MANUFACTURING IN KENYA – Export & Domestic Market

MANUFACTURING – ANIMAL & VEGETABLE OILS: EXPORT/IMPORTS

Kenya Animal and Vegetable oil exports and imports
(2017-2019) Figures in KES Millions



FACTS

- Kenya is a net importer of Animal and Vegetable Oils
- In 2019 Kenya Animal and Vegetable Oils exports was KES14.1bn
- In 2019 Kenya Animal and Vegetable Oils imports was KES57.2bn
- Kenya Animal and Vegetable Oils imports presents an opportunity for domestic industry

FUTURE FOR VEGETABLES

- Domestic market (KES43.2bn) capture
- Exports growth targeting value added Animal and Vegetable Oils
- Animal and Vegetable Oils export growth path
- ❖ 2019 (base year) = KES14billion)
- ❖ 2025 (target) = KES33billion)

RESPONSE

All Government Approach

Animal and Vegetable Oils producing Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for value added Animal and Vegetable Oils,

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PRICE

Coordinated Government Approach and Resource Mobilization Accountability through Government Multi Agency Teams and Export Supply Hubs

ANIMAL & VEGETABLE OILS DESTINATION MARKET AND POTENTIAL FOR KENYA

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market
(KES43.2bn) capture

EXPORT

- Overall destination market potential is USD 49billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD 2.5Billion by 2025

DESTINATION MARKETS

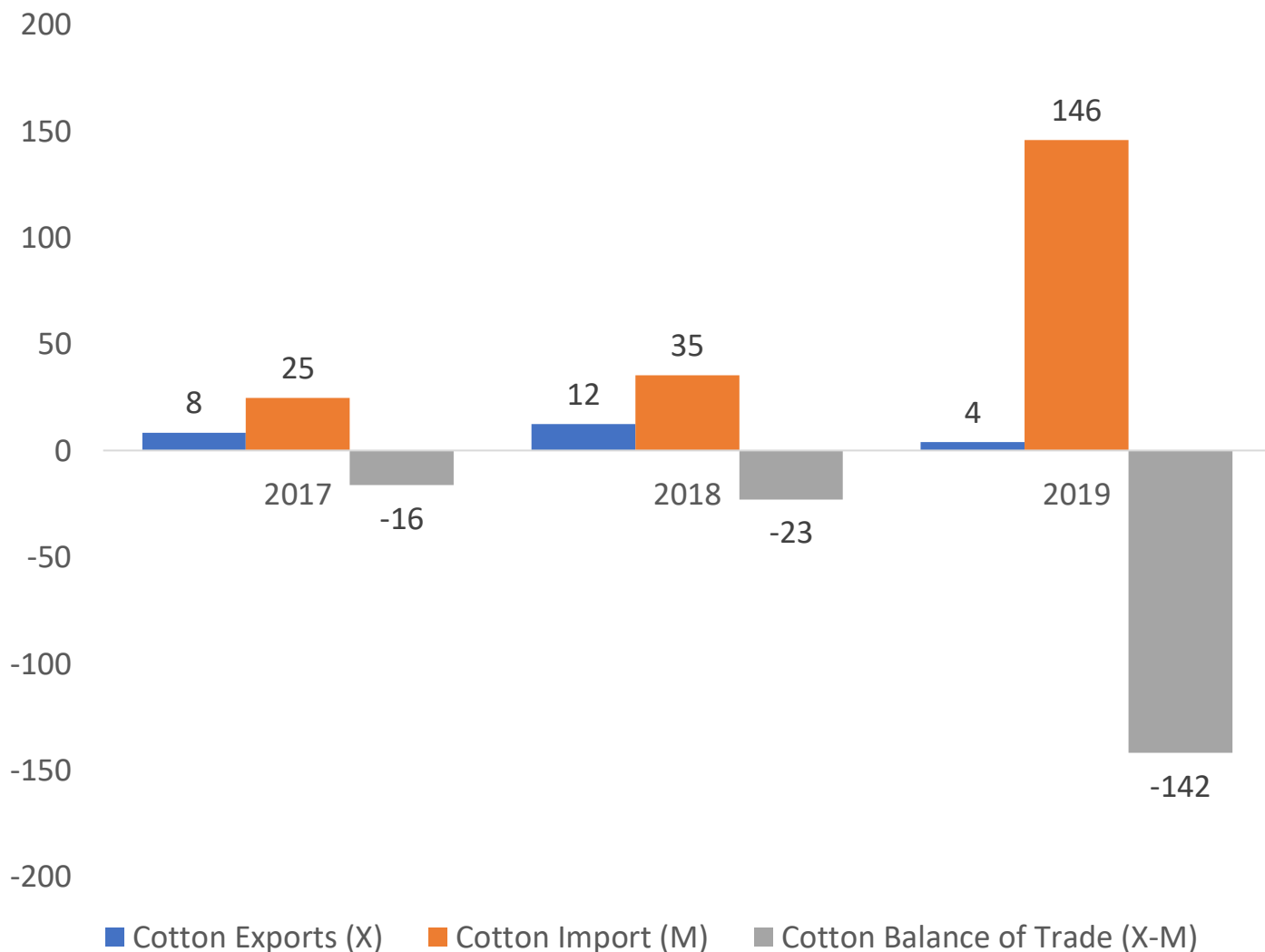
- Domestic Market
- EU 27
- UK
- Middle East (United Arab Emirates; Iran; Iraq; Saudi Arabia; Yemen; Syrian Arab Republic; Jordan; Lebanon)
- COMESA (Egypt; Libya; Ethiopia; Djibouti; Mauritius; Eswatini; Congo, Democratic Republic; Rwanda; Zimbabwe)
- USA

PRODUCING COUNTIES

- Nairobi, Isiolo, Laikipia, Mandera, Garissa, Kiambu, Nakuru, Nairobi, Bomet, Kericho, West Pokot, Turkana, Samburu, Kisumu, Homa Bay, Migori, Tana River, Taita Taveta

MANUFACTURING – COTTON NOT CARDED OR COMBED: EXPORT/IMPORTS

Kenya cotton (Not carded or combed) exports and imports
(2017-2019) Figures in KES Millions



FACTS

- Kenya is a net importer of Cotton (not carded or combed)
- In 2019 Kenya Cotton (not carded or combed exports was KES4bn
- In 2019 Kenya Cotton (not carded or combed imports was KES5146bn
- Kenya Cotton (not carded or combed imports presents an opportunity for domestic industry. Imports are crucial in supporting Kenya's textile industry – yarn and fabric making which will contribute towards competitiveness of text & apparel industry. It also enables Kenya's to meet rules of origin where cumulation is allowed.

FUTURE FOR COTTON (NOT CARDED OR COMBED)

- Domestic market (KES146bn) capture to ensure self sufficiency and also seek to complement any shortfall with imports
- Expand capacity of yarn and fabric making industries to absorb all cotton that is produce and imported, with direct link to manufacturers of textile and apparel. Ensure competitiveness of the fabric coming from the textile mills as a way of sustaining dream of producing cotton for the local textile and apparel mills.
- Animal and Vegetable Oils **export growth path**

RESPONSE

All Government Approach
Cotton producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for cotton not carded or combed,

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COTTON (NOT CARDED OR COMBED) DOMESTIC MARKET POTENTIAL

MARKET POTENTIAL

- Overall domestic market potential is KES146billion.
- Revamp cotton growing and processing to meet the huge demand from the already established integrated textile mills that are using imported cotton for production of fabric for eventual use in textile and apparel products for the US market, among other destination countries that Kenya is exporting these finished products
- As the country expands local capacity, imports should be encouraged because of need to ensure that textile and apparel manufacturing firms do not suffer lack of competitive raw material.

DESTINATION MARKETS

- Domestic Market

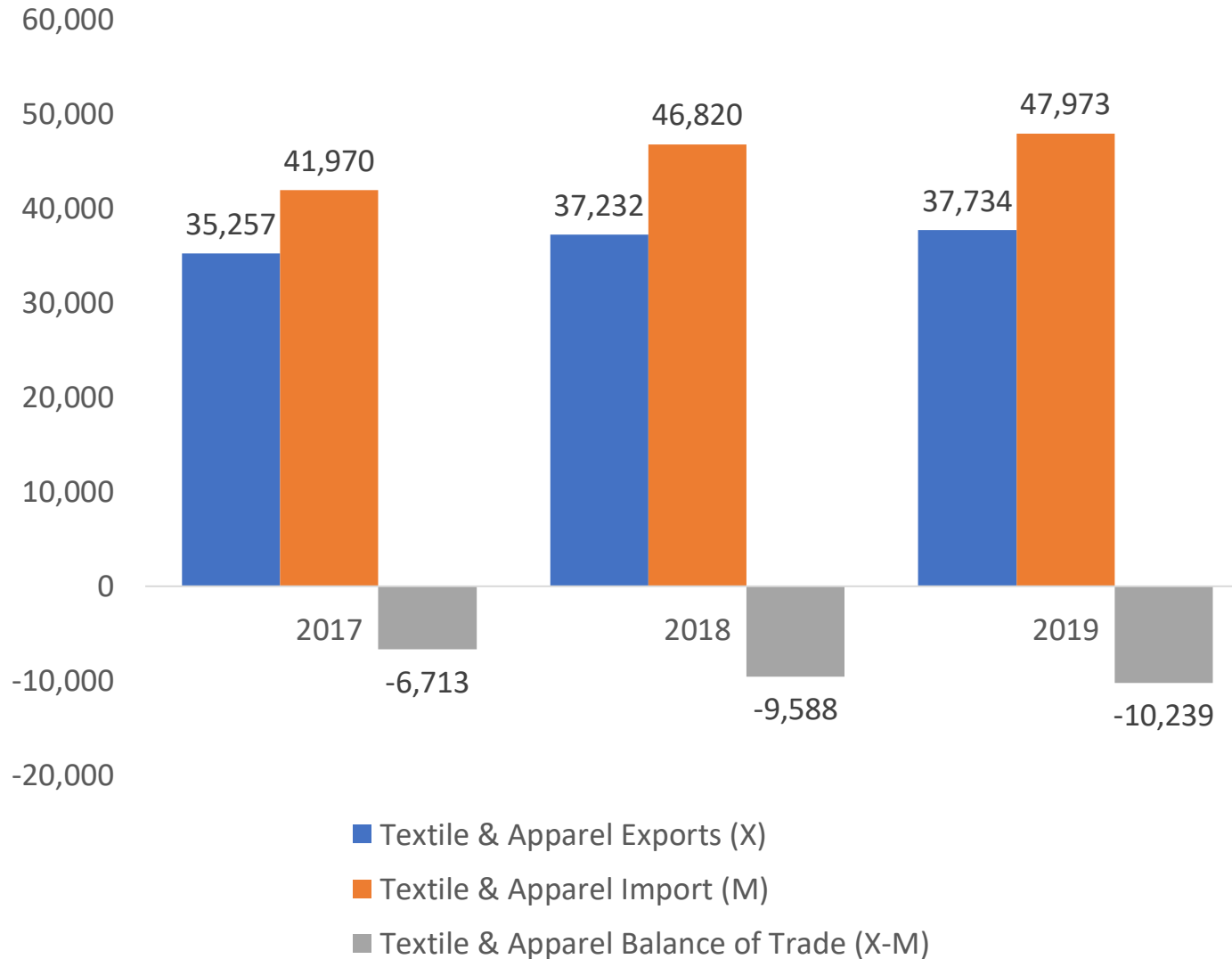
PRODUCING COUNTIES

- Busia, Homa Bay, Siaya, Kitui, Makueni, Kirinyaga, Embu, Meru and Tharaka Nithi

NOTE: The Government has now sanctioned commercialization of insect resistant cotton (BT Cotton) and Busia, Homa Bay and Siaya have started producing this variety of cotton. This gives hope for the sector to capture the KES146 Billion worth of imports and even surpass as Kenya textile and apparel industry responds to destination, including domestic market for finished textile and apparel products

MANUFACTURING – TEXTILE AND APPAREL: EXPORT/IMPORTS

Kenya textile and apparel exports and imports (2017-2019)
Figures in KES Millions



FACTS

- Kenya is a net importer of textile and apparel
- In 2019 Kenya of textile and apparel exports was KES37.7bn
- In 2019 Kenya of textile and apparel imports was KES48bn
- Kenya textile and apparel presents an opportunity for domestic industry

FUTURE FOR TEXTILE AND APPAREL

- Domestic market (KES48bn) capture through Buy Kenya Build Kenya Initiative focusing on the following most imported products – Baby garments, Jerseys and pullovers, T-shirts, Truck suits, panties, tights, socks and other accessories
- Exports growth targeting (Men & Boys; Women & Girls shirts, suits, Women under panties, stockings and socks, Jerseys and pullovers, T-shirts, Baby garments, Gloves, mittens and mitts, Men & Boys and Women and Girls suits and overcoats, etc.
- Textile and apparel **export growth path**
 - ❖ 2019 (base year) = KES38billion)
 - ❖ 2025 (target) = KES88billion)

RESPONSE

All Government Approach

Textile and Apparel producing Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for textile and apparel,

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TEXTILE AND APPAREL DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES48bn) capture

EXPORT

- Overall destination market potential is USD287billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD14.4Billion by 2025

DESTINATION MARKETS

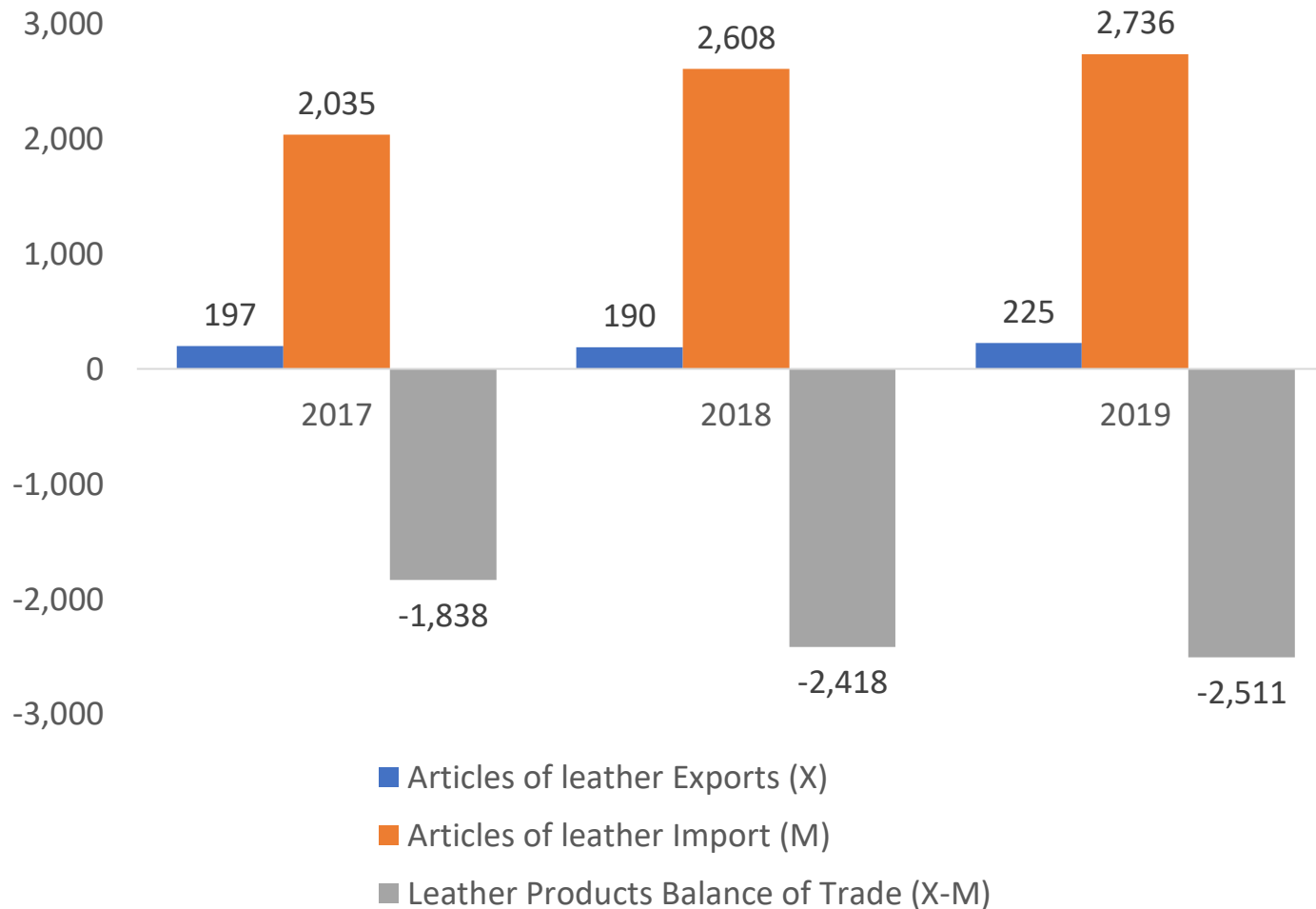
- Domestic Market
- EU 27
- UK
- Middle East (United Arab Emirates; Iran; Iraq; Saudi Arabia; Yemen; Syrian Arab Republic; Jordan; Lebanon)
- COMESA (Egypt; Libya; Ethiopia; Djibouti; Mauritius; Eswatini; Congo, Democratic Republic; Rwanda; Zimbabwe)
- USA

PRODUCING COUNTIES

- Nairobi, Nakuru, Uasin Gishu, Machakos, Kiambu, Mombasa, Kitui, Kisumu, Migori, Homa Bay. Other counties can sign up to promote establishment of textile and apparel manufacturing firms under the SEZ framework. The volume of domestic and international trade demand huge investments and SMEs in thousands to respond to these market opportunity through structured and guide program of quality assurance and competitiveness

MANUFACTURING – LEATHER PRODUCTS: EXPORT/IMPORTS

Kenya articles of leather exports and imports (2017-2019)
Figures in KES Millions



FACTS

- Kenya is a net importer of leather products
- In 2019 Kenya exports of **leather products** exports was KES225million
- In 2019 Kenya of imports of **leather products** imports was KES2.7bn
- Kenya **leather products** presents an opportunity for domestic industry

FUTURE FOR LEATHER PRODUCTS

- Domestic market (KES2.7bn) capture through Buy Kenya Build Kenya Initiative focusing on the following most imported products – Trunks and suit cases, leather apparel(jackets and accessories), vanity cases, belts and bandoliers.
- Exports growth targeting Trunks and suit cases, leather apparel(jackets and accessories), vanity cases, belts and bandoliers. .
- Leather Products export growth path
 - ❖ 2019 (base year) = KES0.22billion)
 - ❖ 2025 (target) = KES0.51billion)

RESPONSE

All Government Approach
Leather producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for textile and apparel,

RETURN TO THE ECONOMY

Wealth creation, Employment, Government Revenue of unprecedented magnitude, investments and economic prosperity

PRICE

Coordinated Government Approach and Resource Mobilization
Accountability through Government Multi Agency Teams and Export Supply Hubs

LEATHER PRODUCTS DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES2.7bn) capture

EXPORT

- Overall destination market potential is USD12.2billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD0.6billion by 2025

DESTINATION MARKETS

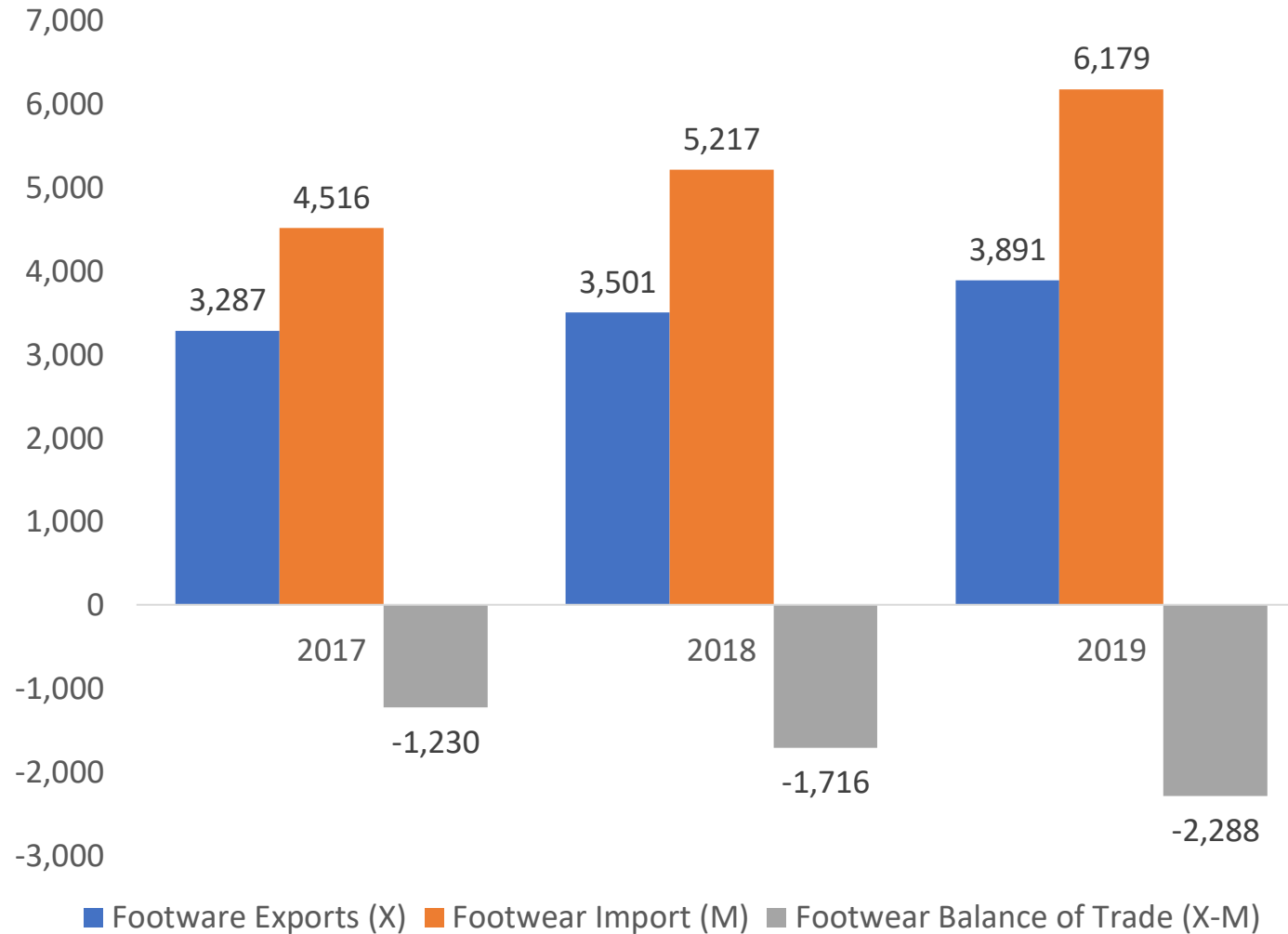
- Domestic Market
- EU 27
- UK
- COMESA, EAC, SACU, Pakistan
- Middle East, Australia, Singapore

PRODUCING COUNTIES

- Nairobi, Nakuru, Kiambu, Mombasa. Other counties can sign up to promote establishment of Leather products manufacturing firms under the SEZ framework. The volume of domestic and international trade demand huge investments and SMEs in thousands to respond to these market opportunity through structured and guide program of quality assurance and competitiveness

MANUFACTURING – FOOTWEAR: EXPORT/IMPORTS

Kenya footwear exports and imports (2017-2019) Figures in KES Millions



FACTS

- Kenya is a net importer of footwear
- In 2019 Kenya of **footwear** exports was KES3.8bn
- In 2019 Kenya of **footwear** imports was KES6.1bn
- Kenya **footwear** presents an opportunity for domestic industry

FUTURE FOR FOOTWEAR

- Domestic market (KES6.1bn) capture through Buy Kenya Build Kenya Initiative
- Exports growth targeting footwear.
- Footwear export growth path
 - ❖ 2019 (base year) = KES3.9billion)
 - ❖ 2025 (target) = KES9.1billion)

RESPONSE

All Government Approach
Footwearproducing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for footwear,

RETURN TO THE ECONOMY

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FOOTWEAR DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES6.1bn) capture

EXPORT

- Overall destination market potential is USD22billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD1.1Billion by 2025

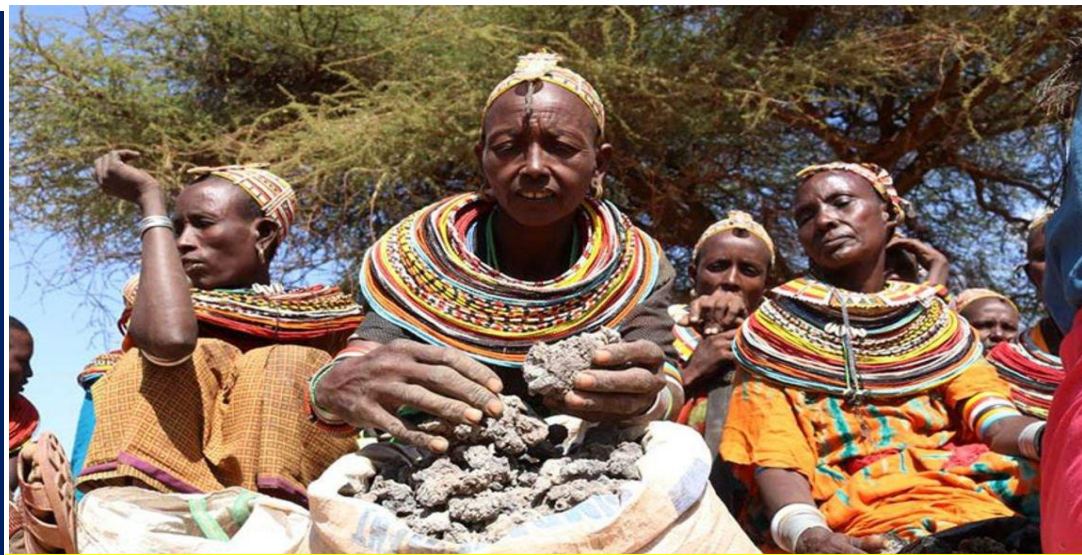
DESTINATION MARKETS

- Domestic Market
- EU 27
- UK
- COMESA, EAC, SACU, Pakistan
- Middle East, Australia, Singapore

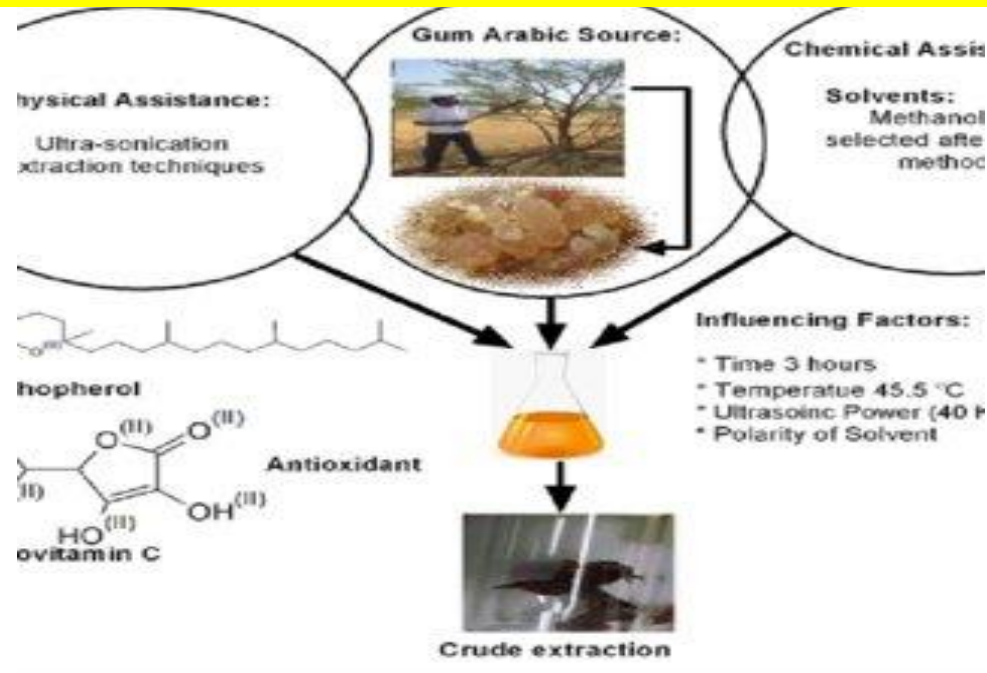
PRODUCING COUNTIES

- Nairobi, Nakuru, Kiambu, Mombasa. Other counties can sign up to promote establishment of footwear manufacturing firms under the SEZ framework. The volume of domestic and international trade demand huge investments and SMEs in thousands to respond to these market opportunity through structured and guide program of quality assurance and competitiveness

GUM FOR EXPORTS AND DOMESTIC MARKET



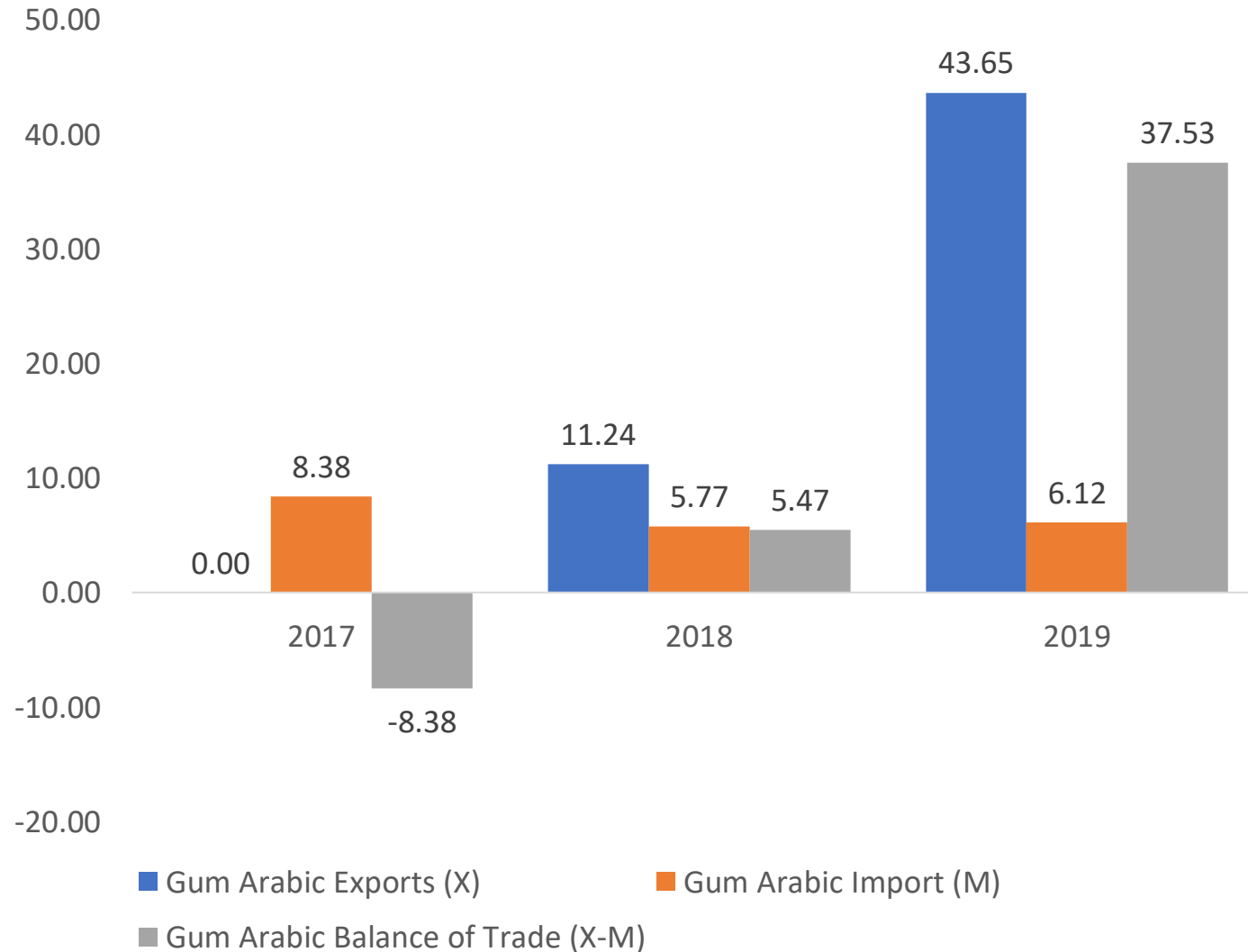
Rendille women harvest and sort gum collected from acacia trees at Ndigir Village in Laisamis, Marsabit County, Business Daily, 26 Aug 2019 (Nicholas Komu)



Gum & Resins are two products that appear ordinary to many people, but interestingly, they are in your favourite fizzy drink — be it a product of Coca-Cola or Pepsi. They are also an important component in the making of cosmetics and pharmaceutical drugs. It's a products of immense value both in the international and local markets, fetching more money for locals than major export products such as tea and coffee.

GUM ARABIC: EXPORT/IMPORTS

Kenya Gum Arabic exports and imports (2017-2019) Figures in KES Millions



FACTS

- Kenya is a net exporter of Gum Arabic
- In 2019 Kenya export of **Gum Arabic** exports was KES43.7million
- In 2019 Kenya import of Gum Arabic imports was KES6.12million
- Kenya Gum Arabic presents an opportunity for domestic industry

FUTURE FOR GUM ARABIC

- Domestic market (KES6.12million) capture through Buy Kenya Build Kenya Initiative
- Exports growth targeting Gum Arabic value added products.
- Gum Arabic export growth path
 - ❖ 2019 (base year) = KES44million
 - ❖ 2025 (target) = KES102million

RESPONSE

All Government Approach

Gum Arabic producing Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for Gum Arabic,

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Coordinated Government Approach and Resource Mobilization
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GUM ARABIC DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES6.12million) capture

EXPORT

- Overall destination market potential is USD893million
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD45million by 2025

DESTINATION MARKETS

- Domestic Market
- EU 27
- UK
- COMESA, EAC, SACU, Pakistan
- Middle East, Australia, Singapore

PRODUCING COUNTIES

- Wajir, Isiolo, Samburu, Turkana, West Pokot, Baringo, Nakuru
- Other counties where Gum Arabic Plantations can be put up (AFA to assist) can sign up to promote establishment of Gum Arabic processing facilities under the SEZ framework. The volume of domestic and international trade demand huge investments and SMEs in thousands to respond to these market opportunity through structured and guide program of quality assurance and competitiveness

FISHERIES PRODUCTS FOR EXPORTS AND DOMESTIC MARKET

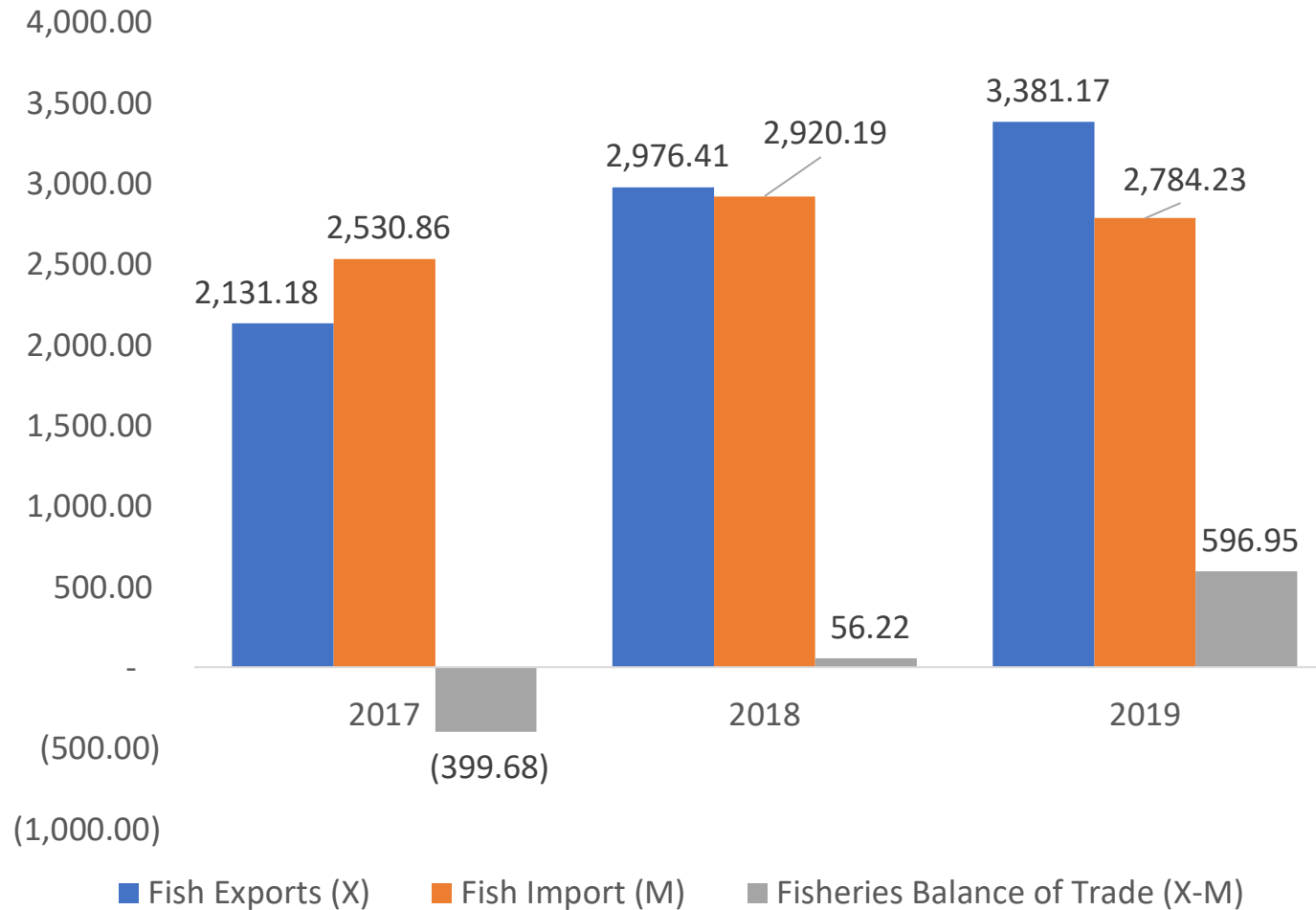


Cage fish farming on the rise as wild stocks dwindle amid high demand

<https://www.businessdailyafrica.com/bd/corporate/industry/cage-fish-farming-on-the-rise-as-wild-stocks-dwindle-amid-high-demand--2135280>

FISHERIES PRODUCTS: EXPORT/IMPORTS

Kenya fisheries products exports and imports (2017-2019)
Figures in KES Millions



FACTS

- Kenya is a net exporters of fish products, effective 2019
- In 2019 Kenya of fisheries products exports was KE3.4bn
- In 2019 Kenya of fisheries products imports was KES2.7bn
- Kenya fisheries products presents an opportunity for domestic industry

FUTURE FOR FISHERIES PRODUCTS

- Domestic market (KES2.8bn) capture through Buy Kenya Build Kenya Initiative and full exploitation of marine, inland and aquaculture fisheries resources through artisanal BMOs and fish farming (cage fish farming in marine and inland waters), strengthened aquaculture fish farms with state of the art cold chain farm to shelf technology including refrigerated transports land to sea port and domestic market warehouses for frozen and chilled fish
- Exports growth targeting fisheries products (Tilapia, Nile Perch (fillets, portions, headless and gutted of chilled or frozen form), Trout, Catfish, Tuna (cooked loins and flakes of tuna), Shrimps, lobsters and crabs (frozen and cooked forms, peeled forms for shrimps, whole and tailless forms for lobsters)
- Fisheries Products export growth path
 - ❖ 2019 (base year) = KES3.4billion
 - ❖ 2025 (target) = KES7.9billion

RESPONSE

All Government Approach
Fisheries Products producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for fisheries products,

RETURN TO THE ECONOMY

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FISHERIES PRODUCTS DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES2.8bn) capture

EXPORT

- Overall destination market potential is USD73billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD3.7billion by 2025

DESTINATION MARKETS

- Domestic Market
- EU 27 (Sweden; France; Spain; Poland; Italy; Denmark; Germany; Netherlands; Portugal)
- USA
- Japan
- UK
- RUSSIA
- COMESA (Egypt; Mauritius; Seychelles; Zambia; Congo, Democratic Republic; Rwanda; Madagascar; Libya; Zimbabwe),
- ECOWAS (Nigeria; Côte d'Ivoire; Ghana; Benin; Senegal; Togo; Mali; Burkina Faso; Guinea; Liberia)
- Brazil

PRODUCING COUNTIES

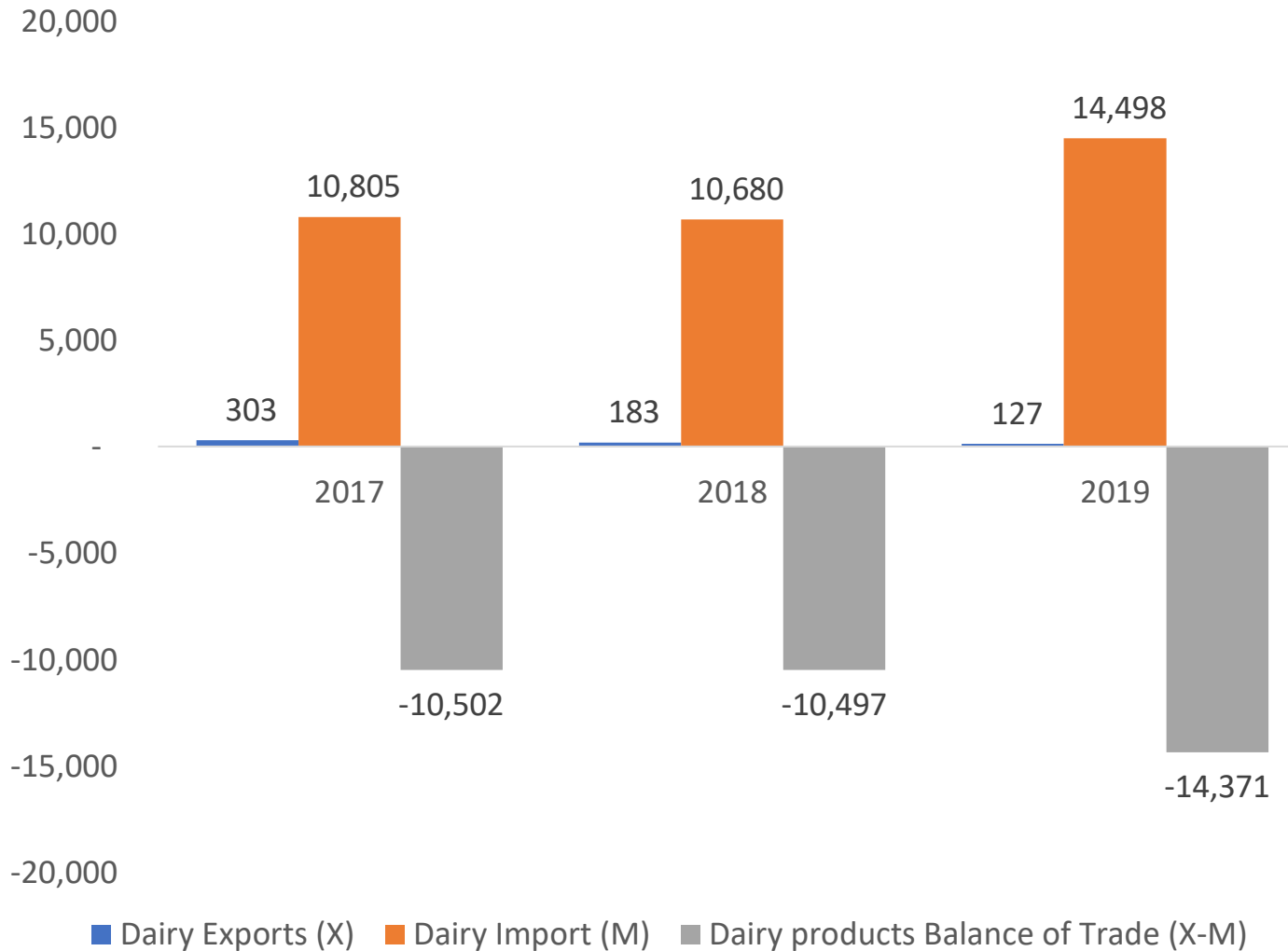
- Kisumu, Siaya, Busia, Homabay, Migori, Marsabit, Baringo, Lamu, Tana River, Kilifi, Mombasa, Kwale, Taita Taveta counties. Aquaculture is done in Muranga, Nyeri, Meru, Laikipa, Machakos, Kiambu

LIVESTOCK SECTOR



DAIRY PRODUCTS: EXPORT/IMPORTS

Kenya dairy exports and imports (2017-2019) Figures in KES Millions



FACTS

- Kenya is a net importer of dairy products
- In 2019 Kenya of dairy products exports was KES127Million having declined from KES1.8billion exports in 2011
- In 2019 Kenya of dairy products imports was KES14.5bn
- Kenya dairy products presents an opportunity for domestic industry

FUTURE FOR DAIRY PRODUCTS

- Domestic market (KES14.5bn) capture through Buy Kenya Build Kenya Initiative and full exploitation of dairy sector productive capacity (liquid milk, butter, cheese, dried milk, condensed milk, long shelf-life milk, whey, Ghee, among other dairy products.
- **Exports growth targeting dairy products** (liquid milk, butter, cheese, dried milk, condensed milk, long shelf-life milk, whey, Ghee, among other dairy products.
- Fisheries Products export growth path
- ❖ 2019 (base year) = KES0.127billion)
- ❖ 2025 (target) = KES2billion (to reclaim 2011 export level at the minimum)

RESPONSE

All Government Approach
Dairy Products producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for dairy products,

RETURN TO THE ECONOMY

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PRICE

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DAIRY PRODUCTS PRODUCTS DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES14.5bn) capture

EXPORT

- Overall destination market potential is USD1.95billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD97.6million by 2025

DESTINATION MARKETS

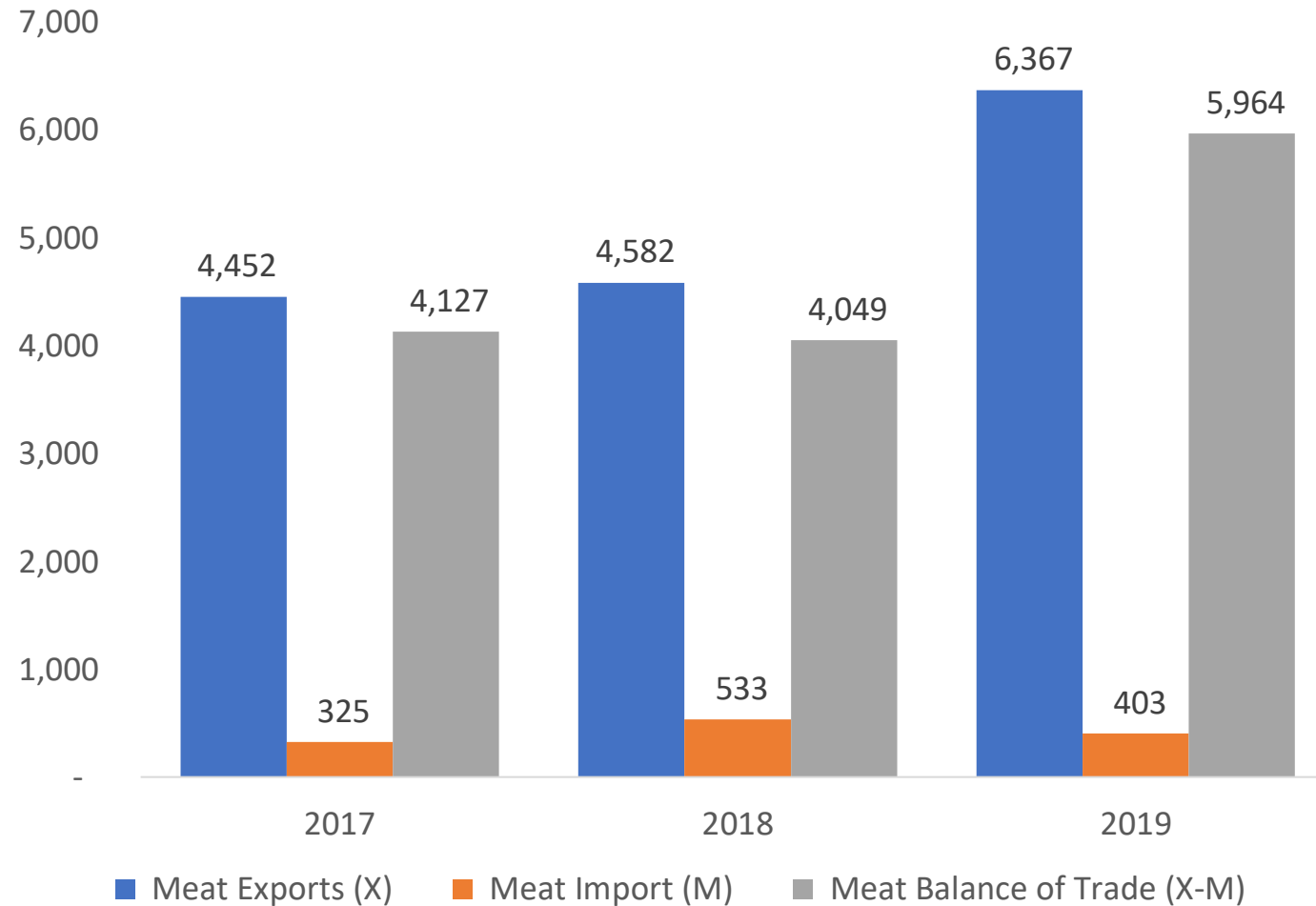
- Domestic Market
- COMESA (Egypt, Libya, Mauritius, Zambia, Djibouti, Democratic Republic of Congo, Madagascar, Malawi, Rwanda)
- UK
- EU (Germany, Italy, France, Belgium, Netherlands, Spain, Sweden, Austria, Greece)
- EAC (Tanzania, Uganda, Rwanda, Burundi)

PRODUCING COUNTIES

- Nyandarua, Kiambu, Nakuru, Bomet, Uasin Gishu, Nyeri, Murang'a, Kirinyaga, Meru, Makueni, Machakos, Baringo, Turkana, West Pokot, Samburu, Laikipia, Garisa, Mandera, Isiolo

MEAT PRODUCTS: EXPORT/IMPORTS

Kenya meat exports and imports (2017-2019) Figures in KES Millions



FACTS

- Kenya is a net exporter of meat products
- In 2019 Kenya of **meat products** exports was KES6.4billion
- In 2019 Kenya of dairy products imports was KES403million
- Kenya dairy products presents an opportunity for domestic industry

FUTURE FOR MEAT PRODUCTS

- Domestic market (KES403million) capture through Buy Kenya Build Kenya Initiative and full exploitation of meat industry productive capacity (beef, sheep, goats, pork and poultry - frozen and chilled meat of a standard that is being imported)
- **Exports growth targeting dairy products** (beef, sheep, goats, pork and poultry - frozen and chilled meat of a standard that is being demanded by destination markets).
- Fisheries Products **export growth path**
- ❖ 2019 (base year) = KES6.4billion
- ❖ 2025 (target) = KES17.2billion

RESPONSE

All Government Approach
Meat Products producing Counties to sign up contribution to the export growth target
Private Sector Export Supply Hubs for meat products,

RETURN TO THE ECONOMY

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PRICE

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MEAT PRODUCTS DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES403million) capture

EXPORT

- Overall destination market potential is USD14.62billion.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD726million by 2025

DESTINATION MARKETS

- Domestic Market
- Middle East (United Arab Emirates, Iran, Qatar, Saudi Arabia, Jordan, Kuwait, Oman, Bahrain, Palestine, Israel) – All meat except pork and strictly as per destination market requirements and approval of export abattoirs and target Halal meat
- EU 27 (Germany, Italy, Netherlands, France, Spain, Portugal, Greece, Denmark, Sweden)
- UK
- COMESA (Egypt, Congo, Democratic Republic, Mauritius, Eswatini, Comoros, Malawi, Seychelles, Libya, Zambia, Eritrea)

PRODUCING COUNTIES

- Garisa, Isiolo, Samburu, Turkana, Kajiado, Narok and West pokot, Machakos, Nairobi

HONEY INDUSTRY PRODUCTS FOR EXPORTS AND DOMESTIC MARKET



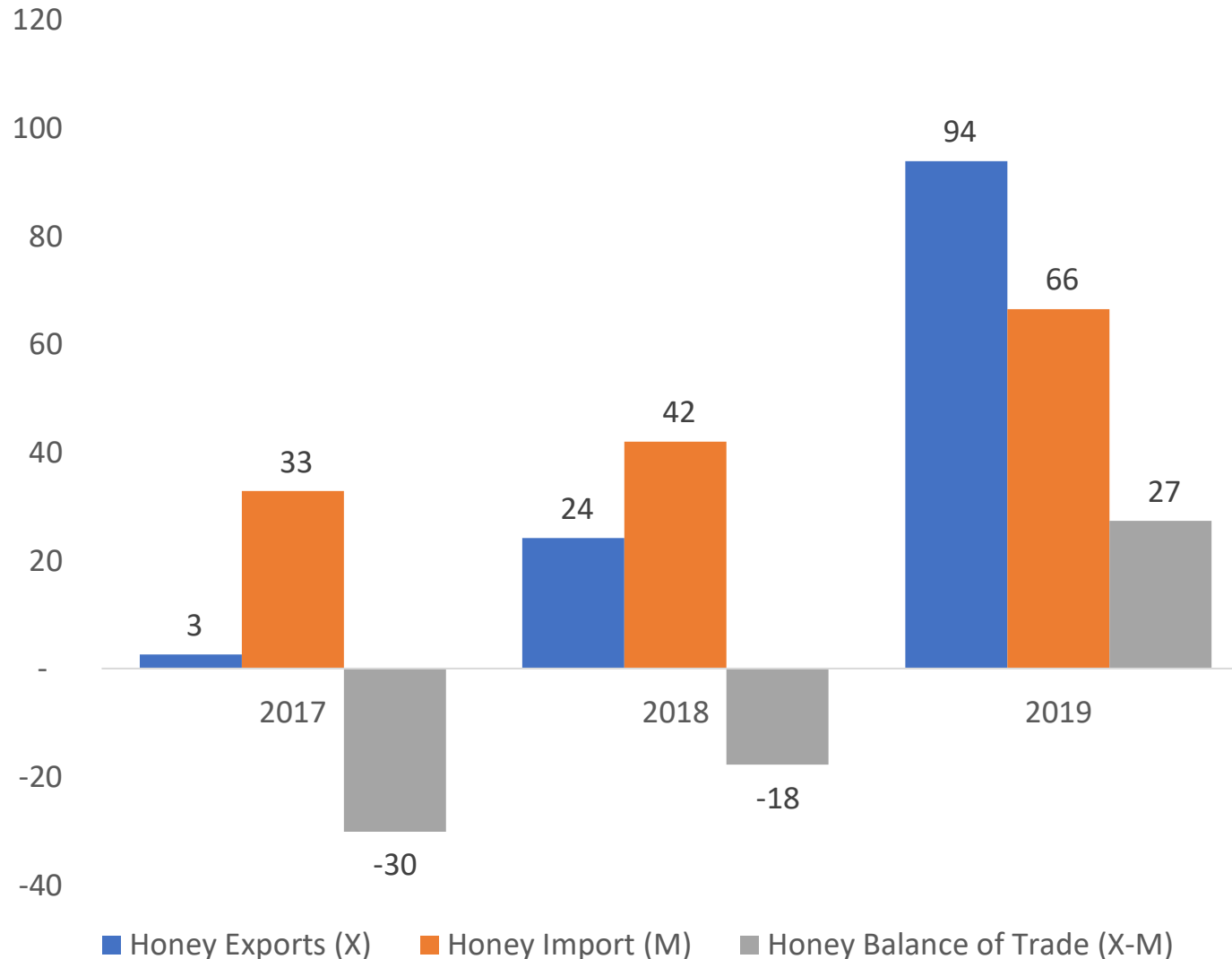
Large scale bee farming

8 Million Beehives investments needed (KENINVEST&SDT
Investment Profile Report)



HONEY PRODUCTS: EXPORT/IMPORTS

Kenya Honey exports and imports (2017-2019) Figures in KES
Millions



FACTS

- Kenya is a net exporter of honey products, **effective 2019**
- In 2019 Kenya of **honey products** exports was KES94million
- In 2019 Kenya of honey products imports was KES66million
- Kenya honey products presents an opportunity for domestic industry

FUTURE FOR HONEY PRODUCTS

- Domestic market (KES66million) capture through Buy Kenya Build Kenya Initiative and full exploitation of honey industry productive capacity (**Honey (Natural), Bees wax, Propolis, Bee pollen, Bee venom and Royal jelly**)
- **Exports growth targeting honey products** ((**Honey (Natural), Bees wax, Propolis, Bee pollen, Bee venom and Royal jelly**)).
- Honey Products export growth path
 - ❖ 2019 (base year) = KES94million)
 - ❖ 2025 (target) = KES219million

RESPONSE

All Government Approach

Honey Products producing Counties to sign up contribution to the export growth target

Private Sector Export Supply Hubs for honey products,

RETURN TO THE ECONOMY

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PRICE

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HONEY PRODUCTS DOMESTIC AND EXPORT MARKET POTENTIAL

MARKET POTENTIAL

DOMESTIC MARKET

- Domestic market (KES66million) capture

EXPORT

- Overall destination market potential is USD597million.
- If Kenya were to increase market share by 5% or to 5% Kenya exports of these products stand to increase to USD29million by 2025

DESTINATION MARKETS

- Domestic Market
- COMESA (Libya; Mauritius; Rwanda; Seychelles; Egypt; Uganda; Congo, Democratic Republic; Eswatini; Ethiopia)
- UK
- EU 27(Germany; France; Italy; Belgium; Spain; Netherlands; Poland; Austria; Sweden)
- EAC (Uganda; Tanzania; Burundi)

PRODUCING COUNTIES

- Baringo,, West Pokot, Mwingi, Kitui, Tharaka Nithi, Samburu, Kibwezi, Makueni and the Coast Region (Taita Taveta).

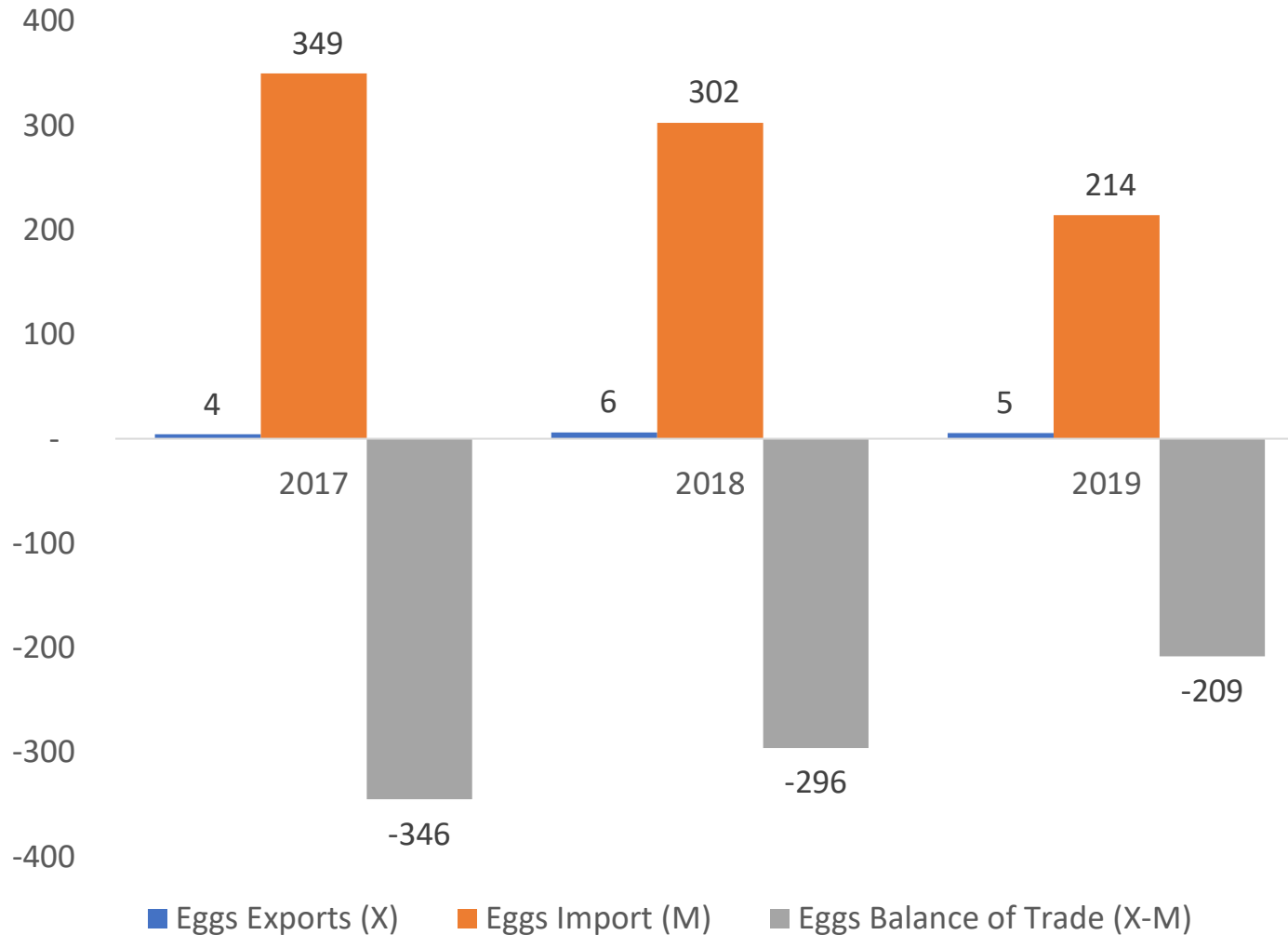
Poultry Eggs

Kenya Domestic
Market Potential



EGGS: EXPORT/IMPORTS

Kenya egg exports and imports (2017-2019) Figures in KES Millions



FACTS

- Kenya is a net importer of eggs
- In 2019 Kenya eggs exports was KES5million
- In 2019 Kenya of honey products imports was KES214million
- Kenya eggs presents an opportunity for domestic poultry industry

FUTURE FOR EGGS – DOMESTIC DEMAND

- Domestic market (KES214million) capture through Buy Kenya Build Kenya Initiative and full exploitation of eggs industry potential

RESPONSE

All Government Approach

Honey Products producing Counties to sign up contribution to the domestic market growth target

Private Sector Export Supply Hubs for egg produce,

RETURN TO THE ECONOMY

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PRODUCING COUNTIES

- Kakamega, Bungoma, Trans Nzoia, Uasin Gishu, Kiambu, Muranga, Nyeri, Makueni, Machakos, Kitui, Embu, Kirinyaga counties

EXPORT DELIVERY STRUCTURES AND ROLES IN ADDRESSING THE CHALLENGES

Government Multi Agency Teams

Designed to:

- Ensure targeted exports for specific value chains are achieved/performance accounted for
- Coordinate approach across the Government
- Strengthen legal and regulatory framework
- Competitive business enabling environment
- Joint Export Development Support Budget secured to ensure GMAT is adequately funded as a strategic resource for Economic Development

Private Sector Export Supply Hubs

Designed to:

- Ensure targeted exports for specific value chains are achieved/performance accounted for
- Promote coordinated private sector response to export opportunities across specific value chains
- Produce products in sufficient volumes and high standards in response to destination market potential
- Promote production among SMEs through '**Export Consortia model**' among other models of product aggregation
- Promote resource mobilization through partnerships with Government, Development Partners and Investors
- Promote partnerships with technology, raw material and input supplies in pursuit of export competitiveness

EXPORT DELIVERY STRUCTURES

*Already Established
pending
commissioning after
signing of Export
Delivery Instruments
(MOUs)*

Government Multi Agency Teams

Manufacturing Sector

(Textile & Apparel, Agro processed products, Chemical & Allied Products, Pharmaceuticals, Medical Goods, Furniture, Light Engineering, etc)

Composition: Government Agencies in manufacturing (National and County Governments)

Agriculture sector

- Coffee
- Tea
- Horticulture (Flowers, Fruits, Vegetables, Herbs and Spices)
- Beans and Pulses
- Pyrethrum
- Gum Arabic
- Khat (Miraa)

Composition: Government Agencies (National and County Governments) in specific value chains

Private Sector Export Supply Hubs

Manufacturing Sector

(Textile & Apparel, Agro processed products, Chemical & Allied Products, Pharmaceuticals, Medical Goods, Furniture, Light Engineering, etc)

Composition: KEPSA, KAM, KNCCI & Association of SMEs

Agriculture sector

- Coffee
- Tea
- Horticulture (Flowers, Fruits, Vegetables, Herbs and Spices)
- Beans and Pulses
- Pyrethrum
- Gum Arabic
- Khat (Miraa)

Composition: KEPSA & Private Sector Association in specific value chains

FINTRINET OBJECTIVES AND SUPPORT FOR OPERATIONALIZATION OF ESH

OBJECTIVES OF FINTRINET

- Aggregator/Catalyst and mobilizer of resources from various platforms in support of ESH specific value chains response to export Opportunity

FINTRINET SUPPORT FOR ESH OPERATIONALIZATION

- Enter into MOU with various ESH through KEPSA mediation/facilitation
- In the MOU spell out specific interventions/support (e.g. mobilizing trade finance partnerships, investments, support of PSA in promoting establishment of export consortia, value addition common user facilities, etc – all these already outlined in the interventions that ESHs will be committing to deliver in pursuit of export development. FINTRINET will therefore be coming in as a catalyst and worthy partner to enable ESH member associations deliver for their members and contribute to Kenya's economic development through export growth

THANK YOU!



Exports Generating Return to Infrastructural Development riding on competitiveness that infrastructure has brought (The 2021 – 2025 INEDPS Journey!)



foodtank