



## **THE 2017 KENYA EXPORT MARKET DEVELOPMENT PROGRAMME**

On an annual basis the Export Promotion Council develops the Kenya Export Market Development Programme (KEMDP), which is a calendar of all promotional events, to guide its export market development activities. The KEMDP is a consultative process involving both public and private sector stakeholders who submit their activities to the Council for collation and analysis in line with our goals of consolidating and enlarging our traditional export markets of East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA) and European Union (EU) and diversifying into new and emerging export markets of Eastern Europe, North America, Asia and Rest of Africa.

Guided by the structured approach to export market prioritization framework, the Export Promotion Council undertakes to identify export market opportunities for Kenyan products and services through market studies, investigations, scooping missions, market intelligence as well as profiling of target markets and formulates appropriate market entry and penetration strategies. The implementation of identified trade promotion activities is a collective effort of by the stakeholders including our Embassies and Missions Abroad where these activities are held. The promotion activities in this programme include market research/ surveys, trade missions, contact promotion programmes, buyer/ seller meetings, solo exhibitions, trade fairs and exhibitions and inward buying missions respectively. Below is The 2017 Kenya National Export Market Development Programme that will guide the stakeholders in planning and participation of the scheduled activities.

**2017 KENYA EXPORT MARKET DEVELOPMENT PROGRAMME (KEMDP)**

NO	DATE	EVENT	ORGANISIN G AGENCY	PRODUCT RANGE & ACTIVITIES	LEAD/ INSTITUTION
<b>EAST AFRICAN COMMUNITY (EAC)</b>					
1.	March 2nd - 4th 2017	Eastern Kenya Branch Show, EMBU	<b>ASK</b> , MSEA, EPC	Agricultural products, manufactured products Textiles, garments	ASK
2.	8th -- 11th March 2017	Eldoret ASK Show, ELDORET	<b>ASK</b>	Agricultural products, manufactured products Textiles, garments	<i>EPC, MSEA</i>
3.	7th - 10th June 2016	Meru National Show	<b>ASK</b>	Agricultural products, manufactured products Textiles, garments	ASK
4.	June 2017	Kigali National Agricultural Show	Ministry of Agriculture, Livestock & Fisheries <b>KHC, KAM, KNCC&amp;I</b>	Agricultural/agribusiness products and related products	<i>Kenya High Commission-Kigali</i>
5.	June 7th - 9th 2017	International Floriculture Trade Fair (IFTEX) Nairobi	KFC, Ministry of Agriculture	Horticultural products	<i>KFC, HCD</i>
6.	June 28 <sup>th</sup> – July 8 <sup>th</sup> 2017	Dar-es-Salaam International Trade Fair, <i>Dar-es-Salaam</i>	<b>EPC, KHC, NJEMA, MSEA, KNCCI, KAM</b>	Processed foods & beverages; personal hygiene, beauty and healthcare textiles and garments; farm inputs	<i>EPC, Kenya High Commission Dar-es-Salaam/NJEMA</i>
7.	July 13th - 16th 2017	Southern Kenya Show – Kisii	<b>ASK, EPC, MSEA</b>	Agricultural products, manufactured products Textiles, garments	ASK, EPC
8.	27 <sup>th</sup> July-13 <sup>th</sup> August 2017	20 <sup>th</sup> Rwanda International Trade Fair	<b>EPC</b> , Ministry of Trade and Industry, Rwanda, PSF and	Financial Services (insurance, banking and airlines), Manufacturing (water and sanitation tanks,	<i>Kenya High Commission-Kigali</i>

			COMESA Business Council.		
9.	July 4th - 8th 2017	Nakuru National Show	<b>ASK, MoA EPC, KAM, KNCCI, NJEMA, KEPHIS</b>	Industrial & Agricultural Machinery, Agricultural Products, Horticulture, Gift Items, Capital Markets, Animal Health, Farm Inputs e.t.c.	ASK
10.	July 25th - 29th 2017	Kisumu National Show	<b>ASK, MoALF, EPC, KAM, KNCCI</b>	Horticulture, Gift Items, Capital Markets, Animal Health, Agricultural Inputs e.t.c.	ASK
11.	September 15th -16th 2017	Naivasha Hortifair	<b>KFC, HCD, Ministry of Agriculture, Livestock &amp; Fisheries</b>	Horticulture	KFC
12.	August, 30th – 3rd September 2017	Mombasa International Show, Kenya	<b>ASK, MSEA, EPC, KAM, KNCCI,</b>	Industrial & Agricultural Machinery, Horticulture, Gift Items	ASK
13.	13 <sup>th</sup> - 16 <sup>th</sup> September 2017	Central Kenya Nyeri National Show	<b>ASK, MSEA, EPC, KAM, KNCCI.</b>	Industrial & Agricultural Machinery, Agricultural Products, Crop Protection, Horticulture, Gift Items	ASK
14.	September 2017	Kenya Trade & Investment EXPO - Bujumbura	Kenya Embassy in Bujumbura	Shoes, cooking oil, beauty products, detergents, juices, plastics	<i>Kenya Embassy Burundi</i>
15.	3 <sup>rd</sup> - 10 <sup>th</sup> October 2017	Uganda International Trade Fair	<b>EPC, MITC, T, KHC, NJEMA, MSE A, KNCCI, KAM</b>	Processed foods & beverages; personal hygiene, beauty and healthcare products; chemicals; engineering textiles and garments; farm inputs	<i>EPC, Kenya High Commission Kampala, Uganda</i>
16.	18th - 21st October	North Rift ASK, (Kitale) Show	<b>ASK, MOT, EPC, KAM,</b>	Industrial & Agricultural	ASK

	2017		KNCC.,	Machinery, Agricultural Animal Health, Farm Inputs etc.	
<b>COMMON MARKET FOR EASTERN &amp; SOUTHERN AFRICA – (COMESA)</b>					
17.	January 23rd -30th, 2017	34 <sup>th</sup> International Fair of Khartoum	<b>Kenya Embassy in Khartoum</b>	Industrial/ Manufactured products, agricultural products, tea, coffee, service sector	<i>Kenya Embassy in Khartoum</i>
18.	February 23rd - 1st March 2017	21st Addis Chamber International Trade Fair	<b>Kenya Embassy in Addis</b>	Manufactured products (spices, sauces, pastes, juices and jams), tea, coffee, nuts, detergents	<i>Kenya Embassy in Addis</i>
19.	March 8th - 10th 2017	Hortiflora Expo in Addis	Kenya Embassy in Addis, KFC	Horticultural products	Kenya Embassy in Addis, KFC
20.	March 16th - 25th 2017	Cairo International Fair Cairo	<b>Kenya Embassy in Cairo, EPC, Tea Directorate</b>	Tea, Coffee, Sisal. nuts, and horticulture, floriculture and Textiles, leather products, Commercial crafts, processed foods, chemicals	Kenya Embassy in Cairo
21.	24th -3rd May 2017	Malawi International Trade Fair	<b>KHC, EPC, Mi nistry of Industry, Trade &amp; Cooperative s, KAM, KNCCI</b>	Manufactured products (spices, sauces, pastes, juices and jams), tea, coffee, nuts, detergents, paints and commercial crafts	<i>Kenya High Commission- Zambia</i>
22.	June –July 2017	Zambia International Trade Fair in Ndola	KHC - Lusaka, MSEA, <b>EPC, KAM, KNCCI,</b>	Manufactured products (spices, sauces, pastes, juices and jams), tea, coffee, nuts, detergents, paints and commercial crafts	<i>Kenya High Commission- Lusaka, Zambia, EPC</i>
23.	Early August 2017	Agricultural and Commercial Show of Lusaka	KHC - Lusaka, MSEA, <b>EPC, KAM,</b>	Manufactured products (spices, sauces, pastes, juices and jams),	<i>Kenya High Commission- Lusaka, Zambia</i>

			<i>KNCCI</i>	tea, coffee, nuts, detergents, paints and commercial crafts	
<b>REST OF AFRICA</b>					
24.	Feb- March 2017 Dates to be confirmed KHC Abuja	Kaduna International Trade Fair	<b>Kenya High Commission, Abuja Nigeria</b>	Agriculture & Livestock, Food, Beverage & Packaging Technology and Food, Beverages & Hospitality & Consumer Products	<i>Kenya High Commission, Abuja Nigeria</i>
25.	April 17th - 21st 2017	Kenya Week in Luanda, Angola	<b>MFA, KHC, EPC</b>	Manufactured products	<i>MFA, Kenya Mission Angola</i>
26.	August 27th -3rd /September, 2017	Maputo International Trade Fair (FACIM)	<b>KHC, EPC MEACT, KNCCI, NJEMA,</b>	Cooking oil (both solid and liquid), detergents, biscuits, teas, coffee, wines and beers, hair products and body lotions, juices, canned foods	<i>Kenya High Commission Harare EPC</i>
27.	Sep-Nov 2017. KHC to confirm dates	Lagos International trade fair-	<b>Kenya High Commission, Abuja Nigeria</b>	Agriculture & Livestock, Food, Beverage & Packaging Technology Consumer Products	<i>Kenya High Commission, Abuja Nigeria</i>
28.	5th - 7th December 2017	Accra International Trade Show, Ghana	Kenya High Commission Abuja Nigeria	Agro food - Agriculture & Livestock, Food, Beverage & Packaging Technology and Food, Beverages & Hospitality	<i>Kenya High Commission Abuja Nigeria</i>
<b>MIDDLE EAST</b>					
29.	January - February 2017	Trade, Tourism & Investment Exhibition, Tel Aviv, Israel	<b>Kenya Embassy in Tel Aviv</b>	Trade, Tourism and investment opportunities in Kenya	<i>Kenya Embassy in Tel Aviv</i>
30.	February 26th -March 2nd 2017 (Annual)	Gulf Food Exhibition (Dubai)	HCD, Ministry of Agriculture, Livestock & Fisheries, Kenya Embassy in	Beverages industry Annual global food and agricultural exhibition	<i>HCD</i>

			Abu Dhabi		
31.	April 24th to 26th 2017	Iran Green Trade Fair, Tehran	Kenya Embassy in Tehran	Horticulture	<i>KFC</i>
32.	May 2017 KHC to provide specific dates	Africa Union Day	Kenya Embassy	Trade & Culture	<i>Kenya Embassy In Tel AVIV Israel</i>
33.	October 2017 (Annual)	World of Perishables- Dubai	KFC, HCD, Ministry of Agriculture, Livestock & Fisheries	Fruits and vegetables	<i>KFC</i>
34.	December 11 <sup>th</sup> 2017	Kenya's National Day (Jamhuri) Celebrations	<b>Kenya Embassy</b> in Tel Aviv	Kenya's heritage and cultural values: horticulture, coffee, tea, tourism.	<i>KHC</i>
<b>ASIA AND THE FAR EAST</b>					
35.	10th -12th May 2017	19 <sup>th</sup> Hortiflor Expo IPM, Shanghai	<b>Kenya Embassy in China</b>	Horticulture, floriculture and gardening industry. Min. of Agriculture and the Bureau of State Forestry	<i>Kenya Embassy in Beijing, China</i>
36.	April 28th - May 14th 2017	Horticulture, Goyang	<b>Kenya Embassy Seoul HCD</b>	Horticulture	<i>Kenya Embassy Seoul, Korea</i>
37.	16 <sup>th</sup> - 19 <sup>th</sup> June 2017	The Beijing International Tea Expo	<b>Kenya Embassy in China</b> Tea Directorate, MFA , China Tea Marketing Association (CTMA).	Tea	<i>Kenya Embassy in Beijing, China</i>
38.	September 2016 KHC to provide specific dates	China Tea Marketing Association (CTMA)	<b>KHC</b> , Tea Directorate, Tea Research Inst <b>KARLO</b>	<b>Tea</b>	<i>Kenya Embassy in Beijing, China</i>
<b>NORTH AMERICA</b>					
39.	March 22nd	World Floral	<b>Kenya</b>	Flowers	<i>Kenya Embassy</i>

	-24th 2017	Expo 2017, Las Vegas	<b>Embassy in Washington, KFC</b>		<i>in Washington</i>
40.	April 21st - 23rd 2017	The 26 <sup>th</sup> SCAA, Seattle, WA, USA	Kenya Embassy in Washington, <b>EPC</b> , CBK, Coffee Directorate	Coffee Beans, Roasted Coffee, Packaged and Branded Coffee	<i>Coffee Directorate, EPC</i>
41.	April 20 <sup>th</sup> -23 <sup>rd</sup> , 2017	Specialty Coffee Association of America (SCAA)	<b>Coffee Directorate</b> , EPC	Kenyan Coffee.	<i>EPC, AFA Coffee Directorate</i>
42.	April 21 <sup>st</sup> - 26 <sup>th</sup> 2017	Spring International Home Furnishings market	<b>Kenya Embassy in Washington</b>	Home furnishings	<i>KHC</i>
43.	June 1 <sup>st</sup> 2017	Madaraka day celebration in Ottawa, Canada	Kenya High Commission, MFA	Tea, Coffee. Art, Tourism Products	<i>KHC</i>
44.	June 12 <sup>th</sup> -- 15 <sup>th</sup> 2017	World Tea Expo, Las Vegas, NV	<b>Kenya Embassy Washington</b> , AFA Tea Directorate	Tea	<i>Kenya Embassy Washington &amp; TEA Directorate</i>
45.	June 13 <sup>th</sup> -- 15 <sup>th</sup> 2017	International Floriculture Expo, Chicago, IL	<b>Kenya Embassy Washington</b> , KFC, MFA	Flowers	<i>KFC</i>
46.	September 18th -21st , 2017	Las Vegas Souvenir & Resort Gift Show, Las Vegas	<b>Kenya Embassy Washington</b>	Gift & souvenirs	<i>Kenya Embassy</i>
<b>EUROPEAN UNION</b>					
47.	8 <sup>th</sup> -10 <sup>th</sup> February 2017	Fruit Logistica, Berlin Germany	<b>AFA Horticulture, EPC</b>	Fresh produce	<i>AFA Horticulture</i>
48.	2 <sup>nd</sup> -4 <sup>th</sup> March 2017	United Coffee & Tea Industry Event (UCTIE), Moscow	<b>AFA Tea Directorate</b>	Coffee and Tea	<i>AFA Tea Directorate</i>
49.	10 <sup>th</sup> - 12 <sup>th</sup> May 2017	Macfrut, Rimini	<b>Kenya Embassy in Rome</b> , AFA Horticulture	Fruit and vegetable chain: production and trade, packaging and logistics,	<i>Kenya Embassy in Rome</i>
50.	20 <sup>th</sup> -- 22 <sup>nd</sup> September	Flora Trade Show, Rimini	Kenya Embassy in	Floriculture and landscape gardening	<i>Kenya Embassy in Rome</i>

	2017		Rome, <b>KFC</b>	expo, dedicated to the sector's professional growth through conferences	<b>KFC</b>
51.	12 <sup>th</sup> - 14 <sup>th</sup> May 2017	International B2B Tourist Trade Fair, Rimini, Italy	Kenya Embassy in Rome, <b>KTB</b>	Business to business exhibition focused on the networking between demand and supply	<i>KHC, KTB</i>
52.	November 8th - 10th 2017	International Floriculture & Horticulture Trade Fair (IFTF), Holland	<b>KFC</b>	Flowers and fresh produce	<i>KFC</i>
<b>EASTERN EUROPE</b>					
53.	June 10th - September 10 <sup>th</sup> 2017	Expo Astana, Kazakhstan 2017	<b>EPC</b> , Kenya Embassy in Cairo, Ministry of Energy & Petroleum, KENGEN, NEMA, MFA	Future Energy	<i>EPC, Ministry of Industry, Trade &amp; Cooperatives, MFA, KHC Russia</i>

#### ANALYSIS OF DISTRIBUTION OF EVENTS PER REGION

	REGION	NO. OF EVENTS	FAIRS & EXHIBITIONS	TRADE MISSIONS	MARKET SURVEYS
1	EAST AFRICA COMMUNITY	16	16	0	0
2	COMESA	7	7	0	0
3	REST OF AFRICA	5	4	2	0
4	MIDDLE EAST	6	3	1	1
5	ASIA & THE FAR EAST	4	4	0	0
6	NORTH AMERICA	8	8	0	0
7	EUROPEAN UNION	6	3	1	2
8	EASTERN EUROPE	1	1	0	0
	<b>TOTAL</b>	<b>53</b>	<b>46</b>	<b>4</b>	<b>3</b>



## **COLLABORATING TRADE SUPPORT INSTITUTIONS (TSIs)**

1. **AFIPEK** Kenya Fish Processors and Exporters Association
2. **ASK** Agricultural Society of Kenya
3. **BKB** Brand Kenya Board
4. **AFA** Coffee Directorate
5. **AFA** Tea Directorate
6. **AFA** Horticultural Crops Directorate
7. **AFA** Pyrethrum Directorate
8. **AFA** Coffee Directorate
9. **AFA** Fibre Crops Directorate
10. **EPC** Export Promotion Council
11. **EPZA** Export Processing Zones Authority
12. **FPEAK** Fresh Produce Exporters Association of Kenya
13. **ICT Board** ICT Board
14. **KAM** Kenya Association of Manufacturers
15. **KBA** Kenya Beekeepers Association
16. **KDB** Kenya Dairy Board
17. **KFC** Kenya Flower Council
18. **KEPHIS** Kenya Plant Health Inspectorate Services
19. **KHC** Kenya Honey Council
20. **KENINVEST** Kenya Investment Authority
21. **KIPI** Kenya Industrial Property Institute
22. **KNCCI** Kenya National Chamber of Commerce & Industry
23. **KRA** Kenya Revenue Authority
24. **KTDA** Kenya Tea Development Agency
25. **KTDC** Tourism Finance Corporation
26. **LDC** Leather Development Council
27. **MoALF** Ministry of Agriculture, Livestock and Fisheries
28. **MFA** Ministry of Foreign Affairs
29. **MT** Ministry of Tourism
30. **MIT&C** Ministry of Industry, Trade & Cooperatives
31. **MEAC** Ministry of EAC Integration
32. **MSEA** Micro Small Enterprise Authority
33. **WEF** Women Enterprise Fund
34. **YEDFB** Youth Enterprise Development Fund Board