KENYA
INTERNATIONAL EXPORTERS IMPORTERS FORUM

200+
Delegates
From Exporters
Importers Logistics
Insurance and 30
More sectors

20+
Speakers
And Leaders
Present

35+
Countries from
EU, Gulf and
Asia

60+
Sectors
And Companies

Global Export Import **Corridor**

KEPSEP
Kenya Private Sector
Export Portal

ibc

GEDA
Global Trade & Economic
Diplomacy Advisory Centre

EXECUTIVE SUMMARY: **THE SNAPSHOT**

As Kenya accelerates its trajectory toward becoming a middle-income nation by 2030, the architecture of its international trade must evolve from fragmented, reactive commerce to proactive, unified **Economic Diplomacy**. The **Kenya International Exporters Importers Forum (KIEIF) 2026**, convened by Lion Brick Capital (LBC) Global through its Global Trade and Economic Diplomacy Advisory Center –GEDA , is designed as the premier national platform to actualize this shift.

Happening on **30th November 2026 at the Prideinn Hotel Nairobi WESTLANDS**, this forum is not merely a networking event; it is a strategic intervention. It brings together Exporters, Importers, and the entire ecosystem of allied sectors—financing, banking, logistics, insurance, technology, and regulatory bodies—to dissect the real, practical pain points of cross-border trade.

This Profile outlines the deep ideology, the heavy market focus, the comprehensive value chain mapping, and the digital future of Kenya's export trade. It serves as a blueprint for how public and private partners can hook into this ecosystem, transforming Kenya from a net importer into a dominant, value-added exporting hub in the Global South.



The Ideology behind the KIEIF Forum

The foundational ideology of the KIEIF 2026 is that **international trade is the highest form of economic diplomacy**. In the modern global economy, a nation's influence is not measured solely by its military or political alliances, but by its trade footprint, its supply chain resilience, and its market attractiveness.

Lion Brick Capital LBC Global posits that Kenya must transition from a paradigm of "seeking aid and foreign direct investment" to one of "commanding trade and strategic partnerships." The forum is built on the ideology that every export is a diplomatic envoy, and every import is a strategic resource acquisition. By aligning the private sector's commercial ambitions with the state's diplomatic objectives, we create a unified national trade front.

200+

Delegates, Exporters,
Importers and 30 other sectors





The Strong "Why": The Imperative for the Forum

Why is this forum necessary *now*, in late 2026?

1. **The AfCFTA Reality Check:** The African Continental Free Trade Area is no longer a theoretical framework; it is an operational reality. Kenyan businesses need practical, on-the-ground intelligence to penetrate these new borders, moving beyond the EAC and COMESA into the broader African market.
2. **The Shift in Global Supply Chains:** Geopolitical shifts and the "friend-shoring" of supply chains present a narrow window for Kenya to position itself as the manufacturing and agro-processing hub for the Middle East, Asia, and the West.
3. **The Financing and Logistics Disconnect:** Despite having excellent products, Kenyan exporters lose millions annually to fragmented logistics and inaccessible trade finance. The "Why" is to bridge this disconnect by putting the financiers, the logistics providers, and the exporters in the same room to co-create solutions.
4. **The Diaspora & Global Network Leverage:** Kenya has a massive, economically empowered diaspora and strategic global partners (such as LBC Global's footprint in Middle East). The forum operationalizes these networks into tangible trade corridors.



THE PAIN POINTS: ADDRESSING REAL CHALLENGES

The KIEIF 2026 is designed to be highly practical. We are not here to discuss theoretical economics; we are here to solve the bleeding necks of the trade ecosystem. The forum will aggressively address the following pain points:

The Cost of Production and Doing Business

- **Pain Point:** High energy costs, expensive credit, and inefficient transport make Kenyan goods uncompetitive at the global border.
- **Forum Intervention:** Plenary sessions with energy regulators and logistics giants to negotiate cluster-based discounts for exporters and explore renewable energy integration in manufacturing.

Non-Tariff Barriers (NTBs) and Compliance Failures

- **Pain Point:** Kenyan goods are frequently rejected at foreign borders due to poor packaging, lack of proper certification, or failure to meet specific phytosanitary standards.
- **Forum Intervention:** Direct engagement with KEBS and international standards bodies. "Compliance Clinics" where exporters get their products pre-assessed for target markets.

The Trade Finance Gap

- **Pain Point:** Banks view export SMEs as high-risk. Collateral requirements are too high, and interest rates erode export margins. Furthermore, a lack of understanding of trade documents leads to rejected Letters of Credit.
- **Forum Intervention:** Banks and Exporters will engage in "Speed Dating" sessions to design bespoke, collateral-free trade finance products backed by receivables and export orders.

Fragmented Logistics and Poor Post-Harvest Handling

- **Pain Point:** Delays at the port, lack of cold-chain infrastructure, and poor aggregation lead to high spoilage rates for horticultural and agricultural exports.
- **Forum Intervention:** Showcasing and investing in cold-chain logistics partnerships. Developing "Export Aggregation Centers" models to be presented at the forum.
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Lack of Market Intelligence and Buyer Trust

- **Pain Point:** Exporters produce goods without knowing what the global market actually wants, leading to a mismatch in quality, volume, and packaging. Buyers do not trust the consistency of Kenyan supply.
- **Forum Intervention:** Heavy focus on market data. LBC Global will present proprietary market intelligence on what buyers in the UAE, EU, and Asia are actively sourcing.

Penetrating NEW Markets: The Strategic Frontiers

Lion Brick Capital LBC Global, leveraging its International presence base and global network, will heavily emphasize opening new, high-value corridors:

1. **The Middle East & GCC (The UAE/Saudi Corridor):**
    - *The Opportunity:* Massive demand for halal food, premium agro-products, and specialized services.
    - *The Strategy:* Utilizing the diaspora and LBC's UAE networks to establish "Kenya Pavilions" in Dubai and Riyadh, moving from bulk selling to premium branding.
2. **The Asian Giants (China & India):**
    - *The Opportunity:* Insatiable appetite for raw materials, minerals, and specific agro-products (avocado, macadamia, tea).
    - *The Strategy:* B2G (Business to Government) and B2B matchmaking. The forum will host delegations from Asian procurement agencies to sign forward-purchase agreements.
3. **Latin America & The Global South:**
    - *The Opportunity:* South-South trade is growing. Exchanging expertise in tech, education, and specialized manufacturing.
    - *The Strategy:* Leveraging diplomatic channels to open direct shipping routes and reduce reliance on trans-shipment via Europe.



THE VALUE CHAIN & DIGITALIZATION OF EXPORT TRADE

To future-proof Kenya's export trade, the KIEIF 2026 will dedicate extensive focus to the modernization of the value chain through digitalization.

5.1 Digitalizing the Value Chain

- **Traceability and Blockchain:** Global buyers now demand to know the exact farm or factory a product came from. The forum will showcase blockchain solutions that allow Kenyan exporters to provide immutable proof of origin, organic status, and fair-trade practices, thereby commanding a premium price.
- **Digital Aggregation:** Moving from fragmented smallholder models to digital cooperatives where farmers and SMEs can pool their produce digitally, attracting larger off-takers and better logistics rates.

5.2 The Digitalization of Trade Facilitation

- **The Single Window Evolution:** Enhancing the digital customs clearance processes to ensure paperless, 24/7 processing. to demonstrate faster clearance.
- **E-Commerce and Digital B2B Marketplaces:** Integrating Kenyan SMEs into global digital platforms (like Alibaba, Amazon B2B, and specialized niche platforms). The forum will provide training on how to optimize digital storefronts for global search algorithms.

5.3 Future Preparation: AI and Data Analytics

- **Predictive Logistics:** Using AI to predict port congestion, weather disruptions, and freight rate fluctuations, allowing exporters to route goods more efficiently.
- **Market Forecasting:** Utilizing big data to predict commodity price trends, allowing exporters to time their market entry for maximum profitability.



THE WAY FORWARD: STRATEGIES FOR INCREASING KENYAN EXPORTS

The forum will culminate in a clear, actionable "Way Forward" framework, transitioning from dialogue to execution.

1. **Cluster Development:** Moving away from isolated businesses to specialized export clusters (e.g., a Macadamia Processing Cluster in Mt. Kenya, a Leather Cluster in Nairobi). This allows for shared logistics, shared compliance labs, and bulk bargaining power.
2. **Agro-Processing and Industrialization:** The ultimate way to increase exports is to export value, not volume. The forum will advocate for and showcase investments in mid-tier agro-processing facilities.
3. **Policy Advocacy & Public-Private Dialogue:** Establishing a permanent "Trade Diplomacy Council" post-forum, comprising LBC Global, government ministries, and private sector leaders, to continuously lobby for the removal of NTBs and the reduction of the cost of production.
4. **Capacity Building:** Launching the "LBC Global Export Academy" to continuously train SMEs on export readiness, compliance, and international negotiation.

PARTNERSHIP FRAMEWORK:

The KIEIF 2026 is designed as a highly practical, mutually beneficial ecosystem. We are not just asking for sponsorships; we are offering strategic integration. Here is how different sectors can partner and hook into the forum:

7.1 For Banks and Financial Institutions

- **The Benefit:** Direct access to a curated list of vetted, export-ready SMEs and large corporates looking for trade finance.
- **Partnership Mechanics:**
    - *Product Launchpad:* Launch bespoke trade finance, forex, or supply chain finance products directly to the exporters at the forum.
    - *Thought Leadership:* Keynote slots to discuss "De-risking Export Finance" or "Navigating Global Forex Markets."
    - *B2B Matchmaking:* Host private, closed-door roundtables with top-tier exporters to structure multi-million-shilling credit facilities.

7.2 For Logistics, Freight, and Shipping Companies

- **The Benefit:** The opportunity to secure long-term contracts with exporters by demonstrating reliability, competitive pricing, and technological edge.
- **Partnership Mechanics:**
    - *Solutions Showcase:* Dedicated exhibition space to demonstrate cold-chain tech, tracking software, and new shipping routes.

- *Rate Negotiation Forums:* Host "Freight Rate Negotiation Clinics" where exporters can negotiate bulk shipping rates directly with logistics providers.
- *Sponsorship:* Brand the "Logistics & Supply Chain Optimization" plenary session.

7.3 For Exporters and Importers (The Core Beneficiaries)

- **The Benefit:** Access to global buyers, market intelligence, financing, and solutions to their operational bottlenecks.
- **Partnership Mechanics:**
  - *Exhibition & Product Showcase:* Premium booth space to display products to local and international buyers.
  - *B2B Matchmaking:* Pre-scheduled, curated one-on-one meetings with financiers, logistics providers, and foreign buyers.
  - *Case Study Presentations:* Successful exporters can share their journey, building their brand authority while providing practical insights to peers.

7.4 For Technology and Digital Enablers

- **The Benefit:** A concentrated market of businesses desperate for digital transformation to improve efficiency and compliance.
- **Partnership Mechanics:**
  - *Tech Demos:* Live demonstrations of supply chain tracking, digital customs integration, and e-commerce platforms.
  - *Hackathon/Innovation Pitch:* Sponsor a segment where tech startups pitch solutions to specific export pain points (e.g., "Best Tech Solution for Cold Chain Monitoring").

7.5 For Government, Regulatory, and Diplomatic Bodies

- **The Benefit:** A direct feedback loop from the private sector to align policy with commercial realities, enhancing Kenya's economic diplomacy.
- **Partnership Mechanics:**
  - *Policy Dialogues:* Participate in high-level panels to explain new trade policies, AfCFTA protocols, and international trade agreements.
  - *Embassy Participation:* Foreign embassies can host "Market Briefing" sessions, inviting their home-country buyers to interact with Kenyan exporters.



The Grand Forum

The **Kenya International Exporters Importers Forum 2026** is not just an event; it is a strategic pivot point for Kenya's economic trajectory. As we look toward 2030 and our ambition to become a middle-income nation, we must recognize that our prosperity lies in our ability to sell to the world, not just consume from it.

Lion Brick Capital LBC Global, through the Global Trade and Economic Diplomacy Advisory Center, has curated this forum to be the ultimate crucible where the pain points of trade are melted down and forged into actionable, profitable solutions.

We are calling upon Banks to bring innovative finance; Logistics providers to bring efficiency; Technologists to bring digitalization; and Exporters to bring their ambition. Together, under the umbrella of Economic Diplomacy, we will unlock new markets, optimize our value chains, and position Kenya as the undisputed trade and investment hub of the Global South.

Join us on **30th November 2026 at the Prideinn Hotel Nairobi** . Let us not just discuss the future of Kenyan trade; let us build it, fund it, and ship it to the world.

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