



# Kenya Pre-Export Verification of Conformity (PVoC) Program

## Ensuring Compliance and Efficient Market Entry into Kenya

In order to maintain product safety and protect public interest, the Kenya Bureau of Standards (KEBS) has implemented the Pre-Export Verification of Conformity (PVoC) program. This regulatory framework requires exporters to verify compliance with applicable Kenyan standards prior to shipment.

All regulated products destined for the Kenyan market must undergo conformity assessment in the country of export and obtain a Certificate of Conformity (CoC). The CoC serves as official evidence that the goods meet Kenya's mandatory technical and safety requirements and facilitates smooth customs clearance upon arrival.

The PVoC program plays a vital role in preventing the importation of substandard, counterfeit, or unsafe goods while supporting a fair and competitive trading environment. By ensuring compliance before shipment, the scheme minimizes clearance delays, reduces the risk of rejections or penalties, and enhances predictability in cross-border trade.

As an approved inspection body under the KEBS PVoC program, TÜV Rheinland conducts product evaluations including inspection, testing, and issuing the Certificate of Conformity to verified exporters. This structured and transparent process enables businesses to access the Kenyan market efficiently and with full regulatory confidence.

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# About Kenya

Information is taken from <https://data.un.org/>



## Capital

Nairobi



## Population

56.43 million  
(est. as of 2024)



## GDP

120.34 million  
(est. as of 2024)



## Import Value

118.2\$ billion USD  
(est. as of 2023)



Recognized as a reliable partner in international trade facilitation, TÜV Rheinland is officially approved to provide Certificate of Conformity (CoC) services within Kenya’s Pre-Export Verification of Conformity (PVoC) scheme. The CoC is a compulsory document for all regulated products entering Kenya and must be presented to the Kenya Bureau of Standards (KEBS) to complete the customs clearance process.

Leveraging our extensive global presence and network of accredited laboratories, we carry out product assessments, coordinate testing activities, and conduct pre-shipment inspections in line with Kenyan regulatory requirements. By verifying compliance prior to export, we help businesses minimize clearance risks, safeguard brand credibility, and ensure full alignment with Kenya’s mandatory standards.

**PROGRAM AIMS**

- To ensure quality of products, health and safety, and environmental protection for consumers
- Promote fair competition by ensuring only compliant products enter the Kenya market
- To facilitate trade by ensuring that compliant goods are given expedited clearance at the port of entry
- To enhance efficiency of clearance of imported goods at the ports of entry
- To prevent deceptive trade practices

**REGULATED PRODUCT SCOPES UNDER KENYA PVOC PROGRAM**

All goods are regulated under the Kenya Pre-Export Verification of Conformity (PVOC) program. Products classified as exempted, prohibited, or restricted are excluded from the PVOC requirement. The list of products below provides an indication of product categories that are typically subject to the PVOC program. However, as product classification may vary, it is recommended to consult one of our experts for confirmation.

 Food	 Textiles & clothing	 Household appliances & kitchen	 Electrical & electronic equipment
 Construction & building materials	 Automotive & Transport Equipment*	 Chemicals & petrochemicals	 Medical & healthcare
 Plastics & rubber	 Packaging & containers	 Paper & board	 Furniture & bedding
 Cosmetics & personal care	 Agriculture & irrigation / food processing	 Safety & personal protective equipment (PPE)	 Valves & pumps
 Measurement & instruments	 Energy & power (including solar, batteries)	 Telecom & IT	 Timber & wood products
 Metals & metal products	 Toys & leisure	 Used textile and footwear**	

\* Used vehicles, used spare parts, and mobile equipment are covered by a different inspection agency under the Kenya PVOC Program  
 \*\* Second-hand textiles and footwear must comply with a protocol established by KEBS. A key requirement of this protocol is the assessment of baling and sorting facilities in the country of export to ensure compliance with the applicable standards.

**Note:** Certain high-risk shipments destined for Kenya—such as food products, cosmetics, toys, electrical and electronic items, as well as fertilizers and soil conditioners— may require a Free Sale Certificate (FSC) issued by the country of export or origin. A Free Sale Certificate issued by an authorized agency demonstrating that the product is freely sold and compliant with the applicable regulatory requirements in the country of origin/export. Our experts will guide you through this requirement.

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**EXEMPTED, RESTRICTED, AND PROHIBITED PRODUCTS UNDER KENYA PVOC PROGRAM**



EXEMPTED PRODUCTS

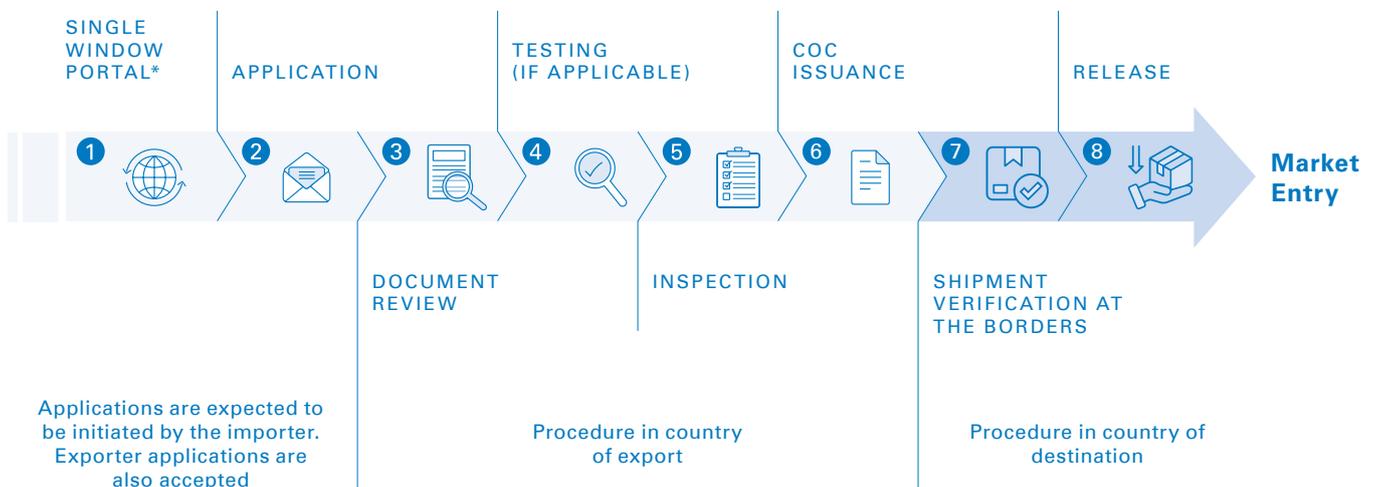


RESTRICTED PRODUCTS



PROHIBITED PRODUCTS

**PROCESS OF PRE-EXPORT VERIFICATION OF CONFORMITY (PVOC)**



\*SINGLE WINDOW PORTAL

**DOCUMENTS**

- Application form
- Invoice / Pro-forma invoice
- Packing list
- Test Report
- Import Declaration Form (IDF)

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**CERTIFICATION ROUTES UNDER THE KENYA PVOC**

Depending on the exporter’s profile, shipment type, and product compliance history, the PVoC program offers three routes for certification:

- **Route A:** Consignment Inspection and Testing  
Supervision of container loading and container sealing are mandatory for all shipments originating from China and the UAE.
- **Route B:** Product Registration  
Designed for frequent exporters of homogeneous products with a strong compliance history, this scheme offers reduced surveillance assessments during the validity period of the registration.
- **Route C:** Product Licensing  
Designed for manufacturers with a strong Quality Management System. After a factory audit evaluating production processes and product testing, the program offers reduced surveillance for the three-year license period.

**NATIONAL DEVIATIONS**



**Rated voltage**  
240V



**Rated frequency**  
50 Hz



**Label**  
Minimum language requirement is English and Swahili



**Plug Type**  
Type G (British Standard)

**FEE STRUCTURE**

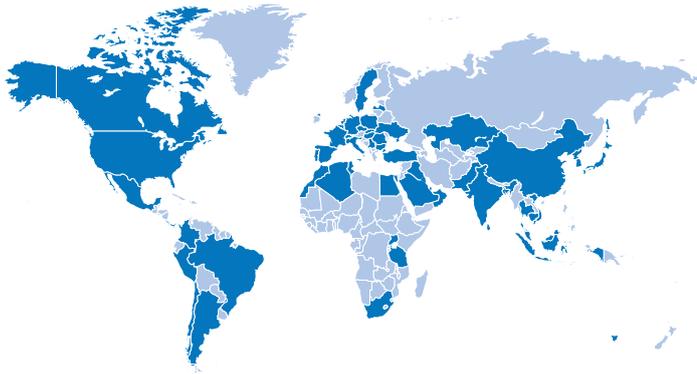
Route	Ad Valorem as a % of the declared FOB value	Minimum Fees in USD \$	Maximum Fees in USD \$
A	0.60%	300	3,500
B	0.55%	300	3,500
C	0.50%	300	3,500

The fees specified above cover document verification, physical inspection and sampling including sealing of the containers where applicable.

*The fee does not include:*

- Laboratory testing
- Licensing costs
- Registration fees
- Sampling of Bulk shipments
- Re-inspection fees

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## About TÜV Rheinland

More than 150 years of quality and safety: TÜV Rheinland’s mission has been to make technology safe for people and the environment. From the steam engine to digitalization, what started as a regional association for the monitoring of steam boilers has evolved into a global testing service provider.

Today, TÜV Rheinland ensures safety and quality in almost all areas of business and life. This shared commitment unites more than 20,000 employees. TÜV Rheinland’s experts test technical systems and products around the globe, support innovations in technology and business, train people in numerous professions, and certify management systems according to international standards. By ensuring safety and sustainability, TÜV Rheinland is also shaping the future. Since 2006, TÜV Rheinland has therefore been a member of the United Nations Global Compact for more sustainability and against corruption.

## About TÜV Rheinland Government Inspections and International Trade Services

TÜV Rheinland is a trusted Conformity Assessment Body (CAB) for many governments and authorities around the world, assuring that goods fulfill national and international standards. TÜV Rheinland has more than 150 years of expertise and a global network of professionals and laboratories. As a conformity assessment organization, our goal is to help businesses, exporters, importers, and manufacturers gain speedy access to the country of destination and a seamless customs clearance process. International trade is a mainstay for most companies in today’s economy. This involves in many occasions long distance agreements. Those may raise possible

**Rooted in Germany – and at home all over the world:** The internationalization of TÜV Rheinland began in 1970. Today, we have operations in some 60 countries on all continents.

**250** group-network laboratories all over the world work on our clients’ behalf to inspect the safety, quality, functionality and ergonomics of products from a very wide range of sectors.

The testing of products, for example: 80 percent of the business is done outside Germany because the tests logically take place where products are manufactured. Worldwide, TÜV Rheinland has roughly 780 of what are known as accreditations—an official recognition permitting the performance of tests—from national authorities.

**1872** was the birth year for the “Verein zur Überwachung der Dampfkessel in den Kreisen Elberfeld und Barmen” (“Association for Monitoring Steam Boilers in the Districts of Elberfeld and Barmen”) from which TÜV Rheinland would later emerge.



uncertainties when business agreements are being concluded. Therefore, traders (buyers, sellers, manufacturers) often demand for a third party inspection in terms of quantity, quality, condition or price to mitigate possible risks or non-fulfillment of contractual agreements.

Our Customized Commercial Inspections services can be conducted in connection with a Letter of Credit (LOC) or be based on industry / bespoke requirements to bring about the certainty, a buyer or seller may need.



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