



PRESS RELEASE

KAM's local goods Online Directory goes live

Tuesday, 17th March 2019, Nairobi: Kenya Association of Manufacturers (KAM) has today launched an online directory of locally manufactured goods, in the wake of the confirmation of coronavirus (COVID-19) cases in the country.

The online portal is a directory of locally manufactured products aimed at forestalling disruptions in the market. It will provide information on readily available products and services in the manufacturing sector to supplement imported finished goods as nations restrict the movement of people and goods. The portal also seeks to support manufacturers access intermediate goods available locally, especially SMEs who may be hardest hit in case of stock-outs.

KAM Chief Executive, Ms Phyllis Wakiaga noted that the directory offers quick and easy access to essential information and features of local manufacturers' products and services.

"This is an initiative by the manufacturing sector to make sure that consumers are aware of the products available during this difficult time. It consolidates all the members under the Association and their products. It contains robust information for customers, investors, partners and the media," said Ms Wakiaga.

The directory will be updated regularly with new products and services in the market. The public can explore the website and sign up for direct emails from the platform that will notify them on consumer news and new products by our members.

Visit www.directory.kam.co.ke to access the directory.

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