

## Promotion Models of Chinese Firms' Exporting to Kenya

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### Abstract

The development of bilateral economic and trade relations between China and Kenya is growing rapidly; however, related research lags behind the economic development. The purpose of this paper is to investigate and summarize the export promotion models of Chinese firms to Kenya through questionnaires, which covers both the product manufacturers and export agents. Results of the study show that the export promotion models are mainly divided into two major categories of online and offline, and six models of search engine promotion, E-business platform promotion etc. The research results are the verification and development of the international business export theory, meanwhile, it can also provide a way for Chinese firms and firms from other countries to enter the market, which can be learned and duplicated, thus leading to commercial success.

### Keywords

Promotion Models, Chinese Firms, Exporting to Kenya.

### 1. Introduction

Kenya is China's important trading partner in Africa. In 2015, China became Kenya's largest source of imports. In 2016, bilateral trade volume was US\$3.391 billion and continued to maintain its leading position. In 2017, the relationship between China and Kenya was upgraded to a comprehensive strategic partnership. Compared with the vigorous development of China-Kenya economic and trade trends, research in related fields lags behind economic development. Most of the current data sources are based on official government data. These data are generally not sorted out and summarized, and some are even from many years ago. They have limited reference value for promotion of Chinese companies to Kenya market. At present, the main data that can be used is from "A Guide to Foreign Investment Cooperation - Kenya" edited by the Ministry of Commerce and academic journals of some African research institutions in China. These research results mainly focus on macro data and there are no specific recommendations for market promotion.

David Ricardo proposed the Law of Comparative Advantage (Ricardo, 1817), Eli Heckscher and B. G. Ohlin developed the Factor Endowment Theory (Heckscher, Ohlin, 1933), and R. Vernon published Product Life Cycle Theory (Vernon, 1966), all of these classical export theories make good explanation on the motivations and prerequisites of export and have certain reference value for exports. In 1960, American Marketing scholar Jerome McCarthy put forward four factors of 4P marketing strategy: Product, Price, Place and Promotion (McCarthy, 1960). 4P theory makes it possible for enterprises to optimize and combine various marketing factors, but it is just a static marketing theory due to its failure of adapting to the changes in the market. Levitt pointed out in *The Globalization of Markets* (Levitt, 1988) that global promotion is to sell the same product at the same price in the same way in different countries through the same distribution channels. His article puts forward that the premise of multinational companies launching global marketing is the emergence of "global customers" who are willing to sacrifice personal preferences to obtain high-quality and low-priced products, thus laying a theoretical foundation for global marketing research. Philip Kotler insisted that enterprises can also influence their marketing environment instead of simply obeying and adapting to the environment (Kotler, 1986). Therefore, on the basis of "4P", the marketing combination should also add two "P", namely, the political power and the public relations, to become

"6P", and later Kotler raised the "10P" marketing combination theory. From the perspective of consumption, American scholar Lauterborn proposed 4C Theory (Lauterborn, 1990): Consumer need and wants, Cost to satisfy, Convenience to buy and Communication. 4C theory has become the core of integrated marketing communications, but it still originates from 4P. In the early twenty-first Century, American Marketing scholar Elliott Ettenberg put forward the theory of 4R marketing (Ettenberg, 2001). 4R theory is based on relationship marketing, focusing on the establishment of customer loyalty, which emphasizes four factors: Relationship, Retrenchment, Relativity, and Retribution. 4R theory concerns that enterprises and customers should establish long-term and interactive relationship in the dynamic change of market, thus to win long-term and stable market.

With the emergence of Internet and wireless marketing (mobile phone), "4I" theory is developing fast including two aspects: network and mobile phone. Network integrated marketing 4I principles: Interesting, Interests, Interaction and Individuality. 4I principle for a new type of customer relationship: Individual Identification, Instant Message, Interactive Communication and Ipersonality. Wireless marketing 4I theory delivers highly personalized information to consumers accurately and effectively through wireless advertising, and achieves "one to one" marketing purpose.

The classical export theory, led by David Ricardo, has played an important role in history. However, it has little relevance to the theme of Promotion because of historical limitations. Levitt's global marketing concept can still be used for reference in this article. Mccarthy's 4P, Kotler's 10P marketing concept, Lauterborn's 4C theory and Ettenberg's 4R marketing theory put customers as the center for the establishment of good business relationship. The brand new 4I theory of network and mobile phone has greatly shorten the distance between merchants and customers, and become a powerful tool for international promotion.

The main research method in this paper is a questionnaire survey, which targets Chinese domestic exporters to Kenya and local Chinese product suppliers and producers in Kenya. Local importers and agents in Kenya are also included in the study. There are totally 100 pieces of questionnaires distributed respectively to 60 domestic exporters to Kenya, 30 local Chinese product suppliers and producers in Kenya, and 10 local importers and agents from Kenya. The author has devoted many years to the economic and trade industry between Kenya and China, so part of the survey respondents is the author's original suppliers and partners. We conduct our survey through online App software questionnaire system "Questionnaire Star". After sending questionnaire linkage, we call directly to all respondents one by one to keep a satisfactory recovery rate of 72% with the distribution as follows: 47 have replied of 60 domestic exporters to Kenya, 18 have replied of the 30 local Chinese product suppliers and producers in Kenya, and 7 out of 10 have replied as to Kenya local importers and agents.

## **2. An Overview of Business Operation of Chinese Firms in Kenya**

Macro background:

The relationship between China and Kenya is in honeymoon: In September 2013, Chinese President Xi Jinping proposed "The Belt and Road Initiative", where Kenya is one of the important sites. In 2015, the Sino-Kenya government decided to build Kenya into a pilot demonstration country for China-Africa production capacity cooperation. The two countries will cooperate in infrastructure, industrial park development, technology transference and manufacturing. In July 2015, the National Bank of Kenya launched the first branch to open RMB business in Nairobi. In May 2017, the two heads of state met in Beijing and decided to increase bilateral relations to a comprehensive strategic partnership. The momentum from government has enabled the relations between the two countries to embark on the fast track.

### **2.1 Statistics on Chinese Firms' Exporting to Kenya**

According to 2016 trading data released by the Kenya National Bureau of statistics (KNBS), China's export to Kenya reached 337.45 billion Kenyan shillings (about US\$ 3.293 billion), an increase of 47.2%. China has replaced India as Kenya's largest trading partner and the largest source of imports. During the same period, Kenya's total merchandise imports from India amounted to 205.5 billion

shillings (approximately US\$ 2.01 billion), a year-on-year decrease of 18.6%. The trade volume of Kenyan traditional trading partners such as the United Kingdom is also decreasing year by year. The trade between China and Kenya continued to grow rapidly for three years. Kenya's ranking in China's trading partners has jumped from 88 to 64. Kenya has become China's sixth-largest trading partner. As a result, China has become Kenya's largest trading partner and number one source country of project contracting company, and one of the countries that offer the most concessional loans.

China's major export to Kenya include heavy machinery, electronics, vehicles, textiles and household goods. At present, Kenya's exports to China are mainly concentrated in animal skins, plant fibers, tea, coffee and other raw materials. Chemical and plastic products have also entered the Chinese market with a low added value.

China has an absolute surplus in bilateral trade with Kenya with a surplus of US \$3.19 billion in 2016. The main reasons for the huge surplus are that Chinese products are quite marketable and popular in the Kenya market; while Kenya does not have oil and other resources, so the main export commodities are difficult to find the market in China. Therefore, the structural imbalances of bilateral trade cannot be fundamentally changed in the short term. The Government of Kenya and industries have been relatively concerned about this, and China needs to take measures to expand imports from Kenya in order to maintain the healthy development of bilateral trade.

## **2.2 An Overview of Chinese Firms' Operation in Kenya**

At present, there are nearly 390 Chinese-funded enterprises in Kenya, more than 100 self-employed businesses, and nearly 8,000 laborers.

In the past five years, the average annual growth rate of China-Kenya trade is close to 30%. In 2015, bilateral trade volume was US\$ 6.02 billion, ranking 7th in Africa. China mainly exports mechanical and electrical products, light textile products, and imports black tea, coffee, sheep skin and other agricultural products. In 2015, China's new direct investment in Kenya was US\$ 320 million, ranking first in Africa. By the end of 2015, China's non-financial direct investment in Kenya amounted to US\$ 1.19 billion, distributed in the fields of building materials, automobile assembly, commerce, and digital television. China's major investment projects include Star Times Media Co., Ltd. and Beiqi Foton East Africa Production Base. Bank of China, China Development Bank, and China Export-Import Bank have their own offices or working groups in Kenya.

Foreign Investment Survey compiled by Kenya National Bureau of Statistics shows that China has become the largest project contractor in Kenya with more and more Chinese enterprises entering Kenya project market including China Road & Bridge, Sino Hydro, Sichuan International, China Overseas, and China Wuyi etc. Project contracting area also extends from traditional roads, housing construction projects to railways, electricity, ports, consulting and design, water supply and drainage, geothermal wells, oil pipelines and airport expansion.

## **2.3 China's Investment in the Manufacturing Industry of Kenya**

The latest survey released by the World Bank shows that China has invested 400 enterprises in Kenya and become the country with largest number of investment in manufacturing industry to Kenya. The investment from China in manufacturing industry in Kenya accounts for 64% of all investments, mainly in auto parts, food, consumer electronics and communication equipment. China's medium-sized enterprises have provided Kenya with many positions for low tech manufacturing industry. For example, 931 jobs from the downstream industry of communication equipment, 500 jobs for auto parts manufacturing, and 342 jobs for metal industry. The report also pointed out that China's infrastructure construction in Kenya is not a direct investment.

Currently, Kenya's export commodities to China are mainly concentrated in raw materials such as animal fur, plant fiber, tea, coffee and other raw materials. Although chemical and plastic products have also entered the Chinese market, with low added value.

### 3. Findings/ Main Promotion Models of Chinese Firms' Exporting to Kenya

According to the questionnaire, three types of respondents are included into our survey: Chinese domestic exporters to Kenya, Chinese product suppliers and producers in Kenya as well as local importers and agents in Kenya.

The result shows that two main categories are used in the promotion models of China's export to Kenya: On-line and Off-line. There are six kinds of main stream On-line promotion models in traditional model including search engine promotion, on-line chatting promotion, video promotion, on-line shop promotion, social networking sites and forums, and self-promotion by the factories websites. Three of these six on-line promotion models can be suitable and will be discussed in our topic: search engine promotion, on-line shop promotion (E-business platform promotion), social networking sites and forums, and self-promotion by the factories websites.

As to Off-line promotion model, there are traditional media advertising (newspaper & Magazines, radio and TV etc.), telephone promotion, exhibition promotion, leaflets promotion and sponsorship etc. Three models related with exporting will be discussed in our paper, including exhibition promotion, overseas offices promotion and the exporting promotion binding with key projects.

#### 3.1 Search engine promotion

The term "search engine marketing" was initiated by Danny Sullivan (Sullivan, 2001), referring to the activities such as running search engine optimization (SEO), managing payment listings in search engines, submitting websites to web directories, and developing online marketing strategies for business organizations or individuals. Accordingly, search engine promotion is a marketing tool that uses search engine optimization, search engine rankings, and the popularity and relevance of research keywords to achieve higher rankings on search engine results pages. SEO is crucial to site rankings because relevance of certain word and its ranking is determined by search engine based on complex algorithms (the algorithms and ranking methods of each search engine varies in different ways) after search engines collect web pages through Crawler (or Spider) programs. When customers search for related products or services in search engines, pages optimized by professional search engine usually get higher rankings.

Top six search engine service providers in China and their market shares (StatCounter, March 2018): Baidu (58.55%), Shenma (28.76%), 360 (5.49%), Sogou (4.53%), Google (1.50%), Bing (0.83%), others (0.35%). Top six global search engine websites and their market shares: Google (91.25%), Bing (3.08%), Yahoo (2.13%), Baidu (1.48%), Yandex (0.68%), DuckDuckGo (0.25%). Top six search engine websites and their market shares in Kenya: Google (95.03%), Yahoo (2.51%), Bing (1.98%), Baidu (0.17%), Webcrawler (0.11%), DuckDuckGo (0.11%)

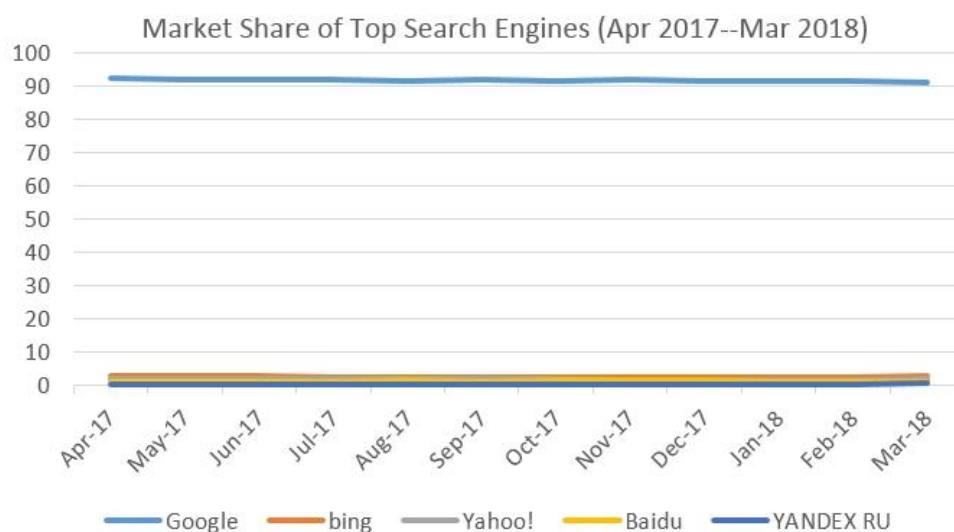
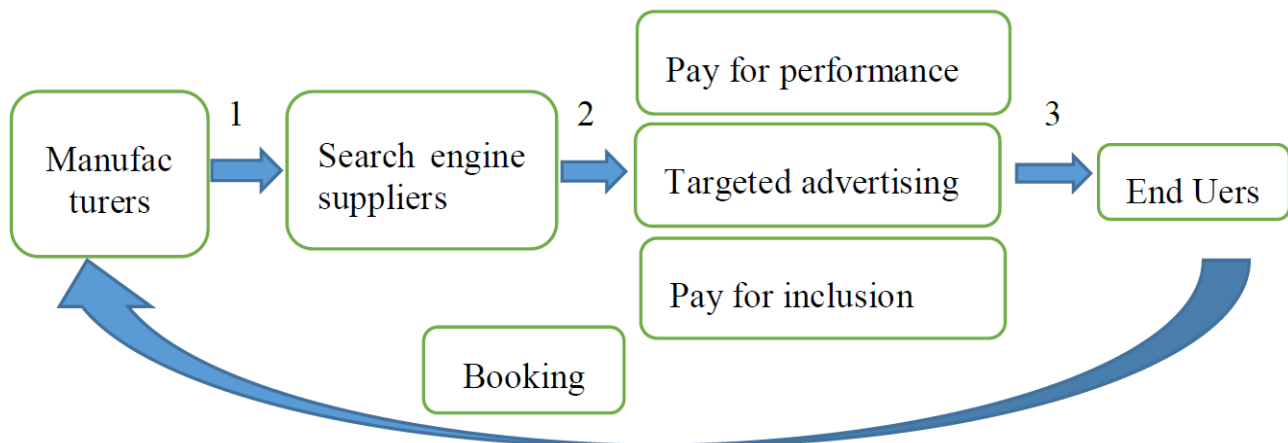


Figure 1: Market Share of Top Search Engines (Apr 2017-Mar 2018)

According to the statistic from StatCounter on March 2018, Baidu and Google are respectively No. 1 in domestic market and international market search engine share.

Considering the habit of customers, end users from Kenya mainly use English results as their reference to import goods. Google takes absolutely advantage in the search engine. Consequently, over 90% of Chinese manufacturers select Google as promotion tool for export to Kenya as in search engine promotion. Here we give a simplified flow for Search Engine Promotion model:

Diagram 1: Search Engine Promotion Model of Chinese Exporters to Kenya Market



1. Manufacturers select targeted search engine websites as their potential promotion tools and make orders according to different requirements.

2. Results from search engine are optimized based on the demand from manufacturers with two purposes: 1. to be included in search engine, 2. to achieve higher ranking among search results. Search engine optimization is achieved with three operations: Pay for Performance, Targeted advertising, and Pay for inclusion.

3. End users get the results contain necessary contact information of the manufacturers processed by the search engine and make orders to the manufacturers.

The key flow in whole promotion process is the SEO from above model. Generally, SEO means to sum up the search engine ranking rules, optimize the websites rationally, have higher rankings in Baidu and Google etc., thus enable the search engine to bring more customers. Actually, SEO is a set of promotion ideas based on the search engine, which provides an ecological self-marketing solution for the website and make the website occupy the leading position in the industry and gain the benefit of the brand.

### 3.2 E-business Platform Promotion

Gerstner suggests that the term "e-business" was coined by IBM's marketing and Internet team in 1996 (Gerstner, 2002), which refers to any kind of business or commercial transaction that includes sharing information across the internet. It focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses or e-business refers to business with help of internet i.e. doing business with the help of internet network (Davies, 2004).

Top four E-business Platforms in China for exporters: Alibaba International Trade Platform, Global Source Platform, Made-in-china Platform, and DHgate Platform. Alibaba is the largest B2B trading platform in the world, selling products more than 40 different categories with quantity of about 100 million. Platform buyers come from more than 190 countries. Suppliers can register for free and can upload products up to 50, but the suppliers must purchase membership if they want to upload more products. Global source platform enjoys a good reputation globally with the head office in China. Main model of promotion is through expo advertisement and suitable for large manufacturers. Made-in-China Platform, a relatively professional platform, with customers from Europe and America, India, Africa and so on, but the order quantity in the beginning is very small and it is suitable for small

manufacturers. Trading volume of DHgate platform ranked first in Asia Pacific, ranked sixth in the world both fit for retail and wholesale suppliers.

Comparing the four platforms, we can see that they have one thing in common: these platforms have a free mechanism, either free time limit or free product uploading quantity limit. It is obvious for original intention: platform promotion is a new thing, there should be a process for public to accept it. The free mechanism came into being and was able to dispel consumer concerns. Meanwhile a free trial can also show the confidence on the platforms, which really have a real promotion effect.

Diagram 2: Flow Chart of E-business Platform Promotion:



The process of E-business Platform Promotion model is as follows:

1. Manufacturers make comparison among different E-business platform and select one or more E-business platforms as promotion tools;
2. Manufacturers set up their online shops of various levels according to the payment based on the framework of the E-business platform.
3. Manufacturers upload multiple products to their online shop.
4. Online shop is optimized under the help of E-business platform based on their payment to the different levels of services.
5. Results of multi levels is projected to the end users, who contact the manufacturers through the platform and make bookings.

Compared with the pure SEO, E-business platform promotion is more complicated, but the crucial link is still tightly connected with SEO. On the other hand, selection of online platform is also important. The platform cannot play the right role until the owners have right choice of suitable E-business platform according to their characteristic of different types of products. Design of the shop structure and display of products will have an impact on the sales volume. Special personnel should be arranged for tracking and maintenance to keep a stable website traffic and customers.

### 3.3 Self E-business Platform Promotion by the Manufacturers

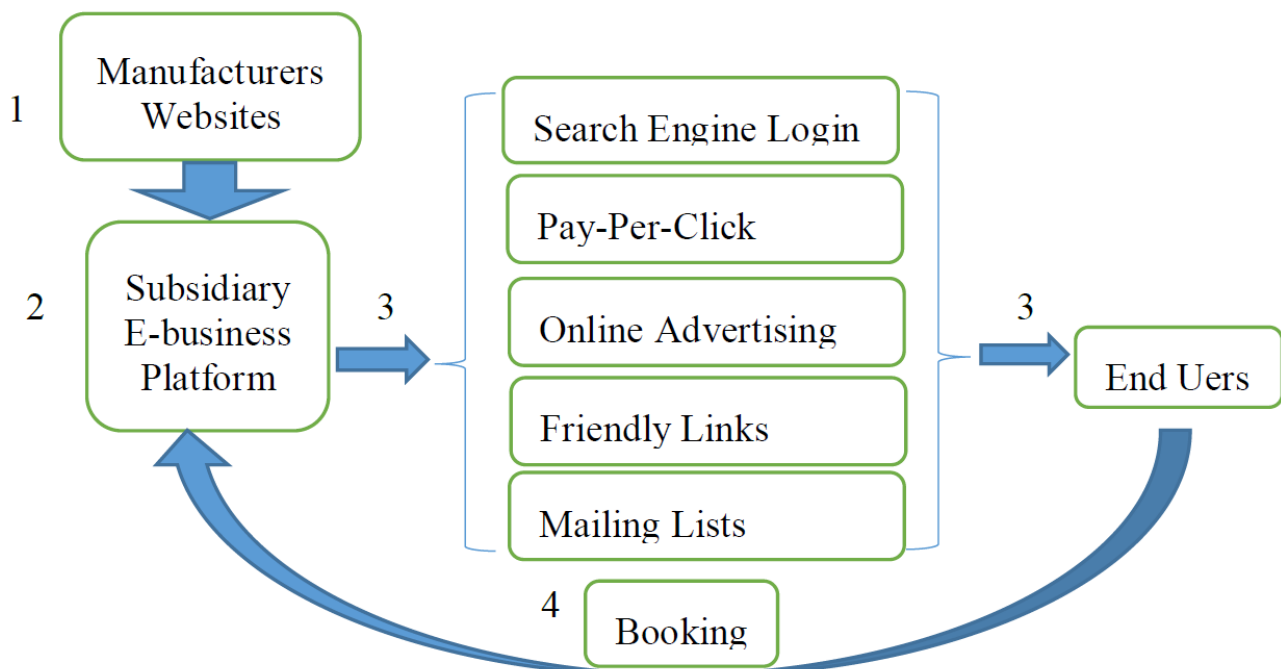
This type of E-business platform is popular among Chinese manufacturers, especially for the firms with international business. According to the statistics, over half Chinese enterprises have set up websites, among which about 80% of the enterprises are available with E-business.

Self E-business platform promotion is a low cost but high efficiency method, which introduces its own business to all customers through Internet, achieving the purpose of publicizing company and promoting products as well as extending the service scope of the company. As to low cost, it is because the firms can reduce management costs, operating costs, and promotion costs through information networks. High efficiency is due to the fact that the Internet enables suppliers and customers to communicate through a variety of channels including multimedia means, whether online or not.

Main methods for online promotion include search engine login, pay-per-click, online advertising, friendly links, mailing lists, newsgroup advertisements, and online theme events etc.

Next is the flow for Self E-business platform promotion:

Diagram 3: Self E-business Platform Promotion Model



1. Manufacturers build their own websites, usually under help of CMS (Content Management System), buying domain name as well as virtual host and server.

2. Extra module of subsidiary E-business platform is added into the official websites, generally attached with product online show room and detailed parameters. Website floating window or message board is reserved beside products show room in convenience of communication.

3. Products on subsidiary E-business platform is recommended to end-users through various promotion tools such as search engine login, pay-per-click, online advertising, friendly links, mailing lists etc.

4. End users make orders after communication with online promotion staff from subsidiary E-business platform.

When we are checking promotion models, we find that there is certain similarity among 3.1, 3.2 and 3.3, in which SEO is highlighted everywhere. Therefore, we should pay enough attention to the effect of SEO in E-platform promotion.

### 3.4 Exhibition Promotion Model

Exhibition serves as the exchange platform for manufacturers, dealers, and merchants as one of the traditional promotion tools. Professional exhibitions are the epitome of the industry that they represent. Enterprises can establish and maintain relationships with stakeholders in the exhibition, harmonize customer relationships, and establish the overall image of the company in the market. Companies can showcase their brands through the exhibition. Exhibiting companies can be sparkling and easily attract the attention of visitors to the exhibition through the well-trained booth staff, active pre-show and exhibition promotions, attractive booth design and rigorous booth follow-up services.

Exhibition promotion is an important model for Chinese enterprises exporting to Kenya. About 35% of the orders are from various exhibitions according to exporters. Following are two important events of exhibition for Chinese exporters to Kenya:

#### 1. China Import and Export Fair

China Import and Export Fair, also known as Canton Fair, was founded in 1957. Held twice in Guangzhou every spring and autumn, Canton Fair is a comprehensive international trading event in China with the longest history, largest scale and most complete product categories. As of the 122nd session, cumulative export volume of Canton Fair totaled approximately US\$1.237 trillion, and

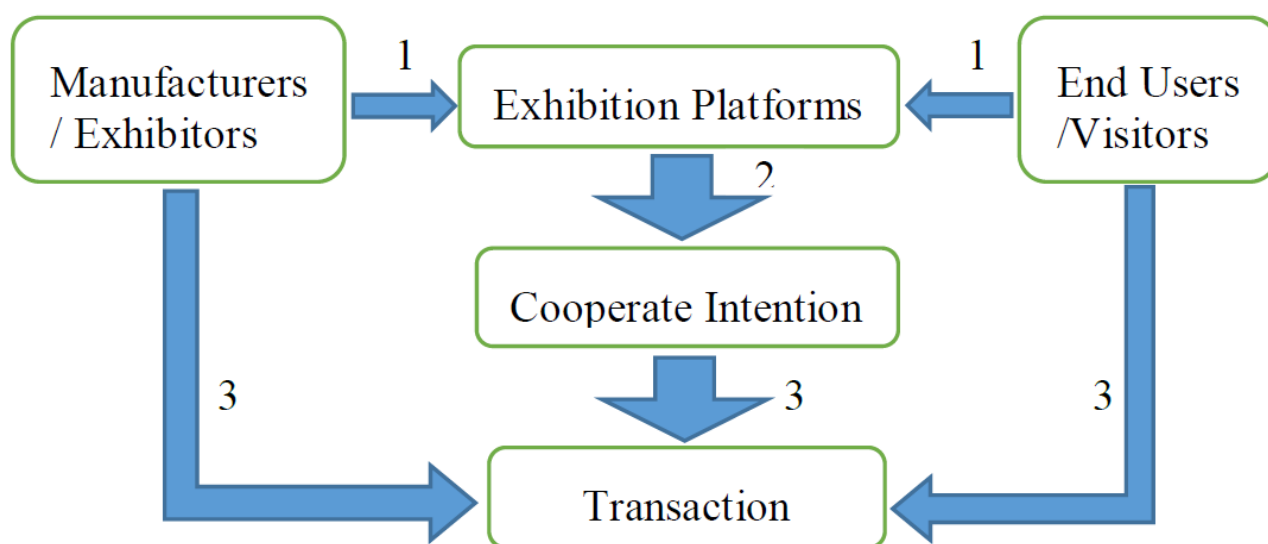
accumulatively the number of overseas purchasers reached 8.22 million. At present, the scale of exhibitions for each session of Canton Fair is 1.185 million square meters, with nearly 25,000 domestic and foreign exhibitors, and about 200,000 overseas purchasers from more than 210 countries and regions.

## 2. Kenya China Trade Week

China Trade Week (CTW) enjoys the reputation of "Africa Canton Fair". Since its inaugural in 2015, it is held annually thereafter with more than 400 companies from different regions in China displaying China's quality products, which covers construction materials, engineering machinery, automobile and motorcycle accessories, plastics, printing and packaging, and light industrial consumer goods. Trade Week of 2016 attracted more than 21000 spectators from Kenya and its surrounding countries in three days. More than 80% of the customers gain orders at site with the turnover more than \$30 million. Data from Kenya Investment Authority shows, China Trade Week is the largest and most watched exhibition in Kenya within 10 years.

Next flows are the process for exhibition promotion:

Diagram 4: Exhibition Promotion Model



1. Before the exhibition, manufacturers/exhibitors announce to participate in the upcoming exhibitions by various media, calling end users to visit their booths. They attend the expo with beautiful posters, selected samples and nice catalogues.

2. Manufacturers receipt the customers and reach cooperate intention in the expo.

3. Special staffs from manufactures collected and processed useful potential customers information, keeping on tracking until the potential customers become real ones and transaction are made accordingly.

Some hints for the manufacturers to get a better effect:

1. Manufacturers/exhibitors should make full preparation for the expo. They should apply beautiful posters and bring selected samples and nice catalogues.

2. Exhibition stand must be high-end, tables and chairs for reception of customers should be comfortable. Nice gift with company logo is also necessary.

3. To organize various activities, or generate various creative ideas, to enhance the vitality and attract more potential customers to exhibition stand. To wear company uniforms, and create a perfect corporate image.

4. To register all customer's contact information. After exhibition, exhibitors should closely connect the customers so that exhibition results can be converted into orders timely.

### 3.5 Establishment of Overseas Offices/factory

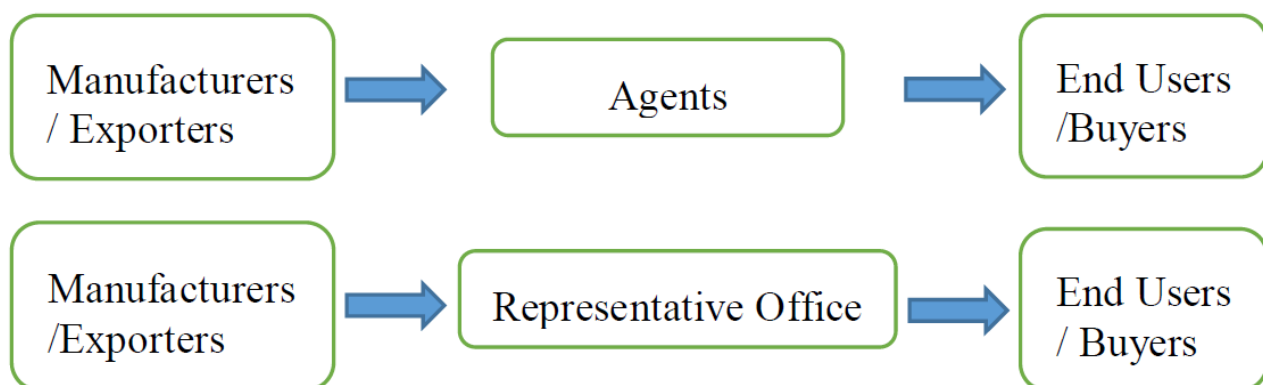
“Going global” Strategy was initiated by Congress of China in March 2000 and finalized by Communist Party of China in October 2000, which refers that Chinese companies make full use of “two markets and two types of resources” of domestic and foreign countries and actively participate in international competition and cooperation. Broad meaning also covers all aspects of multinational operations such as exports of goods and services etc. The implementation of the “Going global” strategy has achieved remarkable results. In 2017, the total value of China's trade in goods was 27.79 trillion Yuan, an increase of 14.2% over 2016 (equivalent to US \$4 trillion and 120 billion). In 2017, domestic investors in China conducted non-financial direct investment in 6,236 foreign companies in 174 countries and regions around the world, accumulatively achieving an investment of RMB 807.5 billion (equivalent to US\$ 120.08 billion).

Serious homogenous competition exists among domestic companies, leading to a continuous decline in the profitability of domestic downstream companies. Vitality of the market has been stimulated by the strategy of “Going global”. Original simple business model could not meet the needs of the export market. In this context, more and more companies have gone abroad, setting up overseas locations, establishing representative offices and branches etc. As we discussed in 2.2 that there are nearly 390 Chinese-funded enterprises in Kenya, about 60% of them developed global market under such background.

Benefits for registering overseas branches may include: be convenient for enterprises to develop multinational operations; be helpful for enterprises to avoid trade barriers; to avoid foreign exchange controls and facilitate enterprises to carry out capital operations; simple registration procedure and lower maintenance cost.

Let's make comparison between export through agent and through representative office as in the following chart:

Diagram 5: Comparison between Export through Agents and Representative office



Suppose total profit for exporters is 100% in a certain period, the first chart shows that 50%-60% of the profit have to be taken away by agents. In the second chart, 20% of profit is spent as start-up fee and maintenance fee for the representative office, manufacturers can still save 30%-40% of profit because business is handled directly from manufacturers to customers bypassing the agents.

Except establishment of overseas representative offices, to build factories abroad is another form of “Going global”, with various advantages as follows:

1. Localized firms can enjoy some policy convenience such as tax benefits;
2. To set up local factories, which are close to the consumer market, for one thing it can reduce logistics costs, for another it enables the manufacturers to have more customer resources;
3. In overseas public bidding projects, contractors are generally required by owners to register local entities before they can undertake projects locally.

Our questionnaire shows that 15 of 72 respondents, covering 20.8% of total interviewees have set up their offices in Kenya to run business by contrast.

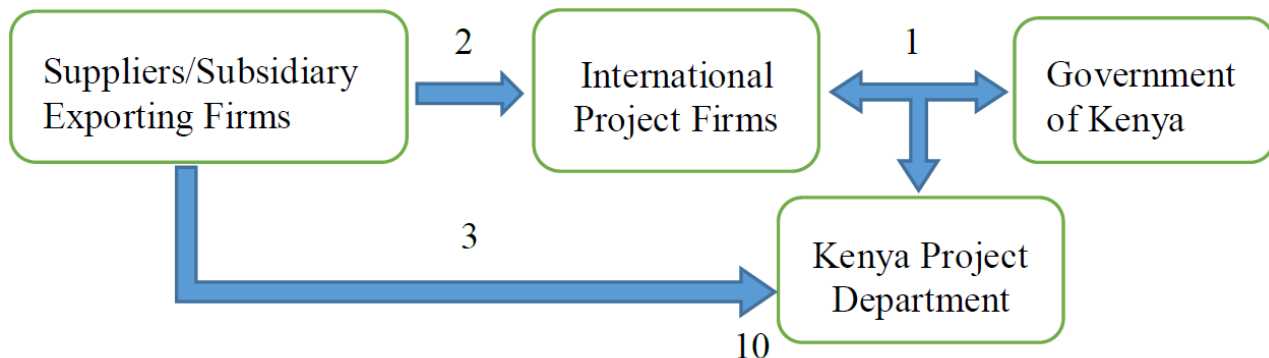
### 3.6 Exporting Binding with Key Projects

We have talked in 2.2 that China has been the largest project contractor in Kenya with more and more Chinese enterprises entering Kenya project market including both state-owned giants such as CNPC and private tycoon such as Huawei etc. Projects covers both traditional area and new industries.

As we know that Kenya's local prices are relatively high. If compared with China's price, the general level is twice as that of China's price, many commodities is three times or even more. Data from the World Bank in March 2018 shows, the CPI in Kenya was 190.62, while in the same period China's CPI was 102.10, roughly estimating that Kenya's CPI is double as that of China's CPI. Based on the long-term business operations experience of our office, if we ship Chinese goods to Kenya, usually logistics costs (sea freight, duty, customs clearance, land transportation, etc.) will cover about 40-50% of the cost. Actually, the final price of the goods shipped from China to Kenya is about 1.5 times as the domestic purchase price, which is still much cheaper than local price. Therefore, Chinese contractors in Kenya are willing to import goods from China, which shall save huge costs for the projects.

Generally the scale of international projects is relatively large, often millions of dollars, and some projects are even billions of dollars. Thus, engineering materials account for a relatively high proportion in the imports and exports. Project department in Kenya of many companies will set up an import team to deal with imported goods for this case. For large groups with more international projects, separate export companies will be established to handle the shipment to foreign countries. Chinese companies in Kenya have almost similar structures. As an overseas aid project with Chinese characteristics, projects of Chinese Government Concessional Loan and Preferential Export Buyer's Credit also have restrictive conditions, requiring that the proportion of imported materials & equipment from China should be no less than 50%. The accumulation of these factors constitutes a large part of China's exports to Kenya.

Diagram 6: Promotion Model of Exporting Binding with Key Projects



1. International project firms win the projects from Government of Kenya and set up Kenya project department.
2. Suppliers or subsidiary firms of International project firms sign an agreement to supply materials to Kenya project department for international project firms.
3. Suppliers or subsidiary firms of International project firms finish preparation of goods and export to Kenya project department by international shipment.

### 4. Conclusion

The paper has studied various models of China's exporting to Kenya in recent years. Theoretical framework reviews classical export theories of David Ricardo etc., as well as the current popular theories of Jerome McCarthy, Theodore Levitt, Philip Kotler, Lauterborn, Elliott Ettenberg, meanwhile the latest mobile media promotion model is also discussed. Totally two major categories of online and offline and six models are summarized based on the solid data of questionnaire including search engine promotion, E-business platform promotion, self E-business platform promotion, exhibition promotion, overseas offices/factory establishment, and promotion of exporting binding

with key projects. These six models basically include promotion methods in most of industries for general Chinese firms' exporting to Kenya, which has practical meaning and guiding significance. The research results are the verification and development of the international business export theory, meanwhile, it can also provide a way for Chinese enterprises as well as the enterprises from other countries to enter the market which can be learned and duplicated, thus leading to commercial success. The article only studies six major promotion models. Of course, there are also other models in practical export business cannot be exhaustive. The paper intends to present the key links of the export promotion model from a macro perspective, whereas the actual export process, covering the offer and counter offer, documentation, logistics and custom clearance, payment etc., have not been discussed in details. Number and coverage of questionnaires can be expanded to make the research reflect the real image. Additionally, promotion model of mobile platform remains in theoretical basis. Spread of mobile media will play an increasingly important role in future export trade, which is a hot topic and research direction in the future.

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