

Tradealert

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PROMOTION & BRANDING
AGENCY**

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KEPROBA leverages on technology to support exporters

Kenya Export Promotion and Branding Agency (KEPROBA) is hosting 10 women exporters who are exhibiting at the Virtual Macfrut Digital 2020 Trade Fair that kicks off today through to Thursday. This is part of the Agency's strategy of

leveraging on technology to push the exports agenda in the face of the global COVID 19 pandemic that has disrupted global trade.

Macfrut Trade Fair, which is in its 37th Edition, is expected to bring together global stakeholders including exporters, importers, technicians, experts and investors in value addition, showcasing current emerging business opportunities in the fruit and vegetable sectors. The fair was postponed from May 2020 due to the outbreak of COVID 19 but thanks to technology, it has kicked off today.

"COVID 19 has changed the way we live, interact and conduct business. Many organizations have had to re-strategize in order to survive through the new norm. As an Agency charged with promotion of Kenya exports in the global markets, we have had to re-look at our promotion models and take advantage of information technology to ensure that we deliver on our mandate. Export promotion is not just about exhibiting. It is also about offering A-Z support to exporters and linking them to markets, and this is exactly what we have done here," said the Agency's Chief Executive Officer Dr. Wilfred Marube.

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TFO Canada Sponsorship for Women-Owned SMEs to Virtual Trade

TFO Canada is offering sponsorship to women exporters (SMEs) who are interested to attend OWIT-Nairobi Virtual Trade Conference, September 24, 2020. The TFO Canada Women Exporter Fund (WEF) [..... read more.....](#)



Stakeholder Engagement Webinar

The County engagement forum that was Sector focused, will be rolled out as a webinar due to the COVID -19 situation in the Country. This stakeholder engagement forum is expected to align our Agency objectives to the stakeholders and enhance our relationship with the different clients in the Export and [..... register here.....](#)

