



KENYA – EU

EXPORT CATALOGUE

Discover what you can source from Kenya



OPERATIONALISING THE KENYA – EU
ECONOMIC PARTNERSHIP AGREEMENT (EPA)

2026

Brought to you by

GOVERNMENT MINISTRIES, DEPARTMENTS & AGENCIES

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 AGRICULTURE
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The voice of Kenyan agriculture

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 AVOCADO SOCIETY
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Years
KENYA ASSOCIATION
OF MANUFACTURERS
Joining Global Competitiveness

Kenya Association of Manufacturers (KAM)

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 KNCCI Growing your
Business
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DEVELOPMENT PARTNER

 Dansk
Industri

Danish Industries East Africa (DI EA)

Full profiles of every institution appear in the Partner Directory at the back of this catalogue.

FOREWORD

Principal Secretary, State Department for Trade

The Kenya–European Union (EU) Economic Partnership Agreement (EPA) Export Catalogue is a practical resource designed to showcase Kenya’s diverse range of products with export potential in the EU market. It provides a useful entry point for strengthening trade and investment relations between Kenya and the European Union under the framework of the Kenya–EU EPA.

The Agreement grants Kenyan products duty-free, quota-free access to the EU market, one of the world’s largest and most sophisticated markets. This preferential market access presents significant opportunities for Kenyan enterprises to expand production, diversify export markets, increase value addition and participate more effectively in regional and global value chains.

Realising these opportunities calls for strong connections between Kenyan producers and European buyers, greater awareness of market opportunities, compliance with EU market requirements and the capacity to supply quality products consistently and competitively. This catalogue is an important step towards bridging the gap between the opportunities provided by the EPA and the ability of Kenyan businesses to translate them into increased exports.

The catalogue brings together information on selected Kenyan products and enterprises with the potential to serve the EU market. It offers European buyers, importers, distributors and investors a convenient starting point to explore Kenyan products and establish commercial partnerships. At the same time, it supports Kenyan exporters in positioning their products, identifying new market opportunities and strengthening their engagement with international buyers.

The Government of Kenya recognises the private sector as central to the country’s export development agenda. Through the Ministry of Investments, Trade and Industry, the State Department for Trade remains committed to working closely with the private sector and other stakeholders to address barriers to trade, strengthen export readiness, facilitate market linkages and enhance the utilisation of trade agreements.

I encourage EU buyers and investors to use this catalogue to discover the quality, diversity and competitiveness of Kenyan products and to build sustainable commercial partnerships with Kenyan enterprises. I also encourage our exporters to harness the opportunities available under the EPA, expand into new products and markets, invest in value addition, meet international standards and strengthen their export capabilities.

I commend the private sector for this initiative and encourage all stakeholders to support its continued development and effective use. Through our collective efforts, we can translate the market access provided by the Kenya–EU EPA into increased trade, investment, employment and sustainable economic growth for Kenya.

Regina A. Ombam

PRINCIPAL SECRETARY · STATE DEPARTMENT FOR TRADE



Regina A. Ombam

PRINCIPAL SECRETARY

State Department for Trade

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Through our collective efforts, we can translate the market access provided by the Kenya–EU EPA into increased trade, investment, employment and sustainable growth.



Principal Secretary, State Department for Foreign Affairs



**Dr. Abraham Korir
Sing'Oei**

PRINCIPAL SECRETARY

State Department for Foreign Affairs



The EPA seeks to transform trade relations into a broader partnership that supports economic development, industrial growth and improved livelihoods.

The Kenya–European Union Economic Partnership Agreement (EPA) represents a significant milestone in the economic and commercial relations between the Republic of Kenya and the European Union. It reflects a shared commitment to strengthening trade relations, promoting sustainable economic growth, encouraging investment and creating opportunities for the people of the two regions. The Agreement provides an important framework for deepening economic and commercial cooperation and enhancing Kenya's participation in international trade.

Essentially, the EPA seeks to transform trade relations into a broader partnership that supports economic development, industrial growth and improved livelihoods. By granting Kenyan products immediate duty-free and quota-free access to the European Union market, the Agreement creates opportunities for Kenyan producers, exporters, farmers, manufacturers and entrepreneurs to expand their markets and strengthen their competitiveness. It also offers prospects for attracting investment, facilitating technology transfer and creating employment, particularly among young people.

The potential benefits of the Agreement cover key sectors of the economy, that is, agriculture, horticulture, fisheries, manufacturing and related services. Producers from Kenya will benefit from improved access to European markets. However, to achieve these opportunities requires sustained investment in production, value addition, modern technology, infrastructure, quality assurance and compliance with international standards. This calls for support to the small-scale farmers, micro, small and medium-sized enterprises, women and young entrepreneurs to enable them participate meaningfully in the opportunities presented by the Agreement.

Beyond market access, the EPA recognises the importance of economic and development cooperation. Its provisions on agriculture, fisheries, trade facilitation and sustainable development provide a foundation for strengthening productive capacity and improving the business environment. Equally important are its commitments relating to environmental protection, climate action, labour rights and gender equality. These commitments affirm that economic progress must be pursued in a manner that protects the environment, promotes decent work and ensures that the benefits of growth are shared more widely across society.

I believe that the Kenya-EU EPA catalogue will effectively communicate to our European importers and stakeholders on Kenya's capacity to satisfy the expectations of EU buyers. This includes product descriptions, specifications, quality standards, packaging, minimum order quantities, indicative prices, country of origin and contact details.

It is my hope that with the launch of the Kenya-EU EPA Catalogue, we are empowering Kenya's trade attachés, embassies, and the public and private sector stakeholders to effectively promote Kenya's products in the EU market.

Dr. Abraham Korir Sing'Oei

PRINCIPAL SECRETARY · STATE DEPARTMENT FOR FOREIGN AFFAIRS

FOREWORD

Chief Executive, Kenya Association of Manufacturers

What could Kenya bring to your business?

Perhaps it is a new product for your shelves, a locally processed ingredient for your production line, a new source of textiles or packaging, or a supplier who understands the importance of quality, consistency and responsible production. Whatever you are looking for, Kenya has a growing range of products and capabilities worth discovering.

Across the country, Kenyan enterprises are transforming local resources, skills and ideas into products for markets at home and abroad. Our manufacturing sector spans food and beverages, textiles and apparel, leather, chemicals, furniture, building materials, electrical products and many other categories. Behind these products are businesses investing in people, improving production, adding value and finding new ways to serve their customers.

For European buyers, this presents an opportunity to discover new suppliers and broaden sourcing options in a market with considerable potential. The European Union's 27 member states represent a market of approximately 449 million people. In 2024, Kenya exported goods worth USD 1.2 billion to the EU and imported goods worth USD 1.9 billion. There is room to grow this relationship by expanding the range of Kenyan products reaching European customers and creating stronger links between our businesses.

We also recognize what matters when choosing a supplier. Quality and competitive pricing go hand in hand with reliable delivery, traceability, transparency and responsible production. Across Kenya, businesses are working to strengthen their processes and respond to evolving market expectations, including sustainability and environmental, social and governance considerations. The Kenya–EU Economic Partnership Agreement provides a valuable foundation for this engagement, offering duty-free, quota-free access for Kenyan goods, subject to the Agreement's provisions.

At the Kenya Association of Manufacturers, we see export growth as an opportunity to build more than trade figures. Every new order can help a business expand, support jobs, develop skills and create opportunities for the farmers, suppliers and communities connected to production.

We invite you to explore this catalogue, discover the breadth of Kenyan products and connect with the sector associations represented in these pages. We hope it opens the door to new conversations, new sourcing possibilities and business relationships that grow in value over time.

Tobias Alando

CHIEF EXECUTIVE · KENYA ASSOCIATION OF MANUFACTURERS (KAM)



Tobias Alando

CHIEF EXECUTIVE

Kenya Association of Manufacturers
(KAM)

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*Every new order can help a
business expand, support jobs,
develop skills and create
opportunities for the communities
connected to production.*



FOREWORD

General Manager, Danish Industries East Africa

The EU–Kenya Economic Partnership Agreement marks an important new chapter in the economic relationship between Kenya and the European Union. Since entering into force in July 2024, the agreement has provided Kenyan exports with duty-free, quota-free access to the EU market, creating a strong platform for Kenyan manufacturers and producers to reach new customers, diversify exports and build lasting commercial partnerships.

Turning market access into actual trade, however, requires more than an agreement. European buyers and importers need a simple way to identify credible Kenyan suppliers, understand their products and capabilities, and connect directly with businesses that can meet their requirements. This catalogue is therefore both timely and practical. By bringing together a selection of Kenyan products and manufacturers, the Kenya Association of Manufacturers is helping translate the opportunities created by the EPA into real business connections.

Kenya has a diverse and increasingly sophisticated productive base, with companies serving domestic, regional and international markets. The EPA creates an opportunity to showcase that capability more widely in Europe, including value-added and manufactured products, while supporting investment, job creation and sustainable economic growth. It also provides a framework for deeper cooperation around competitiveness, standards and sustainable trade.

For potential buyers and importers, I hope this catalogue will serve as a useful starting point: a practical gateway to discovering Kenyan products, identifying suppliers and opening conversations about quality, samples, volumes, logistics and commercial terms. For Kenyan companies, I believe it can become a bridge to new customers and long-term partnerships in the European market.

Danish Industry is pleased to support efforts that make trade opportunities more accessible and strengthen commercial links between Kenya and Europe. I encourage buyers to explore the catalogue, engage directly with Kenyan suppliers and discover what Kenya has to offer.

Erik Thomas Johnson

GENERAL MANAGER · DANISH INDUSTRIES EAST AFRICA (DI EA),
EMERGING MARKETS



Erik Thomas Johnson

GENERAL MANAGER

Danish Industries East Africa (DI EA),
Emerging Markets

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*Turning market access into actual
trade requires more than an
agreement.*





Acknowledgements

The Kenya–EU EPA Export Catalogue is a reflection of the collaboration and shared commitment of institutions and organisations working to strengthen trade between Kenya and the European Union.

We extend our sincere appreciation to the Ministry of Investments, Trade and Industry (MITI), through the State Department for Trade, for its support in advancing the utilisation of the Kenya–EU Economic Partnership Agreement and expanding opportunities for Kenyan exports. We also acknowledge the Ministry of Foreign and Diaspora Affairs for its contribution to Kenya's international engagement and the strengthening of trade relationships.

Our appreciation goes to Danish Industries East Africa (DI EA) for its collaboration and to the participating Business Membership Organisations (BMOs) for bringing together their industry knowledge, networks and perspectives. Their participation has helped showcase the breadth of Kenya's export offering and the opportunities available across different sectors.

We are grateful to the Agriculture Sector Network (ASNET), Avocado Society of Kenya (ASOK), Fresh Produce Consortium of Kenya (FPC Kenya), Fresh Produce Exporters Association of Kenya (FPEAK), Kenya Flower Council (KFC), Kenya Export Promotion and

Branding Agency (KEPROBA), Kenya National Chamber of Commerce and Industry (KNCCI), Kenya Plant Health Inspectorate Service (KEPHIS), Kenya Private Sector Alliance (KEPSA), and the Kenya Association of Manufacturers (KAM).

We also recognise the wider network of public institutions, producers, exporters and industry stakeholders whose knowledge and experience contribute to strengthening Kenya's export ecosystem. Their collective efforts help create connections between Kenyan enterprises and international markets.

To everyone who has been part of bringing this catalogue to life, thank you for your time, support and collaboration. We hope these pages spark new ideas, introduce you to products you may not have discovered before, and open doors to exciting connections between Kenyan businesses and European buyers. We look forward to seeing these connections grow into lasting partnerships and new opportunities for us to do business together.

As a European buyer,

why source from Kenya?

Every great business relationship begins with a discovery: a product that catches your eye, a supplier who understands your needs, or a new market that opens up possibilities you had not considered.

Kenya invites you to discover all three.

Beyond the products for which Kenya is traditionally known lies a diverse and growing range of goods and services shaped by local expertise, enterprise and innovation. From manufactured products and processed foods to fresh produce, flowers, fish and fishery products, and professional services, Kenya offers a wealth of possibilities for businesses looking to explore new sourcing opportunities and build lasting commercial relationships.

For European buyers, this catalogue offers a window into that potential. It brings together selected Kenyan products and relevant industry contacts, helping importers, distributors, retailers, manufacturers and investors explore what Kenya has to offer and identify avenues for engagement with local businesses.

The Kenya–European Union Economic Partnership Agreement (EPA) provides an important foundation for these connections, offering Kenyan goods preferential access to the EU market, including duty-free, quota-free access in accordance with the Agreement's provisions. This creates opportunities for Kenyan enterprises to reach new customers, expand their exports and increase the value they bring to international markets.

Whether you are exploring new products, diversifying your sourcing options or seeking potential partners, this catalogue is an invitation to look closer at Kenya's capabilities. The participating industry associations and institutions provide useful starting points for enquiries and further engagement with the businesses they represent.

Your next sourcing opportunity may be closer than you think!



What's in it for you?

EXPLORE KENYA'S EXPORT PRODUCTS, SECTORS AND BUSINESSES



01 MANUFACTURED GOODS

Processed food and beverages, textiles, leather, chemicals, pharmaceuticals, automotive parts and building materials, across twelve industrial sectors.

> **PAGES 1 – 7**



02 FLOWERS

More than 200 varieties of roses and summer flowers, from the country that supplies 40% of the EU's flower imports.

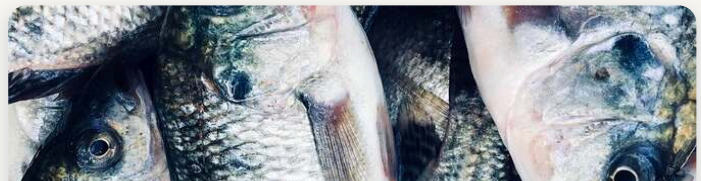
> **PAGES 8 – 9**



03 FRESH PRODUCE

Fruits, vegetables, herbs, spices and nuts, grown to international standards and certified by KEPHIS for European markets.

> **PAGES 10 – 12**



04 FISH & FISHERY PRODUCTS

Fish and fishery products from the Indian Ocean and inland waters, as well as marine aquarium fish and invertebrates.

> **PAGES 13 – 14**



05 SERVICES

Education, health, engineering, legal and accounting, ICT, telecoms, transport and logistics, finance, tourism and environmental services.

> **PAGES 15 – 16**

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**WHY SOURCE FROM
KENYA**
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PARTNER DIRECTORY
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Why source from Kenya?

Kenya offers European buyers a diverse range of export products, supported by established air and sea links, a strong agricultural sector and a growing manufacturing base. From fresh produce and flowers to manufactured goods, fish and professional services, Kenyan businesses offer opportunities for buyers seeking quality products and long-term supply partnerships.



About 9 hours

Nairobi to most EU capitals



90%

renewable energy



Mombasa & Lamu

sea-freight gateways



90%

POWERED BY RENEWABLE ENERGY

Kenya generates 90% of its electricity from renewable sources, including geothermal, hydro, wind and solar, offering European buyers an opportunity to source products from a market with a strong foundation for sustainable production.



SEA FREIGHT

The ports of Mombasa and Lamu provide an established gateway for sea freight to international markets, including Europe. Sea freight offers an option for larger consignments, with transit times depending on the destination port, shipping route and carrier schedule.



A CONVENIENT TIME ZONE

Nairobi operates within a maximum two-hour time difference of most European capitals, making communication and coordination between Kenyan suppliers and European buyers convenient.



QUALITY & PRODUCTION STANDARDS

Kenyan manufacturers and exporters are committed to producing quality goods that meet relevant market requirements, with applicable product standards, safety controls and certifications varying by sector. European buyers can engage directly with suppliers to confirm the specific standards and certifications required for their products.



ESG & SUSTAINABLE TRADE

Environmental, Social and Governance (ESG) considerations are increasingly important in international sourcing. Kenyan businesses demonstrate responsible production through environmental management, efficient resource use, safe working conditions, ethical business practices and responsible supply-chain management. For European buyers, supplier-level verification remains critical. Companies are able to meet EU and buyer sustainability and compliance requirements.

**A CLEANER,
GREENER KENYA**

Discover Kenya's products and services

MANUFACTURED GOODS

- Processed foods and beverages
- Textiles and apparel
- Leather and footwear
- Chemicals and pharmaceuticals
- Steel, automotive and building materials



FLOWERS

- Roses
- Carnations
- Gypsophila
- Chrysanthemums
- Summer flowers and bouquets



FRESH PRODUCE

- Avocados and mangoes
- French beans and snow peas
- Passion fruit and pineapples
- Herbs and spices
- Macadamia and cashew nuts



FISH & FISHERY PRODUCTS

- Fresh and chilled fish
- Frozen fillets
- Dried fish
- Crustaceans and molluscs
- Marine aquarium fish



SERVICES

- ICT and data centres
- Banking and insurance
- Transport and logistics
- Tourism and hospitality
- Education and health



01

MANUFACTURED GOODS

Kenya's manufacturing sector offers a wide range of quality, value-added products. With a skilled workforce, access to quality raw materials and a growing production base, Kenyan manufacturers are well positioned to supply the European Union under the Kenya-EU EPA.



**KENYAN PRODUCTS
FOR EUROPEAN MARKETS.**



I.1 AGRO-PROCESSING, FOOD & BEVERAGES

Kenya's agro-processors turn the country's rich agricultural output into packaged foods, beverages and ingredients, from specialty coffee and branded tea to juices, edible oils, honey, dairy, meat products and nuts.

CATEGORIES Alcoholic & non-alcoholic beverages · Baked goods & processed cereals · Confectionery, snacks, spreads & condiments · Dairy & dairy derivatives · Meat & fish products · Edible oils · Salt, honey & nutrition foods

PRODUCT RANGE



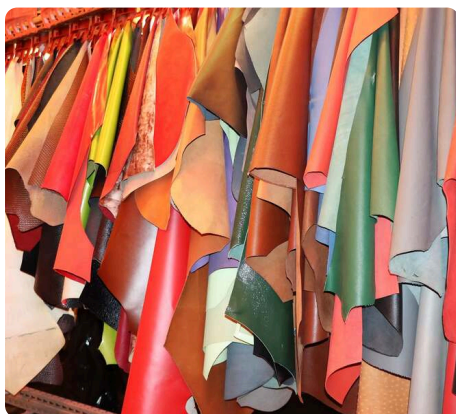
- | | | | |
|----|---|----|---|
| 01 | Coffee beans and processed coffee | 09 | Spreads, jams and honey |
| 02 | Tea, including black tea | 10 | Potato starch |
| 03 | Malt beer | 11 | Dairy products |
| 04 | Cigarettes and tobacco | 12 | Confectionery |
| 05 | Processed and dried fruits (avocados, mangoes, pineapples) | 13 | Seasonings, herbs and spices |
| 06 | Fruit juices | 14 | Salt |
| 07 | Vegetable oils (avocado oil, castor oil (edible and industrial), seed oils) | 15 | Nuts (macadamia, cashew and groundnuts) |
| 08 | Fish, seafood and meat products, including sausages | | |



I.2 LEATHER & FOOTWEAR

From wet blue, crust and finished leather to footwear, handbags, belts, wallets and artisanal pieces, Kenya's leather value chain combines traditional craftsmanship with modern production.

KEY PRODUCTS



Finished leather

Wet blue, crust and finished



Footwear & bags

Sandals, shoes and handbags



Belts

Artisanal leather goods

PRODUCT RANGE

- Wet blue, crust and finished leather
- Footwear
- Finished leather goods and articles (belts, bags, apparel, wallets and artisanal leather products)



1.3 TEXTILES & APPAREL

Kenya's textile and apparel manufacturers, many operating in Export Processing Zones (EPZs), produce knitted and woven garments, uniforms, workwear, and home and medical textiles, as well as yarn, for international brands and institutional buyers.

PRODUCT RANGE



01 Apparel (wovens and knits)

02 Woven and knitted made-up items

03 Men's wear

04 Denim

05 Women's wear

06 Children's wear

07 Uniforms, including workwear and medical

08 Cardigans, pullovers and fleece products

09 Upholstery, bedding, hospital linen, towels and medical textiles

10 Yarn (cotton, acrylic, polycotton)



1.4 CHEMICALS & ALLIED PRODUCTS

Cosmetics, personal and home care products, essential oils, soaps and detergents, paints, resins and crop-protection products for household, industrial and agricultural use.

PRODUCT RANGE



01 Cosmetics, lotions, personal care and home care products

02 Essential oils

03 Personal care and sanitary products, including soaps, detergents and sanitisation products

04 Waxes, gums, resins and dyes

05 Paints and resins

06 Insecticides and fungicides



1.5 TIMBER, WOOD & FURNITURE

Furniture for homes, offices, hospitals and hotels, as well as boards, toys and games, and handicrafts that showcase Kenyan design and craftsmanship, including products from the Maasai Market.

PRODUCT RANGE



- 01 Furniture (home, office, hospital and hospitality)
- 02 Boards
- 03 Toys and games
- 04 Handicrafts, wood carvings and artisanal products



1.6 STEEL & ALLIED PRODUCTS

Hot- and cold-rolled steel, wire products, structural steel fabrication and aluminium products, from cookware and utensils to cans, for construction, manufacturing and consumer markets.

KEY PRODUCTS

01



Rolled products
Hot- and cold-rolled

02



Reinforcement bars

03



Engineering and Fabrication

PRODUCT RANGE

- Smelted and hot-rolled products
- Steel fabrication
- Aluminium cans
- Cold-rolled and allied products
- Aluminium fabrication and products
- Tiles
- Wire products
- Cookware and pots



I.7 PLASTICS & RUBBER

Plastic pallets, crates and packaging, plastic films, household and everyday-use articles, water bottles and recycled plastic flakes that support circular-economy supply chains.

PRODUCT RANGE



- 01 Plastic packaging, including plastic films
- 02 Articles of plastic (household items, furniture and everyday-use products)
- 03 Recycled plastic flakes



I.8 PHARMACEUTICALS & MEDICAL EQUIPMENT

Kenya is home to several WHO-accredited pharmaceutical manufacturing plants producing human and animal health medicines, alongside a growing range of medical equipment and consumables.

KEY PRODUCTS



Human pharmaceuticals



Animal health drugs
Supplied through agrovets outlets



Medical equipment
Diagnostic devices and kits



Medical consumables
Masks, tubes, swabs

PRODUCT RANGE

- Human pharmaceuticals
- Animal health drugs
- Medical consumables (tubes, infusion sets, linen, uniforms, syringes and bags)



I.9 AUTOMOTIVE

Kenya assembles passenger and commercial vehicles, including European brands, motorcycles, bus bodies and trailers. It also has a growing e-mobility industry, boat building and parts makers supplying filters, wiring harnesses, leaf springs and seats.

PRODUCT RANGE



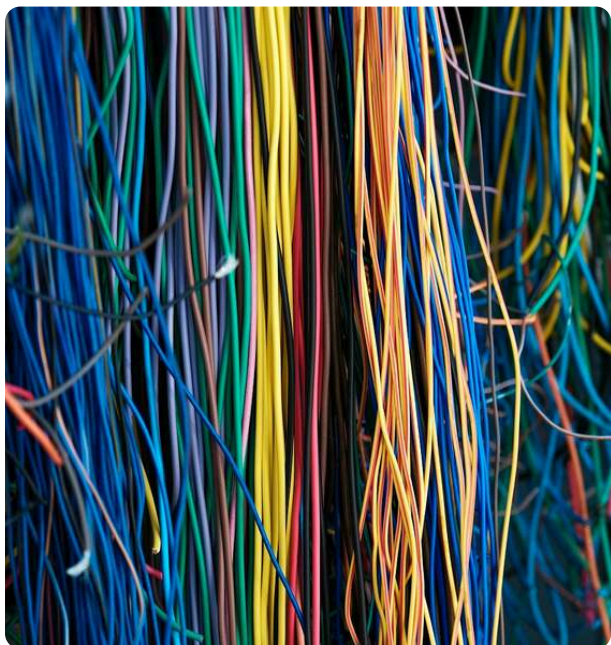
- 01 Vehicle lines (4-wheelers) and commercial vehicles
- 02 Vehicle parts (air and oil filters, wiring harnesses, leaf springs, vehicle seats)
- 03 Motorcycles, with well-developed assembly capacity
- 04 Bus bodies
- 05 Trailers
- 06 Boats
- 07 E-mobility (electric motorcycles, buses and vehicles)



I.10 ENERGY, ELECTRICAL & ELECTRONICS

Electric cables, electrical boards and circuits, automotive batteries, solar equipment, electronics and electricals, electronics assembly and lubricants.

PRODUCT RANGE



- 01 Electric cables
- 02 Lubricants
- 03 Electrical boards and circuits
- 04 Electronics assembly
- 05 Automotive batteries
- 06 Solar equipment
- 07 Electronics and electricals



I.11 BUILDING, MINING & CONSTRUCTION

Roofing materials, cement, ceramics and tiles, sanitary ware, windows, doors, paints and fillers, conduits, lighting and prefabricated buildings for residential, commercial and infrastructure projects.

PRODUCT RANGE



- | | |
|----|--|
| 01 | Roofing materials |
| 02 | Paints and fillers |
| 03 | Ceramics and tiles |
| 04 | Sanitary ware (toilet bowls and sinks) |
| 05 | Cement |
| 06 | Windows and doors |
| 07 | Conduits |
| 08 | Prefabricated buildings |



I.12 PAPER & PAPERBOARD

Hygiene and tissue products, stationery, publishing, labels and thermal rolls, printing papers and newsprint, corrugated and paper packaging, and aluminium foil.

PRODUCT RANGE



- | | |
|----|---|
| 01 | Hygiene products (tissues, towels and napkins, diapers and sanitary towels) |
| 02 | Stationery |
| 03 | Publishing |
| 04 | Various types of labels and thermal rolls |
| 05 | Printing papers, newsprint |
| 06 | Packaging materials, including corrugated boxes, bags, sacks |
| 07 | Aluminium foils |

02

FLOWERS

Kenya is one of the world's leading producers and exporters of cut flowers. More than 200 varieties of roses and summer flowers are grown for European buyers, and 40% of all flowers imported into the EU come from Kenya.



**FROM KENYAN FARMS
TO EUROPEAN HOMES.**



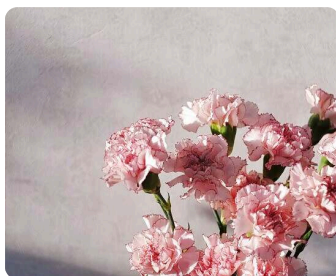
2.1 KEY EXPORT VARIETIES

Kenya grows a wide range of cut flowers for European buyers, from roses and carnations to gypsophila, chrysanthemums, gerbera, eryngium and other summer flowers for bouquets and arrangements.

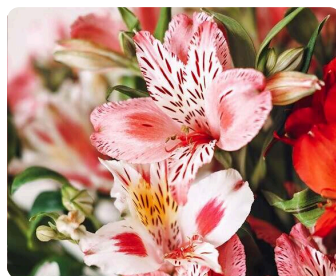


Roses

Wide range of colours



Carnations



Alstroemeria



Gypsophila



Chrysanthemums



Summer flowers

Gerbera, eryngium and more



Bouquets

Made up to order



Packed for export

Packaged at source



40%

of all flowers imported into the **European Union** come from Kenya.

VARIETIES

- More than 200 varieties, comprising both roses and summer flowers
- Bouquets and mixed arrangements for retail and wholesale buyers
- Packaged at source
- Fresh-cut flowers flown daily to European markets
- Grown in compliance with the KFC Flowers and Ornamentals Sustainability Standard (FOSS)

PRODUCERS



**Visit Kenya Flower Council
catalogue of producers**

Scan the QR code to see KFC growers and producers and their products.
www.kenyaflowercouncil.org ·
kfc@kenyaflowercouncil.org
 +254 110 098 196

03

FRESH PRODUCE

Grown across diverse agro-ecological zones, Kenya's fresh fruits, vegetables, herbs, spices and nuts are produced to international standards, including GLOBALG.A.P. and KEPHIS phytosanitary certification, for European buyers.

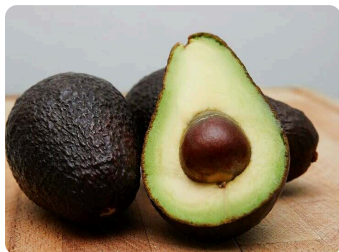


**FROM KENYAN FARMS
TO EUROPEAN TABLES.**



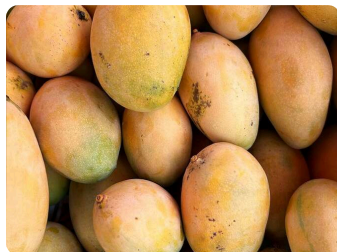
3.1 FRUITS, NUTS & OIL CROPS

Kenya produces a wide range of fresh fruits, nuts and oil crops for the European market, with known varieties and value-added options such as avocado oil, purée and dried fruit.



Avocado

Hass, Fuerte, Pinkerton, Jumbo



Mangoes

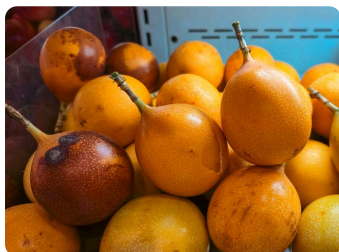
Apple, Kent, Tommy



Pineapples



Oranges



Passion fruit



Watermelon



Bananas



Blueberries

Jupiter, Sekoya Beauty, Sekoya Pop, Bianca Blue, Atlas Blue, Azra

AVOCADO VALUE-ADDED PRODUCTS

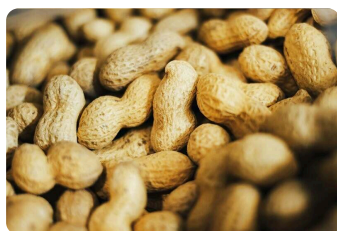
- Avocado oil (crude and refined)
- Seedlings
- Frozen avocados
- Kernels
- Avocado purée

NUTS AND OIL CROPS



Macadamia & mixed nuts

Macadamia nuts and oil

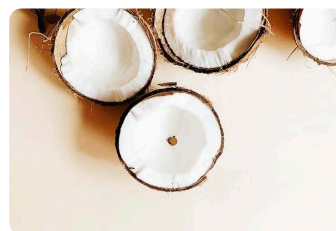


Peanuts

Groundnuts



Cashew nuts



Coconut

Coconut and coconut oil

ALSO AVAILABLE

- Canola

VALUE ADDITION

01

Fruit drying

02

Canning

03

Juices

04

Oil extraction

Existing fresh produce processing capacity in globally compliant facilities.



3.2 VEGETABLES, HERBS & SPICES

From French beans and snow peas to baby vegetables, Asian vegetables and fresh herbs, Kenyan growers supply European retailers and wholesalers all year round.



French beans

Samantha, Boston, Serengeti



Snow peas



Carrots



Capsicum



Chilli peppers



Okra



Tenderstem broccoli



Fresh herbs

OTHER VEGETABLES

- | | | |
|-----------------------|-----------------|------------------|
| • Fine beans | • Mangetout | • Sugar snaps |
| • Tenderstem broccoli | • Garden peas | • Baby corn |
| • Baby courgette | • Baby beetroot | • Baby leeks |
| • Patty pans | • Okra | • Chilli peppers |
| • Eggplant | • Karela | • Dudhi |
| • Turia | • Valor | |

HERBS AND SPICES

- | | | |
|------------|-------------|------------|
| • Rosemary | • Coriander | • Dill |
| • Mint | • Parsley | • Chives |
| • Basil | • Oregano | • Tarragon |
| • Chervil | • Sage | |

3.3 MARKET ASSURANCE & COMPLIANCE

Kenyan fresh products exported comply with a range of quality, safety and sustainability requirements, including:

- Flowers and ornamentals exported from Kenya comply with the KFC Flowers and Ornamentals Sustainability Standard (FOSS), within the scope of environmental stewardship, social accountability, governance and Good Agricultural Practice (GAP)
- Hot water treatment (especially for mangoes destined for the EU) and phytosanitary certification
- Fruit and vegetables undergo Good Agricultural Practices (GAP) audits
- Carbon footprint reporting
- KS 1758 Kenya Standard for the horticulture industry
- The Horticultural Crops Directorate (HCD) traceability mechanism



On request, Kenyan exporters share copies of their phytosanitary certificates, GAP audit reports, FOSS and KS 1758 compliance certificates with European buyers.

04

FISH & FISHERY PRODUCTS

Kenya's marine and inland waters supply a wide range of fish and fishery products, from fresh, chilled, frozen and dried fish to crustaceans and molluscs, as well as live marine ornamental fish and aquatic invertebrates.





4.1 FISH & FISHERY PRODUCT EXPORTS

Kenya exports fish and fishery products from the Indian Ocean and its inland lakes, alongside a specialist trade in marine aquarium fish and invertebrates.



Dried fish

Alestes, Labeo and Tilapia



Fish fillets

Packed for export



Fish, fresh or chilled



Fish, frozen

Packed fillets and portions



Crustaceans



Other crustaceans

Packed for export



Flours, meals & pellets

Of fish



Whole fish

Packed on ice

- Molluscs

- Aquatic invertebrates

- Live fish: ornamental fish (marine)

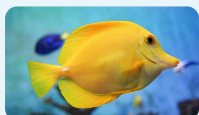
ALSO AVAILABLE

- Live fish: other

- Caviar

- Frozen fishery products (fillets, crustaceans and molluscs)

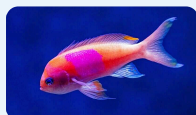
4.2 AQUARIUM FISH



Zebrasoma spp.



Paracanthurus spp.



Anthias squamipinnis

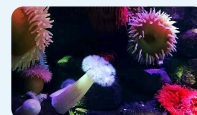
- Live ornamental freshwater fish
- Chromis spp.
- Acanthurus spp.
- Pomacanthus spp.
- Ecenius spp.
- Paracheilinus spp.
- Labroides spp.

- Zebrasoma spp.
- Paracanthurus spp.
- Anthias squamipinnis
- Pseudanthias spp.
- Centropyge spp.
- Nemateleotris spp.
- Halichoeres sp.

4.3 AQUARIUM INVERTEBRATES



Lysmata spp.



Heteractis magnifica



Tridacna maxima

- Lysmata spp.
- Cerithium spp.
- Heteractis magnifica
- Calcinus laevimanus
- Tectus pyramis
- Dolabella spp.
- Trochus spp.
- Clibanarius spp.
- Thor spp.
- Cypraea monet

- Nerita polita
- Hippolysmata grabhami
- Hymenocera spp.
- Calibanarius africanus
- Lunella coronata
- Sarcophyton spp.
- Tridacna maxima
- Lybia tessellata
- Stenopus spp.

FROM KENYAN WATERS TO EUROPEAN TABLES

MARINE & INLAND

Indian Ocean coast, Lake Victoria and other inland waters.

FRESH TO FROZEN

Whole, filleted, chilled, frozen and dried products.

ORNAMENTAL TRADE

Live marine aquarium fish and invertebrates.

Find fish exporters through the partner directory, pages 18–20.

05

SERVICES

Kenya is a regional hub for professional, digital, financial, logistics and tourism services. Kenyan service providers offer European partners skilled talent, competitive costs and a convenient time zone.



**KENYAN SERVICES.
GLOBAL REACH.**

5.1	Education services
5.2	Health & medical services
5.3	Legal & accounting services
5.4	Architectural, engineering & urban planning
5.5	Services incidental to agriculture, fisheries & manufacturing
5.6	Information technology (IT) & computer services
5.7	Telecommunications services
5.8	Audiovisual services
5.9	Maritime, aviation & auxiliary transport
5.10	Retail & wholesale distribution
5.11	Hotel, restaurant & tour operator services
5.12	Banking & wealth management
5.13	Insurance & pension services
5.14	Environmental & renewable energy services
5.15	Data centres



16

The Next Chapter of Trade Starts Here

Let's turn discovery into opportunity.

Every lasting business relationship begins with a connection. We hope this catalogue has introduced you to new possibilities, sparked ideas and brought you closer to the Kenyan businesses behind the products and services you are looking for.



STEP 01

Discover

Browse Kenyan products and services across manufacturing, flowers, fresh produce, fish and services.



STEP 02

Connect

Use the association directory on pages 18–20 to identify relevant industry contacts and make enquiries.



STEP 03

Partner

Begin conversations with potential partners and grow them into meaningful business relationships.

Kenya and the European Union look to the future with a shared ambition to deepen economic cooperation, unlock new opportunities and foster sustainable prosperity for generations to come.



KENYA

EUROPEAN UNION



Business Membership Organisations

Please reach out to the following associations to be connected with credible suppliers of products and services.



 www.asnet.or.ke
 +254 112 386 224
 info@asnet.or.ke / gm@asnet.or.ke

Agriculture Sector Network (ASNET)

The Agriculture Sector Network (ASNET) was founded in 2020 by KEPSA, KNCCI, KAM, the SDG Partnership Platform at the United Nations, Elgon Kenya Limited and other stakeholders. ASNET's key role is to coordinate agriculture sector actors in Kenya, through various mechanisms, to engage in policy advocacy and value chain development that promote increased productivity and competitiveness, and attract investment into the agriculture sector.



AVOCADO SOCIETY
 OF KENYA
 growing. lives. together

 www.kenyaavocados.co.ke
 +254 722 406 941
 info@kenyaavocados.co.ke

Avocado Society of Kenya (ASOK)

The Avocado Society of Kenya (ASOK) is a membership association bringing together growers, exporters and players across the avocado value chain. It works to improve production efficiency and promote well-organised marketing systems that support the long-term growth and profitability of Kenya's avocado industry. The Society empowers farmers, exporters, processors and other stakeholders through innovation, collaboration and sustainable growth, and sees a very promising future for avocado growing, exporting and value addition in Kenya. Its strength is anchored in delivering quality that gives consumers the best avocado eating experience.



Fresh Produce
 Consortium
 of Kenya

 www.fpckkenya.co.ke
 +254 722 408 210
 info@fpckkenya.co.ke / ceo@fpckkenya.co.ke

Fresh Produce Consortium of Kenya (FPCK)

Founded in 2013, the Fresh Produce Consortium of Kenya (FPC Kenya) is the national association representing stakeholders across the fresh produce industry, from growers and exporters to logistics and service providers. The Consortium works to strengthen Kenya's horticulture sector through policy advocacy, capacity building, compliance support and coordinated industry partnerships that promote efficiency, quality and sustainable growth.



 www.fpeak.org
 +254 713 516 555
 info@fpeak.org

Fresh Produce Exporters Association of Kenya (FPEAK)

The Fresh Produce Exporters Association of Kenya (FPEAK) is Kenya's premier trade association representing growers, exporters and service providers in the horticulture industry. Formed in 1975, when export horticulture was in its infancy, the Association has grown to become Kenya's foremost sectoral trade association. Its members are involved in growing and/or exporting fresh-cut flowers, fruits and vegetables. FPEAK provides a focal and coordination point for the horticulture export industry.

Business Membership Organisations



 www.kam.co.ke
 +254 722 201 368
 info@kam.co.ke

Kenya Association of Manufacturers (KAM)

The Kenya Association of Manufacturers (KAM) is a Business Membership Organisation (BMO) established in 1959 to unite industrialists and offer a common voice for the manufacturing sector. KAM provides an essential link for dialogue and understanding with the Government by representing the views and concerns of its members to the relevant authorities. The Association promotes trade and investment, upholds standards, and encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.



 www.kenyaflowercouncil.org
 +254 110 098 196
 kfc@kenyaflowercouncil.org

Kenya Flower Council (KFC)

Since 1996, the Kenya Flower Council (KFC) has been the leading voice of Kenya's floriculture industry, driving a resilient, competitive and sustainable sector that creates economic opportunity, uplifts communities and protects the environment. Through advocacy, compliance premised on the KFC Flowers and Ornamentals Sustainability Standard (FOSS) within the scope of environmental stewardship, social accountability, governance and Good Agricultural Practice (GAP), innovation and market access, KFC empowers its members to meet the highest global expectations, while reinforcing Kenya's position as the premier source of sustainably produced flowers and a global benchmark for responsible floriculture.



 www.kenyachamber.or.ke
 +254 20 392 7000
 info@kenyachamber.or.ke

Kenya National Chamber of Commerce and Industry (KNCCI)

The Kenya National Chamber of Commerce and Industry (KNCCI) is a membership-based Trade Support Institution (TSI) working to protect the commercial and industrial interests of the Kenyan business community.



 www.kepsa.or.ke
 +254 20 340 949 / +254 720 340 949
 info@kepsa.or.ke

Kenya Private Sector Alliance (KEPSA)

The Kenya Private Sector Alliance (KEPSA) is the apex body of the private sector in Kenya. KEPSA brings together local and foreign business associations, federations, chambers of commerce, professional bodies that are sectoral umbrella bodies, and individual business membership organisations.

Ministries, Departments & Agencies



Ministry of Investments, Trade and Industry
State Department for Trade

www.trade.go.ke
+254 20 224 2829
ps.trade@trade.go.ke
Teleposta Towers, 18th Floor,
Kenya Avenue, Nairobi (P.O. Box
30430-00100)

State Department for Trade (SDT)

The State Department for Trade, under the Ministry of Investments, Trade and Industry, is responsible for trade policy, export development and promotion, the promotion of e-commerce, and trade negotiations and advisory services. It champions Kenya's integration in regional and continental trade arrangements such as COMESA, the African Continental Free Trade Area (AfCFTA) and Economic Partnership Agreements, including the Kenya–EU EPA, and liaises with the World Trade Organization (WTO) and UNCTAD. The Department also protects local producers against unfair trade practices, coordinates the fight against illicit trade and counterfeits, and promotes fair trade and consumer protection.



Ministry of Foreign and Diaspora Affairs
State Department for Foreign Affairs

www.mfa.go.ke
+254 20 222 7436
Old Treasury Building, Harambee
Avenue, Nairobi (P.O. Box 30551-
00100)

State Department for Foreign Affairs

The Ministry of Foreign and Diaspora Affairs advises on, implements and coordinates Kenya's foreign policy. It manages Kenya's network of embassies, high commissions and consulates abroad, as well as diaspora affairs, and oversees joint commissions with other countries, Kenya's engagement with regional and international organisations, treaties, protocol and consular services. Through its missions abroad, including the Embassy of Kenya in Brussels accredited to the European Union, the Ministry supports Kenyan exporters to access markets and connect with buyers.



KENYA EXPORT
PROMOTION & BRANDING
AGENCY

www.makeitkenya.go.ke
+254 20 222 8539 / +254 20 221 8013
chiefexe@brand.ke
Anniversary Towers, 1st and 16th
Floors, University Way, Nairobi (P.O.
Box 40247-00100)

Kenya Export Promotion and Branding Agency (KEPROBA)

The Kenya Export Promotion and Branding Agency (KEPROBA) is the national agency responsible for promoting Kenya's exports and managing the country's nation brand under the "Make It Kenya" banner. Formed in 2019 through the merger of the Export Promotion Council and Brand Kenya Board, it strengthens the export capacity and competitiveness of Kenyan enterprises, especially SMEs, through trade information, export market development, product development and adaptation, and exporter training. It also connects Kenyan exporters with international buyers through trade missions, buyer–seller meetings and trade fairs.



www.kephis.go.ke
+254 709 891 000 / +254 20 661 8000
director@kephis.org /
kephisinfo@kephis.org
Oloolua Ridge, Karen, Nairobi (P.O.
Box 49592-00100)

Kenya Plant Health Inspectorate Service (KEPHIS)

The Kenya Plant Health Inspectorate Service (KEPHIS) is the government regulatory agency that assures the quality of agricultural inputs and produce, to prevent harm to the economy, the environment and human health. Established in 1996 and now governed by the KEPHIS Act, 2012, it implements the Plant Protection Act and the Seeds and Plant Varieties Act. For exporters, KEPHIS carries out phytosanitary inspection and certification of plants and plant products, including flowers, fruits and vegetables, to ensure that they meet the plant health requirements of importing markets such as the EU.



KENYA REVENUE
AUTHORITY

www.kra.go.ke
+254 20 4 999 999 / +254 711 099 999
callcentre@kra.go.ke
Times Tower, Haile Selassie Avenue,
Nairobi (P.O. Box 48240-00100)

Kenya Revenue Authority (KRA)

The Kenya Revenue Authority (KRA), established under the Kenya Revenue Authority Act in 1995, is responsible for assessing, collecting and accounting for government revenue. Through its Customs and Border Control Department, KRA facilitates legitimate international trade by clearing imports and exports and administering customs procedures. It also issues certificates of origin, which allow Kenyan exports to benefit from preferential market access under trade agreements, including the Kenya–EU EPA.



KENYA – EU

EXPORT CATALOGUE 2026

Discover what you can source from Kenya