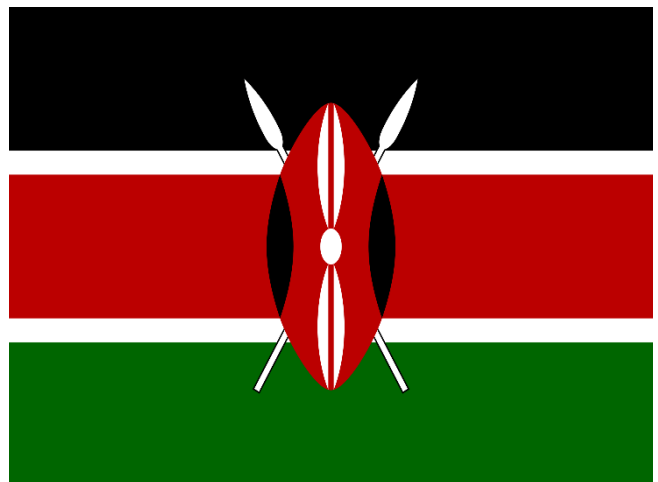


# Export to KENYA



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# 1. General information

- East Africa is set to continue to lead Africa's growth pulse, with growth projected to rise to 5.1% in 2024 and 5.7% in 2025. The projected growth acceleration of 1.6 % age points in 2024 from 3.5 % in 2023 reflects the anticipated strong economic performance of countries in the region, with seven economies projected to grow 5% or more in 2024 — Rwanda (7.2%), Ethiopia (6.7%), Djibouti (6.2%), Tanzania (6.1%), Uganda (6%), Burundi (5.8%), and Kenya (5.4%). [AfDB](#)
- Performance indicators; High government spending and strategic investments to improve in-country connectivity and deepen intraregional trade, modernization of agricultural production systems, and, boost productivity in the services sector. [AfDB](#)
- *The East African Economic Outlook 2024* released by *RSM Eastern Africa Consulting Ltd*, an audit, tax and consulting firm, shows that the agriculture, manufacturing, financial, and infrastructure sectors grow in Kenya, Tanzania, Rwanda and Uganda. Kenya's economy, it says, grew by 5.9 % in Q3 of 2023. The agriculture, forestry, and fishing sector registered 6.7% growth in Q3, which was an improved performance attributed to favorable weather conditions that characterized the first three-quarters of 2023. [The East African](#)
- Kenya recorded accelerated GDP growth from 4.8 % in 2022 to an estimated 5.0 % in 2023, this was due to a contribution from the agriculture and services sector, and a negative impact in manufacturing sector (surging production costs due to rise in input and borrowing costs). There was slowed industrial activity as a cause of political tensions, a weakening shilling, and a slowing global economy. Tourism continued to expand in the first half of 2023 albeit at a more gradual pace. [World Bank Group](#)
- Kenya continues to experience low foreign direct investment inflows amidst a weakening shilling. The rapid interest rate hikes in advance economies led to a substantial increase in borrowing costs for Kenya and prompted capital outflows. Rising external financing needs in the face of tightened global financial conditions contributed to falling reserves. [World Bank Group](#)
- The Kenyan shilling has been steadily weakening against the U.S. dollar. This has partly contributed to declining imports of goods and services, which declined by 11.1 % in the first half of 2023. Exports too declined during the same period by 3.3 %, leading to a narrowing of the trade deficit. [World Bank Group](#)



## 2. Additional indicators

### Economic indicators

Find the main socio-economic indicators for this country, as well as its trade with Brussels and Belgium, in the publication "[Brussels and the world – Country statistics](#)" on analytics.brussels, hub.brussels' online data library.

The "[Brussels and the world - General statistics](#)" publication also provides data on trade between the Brussels-Capital Region and the rest of the world, by continent and by major world region. The same type of data is also available for the various regions of Belgium, as well as for Belgium as a whole.

### Social and environmental indicators

If you'd like to know where your country stands in terms of social, environmental and economic issues, access a series of [composite indicators from the European Commission](#), structured according to the 17 United Nations Sustainable Development Goals<sup>1</sup> and the European Commission's 6 priority policy areas<sup>2</sup>.

### Free trade agreements

European agreements have a major impact on market accessibility and trade with certain countries. The links below, published by the European Commission, will provide you with all the information you need on free trade agreements and trade barriers. Existing agreements, those that have not yet been ratified and those that are expected to be ratified, can be consulted here:

- [Free trade agreements](#)
- [Trade barriers](#)

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<sup>1</sup>No poverty, Zero hunger, Good health and well-being, Quality education, Gender equality, Clean water and sanitation, Clean and affordable energy, Decent work and economic growth, Industry, innovation and infrastructure, Reduced inequalities, Sustainable cities and communities, Sustainable consumption and production, Measures to combat climate change, Water life, Land life, Peace, justice and effective institutions, Partnerships to achieve the goals.

<sup>2</sup> A green pact for Europe, An economy serving people, A Europe fit for the digital age, A stronger Europe on the world stage, Promoting our European way of life, A new impetus for European democracy.



## 3. On-site: a step-by-step guide

### Market access and first contacts

#### Prospecting

*Source: (Afrissetup)*

- Conduct market research to better understand the demand for your product or service, and create a comprehensive business plan outlining your objectives, target audience, competition analysis, and strategies for growth.
- Ensure you're well-versed in the Legal and Regulatory Framework (*i.e licenses, Labour laws, etc*)
- Choose the right business structure as per the company types listed below.
- Collaborate with local tax advisors to maneuver through the intricate tax landscape effectively.
- Embrace and understand Kenya's rich cultural tapestry to significantly boost business success.
- The Power of Networking with local business associations, chambers of commerce, and industry groups can unveil valuable partners and clients.



#### Exporting

##### Payments

Company registration processes are now online and have to be done on the **E-Citizen** platform. Payment is made via electronic means such as mobile money, credit or debit cards. See this link for more information [Fee Schedule Companies Registry](#)

##### Company types

- Business Name

The Business Name is the simplest business form under which one can operate a business. It is not a legal entity but simply refers to a person who owns the business and is personally responsible for its debts.

- Private Limited Company

A company is limited by shares if the liability of its members is limited by the memorandum to the amount, if any, unpaid on the shares respectively held by them. A Private Company is also a company that is restricted from inviting the public to subscribe to its shares. The membership of a Private Company is restricted to a maximum of 50 members.

- Public Limited Company

Its Articles allow its members the right to transfer their shares in the company and the articles do not prohibit invitations to the public to subscribe for shares or debentures of the company. The name must end with the expression "Public Limited Company" or the abbreviation "PLC".



- Company Limited by Guarantee

A company limited by guarantee (CLG) is an alternative type of corporation used primarily for non-profit organizations that require legal personality. This type of company does not have share capital and its members are guarantors rather than shareholders. The liability of members is limited to the amount they agree to contribute to the company's assets if it is liquidated.

- Limited Liability Partnership

Limited liability partnerships commonly referred to as LLPs are unique forms of business association that combines elements of a company with those of a partnership. Upon registration, an LLP becomes a body corporate with a legal personality separate from its partners.

- Limited Partnership

A limited Partnership is a formation that is registered under the Partnerships Act, 2012. The Partnership includes two or more persons coming together to do business. It is signified by the existence of at least one General Partner and at least one Limited Partner. The General Partner has an unlimited liability while the liability of the Limited partner could be to the extent of their capital contribution.

- Foreign Company

This type of a Company is a Branch of a Company registered outside of Kenya, that has established a place of business in Kenya.

### **Support and subsidies.**

Discover all subsidies for Brussels businesses on the Brussels Economy and Employment website.

## **Interesting markets for a first export**

### **Tourism**

- Kenya has been a significant tourist destination in East Africa, attracting visitors worldwide to its wildlife parks, sandy beaches at the coast, diverse flora and fauna, cultural heritage, and scenic landscapes, among others. Kenya's strategy aids in developing, enabling, and unlocking alternative funding sources to harness digital innovations and new technologies to improve the sector. The removal of visitor visa requirements, the rise of wellness and experiential travel, and the digital transformation of tourism processes will be among the key factors driving travel trends in the future. Kenya has taken significant strides in Environmental sustainability, with numerous eco-friendly resorts and conservation-focused tour operators. The country's commitment to sustainability aligns with modern tourism trends and is expected to be a significant tourism driver in 2024. [The Exchange](#)

### **Agriculture & Food security**

- Export opportunities can be tapped into where there is access to regional markets through Kenya's strategic location for agricultural product exports. Technological advancements can be leveraged to explore initiatives that enhance agricultural efficiency. The rising middle class's demand for diverse and high-value food products can be catered to by adding a tangible and essential asset class to investment portfolios with potential lower correlation to traditional markets. [KenInvest](#)



## Urbanization & Infrastructure

- Nairobi, with its population and diversified skill sets, is and will remain a hotspot for innovation and enterprise. This setting promotes cooperation and information exchange, resulting in the creation of new ideas and technology. As urbanization continues to accelerate, infrastructure, housing, and job creation must be invested in to support the growing population. The relocation of various UN bodies, such as UNICEF and UNFPA to Nairobi has in addition, significantly elevated the city's international standing and importance. [People Daily Magazine](#)

## Healthcare

- Despite the Government's efforts to expand coverage of health services after devolution and prevention of financial risks, individuals are still travelling longer distances to access healthcare services, in addition to catastrophic health expenditure increasing significantly ([KiPPRA](#)). Collaboration opportunities with the government through public-private partnerships can improve healthcare infrastructure and services. The need for affordable and accessible medicines in the expanding pharmaceutical sector also offers opportunities in manufacturing and distribution. Prospects in areas such as telemedicine, health information systems, and digital health solutions can be adopted with the rise in healthcare technological innovation ([KenInvest](#)).

## Digitization of Financial services

- Since its launch in 2007, M-Pesa has evolved from a simple money transfer service to a platform serving a wide range of customers: unbanked consumers, younger digital natives, large businesses, and small to mid-sized enterprises (SMEs). It offers a diverse range of digital services across areas such as e-commerce, transportation, health, education, and entertainment. M-Pesa has revolutionized the way money is transferred and managed in Kenya, giving customers more control over their daily lives and saving them valuable time by digitizing essential activities. [Huawei](#)

Calendar of all trade shows : [Trade Shows Kenya 2024](#)



## 4. Business culture

- Business culture is governed by *harambee*
  - o (Concept involving mutual assistance, responsibility and community);
  - o (Concept relating to Kenya's group orientation, in contrast to the individualism of Western cultures)
- There are geographical differences in business practices. For example, in the capital city of Nairobi, business is often fast paced. Meanwhile, in the coastal city of Mombasa, business is conducted at a much slower pace.



### Management

- Kenya is a hierarchical society in which deference to seniority is rigid and expected. Social standing is important and official titles should be included when introducing/addressing a businessperson.

### Networking

- Business success is closely connected to interpersonal success thus it's vital to invest time in getting to know potential partners and understanding their culture and background.

### Business Meetings

- Appointments should be made at least two weeks in advance. It is important to confirm the meeting time and date two or three days before the meeting.
- Meetings generally begin on time but with little chance of ending on time. The Kenyan concept of time is traditionally 'fluid' especially for social gatherings. Efficiency and punctuality are nevertheless valued.
- Small talk is obligatory (but not on Kenya's politics as it is a complex topic to best be avoided). Meetings usually start and conclude with everyone shaking hands and exchanging business cards. Hosts will be offended if you try to speed up the meeting. Large meetings usually have a coffee break while small meetings will have coffee or tea on offer during the meeting.
- Decision makers tend to proceed cautiously, committing only once all information has been considered, which requires patience.

### Attire

- Dress neatly and presentably

### Hours

- 8am or 9am to 5pm, Monday to Friday. Banks often close earlier.

\*Sources - [Aetna International](#) , [Expat Arrivals](#) , [Cultural Atlas](#)





## 5. What can we do for you?

### Local contact points

The General Delegates and Local Representatives of the Region employed by hub.brussels are official representatives of the Brussels Government abroad, they support Brussels companies that want to export, and search and prospect for new investors.

They have the information, expertise and in-depth knowledge about the specifics of different foreign markets. Based on that knowledge, they help to refine and fine-tune your export plans, with advice on regulations, competition, market entry conditions, permits, etc. Furthermore, they can support you with your questions regarding exports, certain sectors within the jurisdiction, contacts with intermediaries, business culture, and much more.



#### Ivan Korsak

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### Useful websites to delve into

- [The World Bank in Kenya](#) – Projects, research and publication, data and statistics...
- [Kenya Investment Authority \(KenInvest\)](#) – Business environment, investment opportunities, incentives, investment procedures.
- [Electronic Travel Authorisation \(eTA\), Directorate of Immigration & Citizen Services](#) – For all visitors including infants and children who intend to travel to the Republic of Kenya must have an approved Electronic Travel Authorisation (eTA) before the start of their journey.
- [Kenya Revenue Authority](#) - Taxation for Companies & Partnerships
- [Info Trade Kenya](#) - A step-by-step guide on foreign trade procedures