



# TRADE BRIEF

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## Welcome to Trade Brief

Our monthly E-bulletin featuring key insights, highlights and the latest updates in trade

**PS Note:**



The State Department for Trade continues to make significant strides in advancing Kenya's trade agenda through strategic partnerships, policy reforms, and market expansion initiatives. These efforts have strengthened Kenya's position as a regional economic hub and an attractive destination for trade and investment.

Kenya has continued to deepen bilateral economic relations with key partners. The successful conclusion of the Second Session of the Kenya–Pakistan Joint Trade Committee marked an important milestone in enhancing trade and investment cooperation between the two countries. The meeting reaffirmed a shared commitment to expanding market access, promoting private sector engagement and strengthening collaboration in sectors such as agriculture, manufacturing, pharmaceuticals, ICT and tourism.

Similarly, the Fifth Round of Negotiations between the Republic of Kenya and the Federative Republic of Brazil, held in Brasília, underscored Kenya's commitment to building

strong economic partnerships beyond the African continent. The negotiations focused on establishing a transparent and predictable framework to facilitate investment flows and create new opportunities for businesses and investors in both countries.

Kenya also successfully hosted the Africa Forward Summit, which brought together policymakers, investors, business leaders, and development partners from across Africa and beyond. The Summit reinforced Kenya's leadership in promoting trade, investment, innovation and industrial development, while providing a platform for dialogue on accelerating economic transformation across the continent.

These achievements complement Kenya's active participation in the African Continental Free Trade Area (AfCFTA), which presents significant opportunities for Kenyan enterprises to access new markets, strengthen regional value chains and enhance export competitiveness.

This publication comes at a time when the State Department is undertaking a study on the trade potential of the Boni Enclave Region. Owing to its strategic location, natural resource endowment, and growing connectivity to regional and international markets, the region presents considerable opportunities for trade, investment and inclusive economic development.

As we look to the future, we remain committed to fostering an enabling trade environment through strong partnerships, sound policies, and sustained collaboration to drive economic growth, create jobs and improve the livelihoods of all Kenyans.

**Regina Ombam**

*Principal Secretary  
State Department for Trade*

## Kenya and Pakistan Hold the Second Joint Trade Committee Meeting

Kenya and Pakistan have reiterated their commitment to strengthening bilateral trade and economic cooperation following the successful conclusion of the Second Session of the Kenya–Pakistan Joint Trade Committee (JTC) held in Islamabad, Pakistan. The meeting was co-chaired by Principal Secretary for Trade, Regina Ombam, and Pakistan’s Secretary of Commerce, Mr. Jawad Paul.

The session provided an opportunity to review progress made since the inaugural virtual meeting in 2021 and explore new avenues for collaboration. Both countries noted that current bilateral trade, valued at approximately USD 892 million annually, remains below its full potential. Kenya exports goods worth about USD 565 million to Pakistan, while imports from Pakistan stand at approximately USD 328 million. In this regard, the two sides committed to doubling bilateral trade within the next five years.

Discussions focused on strengthening cooperation in key sectors, including market access, customs administration, standards and conformity assessment, pharmaceuticals, information and communication technology (ICT), tourism, and sanitary and phytosanitary measures. To facilitate increased trade, the two countries agreed to strengthen institutional frameworks by enhancing customs cooperation, improving the exchange of trade information, increasing participation in trade fairs and exhibitions, and sustaining business-to-business engagements. Kenya also proposed reviewing the existing Bilateral Trade Agreement to align it with emerging global trade trends and economic opportunities.

The Committee further agreed to expedite the conclusion of several Memoranda of Understanding to strengthen collaboration among trade, customs, investment, standards, and pharmaceutical institutions.

During the visit, the Kenyan delegation engaged key stakeholders in Pakistan’s tea industry, including the Pakistan Tea Association and leading tea companies, to discuss opportunities for enhancing tea trade and addressing policy and regulatory challenges. The visit culminated in the signing of the Final Protocol of the Second JTC, providing a framework for advancing cooperation across multiple sectors. The next JTC session will be held in Nairobi during the third quarter of the 2026/2027 Financial Year.



## Kenya and Brazil Explore Establishment of Joint Trade and Industry Committee to Deepen Cooperation

The Fifth Round of negotiations on the Cooperation and Facilitation Investment Agreement (CFIA) between the Republic of Kenya and the Federative Republic of Brazil was held in Brasília, Brazil. The negotiations focused on establishing a transparent, predictable and mutually beneficial framework to promote and facilitate bilateral investment flows between the two countries.

The Kenyan delegation was led by the Secretary Administration, State Department for Trade, Mr. Patrick Mukuria, on behalf of the Principal Secretary for Trade, Regina Ombam. The delegation comprised officials drawn from relevant Ministries, Departments and Agencies (MDAs) and convened to advance and finalize negotiations on the Agreement, solidifying Kenya's commitment to strengthening trade cooperation with Brazil.

As Kenya's key strategic trading partner in Latin America, Brazil presents significant

opportunities for enhanced economic engagement. The successful conclusion of the Agreement is expected to strengthen bilateral relations, promote investment, and create new opportunities for businesses and investors in both countries.

In parallel, officials from the Kenya Export Promotion and Branding Agency (KEPROBA) and the State Department for Trade undertook a market intelligence and business outreach mission in São Paulo. The delegation engaged importers, distributors, and regulatory authorities involved in import processes and visited leading retail and specialty outlets to assess market opportunities for Kenyan products.

Discussions focused on consumer preferences, market trends, pricing structures, Technical Barriers to Trade (TBT), Sanitary and Phytosanitary (SPS) requirements, and opportunities for premium Kenyan products, including specialty teas and macadamia nuts, within Brazil's expanding gourmet and health-conscious market.

The delegation also paid a courtesy call on Kenya's Ambassador to Brazil, H.E. Dr. Andrew Karanja, to discuss strategies for advancing economic and commercial diplomacy and diversifying Kenya's export markets. Key discussions emphasized accelerating the establishment of the Kenya–Brazil Joint Trade and Industry Committee (JITC) and exploring collaboration in agriculture, agro-processing, manufacturing, renewable energy, technology transfer, and value addition to further deepen mutually beneficial economic cooperation.



## Domestic Advisory Group Convenes to Review Implementation of Kenya–EU EPA Commitments



The Domestic Advisory Group (DAG) established under the Kenya–EU Economic Partnership Agreement (EPA) convened a meeting at the State Department for Trade offices at Teleposta Towers.

The DAG is a consultative body tasked with offering oversight and policy guidance on the

agreement's implementation, especially in areas concerning trade and sustainable development.

In addition to oversight, the framework provides a platform for structured engagement and dialogue with the corresponding European Union advisory group.

Chairing the meeting, the Acting Secretary, State Department for Trade, Michael Mandu, underscored the critical role of the DAG in strengthening accountability, inclusivity and stakeholder collaboration in the implementation of the EPA under the Trade and Sustainable Development (TSD) chapter.

Mandu noted that Kenya is the first African Country to implement such a mechanism under an EPA framework.

The meeting brought together representatives from government ministries and departments, the Institute of Economic Affairs, the Kenya National Chamber of Commerce and Industry, civil society organizations, trade and policy experts, communication and advocacy institutions, as well as private sector stakeholders.



## PS Ombam Calls for Results-Driven Partnerships to Accelerate Economic Growth

The Principal Secretary for Trade, Regina Ombam, convened a high-level engagement bringing together Kenyan public institutions and leading French enterprises to deepen economic cooperation and explore new avenues for investment between Kenya and France.



*“Our focus is on practical, results-driven partnerships that translate into jobs, increased investment, skills transfer, and value addition for the Kenyan economy.”*

Organized in collaboration with Business France and MEDEF International, the forum brought together stakeholders from strategic sectors including energy, transport, the digital economy, agribusiness, logistics, and investment.

Speaking during the engagement, the Principal Secretary emphasized the importance of practical, results-driven partnerships that deliver tangible outcomes for the Kenyan economy, including job creation, increased investment, skills transfer and value addition. She further noted that Kenya remains strategically positioned as a gateway to regional and continental markets, offering significant opportunities for international collaboration and sustainable economic growth.

The engagement also reaffirmed the growing economic partnership between Kenya and France, as well as the shared commitment to advancing trade, innovation, and long-term prosperity through strengthened bilateral cooperation.



## EAC Partner States Enhance Cooperation on Standards and Metrology for Regional Integration

The 28th East African Standards Committee (EASC) held a three-day meeting in Arusha, bringing together heads of metrology institutions and national standards bodies from the East African Community (EAC) Partner States.

Convened in accordance with the EAC calendar of activities, the meeting sought to review and adopt reports from various technical subcommittees on progress made towards the harmonization of regional standards and procedures aimed at eliminating Non-Tariff Barriers to Trade (NTBs) and advancing the effective implementation of the EAC Common Market Protocol. The State Department for Trade was represented by the Acting Director of Weights and Measures, John Wamwana, alongside other government officials.

Key deliberations during the meeting focused on the harmonization of legal metrology regulations, with particular emphasis on the calibration of fuel tankers transporting petroleum products across borders, as well as packaging requirements for goods traded within the region.

These discussions are expected to enhance efficiency in cross-border trade, promote fair trade practices and strengthen consumer protection across the EAC Partner States.



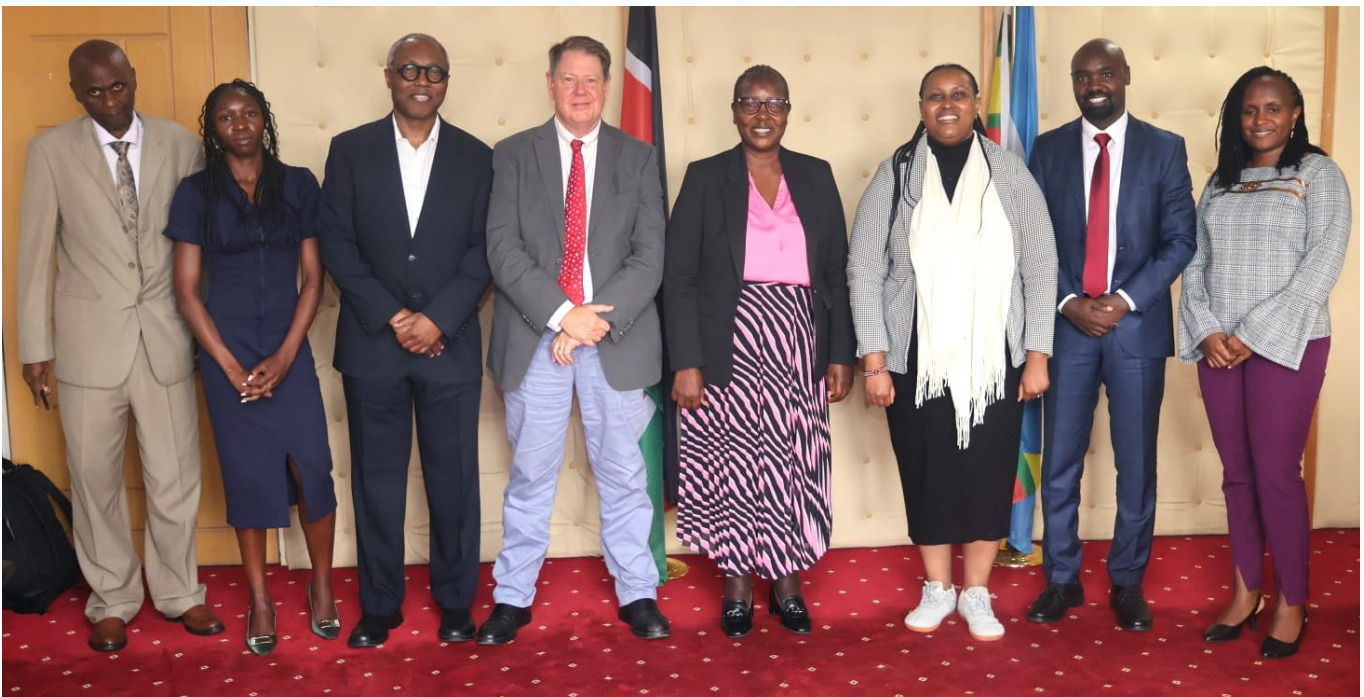
## Kenya Joins ADAPT Initiative to Advance Digital Trade Under AfCFTA Framework

Kenya has been selected to participate in the Africa Digital Access and Public Infrastructure for Trade (ADAPT) Initiative, a flagship programme by the Tony Blair Institute for Global Change aimed at advancing digital trade and strengthening economic integration across the African continent.

The Principal Secretary for Trade, Regina Ombam, hosted a delegation from the Institute led by Country Director, Magdalene Kariuki. Discussions during the meeting focused on key priority areas including digital payments and trade facilitation, laying the foundation for Kenya's active participation in the programme. Implemented under the framework of the African Continental Free Trade Area (AfCFTA), the ADAPT Initiative seeks to strengthen digital public infrastructure to enable businesses to trade more efficiently across borders and access wider regional and international markets.

A central pillar of the programme is empowering Small and Medium Enterprises (SMEs), which

are expected to benefit from enhanced access to digital trade systems and streamlined cross-border trading processes. By promoting a more inclusive, efficient, and technology-driven trading environment, the initiative aligns with Kenya's broader agenda of enhancing trade competitiveness, supporting enterprise growth and accelerating economic transformation.



## PS Regina Ombam Hosts Azerbaijan Ambassador to Advance Bilateral Economic Relations

The Principal Secretary for Trade, Regina Ombam, hosted the Ambassador of Azerbaijan to Kenya, Sultan Hajiyeu, for discussions aimed at identifying potential areas of cooperation to strengthen trade and investment relations between Kenya and Azerbaijan.

During the meeting, the Principal Secretary stressed on the importance of structured bilateral engagement in advancing shared economic interests, and confirmed Kenya's commitment to deepening mutually beneficial trade relations with Azerbaijan. She further noted the steady growth in diplomatic and economic ties between the two countries.

Ambassador Hajiyeu, Azerbaijan's first resident ambassador to Kenya, reaffirmed his pledge to strengthen collaboration and advance closer economic cooperation between the two nations, in support of expanded bilateral trade and investment opportunities.



## Kenya-Mauritius Deepen Trade Ties

Kenya and Mauritius reaffirmed their commitment to strengthening bilateral trade and advancing intra-African commerce, as 25 Mauritian companies met with Kenyan businesses during the Mauritius–Kenya Trade and Investment Business Forum held in Nairobi.

Speaking on behalf of the Principal Secretary for Trade, Regina Ombam, Acting Director Internal Trade, Elizabeth Miguda, said Kenya values the strong partnership with Mauritius which is anchored on shared commitments to regional integration, trade facilitation and Investment promotion.

She pointed out that Kenya stands as a regional hub for manufacturing, logistics and innovation while Mauritius is globally recognized as a financial centre and a gateway for investment in Africa.

To advance intra-African trade, we must enhance the utilization of existing frameworks, including the African Continental Free Trade Area (AfCFTA) and Common Market for Eastern



and Southern Africa (COMESA).

The event themed “Advancing Intra-African Trade and Strengthening Regional Value Chains through Strategic Partnerships resonates with the current development at the continental level.

The Mauritian delegation represented diverse sectors; apparel and textiles, light manufacturing, chemicals, food and beverages and services industries.

“We need to position ourselves as creators of competitive regional value chains that drive industrialization, create jobs and enhance resilience.” PS Ombam.

The PS urged investors to seize opportunities as the government has created an enabling a competitive business environment to forge partnerships and drive innovation for job creation and economic development.



## Technical Team Undertakes Assessment of Trade Potential in the Boni Enclave Region

The State Department for Trade, through a technical team of officers led by the Deputy Director for Internal Trade, Mathew Komen, undertook a feasibility study in Lamu and Kilifi counties to assess the economic viability and development potential of the Boni Enclave region.

The study will also cover Garissa and Tana River Counties, which are part of the enclave. The region has for years faced persistent development constraints, including limited infrastructure, insecurity, high levels of poverty and restricted access to markets.

Notwithstanding these challenges, the region presents significant untapped economic

potential, particularly due to its strategic location along the Indian Ocean coastline and its proximity to the LAPSSSET Corridor Programme, a flagship regional infrastructure initiative designed to enhance trade, connectivity and economic integration.

In this regard, the State Department for Trade is seeking to establish a collaborative framework with the four county governments to support the development of targeted interventions aimed at improving market access, strengthening value chains, building trader capacity and enhancing the utilization of opportunities arising from the LAPSSSET Corridor infrastructure.



## The State Department Leverages KIPPRA Expertise to Strengthen Trade Policy and Economic Strategy

The State Department for Trade is committed to strengthening collaboration with the Kenya Institute for Public Policy Research and Analysis (KIPPRA), in order to enhance policy coherence, support informed decision-making, and advance Kenya's national trade agenda.

The Principal Secretary, Regina Ombam, held a productive engagement with officials from KIPPRA led by Executive Director Dr. Eldah Onsonu.

The discussions were centered on the institution's critical role in providing evidence-based policy research and analysis, particularly in the context of evolving global trade dynamics influenced by shifting geopolitical developments and emerging market trends.



## PS Ombam Engages Kenya Flower Council on Strengthening Floriculture Exports and Global Branding

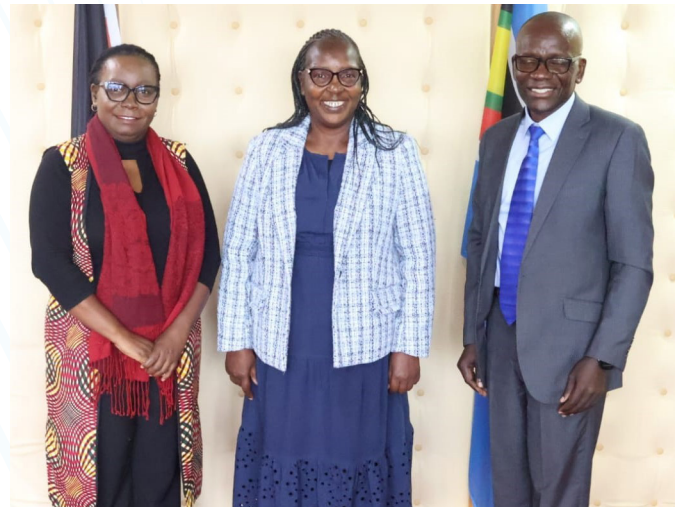
Kenya's floriculture sector remains one of the country's leading export earners and a significant contributor to foreign exchange, with the European Union as its primary market. The Government continues to recognize the sector's strategic importance and is working closely with the Kenya Flower Council to enhance competitiveness, strengthen export performance, and sustain Kenya's position in the global flower trade.

The Principal Secretary, Regina Ombam, held high-level discussions with the Chief Executive Officer of the Kenya Flower Council, Clement Tulezi, to identify joint strategies to elevate Kenya's floriculture brand in international markets.

The session highlighted the importance of coordinated participation in international trade fairs, improved market access, and enhanced Kenya's positioning as a reliable supplier of high-quality floriculture products within the global value chain. It also underscored the need for strengthened policy support, adherence to sustainability standards, and diversification

of export markets to build long-term sector resilience.

Through continued collaboration between Government and industry stakeholders, efforts are being reinforced to expand Kenya's global market reach, strengthen compliance with international requirements and ensure sustained growth and competitiveness of the floriculture sector.



## Preparations for 6th Presidential Roundtable Gain Momentum Following Progress Review Session

The State Department for Trade, in collaboration with representatives from MDA's and private sector stakeholders, convened a consultative meeting to review progress on the implementation of resolutions arising from the 5th Presidential Roundtable (PRT), as preparations commence for the 6th edition of the forum.

The engagement provided an opportunity to assess key milestones achieved to date, identify implementation gaps, and strengthen coordination among stakeholders to ensure the timely and effective delivery of agreed commitments.

The Presidential Roundtable, serves as a structured mechanism for public-private dialogue aimed at enhancing trade facilitation, promoting investment, improving the ease of doing business, and advancing sustainable economic growth.

The consultative discussions laid a strong foundation for the forthcoming 6th PRT, which is expected to focus on practical, results-oriented interventions to further strengthen Kenya's economic competitiveness, foster a more enabling business environment, and support the country's broader development and transformation agenda.



## State Department for Trade Undertakes Fact-Finding Mission to Strengthen Fight Against Illicit Trade

Officials from the State Department for Trade undertook a fact-finding mission across key entry and exit points in the country to better understand how illicit trade operates on the ground and identify practical measures to strengthen legitimate trade.

The exercise aimed at assessing how different agencies work together in addressing illicit trade, identifying operational challenges and capturing successful approaches that can be scaled up nationally to improve enforcement and coordination.

As part of the mission, teams visited major trade corridors in Mombasa and the Kenya–Ethiopia border in Marsabit County.

In Mombasa, a team led by Deputy Director of Trade, Mr. Mathew Komen, paid a courtesy call to the County Commissioner, Mr. Mohammed Hassan, before holding discussions at the Kenya Ports Authority with a multi-agency team drawn from key institutions involved in trade facilitation and regulation.

The engagement brought together officers from

the Kenya Revenue Authority, Anti-Counterfeit Authority, Kenya Bureau of Standards, Kenya Trade Network Agency (KenTrade), Directorate of Criminal Investigations, and the Kenya Transporters Association, among others.

In Marsabit County, the team led by Deputy Director of Trade, Mr. Simon Cheelgo, engaged the County Commissioner, Mr. James Kamau, on the realities of cross-border trade along the Kenya–Ethiopia border. The discussions highlighted the unique challenges posed by the expansive terrain, which can make monitoring and enforcement more complex.

Both engagements emphasized the importance of closer cooperation between national and county governments, stronger information sharing, and sustained collaboration among all agencies involved in trade facilitation and enforcement.

The insights gathered from the mission will inform ongoing efforts to improve policy and strengthen coordinated action to safeguard consumers, support fair traders, and enhance the integrity of Kenya's trading system.



## SAGAs Highlights

# KNTC Hosts POSCO Korea Delegation to Advance Strategic Trade Partnerships

Kenya National Trading Corporation (KNTC) hosted POSCO Korea delegation led by Mr. Sean Lee, MD of POSCO East Africa, alongside the KNTC team led by Mr. Danby Mudachi, Head of Strategy, Risk & Compliance. Discussions focused on strategic partnerships in commodity

trade, logistics and value chains, in line with KNTC's mandate and the Government's Transformation Agenda. The engagement seeks to strengthen food security, improve market access, drive sustainable growth, and build resilient trade systems with local value retention.



## KOMEX and WRSC Engage Stakeholders in Kwale County to Promote Structured Commodity Trading

The Kenya Commodity Exchange (KOMEX) and the Warehouse Receipt System Council (WRSC) undertook stakeholder engagements in Kwale County aimed at enhancing structured commodity trading across priority agricultural and blue economy value chains.

The engagements focused on identifying opportunities for structured trade in key commodities including tomatoes, chillies, green grams, cassava, cashew nuts, cotton, honey, rice, mangoes, and blue foods. The discussions brought together local stakeholders to explore mechanisms for improved aggregation, market access, and value addition within the structured trading ecosystem.

As part of the mission, the delegation conducted an assessment of ongoing works at the CAIPS facility in Mwananyamala, which is currently at 70 percent completion. Upon completion, the facility is expected to play a critical role in supporting priority value chains through improved aggregation, value addition, storage,



and strengthened market linkages under the KOMEX and Warehouse Receipt System frameworks.

The engagements reaffirmed the commitment of KOMEX and WRSC to strengthening structured commodity markets as a means of enhancing efficiency, reducing post-harvest losses, and improving farmer incomes. The initiative is also aligned with broader efforts to deepen agricultural commercialization and integrate producers into formal and competitive market systems.



Stakeholders emphasized the importance of continued collaboration between national and county governments, private sector actors, and producer organizations in scaling up structured trade systems and ensuring the successful operationalization of key market infrastructure.

The visit forms part of ongoing efforts to operationalize structured commodity trading systems and strengthen value chain development across the country.

# Stakeholders Converge to Strengthen Structured Commodity Trade Systems in East Africa

Warehouse Receipt Systems Council (WRSC) participated in the Regional Structured Trading Systems Forum held alongside the Warehouse Receipts Regulatory Board (WRRB) 20th Anniversary celebrations, which brought together key regional stakeholders to advance structured commodity trading and warehouse receipt systems across East Africa.

The forum convened policymakers, regulators, private sector actors, and development partners to deliberate on strategies aimed at strengthening transparent, efficient, and inclusive agricultural market systems across the African continent. Discussions underscored the critical role of structured trade systems in enhancing market access, improving price discovery, and promoting food security.

Ms. Lucy Komen, Acting Chief Executive Officer of Kenya's WRSC, joined industry leaders in a panel discussion themed: "Unlocking Regional Trade Opportunities: Positioning Competitively within the EAC, SADC and AfCFTA." The panel explored opportunities for enhancing regional competitiveness and deepening trade integration across Africa.



The discussions emphasized the importance of strengthened regional collaboration in advancing harmonized standards for warehouse receipt systems and commodity trading frameworks. Participants further emphasized the need for improved coordination under regional and continental platforms, including the East African Community (EAC), the Common Market for Eastern and Southern Africa (COMESA), the Southern African Development Community (SADC) and the African Continental Free Trade Area (AfCFTA).

The engagements provided a strategic platform for stakeholders to exchange perspectives on trade facilitation, structured commodity markets, and trade finance mechanisms, with a view to enhancing efficiency and unlocking new opportunities for producers and traders across the region.



## Photo Speak







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