

KENYA

Market Assessment

Canadian healthcare products and services are highly regarded in Kenya. However, because there is little knowledge about Canada's export capability, Canada does not have a strong presence in this market.

With the exception of disposable syringes, there is no domestic production of medical devices. Germany, the U.K., Japan, India, and South Korea are the major suppliers of the medical device market which is valued at approximately C\$8 million.

Of the approximately 39,400 hospital beds in Kenya, 70 per cent are provided by the public sector and 10 per cent by the private sector. Individual institutions are responsible for purchasing; however, purchases by government hospitals/institutions above C\$100 are through open tender.

Buyers rely on overseas technical journals and trade fairs to supply information on the latest technology.

Business Environment

Canadian exporters are encouraged to approach the Kenyan medical device market through local agents/distributors, and to consider joint ventures.

Market Access

Medical devices are exempt from import duties and also zero rated for value-added tax purposes. Kenya has a national patents office to protect intellectual property. The Kenya Bureau of Standards provides local certification requirements, and the Director of Medical Services, Ministry of Health, P.O. Box 30016, Nairobi, oversees the regulatory certification process.

Promotional Activities

Increased exposure is vital to Canada's success in this market. Therefore, the Canadian High Commission in Nairobi will propose a Kenyan mission to Canada in the future.