



EPC developed a Market and Product Prioritization Framework...

- Categorized Kenya's markets into
 - Tier 1:- Established markets
 - Tier 2:- Growth markets
 - Tier 3:- Emerging markets
 - Tier 4;- Future markets

- Categorized and mapped products to priority markets
 - Established products
 - Growth products
 - Potential products



...to select markets for targeted promotional initiatives.



EPC offers an Integrated Program Export Market Development Program...

Export Readiness Assessment

- To identify areas of need

Product Development and Adaptation

- To develop products that meet international standards

Capacity Building

- To enhance SME's competitiveness

E-Marketing of SME products

- Through the use of ICT tools

...for mainstreaming SMEs into the export cycle.

Reaching out to Marginalised regions of the country and Integrating to the Export Process



Rift Valley Province

1. Aduko Women Group
2. Ekisil Women Group
3. Turkana Handicraft Shop - Lokichar Maridadi Handicraft
4. Eliye Springs
5. Turkana women Handicraft - Sister Kathleen Crowley
6. Lokitipi Curio Shop - Songot Manyatta Youth Group
7. Mikeka Self-help Group
8. Akolong' Craft - Tim Flynn
9. Eter Women Group
10. Turkana Women Handicraft Co-operative Society
11. Natole Women Group
12. Pokot Kiletat Consumer Co-op. Women Group
13. Cabeti
14. Eldoret Cultural Shop
15. Imani Workshop
16. Nanyuki Weavers

Eastern Province

1. Loiyangalani Youth & Women Group
 2. North-horr Women
 3. Korr Women
 4. Marsabit Women
 5. Laisamis Women
 6. Maikona Youth & Women
 7. Shalom Women Group
 8. Dignity and Hope Women Group
 9. Machakos District Cooperative
 10. Wasya Wa Mwaitu
- (Others to be identified)*

North Eastern Pro

1. Hodan Cottage In
 2. Motherkind Wom
 3. Bismillahi Warsa
 4. Garissa Industrial operative Society.
 5. Iftin Waberi Wom
- (Others to identified)*

Western Province

1. Western Fishing Flies
 2. Bright Pride Investment
 3. Western Technologies Energy Conversation Experts
 4. Machina Pottery Youth
 5. Ziwa Creations
 6. Kick
- (Others to be identified)*

Coast Province

1. Slim Silver Smith
2. Lamu Environmental Art Youth C
3. Old Town Art & Craft
4. Malindi Tourist Market
5. Malindi Handicrafts
6. Millenium Handicrafts Cooperativ
7. Market curio Centre Factory
8. Muungo Handicrafts
9. Ngomongo Villages.
10. NMK-Swahili Cultural Centre.
11. Palm International
12. Diani Tourism Self Help Group
13. Ukunda Youth Polytechnic.
14. Shanzu Traditional Workshop fo young women.
15. Bombolulu
16. Akamba Handicrafts
17. Kachampali
18. Destiny Africa
19. Interface Designs
20. Mavisa Carvers and Exporters
21. Shanga Shanga Crafts

Nyanza Province

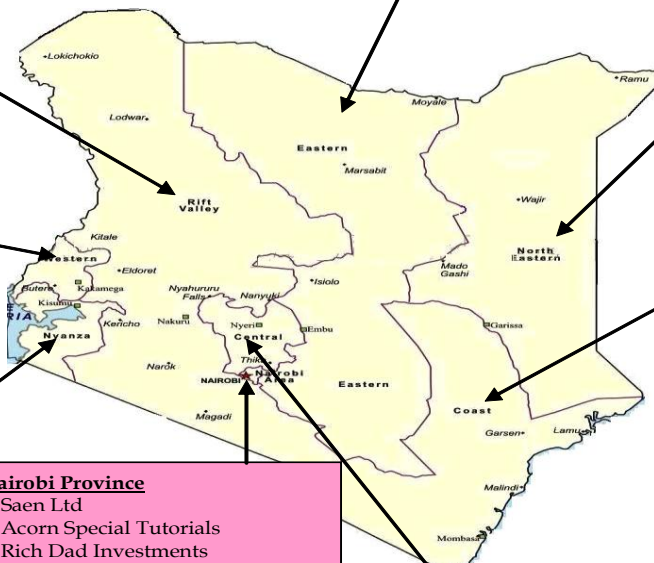
1. Smolart Self Help Group
2. Kisii Soapstone Arts & Crafts
3. Tabaka Mother
4. Stowobas Self Help Group
5. Bomonyara Cooperative Kisii Stone Carvers
6. Bosinange Jua Kali
7. Kisii Soapstone Carvers Cooperative
8. Tabaka Riotoyo Youth Self Help Group
9. Vero Women Group
10. Wanasanaa Self Help Group
11. Hyacinth Crafts
12. Kick Trading
13. Zingira Nyanza
14. Pendeza Weavers
15. New Talent Craft
16. Kowil Women & Orphans Self Help Group
17. Takawiri Creations
18. Hope
19. Crafts of Africa
20. Kazuri Treasures

Nairobi Province

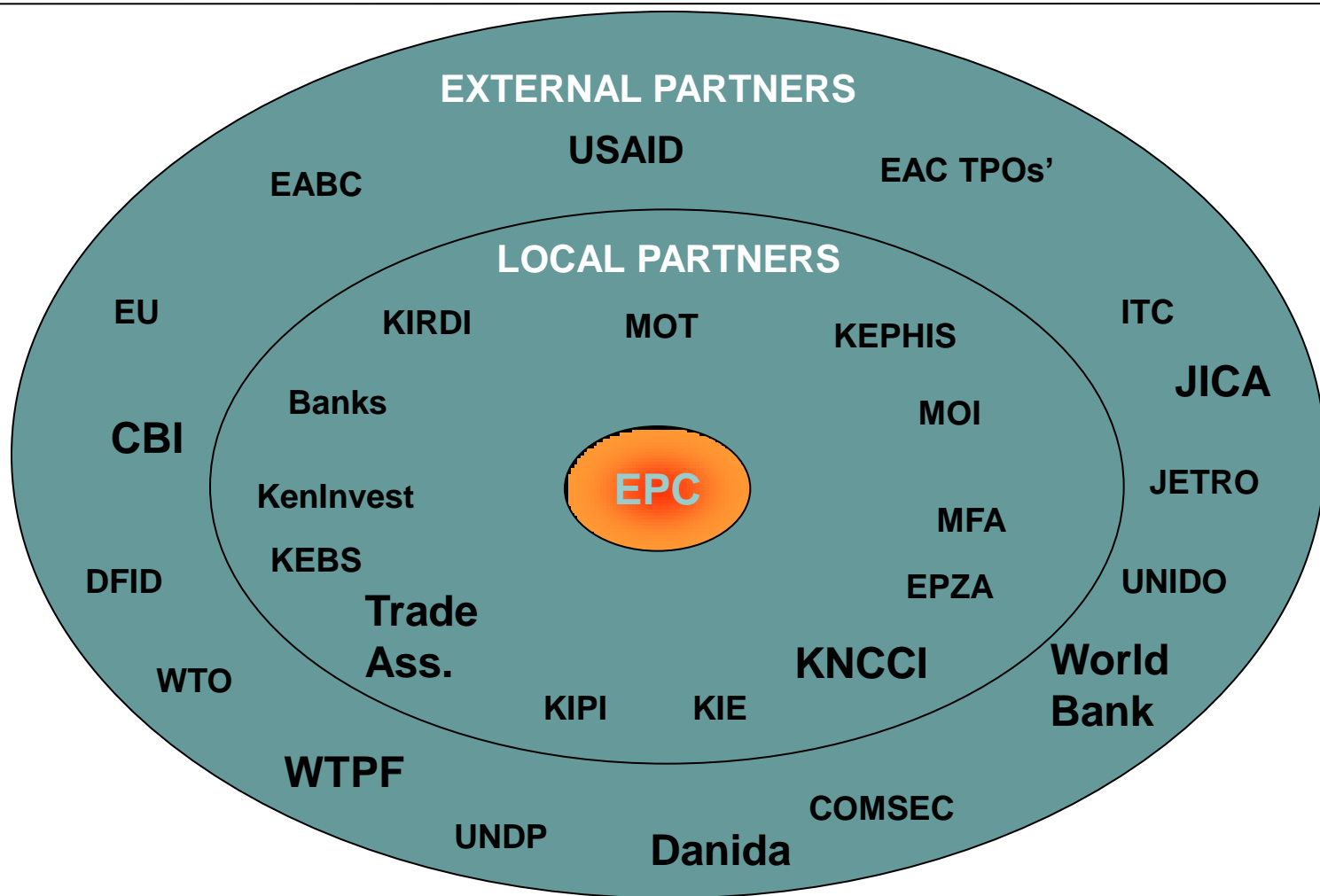
1. Saen Ltd
2. Acorn Special Tutorials
3. Rich Dad Investments
4. Sanabora Design House
5. Beacon of Hope
6. Maasai Village Weavers
7. Monda African Art
8. Eastleigh Comm. Centre
9. House Mark
10. Undugu Society
11. Kenya Family Charities
12. Africa Clay Arts
13. Namayiana
14. Maasai Women Group
15. Janbella Kenya
16. A-Z Range of Artisan Art
17. Magoto Handicrafts Creations

Central Province

1. Kinangop Walemavu Youth Group
 2. Youth Dev. Summit
 3. Friends of Kinangop Plateau (Njabini)
- (Others to be identified)*



Partnership Approach to Export Development and Promotion

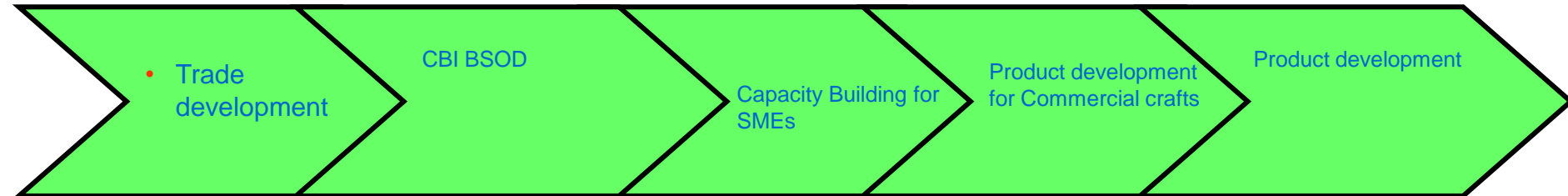
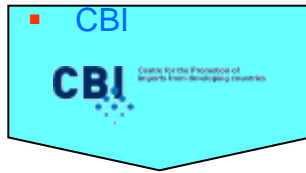
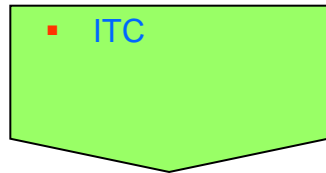


... by developing “Smart Networks” for delivery of sustainable services to the export sector.



Current and recent Partnerships...

Smart Networks



- Bridges Across Borders
- Capacity Building on Market Research and Analysis
- ITC / EPC Ethical fashion Value Chain Programme
- ITC Access II for Africa Business Women in International Trade

- Market information
- Export coaching programmes

- Export logistic and documentation
- Costing and pricing
- Export financing
- Marketing plan and entry strategy

- Instructive workshop
- Onsite Coaching
- Selection of winning products
- Test marketing
- Professional Services Strategy development

- Need assessment
- Product development and adaptation
- Test marketing of newly developed products
- Decentralization of Trade information delivery services

.... for Service delivery to exporters.



Other Smart Networks

- World Bank – Services sector strategy development
- SEEP/AMPATH - Passion Fruits Value Chain Development programme



... for service delivery



EPC Signed MOUs for Partnerships....



Signing MOU with MBDA of the USA



EPC-KCB Partnership on SME Development



Partnership with RDB on Export Promotion

MOU with MBDA –B2B linkages through Internet



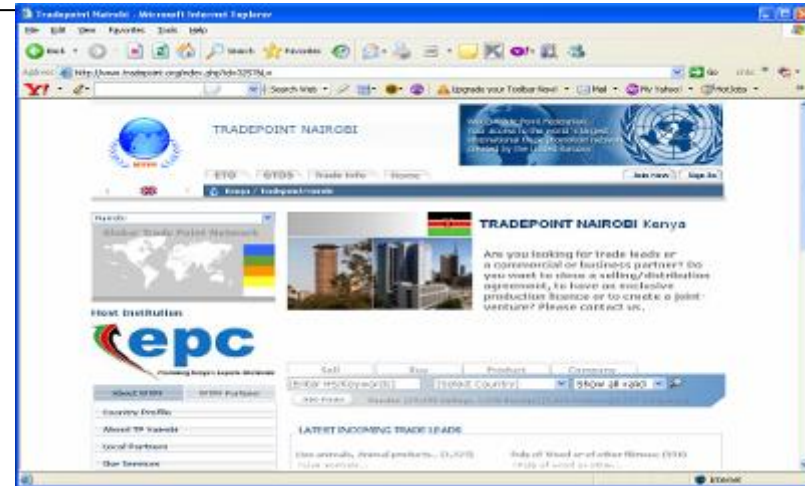
EPC-Equity bank Partnership on SME Development

....to support effective trade facilitation



Adoption of E-marketing...

- Accreditation of EPC to become the Nairobi Trade Point by WTPO
- Development of websites for MSME exporters
- Establishing a virtual exhibition for Kenya's exporters (www.buyfromkenya.com)
- Disseminating of trade information to exporters through launch of e-Export Newsletter



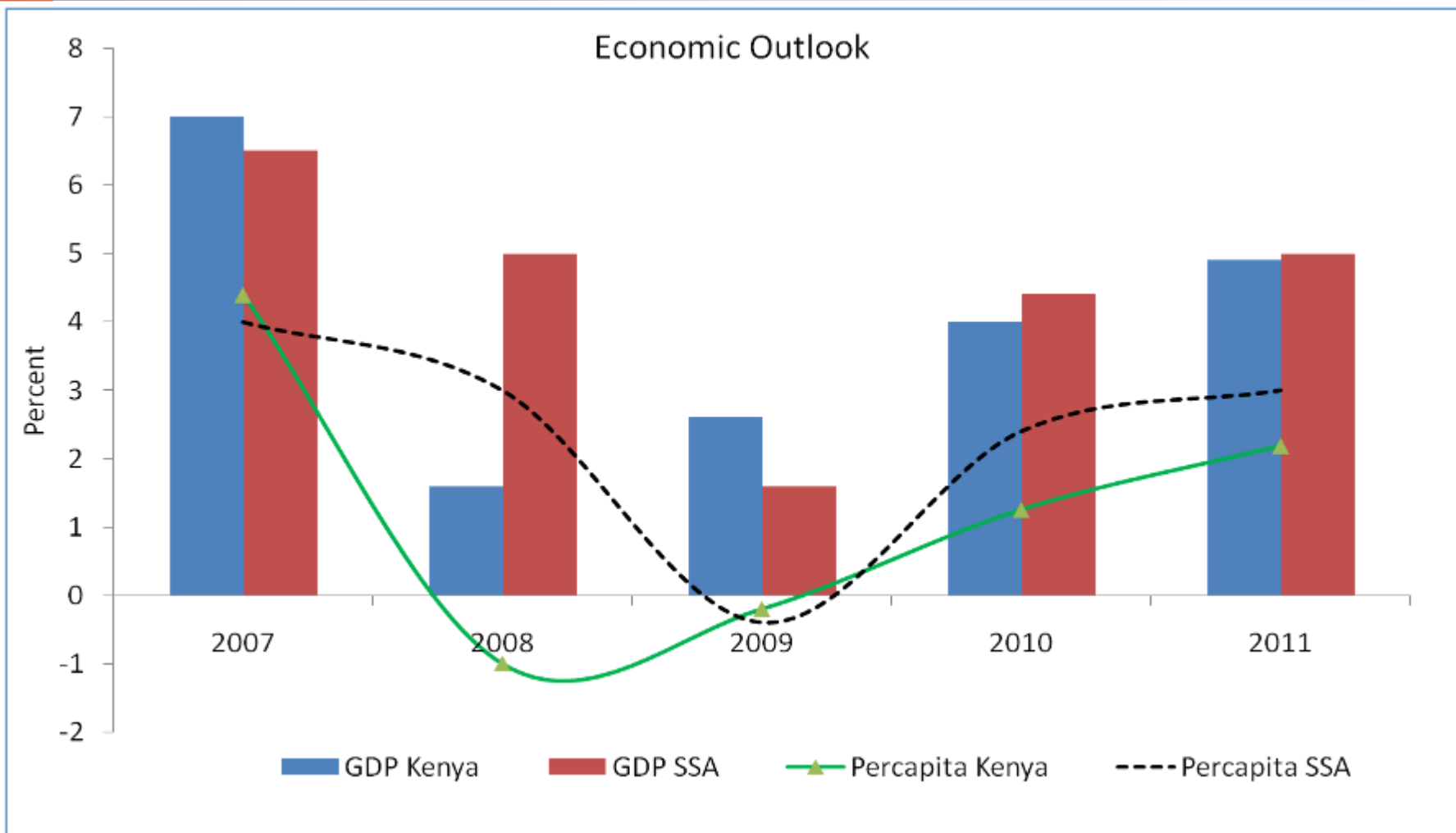
...to enable SMEs benefit from opportunities brought by advancements in ICT



EFFECTS OF THE INITIATIVES



Kenya's economy is on a recovery path...



...and responded to the various initiatives by registering an improved growth rate of 2.6% in 2009



IMPORTANT CONTACTS

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Thank you