

REPUBLIC OF KENYA



COUNTY ASSEMBLY OF MURANG'A

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THIRD ASSEMBLY

THE SECTORAL COMMITTEE ON TRADE, INDUSTRIALIZATION,  
COOPERATIVE MANAGEMENT, TOURISM AND WILDLIFE

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REPORT ON MODALITIES OF PROMOTING  
TRADERS IN THE COUNTY THROUGH TRADE  
FAIRS AND EXHIBITIONS.

WORKSHOP HELD FROM 31<sup>ST</sup> JANUARY TO  
2<sup>ND</sup> FEBRUARY 2023 AT ELYSIAN RESORT  
NAIROBI  
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Clerks Chambers  
Murang'a County Assembly  
MURANG'A

February, 2023

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## 1.0 PREFACE

With a view of effectively implementing its role on trade particularly on providing business linkages, promotion of co-operative ventures, marketing, innovations, value addition, investment, marketing and exposure Programs through trade shows and exhibition, the committee organized a two (2) day workshop that was held **from 31<sup>st</sup> January to 2<sup>nd</sup> February, 2023 at Elysian Resort Nairobi** to deliberate on modalities of promoting traders through trade fairs and exhibitions in the county.

On behalf of Trade, Industrialization, Co-operative Management, Tourism and Wildlife Committee, it is my pleasure and duty to present to the County Assembly, the Committee's report on modalities of promoting traders in the County through trade fairs and exhibitions in the County.

### 1.1 Committee Membership

The Committee comprises of the following Members: -

- |                                |                  |
|--------------------------------|------------------|
| 1. Hon. James Karanja Kabera   | Chairperson      |
| 2. Hon. Loise Mbogo            | Vice Chairperson |
| 3. Hon. Moses Macharia Mirara  | Member           |
| 4. Hon. Julian Njiri           | Member           |
| 5. Hon. Moses Muchiri Maina    | Member           |
| 6. Hon. Pauline Njeri Muchiri  | Member           |
| 7. Hon. Isaac Chefman Njoroge  | Member           |
| 8. Hon. Laban Chomba Njaramba  | Member           |
| 9. Hon. Gladys Wambui Waikau   | Member           |
| 10. Hon. Grace Sharleen Wambui | Member           |
| 11. Hon. John Mwangi Kamau     | Member           |

## 1.2 Committee mandate

The mandate of the Committee on Trade, Industrialization, Co-operative Management, Tourism and Wildlife is clearly stipulated by the Standing order 204. The committee is mandated to handle all matters related to county planning and statistics, trade development and regulation, including markets, trade licenses (excluding regulation of professions), fair trading practices, betting, casinos and other forms of gambling, racing, liquor licensing and all matters related to local tourism, museums, county parks, beaches and recreation facilities and co-operatives societies.

## 1.3 Acknowledgements

The Committee wishes to sincerely thank the Offices of the Hon. Speaker and the Clerk of the County Assembly for the support extended to it in the execution of its mandate.

The Chairperson of the Committee takes this opportunity to thank all the Members for their profound contribution through dedication of time and efforts towards the realization of the mandates of the Committee.

Thank you.

Signed.....

Hon. James Karanja Kabera

(Chairperson)

Committee on Trade, Industrialization, Co-operative Management, Tourism and Wildlife

## 2.0 INTRODUCTION

The County Assembly committee on **Trade, Industrialization, Co-operative Management, Tourism and Wildlife** is an extension of the Assembly established under the County Assembly standing orders and in accordance to section 14 of the County Government Act, 2012.

### Functions of the Committee

The functions of the committee are provided in the Standing Order 204 (5) which stipulates the functions of a committee. Some of the core functions of the committee relating to trade sector are;

- a) Formulation and implementation of domestic trade development policy;
- b) To promote fair trading environments and consumer protection;
- c) Promotion of retail and wholesale markets;
- d) Training on product development;
- e) Development of micro, small and medium enterprises;
- f) To promote private sector development;
- g) Promotion and facilitation of intra, inter-county and cross border trade;
- h) Provide affordable financing;
- i) Providing business linkages;
- j) Promotion of use of E-Commerce;
- k) Promotion of consumer protection, uniformity in trade measurements and fair-trade practices;
- l) Trade development and regulation, including – markets; trade licenses (excluding regulation of professions);
- m) Promotion of co-operative ventures, marketing, innovations, value addition and investment;
- n) To develop wholesale and retail markets;
- o) Business advisory training;
- p) Marketing and exposure Programs through trade shows and exhibition;

- q) Allocation of trading places in county public markets;
- r) Marketing and exposure Programs through trade shows and exhibition
- s) Allocation of trading places in county public markets.

## 2.0 MODALITIES OF PROMOTING TRADERS THROUGH TRADE FAIRS AND EXHIBITIONS IN THE COUNTY.

### 2.1 About the Workshop

The workshop was aimed at deliberating and exposing committee members to trade fairs and exhibitions. The workshop was centered on how to come up with ways of promoting traders in the county through trade fairs and exhibitions. During the workshop participants were familiarized with the nature and importance of Trade shows and exhibitions, it was emphasized that trade shows and exhibitions can prove to be brilliant ways of promoting individual traders as well as collective trade, they further play a pivotal role in helping businesses meet with other players in the industry hence fostering the process of learning.

Trade show was termed as an essential event meant to exhibit goods and services belonging to a specific seller to potential buyers and businesses. Exhibitions on the other hand were presented to be similar to tradeshows in nature, with the only difference being that they are open for general public.

During the program, participants were made to appreciate that trade shows and exhibitions can be an excellent means of promoting county traders particularly the products and services that they offer. Additionally, trade shows and exhibitions are critical means of networking with other industry members leading to growth of the customer base.

### 2.2 Workshop Objectives

The overall objective of the workshop was to discuss and share knowledge and understanding on trade fairs and exhibitions and their role in promoting trade among the committee members. The intended outcome of the workshop was to deliberate and come up with ways of how traders in the county can be promoted through facilitating exposure and access of products to the potential buyers. Some of the specific objectives of the workshop included to;

- a) Familiarize participants with the nature and importance of trade fairs and exhibitions in promoting trade;
- b) Present to the participants practical examples of trade fairs and exhibitions that have been used to promote trade;
- c) Identify business in the County that can benefit from trade fairs and exhibitions;
- d) Identify possible stakeholders that the County can partner in implementing trade shows and exhibitions;
- e) Come up with modalities of implementing trade shows and exhibitions in Murang'a County; and
- f) Come up with a policy framework on trade promotion through trade fairs and exhibitions in the county.

### **3.0 WORKSHOP AREA OF FOCUS**

The workshop was particularly designed to focus on what is trade shows and exhibitions how and why promoting traders through them at the county government of Murang'a was an effective way of supporting local businesses while boosting the local economy.

Among the areas focused during the workshop included;

#### **3.1 Defining Trade Fairs and Exhibitions, Modalities and Benefits**

This was one of the workshops critical session, the session aimed at familiarizing and exposing participants to trade fairs and exhibitions particularly the definition, modalities and benefits as follows;

##### **a) Definition**

Trade show and exhibitions were defined as events that are held with a view of bringing together members of a particular industry to display, demonstrate, and discuss their quality, unique and latest products and services. It was presented that major trade shows usually take place in convention centers in larger cities and towns.

Participants were made to appreciate that trade exhibitions and shows play a pivotal role in helping traders meet with other players in the industry hence



fostering the process of learning. Further, shows and exhibitions are excellent way of promoting county traders and their products and services due to the opportunities of networking with other industry members hence increasing their customer base.

**b) Modalities**

Some of the modalities process of undertaking trade show and exhibitions that were presented and discussed upon during the workshop includes;

- i. **Invitation and Registration** – the presentation emphasized on the steps involved in promoting traders through trade fairs and exhibitions at the County Government. The first being to invite potential traders and ensure their proper registration for the event, a process that can be done through various channels such as email, mail, phone, or social media. The registration process should be streamlined and easy to follow to encourage more traders to participate. To encourage more traders to participate, the registration process should be streamlined and easy to follow. This can be achieved by having a clear and concise registration form, providing clear instructions, and having a dedicated team to handle any questions or issues that arise during the process.

It was noted that by utilizing these channels, the organizers of the trade fair or exhibition can reach a large number of traders and ensure that the event has a strong and diverse representation from the local business community. Additionally, pre-event communication with registered traders was mentioned to be helpful in building excitement and anticipation for the event, which can result in higher attendance and more successful outcomes.

- ii. **Marketing and Promotion** - this focused on the importance of marketing and promotion and that, adequate marketing and promotion is crucial in attracting a large number of traders and visitors to the event at the County. It was cited that efficient and effective marketing and promotion could be achieved through utilizing various marketing channels such as social media,

print media, radio, or local advertising. Participants were encouraged to ensure that marketing campaigns are well-planned and targeted to reach the right audience since the success of shows and exhibitions events depend on how well they were marketed and promoted to the target audience, which in this case are local county traders.

It was further presented that there are various marketing strategies that can be used to promote trade fairs and exhibitions at the county, these include; the use of traditional media such as newspaper and television advertisements which can reach a wide audience, while social media platforms such as Facebook, Instagram, and Twitter that can be used to target a more specific and younger demographic. Additionally, it was noted that the use of digital marketing techniques such as search engine optimization (SEO), email marketing, and pay-per-click (PPC) advertising can be effective in promoting the event to a large number of traders and attracting them to participate.

- iii. **Exhibition Space and Display** – it was approved that adequate exhibition space and display facilities in the county are crucial to the success of the event.
- iv. **Training and Capacity Building** – it was presented that offering training and capacity building sessions to traders can help them improve their skills and knowledge in areas such as product packaging, marketing, and sales. This can be organized by the event organizers, local business organizations, or other relevant stakeholders. Trade fairs and exhibitions can provide traders with a platform to receive training in various areas, such as marketing, sales, product development, and financial management. These training sessions can be delivered by experts in the relevant fields and can provide traders with practical and relevant information that they can use to grow their businesses.

In addition to formal training sessions, trade fairs and exhibitions can also provide traders with opportunities for informal learning and knowledge-sharing. For example, by arranging networking sessions and interactive workshops, traders can exchange ideas and experiences with each other and learn from each other's successes and failures.

- v. **Financial Incentives** - Providing financial incentives, such as subsidies or grants, to traders can help offset the cost of participating in the trade fair or exhibition. This can be a significant factor in encouraging more traders to participate, especially small businesses that may be struggling financially. The county government can also present financial incentives can take various forms, such as discounts on exhibition space, grants, subsidies, and tax breaks. These incentives can help to reduce the costs associated with participating in trade fairs and exhibitions and increase the profitability of the traders.

In addition to reducing the costs associated with participating in the event, financial incentives can also help to increase the visibility of the traders. For example, by providing traders with grants to improve their displays or to develop marketing materials, organizers can help to enhance the impact of the traders' displays and increase their chances of attracting customers and suppliers. Organizers should also consider providing financial incentives to traders who participate in training and capacity building activities. For example, they can offer subsidies to traders who attend training sessions or provide incentives for traders who participate in mentorship programs.

- vi. **Security** - According to the presentation, providing adequate security at the event is crucial to ensure the safety of the participants and visitors. This can be achieved by hiring professional security personnel, implementing security measures such as screening and bag checks, and having a clear emergency response plan in place. By ensuring the safety and security of the traders, organizers can provide a secure and safe environment for

conducting business, which can help to attract more traders and increase the success of the event.

This can be achieved by implementing a range of security measures, such as deploying security personnel, installing security cameras, conducting background checks on traders and exhibitors, and implementing security protocols for the event. These measures can help to deter criminal activity and ensure that the event runs smoothly and safely.

c) **Benefits**

While familiarizing and exposing participants to trade fairs and exhibitions, members were taken through some of the specific benefits of trade exhibitions and shows that include;

- i. **Networking Opportunities** – it was noted that trade fairs and exhibitions provide an excellent opportunity for traders to network and exchange ideas, as well as explore potential business partnerships. This can be facilitated through organized networking events, informal gatherings, or other activities that encourage interaction and collaboration.

It was stressed that trade fairs and exhibitions have the capacity of providing excellent opportunity for traders to showcase their products and services to a large audience and establish new business relationships. This can lead to increased sales, the creation of new partnerships, and the expansion of their businesses.

Additionally, it was highlighted that trade fairs and exhibitions provide a platform for traders to learn about new market trends, technological advancements, and innovative ideas in their industry hence helping them to stay ahead of their competition and grow their businesses.

- ii. **Ability to lead to generation of instant potential or prospective customer** – it was emphasized that major trade shows are characterized

by massive followings and attendance and that each attendee of a trade show is a potential lead waiting to be captured or converted.

- iii. **Leveling the marketing field** – it was pointed out that exhibitions and trade shows are associated with the low-cost barrier to get involved, and that everyone possesses fair access to the same attendees at a trade show. Additionally, even a relatively unknown business can generate large numbers of sales and leads through trade shows. Trade shows offer big benefits to businesses of any size. By combining exposure to a large number of potential leads with the ability to interact personally, trade shows offer an experience for both the business and attendee that other forms of marketing cannot.
- iv. **Creating lasting impressions** – it was presented that the main purpose of trade show events is to showcase a wide variety of options for attendees and business to engage and interact with each other. With a well-designed trade show booth that draws attendees' attention, a few promotional items, a contest opportunity with giveaways and sales collateral, businesses have a well-rounded booth experience that leaves an impression with a prospective customer for long.
- v. **Presenting possibility of target audiences resulting to direct sales opportunities** – it was noted that exhibiting at popular trade shows, provides exposure to audiences that are likely to have an interest in the exhibited product or services and are ready to buy.
- vi. **Providing incredible face-to-face marketing events** – it was reiterated that face-to-face interaction is critical in influencing a decision and trade shows provide opportunities to engage with current customers and attendees. It doesn't matter whether you're marketing a service or selling your new product, an in-person presentation and short question-based conversation afterwards help in closing deals.

- vii. **Presenting cost-effective networking and advertising** – it was emphasized that with proper research and planning, trade shows and exhibitions present a cost-effective source of leads and Sales.

### **3.2 Examples of Successful Trade Fairs and Exhibitions Locally and Globally**

Among the trade shows and exhibitions that were presented analyzed and compared during the workshop include among others;

- i. Agricultural Society of Kenya Annual exhibitions and trade fairs,
- ii. The New York Times Travel Show Exhibition in January, 2022,
- iii. Kenya Commercial Forestry Investment Conference and Expo in November, 2021,
- iv. Nairobi International Food and Drink Exhibition in 2017, and
- v. Kitui Agricultural Show and Trade Fair Themed “*Enhancing Technology in Agriculture and Industry for Food Security and Sustainable Growth*” held from 24<sup>th</sup> to 26<sup>th</sup> July 2014, at Ithookwe Show Ground.

This session provided a unique opportunity to the members to internalize and compare different exhibitions. This allowed members to appreciate the different dimensions of trade fairs and exhibitions in terms of nature of the products, traders, target audience, market size and event organizers. It was however noted that there are several challenges that face trade exhibitions particularly with those that are not well organized. Further, through analysis and comparisons, participants were equipped with skills and knowledge of planning and executing a trade exhibition and shows.

### **3.3 Contextualizing Trade Exhibitions and Shows to Murang’a County**

This session sought to help delegated appreciate and contextualize the idea of trade shows and exhibitions in the county based on the knowledge acquired from the earlier sessions. During the workshop delegated deliberated on the following possible areas or businesses that would be promoted through trade fairs;

- i. Agricultural products like milk and mangos,
- ii. Processed and manufactured goods like packed dairy and fruits products,

- iii. Industrialization and innovative opportunities in the county,
- iv. Agribusiness opportunities,
- v. Talents and personal attributes of Murang'a residence,
- vi. Cash crops products, and
- vii. The rich Matatu sector from Murang'a County.

These areas were seen as an opportunity that would be significant to the economy of the County especially through generation of revenue, empowering of traders and promoting the image of the County to outsiders and investors.

### 3.4 Partners and Stakeholders

This session focused on mapping and discussing possible stakeholders that the County would partner with in executing the exhibitions. Partnerships with local business organizations, trade associations, and chambers of commerce was thought to be valuable in promoting trade fairs and exhibitions and that these organizations are helpful in spreading the word and attract more traders to participate by leveraging their own networks and contacts.

These stakeholders were presented in terms of their core business and how the County can leverage on the same and partner on matters trade shows and exhibitions. Among the presented stakeholders include;

#### i. **Murang'a University:**

Murang'a University of Technology (MUT) is a public university located in Murang'a County, Kenya. It was established in 2013 and offers courses in engineering, technology, business, and the social sciences. MUT has a strong emphasis on practical skills and entrepreneurship, aiming to produce graduates who are ready to contribute to the development of the region and the country.

It was proposed that Murang'a University of Technology (MUT) can partner with the County Government of Murang'a in the following areas for exhibitions and trade fairs:

- a) **Agriculture:** MUT's department of Agriculture can collaborate with the county government to showcase new technologies and innovations in the field of agriculture.
- b) **Technology and Engineering:** MUT can participate in the county technology and engineering trade fairs to showcase their students' projects and innovations.
- c) **Entrepreneurship:** MUT's entrepreneurship center can partner with the County Government to promote and support local businesses through exhibitions and trade fairs.
- d) **Education:** MUT can collaborate with the County Government to promote and exhibit educational opportunities and programs available in Murang'a County.
- e) **Health:** The University's department of health can partner with the County Government to raise awareness on health-related issues and promote health-related products and services offered by traders.
- f) **Display and Marketing** – from the available ground at the University and ready population of young people, the county can leverage on these through the partnership and take traders closer to their customers.

ii. **Kenya Investment Authority (KenInvest);**

KenInvest is Kenya's investment promotion agency. Its main role is to attract, facilitate, and retain investment in Kenya. Some of the key functions of KenInvest among others include: Providing information and guidance to potential investors on investment opportunities, regulations, and procedures in Kenya and facilitating investment projects by coordinating with relevant government agencies and stakeholders.

KenInvest and the County Government of Murang'a can partner in several areas to promote and attract investment to Murang'a County. Some potential areas of partnership include:



- a) **Promotion of investment opportunities in the County:** it was thought that KenInvest would collaborate with the County Government of Murang'a in promoting investment opportunities in the County through trade exhibitions and shows. It was also highlighted that these partnerships should include showcasing the county's strengths and potential investment opportunities in the trade sector.
- b) **Investment-related research:** KenInvest can provide the County Government with investment-related research and market intelligence to support the development of investment strategies and promote investment opportunities associated with trade exhibitions and fairs.
- c) **After-care services:** KenInvest can provide after-care services to investors in Murang'a County, including assistance with obtaining licenses, permits, and other regulatory requirements particularly on matters trade fairs and exhibitions.
- d) **Networking opportunities:** KenInvest can facilitate networking opportunities for investors, government agencies, and other stakeholders in Murang'a County through trade fairs and exhibitions.
- e) **Promotion of local businesses:** KenInvest can collaborate with the county government to promote and support local businesses in Murang'a County.

iii. **KEBS;**

Kenya Bureau of Standards (KEBS) is a government agency responsible for setting and enforcing standards for products, services, and systems in Kenya. KEBS plays a crucial role in ensuring the quality and safety of products, services, and systems in Kenya, and in promoting standards-based trade and economic development

KEBS and the County Government of Murang'a can partner in several areas in implementing trade fairs and. Some potential areas of partnership include:

- a) **Product testing and certification:** KEBS can provide product testing and certification services to traders participating in trade fairs and exhibitions in Murang'a County to ensure that their products meet the relevant standards.

- b) **Market surveillance:** KEBS can collaborate with the county government to conduct market surveillance to ensure that products, services, and systems associated with trade fairs and exhibitions events in Murang'a County.
- c) **Technical assistance:** KEBS can provide technical assistance to traders participating in trade fairs and exhibitions in Murang'a County to help them comply with standards and regulations.
- d) **Promotion of standards:** KEBS can collaborate with the County Government to promote the use of standards and the benefits of standardization to businesses and organizations in Murang'a County.
- e) **Capacity building:** KEBS can provide training and capacity building programs to traders' businesses, organizations, and individual traders participating in trade fairs and exhibitions in Murang'a County to improve their understanding of standards and regulations.

iv. **National Government – the Relevant Ministry;**

The National Government-Relevant Ministries and the County Government of Murang'a can partner in several areas to promote development and support the needs of the traders of Murang'a County.

Particularly the County can partner with the ministry of Agriculture through Agricultural Society of Kenya (ASK) which is mandated to among others to; provide forums for the exchange of information and learning in agriculture and agribusiness, collaborate with stakeholders in embracing innovation, research and technology through exhibitions geared towards disseminating agricultural and commercial technology; as well as provide platforms for marketing and trade in agriculture as well as allied sectors.

Through this partnership, the County is in a better position to host the National ASK show. The County can also leverage on skills, knowledge and resources from the partnership. Other Government ministries include ministry of trade and cooperatives. The County can also promote traders through tradeshows and exhibitions in the county by partnering with the National Government in improving infrastructure development, service delivery, economic planning, resource allocation, policy coordination and capacity building.

v. **Business Community;**

The business community refers to the collective group of businesses, entrepreneurs, and organizations engaged in commercial activity. The business community plays a crucial role in driving economic growth and development, and contributes to job creation, innovation, and competitiveness.

The business community plays a crucial role in driving economic growth and development, and contributes to job creation, innovation, and competitiveness. The Business Community and the County Government of Murang'a can partner in several areas to promote trade shows and exhibitions

in Murang'a County through supporting job creation, innovation, and competitiveness in the region.

## RECOMMENDATIONS

From the Workshop, the following recommendations were proposed in relation to implementing trade exhibitions and trade fairs in Murang'a County with a view of promoting traders, that the County Government to;

- i. **FastTrack the implementation of trade shows and exhibition** – following deliberations during the workshop, it was clear that trade shows and exhibitions are pivotal in promoting trade affairs in the County Government. The County should therefore consider coming up with as many trade fairs and exhibitions (at least twice a year) in the County in order to promote the traders;
- ii. **Develop means and framework of engaging and supporting** the identified business through trade shows and exhibitions;
- iii. **Establish trade shows and exhibitions areas of facilities-** the County Government should set aside areas or grounds that shows can take place and that they are accessible to many;
- iv. **Allocate more resources towards trade fairs and exhibitions-** this facilitates smooth, efficient and effective implementation of the program. Specifically, the County should consider budgetary allocation towards trade shows and exhibition during the 2023-2024 budget;
- v. **Engage each stakeholder** – with organizations and individuals with aligned interests being better placed for partnership, these may include the public, traders, farmers, government officials etc.;
- vi. **Undertake trainings and sensitization** – among the County officials, traders and general public to promote understanding, ownership and efficiency;
- vii. **Support more trade fairs and shows benchmarks** locally and internationally among the County officials to promote innovation and efficiency;
- viii. **Consider partnering with other investors** like Murang'a University, kenInvest, KEBS, National Government and business community and other government agencies in promoting trade in the county; and

ix. **Provide financial incentives** - Providing financial incentives, such as subsidies or grants, to traders can help offset the cost of participating in the trade fair or exhibition. This can be a significant factor in encouraging more traders to participate, especially small businesses that may be struggling financially.

#### 4.0 REPORT ADOPTION

The following Committee Members adopted the report;

**NAME**

**SIGNATURE**

1. Hon. James Karanja Kabera

J.K.K

2. Hon. Loise Mbogo

L.Mbogo

3. Hon. Moses Mirara

M.Mirara

4. Hon. Julian Njiri

J.Njiri

5. Hon. Moses Maina

M.Maina

6. Hon. Pauline Njoroge

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7. Hon. Chefman Njoroge

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