



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

Export Procedures for Commercial Crafts/Handicrafts

1. Legal Documentation:

a) Register a company name and obtain Certificate of Incorporation/Certificate of Registration from the Registrar of Companies, Attorney General's office.

b) Obtain a PIN number from Kenya Revenue Authority

c) Obtain a Local Authority License/ Single Business Permit

d) Certificate of Origin at the time of exporting. The Certificate of Origin is issued with each export consignment. Some of the certificates are:

- **COMESA Certificate of Origin** for produce destined to Common Market for East and Southern Africa countries.
- **EAC Certificate of Origin** from Kenya Revenue Authority
- **AGOA Certificate of Origin.**
- **EUR – 1** form for produce destined to European Union from Kenya Revenue Authority.
- **GSP** form for produce destined to USA, Japan, Australia, and Canada etc. from Kenya Revenue Authority
- **Ordinary Certificate of Origin** for produce destined to Middle East, India, Central Europe, etc. from the Kenya National Chamber of Commerce & Industry.

e) **Export Permit** required for soap stone from the Department of Mines and Geology. Other permits maybe requested by importing countries such as fumigation certificate.

2. Business Set-up

a) Obtain a Trading Place with address, telephone, email address

b) Obtain Business image builders:

- Develop Business Cards
- Develop a Company Profile
- Develop a Letter Head

c) Obtain a Bank Account



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3. Product Identification and Documentation

(The Commercial Crafts sector is wide – includes Jua kali metal, soapstone, wood, textile, beadwork, hand loomed items, jewellery, pottery, among others).

- Product identification and Documentation
- Source of raw materials
- Trends (e.g., www.cbi.nl, Google etc.)

4. Marketing Tools - Electronic image builders:

- Develop Product catalogue in a flash disk/Website/Blogs/ Email address
- Products must clearly indicate Name, Size, Price, Code, and Clear high-definition photos

5. Identify Market with a relative advantage (e.g., USA for textiles under the AGOA initiative)

- a. Contacts
- b. Enquiries
- c. Trade Fairs

6. Price your products competitively (add value to be able to price your products higher than competition)

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