

Box 1: Exported Services by Sector

<u>Sub-sector</u>	<u>Domestic Services</u>	<u>Modifications to Domestic Services to Make Them Exportable</u>
Accounting	Accounting services Audit & Assurance services Tax services Consulting services	Modifications are made with respect to tax regulations in the foreign country and the client firm's accounting program. For work on donor funded projects, Kenyan firms can conduct technical and social audits that include project impact assessments.
Architecture	Urban planning Land use planning Site planning Project management	Only slight modifications: foreign clients often want more detailed designs than local clients; more work is done with emails; projects must adhere to regulations in the client's country.
BPO	Inbound/outbound sales Customer satisfaction surveys Back office support Database management Transcription Technology support	All services can be exported; delivery of exported services can be fully conducted online (mode 1). However, employee training must be up to international standards. This includes developing strong customer service skills, and learning how to speak with a "neutral" accent.
Engineering	Engineering consulting Environmental impact assessments Construction materials testing	Specifications are changed for the client country; converting units in drawings depending on whether measurements in the client country are based on the imperial (feet and inches) or metric (meters and centimeters) systems. Drawing text must be translated if in a different language than the client's.
Freight-forwarding	Customs brokerage Documentation processing Logistics planning (transportation, warehousing, material handling, ships agency, cargo depot)	Small modifications are made when exporting, such as adapting to changing regulatory requirements. An additional service that is provided to foreign clients is to walk them through the numerous Kenyan documentation processes and procedures.
ICT	Digital design for web advertising Advanced technical support Website solutions/design Web-based marketing	ICT services are typically exported by telecommunications (mode 1). Employees must be able to communicate effectively with email and so must often receive computer training.
Insurance	Insurance products (general, life crop, health, micro-insurance) Pensions; asset management	Services are tailored to individual client countries and markets. For example, private vehicle insurance is not mandatory in Sudan whereas the public vehicle insurance market is quite large. These types of dynamics will alter the way in which firms market insurance products.
Legal	Corporate/commercial law Intellectual property Family law Criminal law Legal advisory services	All services can be exported as long as the lawyer is registered and admitted to the foreign bar association. Services pertaining to Kenyan law do not require registration in the export country. Modifications to services are small and generally have to do with the way documents are presented, especially regarding court documents.
Non-banking financial	Private equity/venture capital (investment, guidance & strategy) Investment banking Stock broking	Some clients have their own specific standards due to global regulations and oversight from headquarters, and services may be altered to adhere to these factors. For mergers and acquisitions advisory services, modifications are made on a case-by-case basis.