Policy briefs on implementation of Kenya-European Union (EU) Economic Partnership Agreement (EPA)

1. Introduction and background

The Kenya and the European Union (EU) Economic Partnership is anchored on the East African Community (EAC) and the European Union (EU) Economic Partnership Agreement (EPA) that was concluded in 2014. Only a few adjustments were introduced in the Kenya-EU EPA to provide for the implementation of the EAC-EU EPA by an individual EAC Partner State.

The application of the regional EAC-EU EPA did not actualise because only Kenya and Rwanda signed the agreement but not the other Partner States. The bilateral implementation of Kenya EU EPA is based on a decision of the EAC Heads of State made in February 2021 which allowed individual Partner States which were ready to implement the Economic Partnership Agreement with the EU to proceed. On 18th February 2022, Kenya and the European Union issued a joint declaration to negotiate a Kenya-EU-EPA that is open to the EAC region. The negotiations were concluded on 19th June 2023, and the Kenya-EU- EPA came into force on 1st July 2024.

In the absence of Kenya-EU EPA, Kenya would have been excluded from the preferential market access on all her exports to the EU because the country is classified as a developing country while the other EAC Partner States are classified as Least Developing Countries (LDCs). The implication is that the other EAC Partner States would have continued benefiting from the Everything-But-Arms (EBA) preferential tariffs provided on exports from African Caribbean and Pacific (ACP)- least developing countries (LDCs) to the EU, while Kenya would have been required to trade with the EU under the Standard General System of Preference (GSP) scheme. This scheme allows for partial or full removal of customs duties on two-thirds of tariff lines on goods originating from developing countries and LDCs into the EU. Kenya would not have been able to export all her products under this arrangement. The EU GSP is seen as unpredictable and is subject to withdrawal without notice which is not good for long term planning by businesses.

The Kenya-EU-EPA is also informed by Kenya's national economic interest. The EU has 27 Member States and is the largest economy in the world with a Gross Domestic Product (GDP) per capita of Euros- € 25,000 for its 440 million consumers. The EU is Kenya's second-largest trading partner. Total trade between the EU and Kenya reached €3 billion in 2023. The EU is Kenya's biggest export destination, having absorbed 13.6% of Kenya's total exports in 2023. The EU's imports from Kenya amounted to €1.2 billion mainly vegetables, fruits, and flowers while EU's exports to Kenya amounted to €1.7 billion -mainly in mineral and chemical products and in machinery.

The main purpose of this brief is to breakdown the Kenya-EU EPA by highlighting the key provisions and to guide local industries in understanding market access and regulatory requirements to access the EU market. The brief goes further in explaining the application of Access2 Market portal so as to facilitate and guide firms/exporters to obtain the required information and documentation in order to transact export and import business with the EU companies, and to take advantage of the EU market opportunities and benefits provided under Kenya-EU EPA trading arrangement.

2. Structure of the Kenya-EU Economic Partnership Agreement

The main scope of the Agreement entails: Trade in Goods; Fisheries; Agriculture; Economic and Development Cooperation; Institutional Provisions and Dispute Avoidance and Settlement. The Agreement constitutes of 147 Articles organized in 9 Parts and 6 Annexes. These are:

Part 1 -General Provisions (Scope, Objectives and rendezvous Clauses- (provisions for future negotiations).

Part 2 - Trade in Goods with 6 titles namely:

- Customs Duties and Free Movement of Goods
- Non-Tariff Measures (no quantitative restrictions on imports or exports).
- Customs Cooperation and Trade Facilitation.
- Sanitary and Phytosanitary Measures (SPS) – Principles, Consultation and Cooperation
- Standards, Technical Regulations (TBT) and Conformity and Assessment Cooperation.
- Trade Defense Measures.

Part 3 – Fisheries.

Part 4 – Agriculture.

Part 5 –Economic and Development Cooperation on (infrastructure, agriculture and livestock, private sector development, fisheries, water and environment, market access issues (SPS and TBT) and customs and trade facilitation, and mobilization of resources).

Part 6- Institutional Provisions e.g. an EPA Council of Ministers, a Committee of Senior Officials, Consultative Committee, other institutions and Special Committees as may be established.

Part 7 –Dispute Avoidance and Settlement.

Part 8 – General Exceptions.

Part 9 - General and Final provisions.

The following Annexes and Protocols and Joint Statements are an integral part of this Agreement

Annex I - Customs duties on products originating in the EAC Partner State(s)

Annex II - Customs duties on products originating in the EU

Annex III(a) - EAC EPA Development Matrix

Annex III(b) -Development Benchmarks, Targets and Indicators

Annex IV - Joint Declaration regarding countries which have established a Customs Union with the European Union.
Annex V -Trade and Sustainable Development
Annex VI -Joint Declaration of the Parties on the Economic and Development Cooperation in this Agreement
Protocol I- On mutual administrative assistance in customs matters
Joint Statement 1 - on Rules of Origin
Joint Statement 2 - on Trade and Sustainable Development.

The key elements of the Kenya- EU EPA can be summarized as follows:

i. Market Access: The EPA provides duty free and quota free access to the EU market on all Kenyan exports of goods except arms. This commitment is permanent and legally binding. The EU applies Market Access Regulation (EU) 2016/1076 for Kenyan originating goods pending the negotiations and conclusion of a new protocol on rules of origin within 5 years of the implementation of Kenya-EU EPA.
ii. Economic and Development Cooperation: There are various articles in the text which define the various aspects of Economic and Development Cooperation covering fisheries, agriculture, development cooperation, infrastructure, private sector development, water and environment, sanitary and phytosanitary measures (SPS), technical barriers to trade (TBT), and customs and trade facilitation aimed at building Kenya's capacity to export.
iii. Agriculture Chapter: The chapter is geared towards sustainable agricultural development, including food and nutrition security. rural development, and sustainable use and management of natural and cultural resources.
iv. Trade Defense Measures: There are trade remedies provisions for invoking safeguards both bilateral and multilateral, anti- dumping and countervailing measures in accordance with the relevant WTO agreements.
v. Dispute Resolution: The EPA sets out a mechanism to promote amicable dispute settlements and to prevent escalation of disputes.
vi. Infant Industry Clause: The agreement allows Kenya to protect infant industries likely to be negatively affected by zero rated EU products for a maximum of 15 years.
vii. Mandatory 5-year Review Clause: The agreement provides for a comprehensive mandatory review of the entire agreement every 5 years.
viii. Rules of Origin: The agreement applies Market Access Regulation (EU)2016/1076 that provides for duty free and quota free for Kenya's originating products to the EU market. A new Protocol on rules of origin is expected to be negotiated within the first 5 years of the implementation of EPA.

ix. Trade and Sustainable Development: The Kenya-EU EPA has a new Chapter on trade and sustainable development (TSD). There are provisions on labour standards, climate change and biodiversity and gender equality.

3. **The Kenya-EU EPA Tariff Liberalization Commitment.**

With the Kenya-EU EPA already in force, Kenya is committed to liberalise the equivalent of 82.6% of imports from the EU by value over a transitional period of twenty-five (25) years. In the current EAC Common External Tariff, more than half of these imports are imported duty free or at zero CET rate, not only from the EU, but also from the rest of the world. The agreement provides for a seven (7) years moratorium or policy space for Kenya to commence her liberalization commitment from the date of coming into force of the agreement based on EAC CET 2017 Version. Kenya has an exclusion list of products considered sensitive which will not be opened to EU, mainly for the purpose of protection of agriculture, food security and rural development. The excluded products will be subjected to EAC CET duty rates.

The EU on her part has liberalized 100 percent of her market to Kenyan exports (except arms). All Kenyan originating exports will therefore enter the EU market duty and quota free. The Kenya- EU EPA liberalisation schedule will be implemented in three (3) phases:

- The first phase of liberalization constitutes 65.4 per of trade liberalization on EU imports upon the entry into force of the EPA. This is planned to take 5 years after the 7-year moratorium i.e. from 7th to 12th year. Most of the products under phase 1 are already zero rated in the current EAC CET and no change is expected. These are mainly capital goods and raw materials.
- The second phase will have Kenya liberalize 14.6 percent for the EU over a period of 8 years. The liberalization will commence in the 7th to 15th year. The products for the second phase are intermediate inputs which attract 10 per cent duty.
- The third phase will have Kenya liberalise a further of 2.6 per cent of her imports from EU. This will take 13 years and will commence from 12th to 25th year. In this phase, there are finished products, whose availability at lower cost is deemed to have a positive effect on consumer welfare, and not to have a potential negative impact on the Kenyan economy.

Kenya has excluded 17.4 per cent of her trade from tariff liberalization. These products will not be opened to imports from the EU. These are mainly agricultural products, wines and spirits, chemicals, plastics, wood-based paper, textiles and clothing, footwear, ceramic products, glassware, articles of base metal, vehicles and other products of strategic importance to the economy. These products were identified based on their contributions to rural development, employment, livelihood sustainability, promotion of food security, and fostering infant industries among others. All products subsidized by the EU are included in the list. The excluded products will be subject to the EAC CET rates when imported from EU by Kenya. Kenya's tariff liberalisation schedule to the EU and the exclusion list can be availed upon request to KAM Trade and Policy Manager.

4. **Kenya-EU EPA Rules of Origin and Market Access Regulation (EU) - 2016/1076**.

Kenya and the European Union are expected to negotiate and agree on the Protocol on rules of origin. The Parties in their Joint Statement on the rules of origin agreed that the protocol on the EAC-EU EPA rules of origin will be the basis for negotiation on the future Protocol of Kenya-EU EPA rules of origin. The EPA Council shall adopt a protocol governing the rules of origin at the latest 5 years after entry into force of the agreement.

In the absence of a protocol on the rules of origin, the applicable rules of origin for Kenyan products imported into the EU are those contained in Annex II of the Market Access Regulation (EU) 2016/1076 which was adopted by European Parliament and the Council on 8th June,2016. The Regulation applies to certain African, Caribbean and Pacific countries where there is no Protocol on rules of origin. The rules of origin in Annex II are the applicable law of the importing country and are product specific rules of origin.

Annex II of the Market Access Regulations has seven (7) Titles and 38 Articles. The titles may be summarized as follows:

Title I- Definitions – Manufacturing, material, product, good, custom value, assembling, value of materials, chapters and headings among others.

Title II- Definition of the concept of originating products. There are articles on general requirements; wholly obtained products, sufficiently worked or processed products, insufficient working or processing operations, cumulation of origin, unit of qualification, spare tools, sets and neutral elements. These have been defined in line with the best practice on preferential rules of origin.

Title III – Territorial requirements with articles principles of territoriality – i.e. conditions and exceptions of acquiring originating status.

Title IV - Proof of origin with articles on general requirements and movement of certificate EUR 1 and procedures for the issue of a movement certificate.

Title V – Arrangement for Administrative Cooperation – with articles on Mutual assistance, verification of proof of origin, verification of suppliers' declaration, penalties, free zones among others.

Title VI – Ceuta & and Melilla – Special conditions - for treatment of products from the term "Union" mentioned in the text. This does not cover products from Ceuta and Melilla.

Title VII Final Provisions – Appendices to the Annex II.

For exports to the EU, it is critical to cross check the product's harmonized coding system (HS) against what is provided in Appendix 2 and in Appendix 2A, where for some products, alternative rule of origin may apply. Appendix 2 contains the list of working or processing required to be carried out on non-originating materials for the product manufactured to acquire originating status.

It is important to note that, the Common Provisions under Appendix 2A of the Regulation sets out alternative rule that may also apply instead of the rules set out in Appendix 2 of Annex II. In Appendix 2A, one will find some chapters marked with an ex, meaning that, such Chapters have exceptions to the rule while others have headings without an ex. You may download the Market Access Regulation (EU) 2016/1076 with its Annex II via: https://eur-lex.europa.eu/eli/reg/2016/1076/oj/eng

5. **National standardization requirements by Kenya Bureau of Standards (KEBS) and Kenya Plant Health Inspectorate Service (KEPHIS).**

The key objectives of the Kenya Bureau of Standards are to facilitate the preparation of standards relating to products, measurements, materials, processes, and their promotion at national, regional and international levels. certification of industrial products; assistance in the production of quality goods, improvement of measurement accuracy and circulation of information relating to standards.

Conformity Assessment is the foundation of market access. It covers standardization- compliance of standards; metrology-calibration of measuring equipment to enhance accuracy in process/ product monitoring.; inspectorate; testing; product certification- at country of source in case mutual recognition of Marks or memorandum of understanding (MOU); import inspection-at the destination market/country; and market surveillance- evaluates products in the market.

To meet KEBS requirement, a product must comply with relevant Kenyan standards, undergo testing and evaluation by KEBS and obtain a Standardization Mark Permit, which allows them to affix the KEBS Standard Mark(S-Mark) on their products, signifying compliance with KEBS quality standards. This often includes submitting necessary documentation like business licenses, product specifications, and test reports, and may involve factory inspection to verify production process meet the standards.
The S-Mark is mandatory for certain products to be sold in Kenya such as food, electrical goods, chemicals, construction materials, textiles and medical equipment which signifies that the product meets the required standards set by KEBS.

There are different levels of standards based on voluntary sector recognitions, interest and markets. These are:

- Kenya standards – These are the national standards- www.kebs.org

- East African Standards – Harmonized standards for the EAC 7 Partner States-https://www.eac.int
- Regional standards – COMESA, SADC, ECOWAS and ARSO Standards.
- African Standards/ African Electrotechnical Standardization Commission (AFSEC) – African Regional Organization for Standards (ARSO) - https://www.arso-oran.org/
- International Standards – ISO Standards and Codex Standards.

The KEPHIS mandate is to administrate and enforce sanitary and phytosanitary measures; regulate matters relating to plant protection, seeds and plant varieties; establish service laboratories to monitor the quality and levels of toxic residues in agro inputs, irrigation water, plants, soils and produce at the ports of entry and exit.

The organization offers the following services:

- Integrated export/import certification system (IECS) – This is automated to issue the phytosanitary certificate and e-phytos for exports which are transmitted to the receiving party via a secure transportation protocol.
- Seed certification and plant variety protection management system (SC& PVP management system) – aimed at reducing time and transaction cost by providing online payment option for the seed industry and plant breeders.
- Pest information management system (PIMS)- a web-based data base system containing information to help effectively report and manage pests.
- Provides quick link phytosanitary services, seed import, biological requirements, import certification system and laboratory services.

The KEPHIS import/export requirements are mainly:

- Plant Import Permit (PIP).
- Phytosanitary Certificate.
- Declaration at point of entry.
- Packaging and labeling.

To export or import plants, plant products, or regulated articles from Kenya, one must obtain a plant import permit (PIP) from KEPHIS before shipment and ensure that the consignment is accompanied by a phytosanitary certificate issued by the exporting country's relevant authority, verifying the plant material meets Kenya's phytosanitary requirements. Any import without proper documentation may be denied entry and could be destroyed or re-shipped at the owner's cost.

KEPHIS is therefore, expected to play a critical role in the implementation of the Kenya- EU EPA especially for the agriculture chapter the objectives of which are to have a sustainable and competitive agriculture sector that stimulates rural development through competitive agriculture activities, that add value, increase productivity through modern and sustainable agricultural technologies and contribute to gainful employment.

6. **Trade and Sustainable Development**

The Kenya-EU Economic Partnership Agreement has a dedicated Trade and Sustainable Development (TSD). This chapter in line with the European Union's new Trade Policy. The chapter entails:

- Binding and enforceable provisions on respect of workers' rights and promotion of decent work.
- Promotion of gender equality, and women empowerment.
- Commitment to implement the Paris Agreement on climate change and environment.
- Combating illegal wildlife trade, logging and fishing.
- Independent civil society representation (trade unions, business associations, NGOs) to advise on the implementation of the agreement.
- Review Clause to strengthen sustainability provisions, including stronger enforcement.
- Sustainability commitments supported by reinforced cooperation and development assistance.
- Dispute Settlement procedures on sustainability issues to ensure enforcement.

The Environmental, Social and Corporate Governance (ESG) has become a leading model of sustainable business development that is based on responsible attitude towards the environment, high social responsibility, and good governance. Until recently, profit was considered a key indicator of business success. Today, investors, regulators, suppliers, and customers are increasingly paying closer attention to how sustainable organizations' operations are.

While it is widely accepted that companies should lower their negative impact on environment through decreasing greenhouse emissions or limiting water and air pollution, the ESG framework takes a holistic view that sustainability extends beyond just environmental issues. Thus, the social pillar takes into consideration whether a company ensures fair labor practices, promotes diversity and inclusion in the workplace, and sources their resources ethically. At the same time, the governance pillar sees to how an organization is being managed, promoting transparency, accountability, shareholder rights, and board diversity. ESG has now emerged as the leading standard for non-financial reporting among large international companies worldwide. Investors see compliance with ESG standards not just as an ethical aspect but also as a demonstration of its resilience to potential risks and ability to ensure sustainable financial growth in the long term. Therefore, ESG has become a prerequisite for businesses that are interested in entering international markets or attracting foreign investment.

7. **Market Access requirements for the EU market.**

To enter the EU market, businesses must ensure their products meet safety, health, and environmental standards. They are also required to comply with relevant regulations and trade laws and potentially undergo conformity assessment procedures including obtaining CE marking where applicable. There are two types of requirements, mandatory and additional. Mandatory requirements may include legal and non-legal. Additional requirements are those that buyers may have such as quality, safety and certification.

Products imported in the EU market must meet requirements to protect human and animal health, the environment and consumers rights. Sometimes when traded, a product can be subject to different control measures, management of licenses for imports or other specific trade regime.

For an exporter to the EU, the following document would be required to be certified.

- Movement Certificate – EUR.1
- An invoice declaration given by the exporter on an invoice
- A delivery note or any other commercial document which describes the products concerned in sufficient details using the harmonized commodity description coding system (HS).
- Invoice declaration that can be made by an approved exporter
- For consignments whose total value does not exceed EUR 6,000, any exporter can issue invoice declaration.
- The EU certificate of origin is issued per consignment.

Whilst the requirements for 85% of the products are harmonized in the EU, there are also product specific rules that only apply at national level. One can find the specific EU harmonized rules and requirements for the product you want to export to the EU via "My Trade Assistant. This is a search engine developed to support trade of goods when trading involves an EU country and non-EU countries You can access it within the EU's Access2Markets homepage and navigate the "My Trade Assistant" section.

For information about the products rules and regulations for goods that only apply at national level, each EU country has established a "product contact It is important to note that one is only required to comply with the rules applicable in the country where you intend to place product in the market.

Under the Access2Markets window, you will find the EU product overview that covers:

- Trade regime and general products safety.
- Health and consumer protection for animal and plant product.
- Goods produced with conservation rules.
- Chemical products.
- Pharmaceutical and cosmetic products.
- Machinery and technical products.
- Labelling and packaging.
- Other certifications.

8. Access2Markets Portal

The Access2Markets is a web portal from the European Commission that helps companies find information about import conditions for the EU market and export conditions for over 130 non-EU countries, as well as intra-EU trade. It allows one to obtain information one needs to know about tariffs, taxes, product rules and requirements for all EU countries and third countries. You will find information on tariffs, applicable taxes, procedure formalities and requirements, rules of origin, export measures, statistics, trade barriers and other market information. You may also find information about the trade agreement and how to benefit from them. There are links for successful companies which have used Access2markets tool. The Portal is mainly to help businesses to import and export and it is considered as the "EU Gateway to trade information". The portal is user friendly and one can access the tool by searching on goggle: https://trade.ec.europa.ec.europa.eu/access-to-markets

If for example, you insert Kenya as country, or any other country where the product is coming from and on the window, you search the country which you want to export to. then you click search, you will find the results for the product. For example, if you insert HS 0804.40.00(Avocado) from Kenya to be exported to Italy, the results in the window will indicate information on:

- Applicable tariff
- Rules of origin self-assessment tool (ROSA)
- Origin documentation and verification
- Import requirements
- Trade flow statistics

For Kenya, for example, the results for HS 0804.40.00 will indicate a tariff preference of 0%. It will also indicate the EU law reference supporting the preference. For a country which is not a party to the Kenya-EU EPA, the results in the window will also indicate the tariff and the EU law governing the tariff e.g. unit price, e.g.344.55 EUROP/100 Kg, and the EU law governing the tariff. It will also indicate the tariff under the Generalized System of Preference (GSP), also referred to as General Arrangement in case the product is exported to EU under the GSP and confirm if the HS of the product is also traded with other countries under the GSP preference.

When you click the link, you will see a window "Trade Assistant" (Goods+ROSA) for the rules of origin and self-assessment tool which provides a link on how to use the form to export to EU with a disclaimer. One is required to insert a product name or the Harmonized Commodity Description Code referred as HS in Customs language and if you insert Kenya as country or any other country the product is coming from and on the same window, you will find the country to which you want to export to. When you click search, you will find the results for the product.

There are 5 documented steps towards exporting a product to the EU. These are:

Step 1: Find a market and a buyer.

- Use commerce chambers to get information about different markets and business partners.
- Use trade specific news providers or trade promotion agencies in your country or in your selected export market that cover market analysis and assessments of business opportunity.

Step 2: Check export conditions in the EU and import requirements in your target market.

- You can export directly to a buyer in your export market. This can be another company or consumer.
- Alternatively, especially for very small companies, often they can export indirectly and use e-commerce platforms.

Step 3: Prepare the sales and organize transport.

- Responsibility of the parties to an export/import transaction is laid down in the contractual agreement.
- Unless there are special reasons, the responsibility for transport, usability of marketing your product should be assumed by the buyer as the importer.

Step 4: Prepare the documents for exports clearance in the EU.

- The documents prepared for export partly also serve for import in the country of destination.
- Their preparation should take into account corresponding requirements and as the case may be, should be aligned with your buyer as importer.
- You must submit an electronic export declaration at your national customs authority.
- Each EU country has its own processing system.
- Export declaration provides the necessary information about goods themselves and transport. The information includes origin of goods; destination country; commodity HS codes; customs procedure codes and value of goods.

Step 5: Prepare the document for import customs clearance in the country of destination.

- When your goods reach the country of destination, the local import requirement and processes will apply to your exports.
- Use my Trade assistant in the portal to establish those requirements and to be in the position to align on them with your buyer
- Sometimes pre-arrival processing is possible meaning you can submit the relevant document prior to the goods arrival in the country you are exporting to.
- You have to agree with the buyer which documents need to be prepared by the exporter and which by the buyer who as the importer usually is in charge of customs clearance and customs duties, and other levies.
- The roles and responsibility of export and import are defined by the contractual agreement.

One will need to read more on the above steps before exporting/importing products under the EU trade regime. The above steps are provided in detail in the Access2 markets portal.

9. Opportunities for local industries in the EU Market.

The EU is Kenya's biggest export destination. It absorbed 13.6% of Kenya's total exports in 2023. Kenya exported goods to the EU valued at USD 1.4 billion (€1.2 billion) while the imports from the EU totaled USD 1.8 billion (€1.7 billion) in the same year.

During the recently concluded KAM and Business Associations regional EPA awareness forum, it was noted that the total trade between EU and Kenya reached € 3 billion in 2023. an increase of 16 percent compared to €2.52 billion recorded in 2018.

Kenya's exports to the EU comprises largely of agricultural commodities including live plants and cut flowers, coffee, tea and spices, edible fruits and nuts, edible vegetables, fish and crustaceans, oil seeds, animal and vegetable fats, toys, games and sports accessories, leather, handcraft, gum, resins and tannins and dye extracts, articles of wood, essential oils, apparels and clothing accessories among others.

Kenya's imports from EU are mainly capital equipment and inputs into productive sectors. These include machinery and mechanical appliances, pharmaceuticals, cereals, chemicals for pest control, electrical and electronic equipment, paper and paper board, fertilizers, motor vehicles, dairy and animal products, printed books, articles for printing industry, beverages, spirits among others

The following are some of the opportunities for local industries expected to benefit when the Kenya-EU-EPA is implemented.

i. Expanded Market Reach: Access to large and affluent consumer base in the EU, offering growth potential to Kenyan exporters.
ii. Increased Competitiveness: Duty free access and removal of quotas will enhance the competitiveness of Kenyan products in the EU market.
iii. Investment and Partnership Opportunities: EU investments in Kenya can create joint ventures and partnerships, opening new business avenues.
iv. Innovation and Quality Improvement: Exposure to EU standards and practices will drive innovation and improvements in Kenyan products and processes. In addition, programs under the EPA will provide Kenya businesses with the support needed to meet EU regulations and enhance export capabilities
v. The value chains related to horticulture (cut flowers), tea, coffee, edible fruits, nuts and spices will substantially grow under duty free, quota free market access. Other value chains indirectly related to other sectors such as automotive, parts and accessories, chemicals and green house building materials are expected to find new business opportunities.
vi. For the manufacturing sector, textiles and apparel sectors are expected to be the first beneficiaries due to increased export opportunities.

Conclusion

It is expected that this policy brief will go a long way in helping the local industries in understanding the important perspectives of the Kenya-EU-EPA and the market access requirements, and to understand how to navigate and explore the EU market. The main objective of the brief is to beef up additional information and guidelines to attract more companies to export to the EU market.

Kenya will require to diversify the products range to individual EU member States. It is possible for Kenya to increase her market share in the EU market to about 25% from the current 13.6% by 2030, if she puts in place a deliberate long term competitiveness enhancement program to prepare her to compete with over 70 countries across the world which have free trade agreements with the EU.

Kenya has no option but to become globally competitive The recently proposed National Implementation Strategy initiated by the State Department of Trade and supported by the EU with focus areas on sanitary and phyto-sanitary measures(SPS) measures, technical barriers to trade(TBT) measures, customs and trade facilitation measures, e-commerce, and sustainable trade development will go a long way in addressing Kenya's international competitiveness at the global level.