

2019

Growth & Gains

Great strides Together





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Submitting Our 2019 Report Card!

Welcome to Kenya Association of Manufacturers' (KAM) *Growth & Gains - Great strides Together* Publication for 2019. This annual publication seeks to enlighten you on the achievements we have made on behalf of the KAM Membership in the past one year.

The Association has over the years worked towards ensuring that we give you, our members, world-class services that will ensure that organisations achieve profitability in their businesses.

This year has seen us win big on some issues that have long hindered our ability to do business competitively. Although not all our battles were won, we remain proud and happy to have made this a better business environment.

On behalf of my colleagues at the Secretariat, we invite you to look at how far we have come and celebrate these achievements with us as we prepare for 2020.

Ms Phyllis Wakiaga,

CHIEF EXECUTIVE



THE 2019 BOARD MEMBERS

No.	Name	Position at the Board	Organization
1.	Sachen Gudka	Chairman	Skanem Interlabels Ltd
2.	Mucaï Kunyihā	Vice Chairman	Cooper K-Brands Limited
3.	Flora Mutahi	Ex-Officio	Melvin Marsh International
4.	Helen Kimani	Director	Kevian Kenya Ltd.
5.	Kaushik Shah	Director	Safal Group of Companies
6.	Lutaf Kassam	Director	Industrial Promotion Services (K) Ltd
7.	Stephen Brooks	Director	Homa Lime Company Ltd
8.	Bharat Shah	Director	Kenafric Industries Ltd
9.	Rajan Malde	Director	Trufoods Ltd
10.	Rohin Vora	Director	Regal Pharmaceuticals
11.	Joe Muganda	Director	Vivo Energy Kenya
12.	Ciiru Waweru	Director	FunKidz
13.	Jane Karuku	Director	Kenya Breweries Limited
14.	Bimal Kantaria	Director	Elgon Kenya Ltd
15.	Pankaj Bedi	Director	United Aryan (EPZ) Ltd
16.	Rajan Shah	Director	Capwell Industries
17.	Linus Gitahi	Director	Tropikal Brands (Afrika) Ltd.
18.	Hitesh Mediratta	Director	P G Bison
19.	Beverley Spencer-Obatoyinbo	Director	British American Tobacco - Kenya

Chairman's Message



For these 60 years, KAM has continued to engage the government to promote the competitiveness of industry and seek new market opportunities. Such initiatives include advocating, on behalf of our members, for a conducive business environment;

This has been a very special year for industry as we celebrated 60 years of adding value and transforming Kenya's economy.

The sector has been at the centre of catalysing Kenya's growth and shaping the Nation's progress in the last 60 years. It is through manufacturing that Kenya has made its mark in the world and risen into a regional beacon through job and wealth creation.

Since before independence, manufacturing has provided productive jobs that have, in turn, provided security and stability for many Kenyan families. The sector has steered the development of infrastructure that has consequently opened and connected diverse societies to trade and interact with each other. Subsequently, this has led to Kenya's long-standing reputation as a preferred investment destination in Africa.

Since its establishment in 1959, the Association has evolved into a dynamic,

vibrant, credible and respected business association that has continued to unite industrialists whilst offering a common voice for industry.

For these 60 years, KAM has continued to engage the government to promote the competitiveness of industry and seek new market opportunities. Such initiatives include advocating, on behalf of our members, for a conducive business environment; providing trade information on local, regional and global markets; facilitating the licensing and permits at the National and County levels; and promoting a green economy and sustainable manufacturing practices among many more.

This year, the Association continued to spearhead major policy gains for the manufacturing sector. This is in line with our intention to achieve the Government's Big Four Agenda, particularly attaining 15% GDP contribution by 2020. At the beginning of the year, we launched the 2019 Manufacturing Priority Agenda to guide our advocacy, under the theme, *Closing the manufacturing gap through the Big 4 Agenda for shared prosperity*. The Agenda outlined immediate action plans that would yield tangible results in the short term, to close the sector's current gap of 6.6% by 2022, to attain the 15% GDP target under the Big 4 Agenda.

We have seen much accomplished in the year, at National and Chapter levels, through our engagements on the proposals highlighted in the Agenda. These include the gazettment of Electricity Rebate Program Key Performance Indicators

(KPIs), government procurement from local industries, adoption of our proposals in the national budget and African Continental Free Trade Area (AfCFTA) Rules of Origin among others.

To showcase the diversity and quality of locally made products to Kenyans, KAM hosted the biggest shopping festival in Kenya - dubbed *Changamka Kenya Shopping Festival* - which had over 100, 000 participants and 161 exhibitors. The festival also provided an opportunity for industry and stakeholders to deliberate on transforming the nation through industrialization and the expectations on industry in this transformation.

We also launched the Manufacturing SME Hub to prepare, nurture and grow manufacturing SMEs to take full advantage of the available markets. The Hub seeks to address the challenges affecting SMEs in the country including unfriendly policies and regulatory regime, tedious and lengthy process in quality standards and certifications, access to markets, access to affordable finance and poor governance structures.

In the endeavour to champion inclusivity, we held the 2nd annual Women in Manufacturing (WIM) Gala Dinner, which provided a platform for women in industry to discuss avenues through which their participation and contribution to the Big Four Agenda can be boosted. The Association established the WIM Program in 2017 to bridge the gap between existing opportunities in manufacturing and the skills required to increase

the participation of women in manufacturing.

KAM continued to promote the adoption of critical tenets of sustainable development and green growth towards actualizing a green economy. To this end, we hosted the 15th annual Energy Management Awards, where we recognized enterprises that have made major and sustainable gains in energy efficiency through the application of modern energy management principles and practices, and in the process made significant energy and cost reductions. The efforts in energy conservation by industry are paying dividends as evidenced by the savings reported over the last 15 years now cumulatively at Kshs 14.7 Billion.

Additionally, the Association continued to advocate for the circular economy in the year and created valuable links with stakeholders in Government and Industry to champion for holistic waste management solutions that not only bring about economic opportunities but also, shift the socio-cultural perception of waste as the end of a life cycle. In line with this, we launched the Kenya Plastic Action Plan that aims at enabling a circular economy for environmentally sustainable use and recycling of plastics in Kenya.

The private sector driven policy and action plan proposes a road map to an economy for plastics use and waste management in Kenya. The Action Plan, which identifies specific actions that the public and private sector should undertake to achieve the above, is an industry vision to achieve economic sustainability.

On regional integration, KAM partnered with COMESA Business Council and the Government of Kenya to host the Source 21 COMESA International Trade Fair and High-Level Business Summit. The Summit, which hosted 4 presidents from the Region, centred on manufacturing competitiveness, digitalization and trade facilitation, digital financial services and regional payment systems, standards and quality issues, smart and sustainable cities and AfCFTA.

The next 60 years could be the most promising for our country depending on our ability to develop and effect nurturing policies that will place Kenya ahead of the curve. Our first step towards realizing this is to implement some of the proposed solutions by industry to achieve low-hanging but very impactful results. Hence, we have a huge role to play to ensure that we make these changes in time to reap from global trends and markets, and to build a strong future for our country.

We will continue to raise the bar in being the voice of industry, advocating for industrialization in Africa for shared prosperity. We will continue to work closely with both national and county governments and development partners towards the industrialization vision for Kenya.

Congratulations on attaining 60 years of adding value to the country and to the region, and here's to attaining 60 years more!

Happy Holidays!

Sachen Gudka
KAM Chairman

60 Years

The story of Manufacturing in Kenya is a story of the country's growth, accomplishments, resilience and more importantly a story of possibilities. It is a story of a Nation that has made its mark in the world and how it has risen into a regional beacon.

1959

1950s



1959

Kenya Association of Manufacturers is Launched



1960s



1963

Climber Kisoi Munyao, hoists Kenya's flag on top of Mount Kenya on Independence Day, December 12

1990s



2007

Global Compact Network is Launched in Kenya



2004

Energy Management Awards kicks off

2009

KAM Launches new logo



2010

Kenyans vote for a new constitution



2010s

2019

KAM Celebrates 60 years of Adding Value



- Biggest Manufacturing festival held
- Source21 COMESA High Level Business Summit Held
- Kenya Plastic Action Plan launched
- Manufacturing SME Hub Launched

TODAY



of Adding Value

Thank you for your support in our advocacy work and your confidence in the Association throughout the years!



1970

Dr Joe Wanjui,
Serves as KAM
Chair 1978
-1988



1986

Nyayo Car,
Kenya's first
car is built

1970s



1980s



2000

East African
Community
founded



1994

Common Market
for Eastern and
Southern Africa
formed

2000s



2014

KAM HOUSE
Officially opened



2016

KAM elects its First
Female Chair, Ms
Flora Mutahi



2017



President Uhuru
Kenyatta announces
Manufacturing as one
of his big 4 Agenda



KAM at 60 Celebrations

KAM Hosts Biggest Shopping Festival in Kenya

Kenya Association of Manufacturers and the Ministry of Industry, Trade and Cooperatives hosted the Biggest Shopping Festival in Kenya, dubbed Changamka Festival from 3rd - 6th April 2019.

The 4-day Shopping Festival hosted 161 exhibitors and over 100,000 participants from all sectors across the 47 counties. The Festival brought together industry, stakeholders and the public to celebrate and deliberate

on transforming the nation through industrialization. It also showcased the diversity of locally manufactured innovations and goods.

It consisted of exhibitions, summits, a fashion show, product launches and a family fun day. There was also entertainment from renowned Kenyan musicians, Nameless, Juacali and King Kaka.

shopping festival



161
exhibitors



> 100k
participants



47
counties



- 1 KAM Chairman, Mr Sachen Gudka and EAC Affairs CS visit exhibition booths
- 2 Participants try out beverage products from local manufacturers
- 3 Interior CS, Dr Fred Matiang'i signs visitors book at KAM Stand
- 4 National Coordinator for the Multi-Agency Enforcement Team against Illicit Trade in Kenya, Mr. Wanyama Musiambo engages KAM Chairman, Mr Sachen Gudka



KAM hosts Biggest Shopping Festival in Kenya



1



2



3

- 1 Changamka Festival officially opened by Interior CS, Dr Fred Matiang'i
- 2 Chair of the Parliamentary Committee on Trade, Industry and Investment, Hon. Kanini Kega (R) visits an exhibition
- 3 KAM Member exhibits locally made soft drink
- 4 Participants visit an exhibition booth
- 5 Industry CS, Mr Peter Munya signs visitors booth at the stands



4



5

KAM hosts Biggest Shopping Festival in Kenya



- 1 KAM Director, Mr Rajan Shah showcases local products to Interior CS, Dr Fred Matiangi, ICT CS, Mr Joe Mucheru, Youth and Gender Affairs CS, Ms Margaret Kobia.
- 2 Environment PS, Ms Betty Maina tries out a locally made soft drink as KAM Chairman, Mr Sachen Gudka looks on.
- 3 Interior CS, Dr Fred Matiangi, ICT CS, Mr Joe Mucheru and KAM Chairman, Mr Sachen Gudka enjoy a selfie moment.
- 4 KAM Director, Mr Linus Gitahi, KAM Advisory Council Member, Mr Jas Bedi, KAM WIM Programme Chair Ms Flora Mutahi visit exhibition stand.
- 5 EAC Affairs CS, Mr Adan Mohamed, KAM Chairman, Mr Sachen Gudka and KAM Director, Mr Pankaj Bedi visit stand.
- 6 Interior CS, Dr Fred Matiangi, Youth and Gender Affairs CS, Ms Margaret Kobia check out locally made textiles.
- 7 KAM Director, Mr Bharat Shah, Ministry of Industry, Trade and Cooperatives Representative, KAM Chairman, Mr Sachen Gudka, KAM CEO, Ms Phyllis Wakiaga and KAM Director, Mr Kaushik Shah



Customer Service week



- 1 Azus Leather
- 2 Nature's Touch
- 3 Ultravetis Ltd
- 4 Chandaria Industries
- 5 Plast Packaging Ltd
- 6 Kibos Sugar



Source21 COMESA Business Summit



1 KAM Chairman, Mr Sachen Gudka welcomes H. E. President Uhuru Kenyatta



2 KAM CEO, Ms Phyllis Wakiaga, KAM Chairman, Mr Sachen Gudka and Former KAM Chair, Mr Jas Bedi visit exhibition stands during the International Trade Fair



3 L - R; H.E. Paramasivum Pillay Vyapoory, President, Republic of Mauritius, H.E Yoweri Museveni, President of the Republic of Uganda, H.E. Hon. Uhuru Kenyatta, President of the Republic of Kenya and Commander-in-Chief of the Defence Forces, H.E Edgar Lungu, President, Republic of Zambia and Deputy President of the Republic of Kenya - H.E William Ruto

4 KAM CEO, Ms Phyllis Wakiaga, Industry CS, Mr Peter Munya and COMESA Business Council CEO, Ms Sandra Uwera visits Exhibition stands



5 CBC CEO, Ms Sandra Uwera and KAM CEO, Ms Phyllis Wakiaga follow proceedings during the Summit

6 CBC CEO, Ms Sandra Uwera, KAM Chairman, Mr. Sachen Gudka and Ms Soraya Hakuziyaremye, Minister of Trade and Industry - Rwanda share insights on Manufacture Africa – Value for Money



SDG Conference



- 1 Ms Esther Passaris, founding member of the Kenya Parliamentary Caucus on SDGs and Business and KAM Regulatory Office, Ms Georgina Wachuka at panel session on Business ethics
- 2 Photo Op during the Business Conference
- 3 KAM Staff support SDG 5 on Gender Equality
- 4 KAM CEO, Ms Phyllis Wakiaga giving her remarks at the opening session of the conference
- 5 KAM Chair, Mr Sachen Gudka and Prof. Bitange Ndemo follow proceedings
- 6 KAM Head of Consulting, Ms Joyce Njogu moderates session on Green economy at the Conference
- 7 Ms Esther Passaris shares insights on the role of SDG on business during the networking session



Waste Management



- 1 Rosehilda Kamanga, Faith Chebet and Sharon Okwany- all from KAM create awareness on waste management at Christie 7s
- 2 KAM Team leads in World Wetlands Day clean up and awareness creation in Rongai
- 3 Panel Session on waste management innovation during the Youth Sustainability Conference
- 4 KAM participates at the Tusker Safari 7s
- 5 KAM Head of PR, Communications and Marketing, Sally Kahiu and Global Compact Network Kenya Support Officer Cynthia Kimilu award participants at the waste management awareness session during Oktoberfest
- 6 Waste Collected during Oktoberfest
- 7 Participants celebrate as they win awards during Oktoberfest

SME Hub Launch



- 1 KAM Chairman, Mr Sachen Gudka and Dr Manu Chandaria at the launch
- 2 L - R: KAM CEO, Ms Phyllis Wakiaga, Environment PS, Ms Betty Maina, Interior PS, Dr. Karanja Kibicho, KAM Chairman, Mr Sachen Gudka and KAM Director and SME Hub Chair, Ms Ciiru Waitthaka
- 3 Interior CS, Dr Karanja Kibicho chats with KAM Chairman, Mr Sachen Gudka
- 4 KAM Directors, Mr Hitesh Mediratta, Ms Ciiru Waitthaka, Mr Joe Muganda and KAM Vice Chair, Mr Mucai Kunyiha at the launch
- 5 Manufacturing SME Hub Officially launched



Women in Manufacturing Gala Dinner



- 1 WIM Chair, Ms Flora Mutahi giving her remarks
- 2 Guests at WIM Gala Dinner
- 3 Gala Dinner Chief Guest, Secure ID Nigeria Ltd. CEO - Ms Kofo Akinkugbe, who manufactures credit cards
- 4 L/R/ Secure ID Nigeria Ltd. CEO - Ms Kofo Akinkugbe, KAM Chief Executive - Ms Phyllis Wakiaga, SBM Bank CEO - Mr Moezz Mir & Women in Manufacturing Chair - Ms Flora Mutahi
- 5 Celebrating Women in Manufacturing



Clean Energy Week



- 1 Kenya Breweries Ltd. bags overall energy management award
- 2 Exhibitors visit stand at the Clean Energy Conference
- 3 Guests follow proceedings at EMA Gala Dinner
- 4 KAM CEO, Ms Phyllis Wakiaga speaking at the EMA Gala Dinner
- 5 Ministry of Petroleum and Mining Cabinet Chief Administrative Secretary, Eng John Mosonik at EMA Gala Dinner
- 6 Participants follow proceedings at Clean Energy Conference
- 7 High Panel on energy Efficiency Clean Energy Conference





POLICY ADVOCACY REPORT

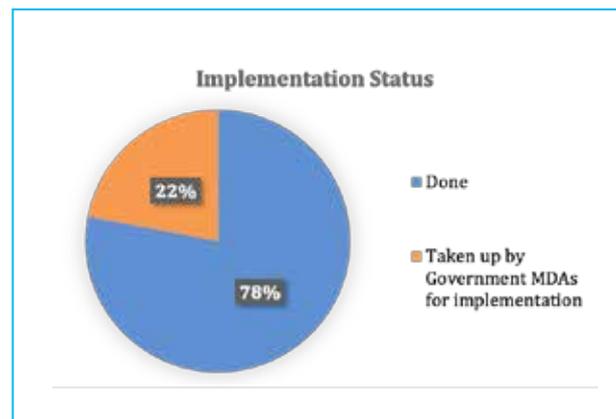
Manufacturing Priority Agenda

This year's Manufacturing Priority Agenda, themed *Closing the Manufacturing gap through the Big 4 Agenda for shared prosperity* was driven under five key pillars - Competitiveness and Level playing field, Enhanced market access, Pro-industry policy and institutional framework, Government driven SME development and Securing the future of manufacturing industry.

The Agenda outlined immediate actions that would yield tangible results in the short term, and work towards reigniting the economic development of the country.

About 78 percent of the proposed actions have been taken up by the government ministries, departments and agencies for implementation.

Implementation has however been impeded by several factors key among them slow implementation of crucial policies.



➔ Figure 1: MPA 2019 implementation status

The summary of the achievements include;

➔ Energy Rebate Program Gazetted

Following KAM's advocacy to reduce the energy cost, the National Treasury, through the Finance Act 2018, amended section 15 of the Income Tax Act to provide for an Electricity Rebate Program.

The program allows for 30 percent rebate on cost of electricity incurred by manufacturers as a short term measure subject to Key Performance Indicators (KPIs), developed for industry by the Ministry of Energy. The KPIs were gazetted in 2019.

➔ Manufacturers, Retailers and Suppliers sign Code of Practice to guide Prompt Payment in the Retail Sector

KAM, Association of Kenya Suppliers (AKS) and Retail Trade Association of Kenya (RETRAK) signed the Retail Trade Code of Practice to guide Prompt Payment in the Retail Sector in January 2019. The Code of Practice seeks to encourage self-regulation and harmonize the retailers' and suppliers' ways of engagement and in so doing, also apply international best practice applicable to the Kenyan situation.



➔ KAM, AKS and Retrak sign Retail Code of Practice to guide prompt payment in the retail sector

➔ Ministry of Industry adopts Motorcycle Regulations

KAM engaged the State Department of Investment and Industry representatives to discuss and adopt the motorcycle regulations. The regulations were agreed upon and adopted by the Ministry and signed off by all motorcycle assemblers present.



➔ H.E. President Uhuru Kenyatta engages Automotive sector



➔ H.E. President Uhuru Kenyatta engages Automotive sector

➔ Port logistics

KAM engaged the Office of the President on logistical challenges facing manufacturers in the country, particularly the Port and Inland Container Depot - Nairobi (ICDN). The Association also met the Ministry of Interior and Coordination of National Government on the progress made in the implementation of the Joint Technical Committee on Transport and Logistics report.

The milestones achieved through these engagements include;

- ➔ Development of a coordination framework for government agencies working at ICDN.
- ➔ Introduction of accountability forms for verification with set timelines for all intervening agencies.
- ➔ Enrichment of standards in local Certificates of Conformity (CoC).
- ➔ Review of SGR freight rates to reflect market reality and harmonization.
- ➔ Management of container transfers from Mombasa to ICDN and commencement of the free storage period.
- ➔ Fast-tracking the development of infrastructure within and around the ICDN.

→ EAC Manufacturers Network

KAM hosted the 12th Manufacturers Network Forum and participated in two other forums in the course of the year. The discussions included the EAC Common External Tariff (CET), resolution of tariff and non-tariff barriers, African Continental Free Trade Area (AfCFTA) and Post-Agoa Strategy, among others.

Since its inception in 2015, the Network has managed to advocate for the resolution of tariff and non-tariff barriers, review of EAC Customs Management Act, tax stamps management systems, harmonization of domestic taxes, fight against illicit trade and EAC Common External Tariff (CET) Review.

→ 80% of KAM proposals on AfCFTA Rules of Origin adopted

KAM conducted sector consultations on Africa Free Continental Free Trade Area (AfCFTA) Rules of Origin and participated in the Technical Working Groups on the same which saw 80% of KAM's proposals adopted.

The AfCFTA, which came into force in May 2019 and launched in July 2019, brings together more than 1.2 billion people and countries with over \$ 3 trillion in Gross Domestic Product (GDP). The AfCFTA opens up export opportunities for manufactured goods.

→ 78% of KAM's national budget proposals adopted

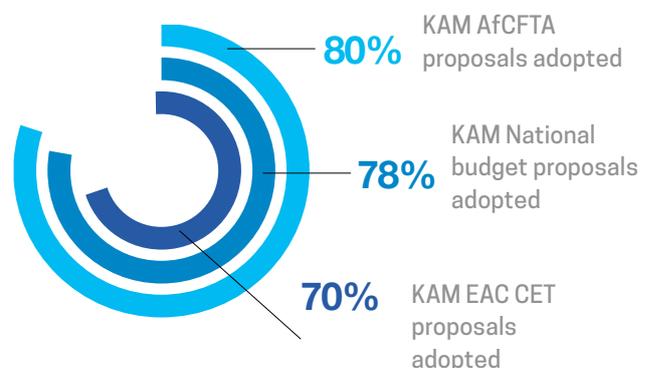
Approximately 78% of KAM's proposals were adopted in this year's national budget.

Some of the proposals include

- 30% Corporate Tax Power Rebate Programme which allows for 30 percent of the electricity cost incurred by manufacturers as a short term measure upon development of Key Performance Indicators, for industry by the Ministry of Energy.
- Withholding VAT Tax from 6% to 2%
- Proposal to exempt from VAT all services offered to Plastic recycling plants and supply of machinery and equipment used in the construction of these plants.
- Proposal to lower corporation tax for the first five years to 15% for any investors operating a plastic recycling plant.

→ 70% of KAM proposals on EAC CET adopted

KAM participated in the EAC CET review meeting which saw 70% of KAM proposals adopted. The rate for the 4th band, above 25%, is yet to be agreed upon.





➔ KAM CEO, Ms Phyllis Wakiaga participates in the County Sensitization Program against Illicit Trade in Busia, Kenya

➔ Fight against Illicit Trade

The government launched the National Action Plan and Implementation Framework to Combat Illicit Trade in June 2019. The Strategy against illicit trade is one of the sign that the Government is committed to sustain the fight against illicit trade in Kenya.

As part of the initiatives to enhance the fight against illicit trade in the country, KAM and Anti-Counterfeit Authority (ACA) partnered to create awareness on denormalizing illicit trade to county law enforcement agencies through the County sensitization program.

➔ 75% of NTBs Resolved

31 (75%) out of 41 Non-Tariff Barriers (NTBs) raised this year by industry have been resolved.

This includes accordance of preferential treatment on locally manufactured goods, removal of discriminative excise duty and recognition of Kenya Bureau of Standards (KEBS) S - Mark, among others.

The EAC Partner States are addressing the outstanding 10 export challenges.



➔ KAM Manufacturing SME HUB Launched

➔ KAM SME Hub

To prepare, nurture and grow manufacturing SMEs in the country, KAM launched its manufacturing SME Hub in July 2019. The Hub seeks to address the challenges affecting SMEs in the country including unfriendly policies and regulatory regime, tedious and lengthy process in quality standards and certifications, access to markets, access to affordable finance and poor governance structures.



→ H.E. Paramasivum Pillay Vyapoory, President, Republic of Mauritius, H.E Yoweri Museveni, President of the Republic of Uganda, H.E. Hon. Uhuru Kenyatta, President of the Republic of Kenya and Commander-in-Chief of the Defence Forces during a presidential panel session at Source 21 COMESA Business Summit

→ **County Dialogue Forums**

The Association, in partnership with like-minded Business Membership Organisations (BMOs), engaged County Executive Committees in eight counties to influence Annual Development Plans (ADPs) and the County Assembly Legislative Agenda.

The ADPs are part of a legally enforced performance management framework for county governments. They detail prioritized projects and planned activities among other things for counties. The Legislative Agenda constitutes a set of policies and laws to facilitate the actualization of some of these priorities.

The counties include Uasin Gishu, Machakos, Nakuru, Kisumu, Vihiga, Kiambu, Mombasa and Nairobi.

→ **KAM hosts High-Level Manufacturing Economic Forum**

As part of its initiative to promote pro-industry policy and institutional framework, KAM organized a high - level Manufacturer's Economic Forum to address what should be done to drive manufacturing growth and provide a clear path for Kenya's development agenda.

Representatives from Academia, Government, Economic Think-Tanks and Industrialists, cited Kenya's declining competitiveness in the region as a consequence of little or no implementation of existing policies, as well as, a consistent disruption of well-intentioned development programmes by each election cycle.

→ **Source 21 COMESA High Level Business Summit**

KAM, COMESA Business Council and the Government of Kenya hosted the Source 21 COMESA International Trade Fair and High Level Business Summit in July 2019.

The Summit, which hosted 4 presidents from the Region, centered on manufacturing competitiveness, digitalization and trade facilitation, digital financial services and regional payment systems, standards and quality issues, smart and sustainable cities and the African Continental Free Trade Area.

It brought together policymakers and the private sector from the 21 COMESA member states to deliberate on ways to promote and advance cross border trade across the representative states.

→ **KAM partners with KMJA to develop Companies Law Guidebook**

KAM partnered with Kenya Magistrates and Judges Association (KMJA) to develop a simplified Judicial Guidebook on the Companies Act, 2015, Insolvency Act, 2015 and their Regulations. The Guidebook shall enable judicial officers and legal practitioners to expeditiously review the relevant provisions in the laws as they settle commercial cases.

The Guidebook, which shall be finalized in January 2020, seeks to:

- Reduce the time and burden of reading through the voluminous provisions of the Companies Act and the Insolvency Act in the country.
- Enhance awareness on the provisions of the laws.
- Provide an easy-to-read document on the environment of company law in Kenya.
- Support compliance in the private sector with company law requirements and support investor confidence.

→ **Local content regulations**

KAM met the State Department of Trade, State Department of Industry and other stakeholders in the public sector on sector specific guidelines on local content and local content regulations.

The guidelines seek to support the implementation of the local content policy. The Policy seeks to increase localization and integration of value chains within the country. The Association has submitted inputs on the policy and regulations to the State Department and are currently under review.

→ **Government Procurement from local industries**

Progress has been made in the Leather and footwear as well as textile and apparel sectors through procurement of footwear and fabric for Kenya's uniformed forces. The Apparels sector also supplied all the garment requirements for the Huduma Number registration program.

This newly unlocked market increased the manufacturers' capacity utilization by about 10-30 percent and created about 500 new direct jobs. Other sectors set to benefit include the Automotive sector through procurement of locally assembled vehicles and Paper and Paperboard sector through procurement of locally produced paper and books.

→ **KAM, CMA Sign MoU to promote local industries**

KAM and the Capital Markets Authority (CMA) signed a Memorandum of Understanding (MoU) to promote local industries through the capital markets. The partnership focuses on collaborations to identify funding gaps, challenges and impediments to the manufacturing sector and recommend the best reform practices. The agreement also sets the stage for policy formulation and product development aimed at supporting the attainment of the Big 4 Agenda.

→ **10th Presidential Round Table**

KAM engaged H.E President Uhuru Kenyatta during the 10th Presidential Roundtable hosted by KEPSA, where manufacturers committed to support SMEs. On the other hand, the President Uhuru Kenyatta noted that Prompt payment will be infused in the Finance Bill to ensure that reforms undertaken criminalize intentional diversion of funds meant for paying suppliers.



H.E. President Uhuru Kenyatta addresses industry representatives and other stakeholders during 10th Presidential Roundtable

He was in agreement with the private sector's proposal that late payments either, Government to Business or Business to Business, should be fast-tracked and cleared in a maximum of 60 days payment cycle. As a result of this discussion, the government empowered the Competition Authority of Kenya to address unfair payment practices.

→ National Development Implementation and Communication Cabinet Committee

KAM participated in the National Development Implementation and Communication Cabinet Committee meeting, where the Association presented the challenges hindering the growth of the sector. The forum, organised by KEPSA, was attended by 42 Principal Secretaries and chaired by the Principal Secretary for Interior, Dr Eng. Karanja Kibicho.

The Principal Secretaries (PSs) unanimously acknowledged that there is a problem in the manufacturing sector. They therefore noted the need for a change in the government's mindset and commitment by the PSs in supporting local businesses.

As a follow up on the above engagements, KAM hosted the Chairman of the National Development Implementation and Communication Cabinet Committee and Interior Cabinet Secretary, Dr Fred Matiangi

twice on the state of Kenya's manufacturing sector. The meetings focused on the status of KAM advocacy under the Presidential Round Table (PRT) and emerging key priority support areas by Government to realize the manufacturing sector aspirations outlined in the Big 4 Agenda.

The Committee was formed at the beginning of the year to fast track development programs undertaken by the government and to ensure that government officials are realigned to the government's development plan.



KAM Chairman, Mr Sachin Gudka (R) welcomes Interior CS, Dr Fred Matiangi (C) at KAM House as KRA Commissioner, Customs and Border Control Mr Kevin Safari looks on



➤ KAM engages KRA team led by Deputy Commissioner for Corporate Policy, Mr Maurice Oray, on fiscal policy challenges facing the manufacturing sector

➔ KAM/KRA engagements

KAM continued to engage Kenya revenue Authority (KRA) throughout the year on Fiscal policy matters including:

- VAT credit amounts arising from the refund formula and Withholding VAT
- Refund of excise and anti-adulteration levy for users of industrial kerosene
- Excisable Goods Management System
- Internal process delays on tax ledgers
- VAT Auto Assessment (VAA)

➔ EAC SCTIFI Meetings

KAM has participated in several Sectoral Council on Trade, Industry, Finance and Investment (SCTIFI) meetings where some resolution was arrived at including:

- **Common External Tariff (CET) review:** Partner States unanimously adopted a four (4) band structure of 0%, 10%, 25% and a rate above 25%.
- **AfCFTA:** Kenya agreed to join the LDC category on liberalisation timelines of AfCFTA. The timeline is a 10-years liberalization period for non-sensitive (90%) and 13 years for sensitive (7%) instead of 5 years and 10 years respectively.
- 79 Draft Standards declared as East African standards.

→ KAM/KEBS engagement

KAM continued to engage Kenya Bureau of Standards (KEBS) throughout the year on standards policy and operational issues affecting manufacturers including;

- Delays in the Standardization Mark Permit Renewals.
- Three (3) years Standardization Mark (S-Mark) certification process.
- Delays in issuance of local Certificate of Conformity (CoC).

→ County Waste Management Policy & Bill

KAM and Kenya Alliance of Resident Associations (KARA) developed a model County Waste Management Policy and Bill to guide County Governments in developing waste management policies.

The Associations engaged eleven (11) County Governments to sensitize them on the model documents and support Counties to customize the same for their adoption. Of the 11 counties, Mombasa, Kisumu and Nakuru have adopted the draft models and are currently customizing them in their respective counties.

→ Kenya Plastics Action Plan

The Kenya Plastic Action Plan, launched in December 2019, is a private sector driven policy and action plan that aims at enabling a circular economy for environmentally sustainable use and recycling of plastics in Kenya. It proposes a road map to an economy for plastics use and waste management in Kenya.

The Plan identifies specific actions that the public and private sector should undertake to achieve above including waste management at county level, formation and regulation of Extended Producer Responsibility schemes and establishment of recycling value chains and standards.

If properly executed, the Action Plan will result in a comprehensive funding, compliance and monitoring mechanism, which creates awareness, education and commitment from every stakeholder in the value chain, to redesign their role and contribute real resources towards making our circular economy ambition a reality for our future generations.



→ An exhibitor (L) explains a point to (2nd Left- Right) KAM Chair Sachin Gudka, Environment CAS Mohamed Elmi, NEMA Ag. DG Mamo b Mamo, and KAM Vice Chair Mucai Kunyiha at Kenya Plastic Action Plan Launch



CHAPTER HIGHLIGHTS



Coast and Surrounding Regions

- Engaged the Ministry of Tourism and Wildlife and National Treasury Cabinet Secretaries to discuss various challenges faced by the Private Sector over Government directive for all cargo to Nairobi to be railed by SGR.
- The Textile and Apparel sector has done 1112 VISA for AGOA market.
- Engaged Police Regional Coordinator Mr. Johnstone Ipara and the Traffic Commandant Mr. Jattani to discuss various security issues and challenges faced by the business community.
- The chapter has recruited 8 new members, Acetek Software, Redplum Enterprises Ltd, Coast Calcium, Tamtam Diani Ltd, Okerio Nyangau, Glacier Sweets and Halisi Flour Mills. More potential members are being followed up for submissions of membership forms.
- The chapter has held 9 seminars & workshops, Food safety and Labeling, Business Outsourcing Module 1, TVET/CBET training for HR managers Module 1, Environmental Compliance, Corporate Human Rights reporting, Mombasa County Plastic stakeholder engagement session, Business Outsourcing and contracting Module 2. Trainers and Assessors training Module 2 and Energy Forum.



Coast Business Coalition presents memorandum on Impact of SGR directive to Tourism CS, Mr Najib Balala and Ag. Treasury CS, Ukur Yattani



Nairobi County Dialogue Forum

Nairobi and Surrounding Regions

- After years of lobbying, the National Park East Gate Road is set for rehabilitation. Other roads in Ruaraka and Industrial Area have been placed under performance-based maintenance by KURA. Enterprise-Likoni road junction is set for completion by 31st December.
- Athi Water Works Development Agency (AWWDA) has started the construction of Nairobi CBD and Industrial Area sewerage infrastructure.
- 65% of Chapter proposals on Nairobi County Finance Bill 2019 presented to the Finance, Budgets and Appropriation Committee of the County Assembly considered.
- Through the Nairobi County BMOs coalition, the Chapter presented its proposals to the county executives for inclusion into the County Integrated Development Plan (CIDP) and specifically, the Annual Development Plan (ADP) for enhanced service delivery in the city.

Lower Eastern and Surrounding Regions

- Successful formation of the Quarry Sub Sector under the KAM Building Mining and Construction sector
- Construction of Quarry Road - Ongoing first 600M done financed by World Bank under NAMSIP Project. KURA working on the 10KM part of the road.
- Old Mombasa Road Rehabilitation currently ongoing after advocacy done to KeNHA. The project is being supported/funded by Bamburi Cement under a PPP.
- Held a successful tree planting day along Mombasa road in May



• Quarry Sub-Sector hold Medical Camp in Mavoko



• KAM North Rift Chapter Chair, Mr Bryan Cuthbert Jr. speaking during the Chapter's Members' forum



North Rift and Surrounding Regions

- Successfully engaged the Security organs of the Uasin Gishu County led by County commissioner and the Security police on various security matters that were a concern to members.
 - Hosted key government institutions at the Chapter forum including Kenya Bureau of Standards (KEBS) and Kenya Power and issues that were pending addressed and collaborations between KAM, Kenya power and KEBS strengthened.
 - Hosted Uasin Gishu CEC Trade and Industry, the CEC Lands, Housing and Public works together with the County Municipal manager in which pertinent Trade and Industrial Land matters were discussed
 - Hosted the Eldoret Water and Sanitation Company Managing Director where key water issues discussed.
- It was agreed that a KAM/ELDOWAS WhatsApp group be established and this has greatly improved communication and efficiency in addressing Industrial Water issues.
- The Chapter has continued to strengthen and grow KAM's brand visibility and representation of members' issues in various boards/Committees. These include, Eldoret Water and Sanitation(ELDOWAS) Board, County Transport and Safety Committee, County Environment Committee, County Peace and Security Coccus and The Eldoret Water Fund
 - Engaged Trans nzoia County, Nandi County, Uasin Gishu County, West Pokot County and Elgeyo Marakwet County on trade issues that affect members.



South Rift and Surrounding Regions

- Sustained engagement with KeNHA, KURA, and KERRA, has borne fruit currently, works have commenced on the Industrial area road.
- Thanks to sustained KAM engagement, Kenya Power continues to improve service delivery to members. Use of Whatsapp service, an idea hatched in Nakuru and later replicated elsewhere, continues to be of benefit to members. Ensures speedy response to issues raised.
- KAM has worked closely with security sector agencies with the objective of enhancing security in the area for the benefit of members.
- KAM has had several engagements with the

Governor's office in the proposed elevation of Nakuru town to City status. The report has been finalized and forwarded to the Governor's office awaiting approval from the County Assembly and adoption.

- KAM is represented in the Nakuru Municipal Board and also nominated a member for Nakuru County Business and Economic Forum (CBEF).
- H.E. the President of Kenya recognized KAM efforts for being at the forefront in setting up of the Naivasha Industrial Park. One of our Members, Mr. Jaswinder Bedi of Bedi Investments, is actively engaged in the completion of the project.



• Central Chapter engages Kiambu County Ag. Governor, Mr James Nyoro

Central and Surrounding Regions

- Held the first Mount Kenya Large power engagement (Luncheon) with Industries from Meru, Nyeri and Embu as part of outreach programs. Forum was well attended.
- Successfully engaged the Kiambu County Executive Committee Member (CEC) for Roads & Infrastructure, Chief Officers Trade and Lands; as well as their Directors and presented proposal on Manufacturers' Key Priority areas for inclusion in the 2019/20 County Annual Development Plan (ADP).
- Successfully hosted the Ag. Kiambu County Governor, Hon. James Nyoro twice to advocate for issues affecting manufacturers within the County.
- Successfully lobbied for the suspension of the Kiambu County Land Rates; introduced earlier on in the year.
- Successfully hosted 2 regional HR Forums for manufacturers in Nyeri and Thika.



• KAM Chairman, Mr Sachin Gudka engages Nakuru Governor, Mr Lee Kinyangui (L) and Deputy Governor (C) Dr. Eric Korir

Nyanza/Western and Surrounding Regions



- ◻ Successfully lobbied for the rehabilitation of the Mamboleo junction - Miwani - Chemelil - Muhoroni road which is a major access road for seven key Industries road designed and ready for tendering
- ◻ Successfully lobbied for an additional day to be gazetted for private sector engagement during public participation of the Kisumu County Finance bill
- ◻ Held a large power engagement with Industries in Kisii, Nyamira and Bomet in Kisii county as part of outreach programs
- ◻ Set up an Energy committee bringing together different Government agencies tasked with provision of services within the Energy sector to ensure a holistic engagement and feedback system, these are ERC, Kenya Power, REREC and KenGen
- ◻ Successfully engaged Kisumu County executive member for Finance and Economic planning and presented proposals on key priority for businesses on the County Annual Development Plan
- ◻ Partnered with KRA Western region to have sensitization forums for Industry key being three seminars held on 2019/2020 Fiscal Budget, New Tax Dispute resolution and Tax laws Amendment Act of 2018



SUSTAINABILITY

I. SKILLS DEVELOPMENT

→ Manufacturing Academy

KAM through the Manufacturing Academy continued to drive the execution of high quality manufacturing practices guaranteed to enhance productivity and personal growth.

In 2019, the Academy conducted:

- 21 trainings
- 458 trained



→ TVET Program

To promote skills development in the country, KAM partnered with German Development Cooperation through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) E4D/SOGA - Employment and Skills for Eastern Africa to launch a Technical, Vocational Education and Training (TVET) Program in January 2017.



This year's achievements include:

- 24 new companies participated in the CBET & TVET Program
- 6 industries pilot CBET curricula
- 6 Work readiness workshops conducted
- 61 CBET students and 250 TVET students trained on work readiness
- 266 graduates so far placed in industries for internship
- 51 graduates already employed
- 15 new jobs posted on KAM jobsite platform and platform used for talent hiring

266

graduates were trained on work readiness



51

graduates employed

15

new jobs posted





➡ KAM, signs MOU with GIZ - ED4/SOGA, German Development Bank and Technical Training Institutions

➡ **KAM signs MOU to promote Youth Employment and Vocational Training in Kenya**

KAM signed an MOU with GIZ-ED4/SOGA, German Development Bank-KFW (kreditanstalt fur Wiederaufbau) and Technical Trainings Institutions, to promote Youth Employment and

Vocational Training in Kenya, particularly on Automotive Mechatronics, Industrial Mechatronics and Body Building & Welding.

The technical courses have been running on a Competency Based Education and Training (CBET) model and offered by Kiambu Institute of Science and Technology (KIST), Nairobi Technical Training Institute (NTTI) and Thika Technical Training Institute (TTTI).

➡ **CBET Trainers-Industry Exchange visit**

KAM organized an exchange visit to Nairobi Bottlers Ltd, one of the implementers of the CBET. Technical institution CBET Trainers were taken through the company's manufacturing process.

The CBET Trainers-Industry Exchange visit aimed to make trainers appreciate the applicability of skills in industry's production process.



➡ Participants at the CBET Trainers-Industry Exchange visit

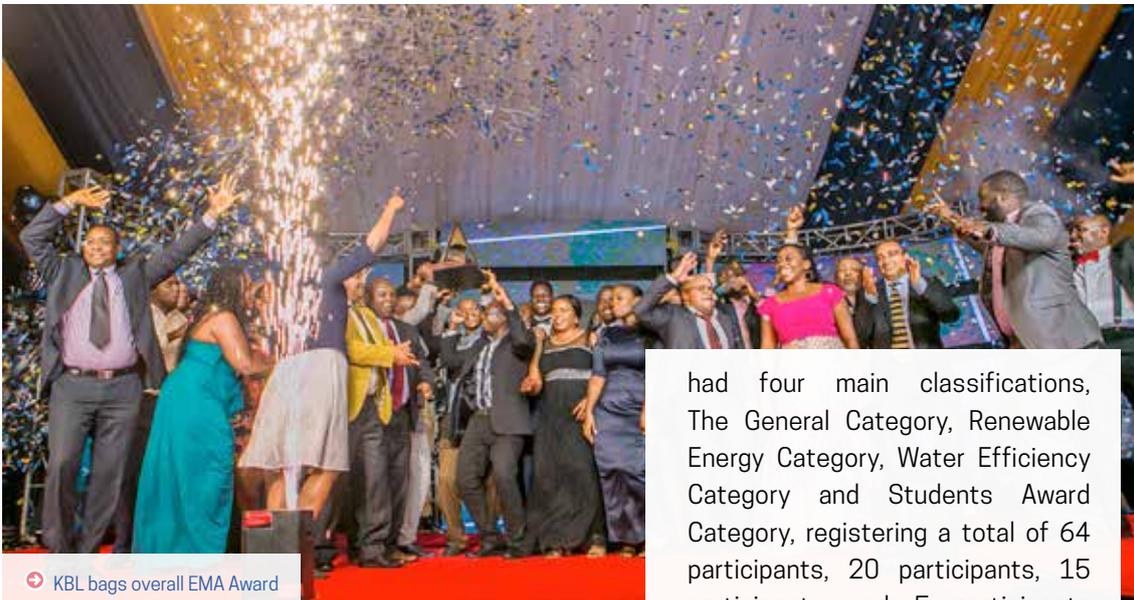
II. GREEN ECONOMY

Energy Efficiency

→ Kenya Nordic Green Hub launched

KAM in partnership with Nordic Countries launched a Green Hub to address climate change challenges affecting the country. The Nordic Countries, mainly Denmark, Finland, Norway, and Sweden, will provide technological knowledge and innovations to facilitate a low dependency on carbon-based fuels and demonstrate decoupling economic growth from CO² emissions.

The Green Hub seeks to boost to the Association's efforts to mitigate energy efficiency by industry. Through the Centre for Energy Efficiency and Conservation, KAM has been able to abate more than 180,000 tonnes of carbon dioxide annually through the implementation of both energy efficiency and renewable energy projects.



→ KBL bags overall EMA Award

→ Kenya Breweries wins Energy Management Awards

Kenya Breweries Limited bagged this year's overall Energy Management Awards (EMA). The awards seek to promote, recognize and drive energy efficiency and conservation with a view to conserve the environment and manage energy costs. The awards

had four main classifications, The General Category, Renewable Energy Category, Water Efficiency Category and Students Award Category, registering a total of 64 participants, 20 participants, 15 participants and 5 participants respectively.

The awards had four main classifications



General Category



Renewable Energy Category



Water Efficiency Category



Students Award Category

EMA Hall of Fame

No.	Award category	Winner
	Overall Energy Management Award	Kenya Breweries Ltd
	Overall Renewable Energy Award	Oserian Development Company Ltd
	Overall Water Efficiency Award	BAT -Thika
	Student's Innovation Award	PowerYako Project By Joseph Mwaniki, Marystella Nakuro & Dennis Kariuki
	Sustained High Performance Award	BAT Nairobi
	Energy Innovation Award	Kenya Breweries Ltd
	Electricity Savings Award (LC)	Tata Chemicals Magadi Ltd
	Electricity Savings Award (MC)	BAT- Thika
	Electricity Savings Award (SC)	Executive Residency by Best Western
	Fuel Savings Award (LC)	Kenya Breweries Ltd
	Fuel Savings Award (MC)	Frigoken Ltd
	Fuel Savings Award (SC)	Kiru Tea Factory
	Recognition: Sustainable Finance	Cooperative Bank
	Recognition: Energy Management Tea Sector	Karirana Estates limited
	Best Energy Management Service Sector Award	Sarova Woodlands
	Best Energy Management Team Award	Kenya Breweries Ltd
	Best New Entrant Award (LC)	Mombasa Cement Ltd-Vipingo Unit
	Best New Entrant Award (S&M)	Krystalline Salt Limited
	Best Most Improved Award	Njoro Canning Factory Ltd



High-level panel on energy efficiency during the Clean Energy Conference

→ Clean Energy Conference

KAM and the Ministry of Energy and Petroleum hosted a two - day clean energy conference themed Sustaining a clean energy market in Kenya. The Conference provided an opportunity for industry and its stakeholders to discuss initiatives to promote green investments, and mechanisms to improve the quality of renewable energy and energy efficiency technology, to ultimately reduce the cost of production and increase our competitiveness.

Green Financing

Through the SUNREF Programme, the Association continued to provide financial solutions to green energy initiatives with the aim of mitigating climate change. The SUNREF is a French Development Agency (AFD) Green Label Programme.

In 2019:

- 14 green projects were certified during the year



14

14 green projects



9

9 projects financed



2

2 trainings undertaken



70

70 new projects

- 9 projects financed in the year through SUNREF partner banks.
- 2 trainings undertaken for COOP bank and CBA Bank which covered 36 high to middle-level management focussing green energy project assessment and origination
- Over 70 projects included in the active portfolio

Waste Management

Plastic Waste management



L - R: KAM Vice Chairman, Mr Mucai Kunyiha, KAM Chairman, Mr Sachin Gudka, former NEMA DG, Prof Geoffrey Wahungu and Head of Canadian Delegation First Secretary (Political)/ Deputy Permanent Representative, Mr Marcus Davies at the Ocean Plastics Signing Ceremony

→ Oceans Plastics Charter signing ceremony

Members of the Association signed the Oceans Plastic Charter with the aim to ensure that plastics are designed for reuse and recycling, as well as to protect the environment while keeping valuable plastics in the economy.

In June 2018, the Ocean Plastic Charter was adopted by a number of countries in order to demonstrate their commitment to take action to address marine plastic litter. Kenya became a signatory to the charter at the Blue Oceans Conference in November 2018.



➤ L - R: NEMA Chief Compliance Officer Dr Anne Omambia, KAM CEO, Ms Phyllis Wakiaga and a Rubicon representative

➔ High Level panel on Waste Management and Circular Economy

KAM engaged representatives from the government, private sector and youth during the High-Level Panel on Waste Management and Circular Economy and Youth Sustainability Conference in September 2019.

Youth were urged to take advantage of waste management solutions as the new frontier of job and wealth creation and sustainable economic growth.

The Panel was part of KAM Corporate Social Investment (CSI) Week 2019 which focused on waste management and entrepreneurial innovations that foster sustainability. It drew stakeholders from government, academia, industry and development partners.

➔ Kenya Plastics Action Plan Launched

KAM launched the Kenya Plastic Action Plan in December 2019. The Plan will provide an enabling circular economy for the environmentally sustainable use and recycling of plastics in Kenya. With 3 main pillars - Inclusive and broad based stakeholder engagement, Policy recommendations that shall catalyze a circular economy in Kenya and Reduction of environmental pollution and establishing circular economy financing mechanisms - the Action Plan is an industry vision to achieve economic sustainability.

➔ SSC Ruaraka Partnership

KAM participated in the Strategic Sector Cooperation (SSC) Event, which hosted Danish Minister for Development Cooperation, Mr. Rasmus Prehn in Ruaraka, Nairobi. The SSC aims to assist Kenya in realizing economic and industrial growth and environmental protection by pursuing a green and circular economy road map.

Launched in 2018 as a framework for present and future SSC engagements, the Ruaraka public-private partnership on environmental management and circular economy has become a strong platform, attracting and adding new partners and resources to the sector cooperation, such as research and commercial relations.

➔ KAM, Dandora Hiphop City launch Taka Banks Programme

In partnership with Dandora Hiphop City (DHC), KAM launched the Customer Bora – Taka Banks Programme to facilitate sustainable collection of waste for recycling by establishing trial “taka bank” kiosks to serve as collection stations. The online platform dubbed Customer Bora will facilitate correspondence between groups in order to encourage uptake and flow of all communication about the program.

Air Quality Management



➔ KAM Head of PR, Communications and Marketing, Ms Sally Kahiu shares insight on sustainable waste management practices

➔ World Environment Day Celebrations

KAM participated in the World Environment Day panel discussion on Hewa Safi, Jukumu Letu. The event, hosted by Nairobi City County in partnership with National Environment

Management Authority (NEMA), provided a platform for stakeholders to address areas of policy, research, regulatory framework and on ongoing initiatives aimed at reducing air pollution levels.

Effluent Management

➔ National Stakeholder Forum on Industrial Effluent Management

KAM in collaboration with the Ministry of Water, Sanitation and Irrigation and 2030 Water Resources Group hosted the National Stakeholder Forum on Industrial Effluent Management. The forum brought together

industry players and relevant stakeholders from government, private sector and civil society, to collectively develop policy solutions as well as technical and financing solutions to achieve compliance with existing regulations, water conservation, and pollution prevention.

III. INCLUSIVITY

Women in Manufacturing

Annual Women in Manufacturing Gala Dinner

KAM, in partnership with SBM Bank Kenya hosted the Second Women In Manufacturing Gala Dinner.

The Gala event provided a platform for women in industry to discuss avenues through which their participation and contribution to the Big Four Agenda can be boosted.

WIM looks at increasing the value and capacity of women-driven business through technical assistance, facilitating access to finance and mentorship from KAM's larger database where they can also seek solutions to scale up their industry through business to business linkages.

There is great potential for women-run industries to create productive jobs and to grow value chain in the country.



Participants at the Women in Manufacturing Gala Dinner



Celebrating Women in Manufacturing

➔ **KAM, ICRW partner to promote women in manufacturing**

KAM partnered with the International Center for Research on Women (ICRW) to conduct the first ever research study on women in manufacturing in Kenya. The study, set to be launched in March 2020, aims to inform the advocacy strategy to mainstream equality and inclusion in the manufacturing sector. It will feature various stakeholders from government, private sector, civil society and development partners.



➔ L - R: ICRW - Africa Director, Dr Cleopatra Mugenyi, KAM WIM Chair, Ms Flora Mutahi and KAM CEO Ms Phyllis Wakiaga at the KAM, ICRW MOU signing ceremony



➔ WIM Fireside Chat with BAT MD Kenya, Ms Beverley Spencer-Obatoyinbo

➔ **WIM Exchange Visit and Forum**

Women industrialists participated in an exchange visit to BOC Gases Kenya, the leading supplier of industrial, medical and special gases in East Africa, where they got an opportunity to learn about practical approaches to Kaizen.

Kaizen is a Japanese word for continual improvement. Continual improvement focuses on constantly re-examining and improving the products, services and processes in a business, which in turn improves focus on growth and creates a culture of improvement.

The Association also hosted the WIM Fireside Chat, with one of the top industry shapers, Ms. Beverley Spencer-Obatoyinbo, East and Central Africa Area Director and British American Tobacco Kenya Managing Director. She shared insights about her leadership journey and role in building women participation in industry.

➔ **KAM partners with ITC to develop framework for WIM Caucus**

In line with the initiatives to institutionalize WIM, KAM partnered with International Trade Centre (ITC) through a strategic consultative workshop, to deliberate on the formulation and constitution of WIM. The workshop highlighted opportunities for the caucus to grow and achieve its mandate including: how to drive more women to become members; mechanisms to spur the engagement for existing women members through networking activities, training initiatives, outreach; and identifying the importance of predominantly recreational events, and then slowly move into creating more substantive programmes.

SME Development



↻ L - R: KAM CEO, Ms Phyllis Wakiaga, Environment PS, Ms Betty Maina, Interior PS Dr Karanja Kibicho, KAM Chairman, Mr Sachin Gudka and KAM Director and SME Hub Chair, Ms Ciiru Waitthaka

↻ Manufacturing SME Hub Launched

KAM launched the Manufacturing SME Hub geared towards preparing, nurturing and growing manufacturing SMEs to take full advantage of the available markets. In addition to policy

advocacy, the Hub will offer incubation services, acceleration services and scale up services to Micro, Small and Medium Enterprises respectively.

Incubation services include start-ups support, financial literacy programs, business rescue advice, SME boot camps and mentoring services. On the other hand, acceleration services include market linkages, financial linkages, study tours and training, standards and certification support, and mentoring and coaching support whereas Scale-Up Services will provide value chain linkages, financial linkages and export market linkages.



↻ KAM CEO, Ms Phyllis Wakiaga and AGF CEO, Mr Felix Bikpo sign MOU to promote Manufacturing SMEs

↻ KAM, AGF Partnership to drive growth of SMEs

KAM partnered African Guarantee Fund for Small and Medium-sized Enterprises (AGF) and to promote the growth and development of the manufacturing Small and Medium-sized Enterprises (SMEs) in Kenya.

The partnership seeks to identify and analyze funding gaps, institutional challenges and key impediments in the manufacturing sector and collaborate on implementing solutions to the same. This is geared towards promoting blended financing, including green financing, to trigger appetite and demystify concerns for private sector players to join.

→ **KAM, IDB Capital Kenya sign MoU to provide financing & information to Small and Medium Enterprises**

KAM signed a Memorandum of Understanding with IDB Capital Kenya to provide financial services to Small and Medium Industrial Enterprises in the country. The partnership also seeks to ensure that SMEs are trained on how to develop business plans that meet the requirements of financial institutions.

→ **KAM, E-Commerce players partners to promote market linkages**

The Association also partnered with e-commerce players in the country to boost the access of manufacturing SMEs to local and international markets through e-commerce. E-commerce uptake in Kenya still remains low despite its immense benefits. The partnership seeks to promote the uptake of e-commerce by SMEs to enable them to gain access to global markets and new international customers and reinventing their business models to align with changing technologies.

IV. ETHICAL BUSINESS PRACTICES



Development Goals (SDG) Business Conference in March 2019 to provide a platform for learning, sharing knowledge and enhancing engagement through multi-stakeholder partnership initiatives in support of the SDGs.

The SDG Business Conference also emphasized the importance of equipping all with the best knowledge at hand, so that we can go out and forge successful and sustainable partnerships in order to tackle the SDGs. Discussions revolved around how the SDGs are vital in guiding our future development pathway and interactions among the KAM members and beyond.

→ **KAM, Confederation of Danish Industries host SDG Conference**

KAM, in collaboration with the Confederation of Danish Industries organized a two-day Sustainable

KAM and the Confederation of Danish Industry also hosted a Sustainable Development Goals (SDGs) Target Setting and Monitoring Workshop to raise awareness on SDGs and provide practical tools for their implementation.

→ **National Anti-Corruption Conference**

The Association and the Global Compact Network Kenya participated in the National Anti-Corruption Conference held in the beginning of the year. A notable outcome from the conference was the Private Sector commitment to, among other things, prepare an anti-corruption policy to be adopted by signatories of The Code of Ethics for Business in Kenya, in collaboration with the UN Global Compact.



happy
holidays



From the KAM Family





P. O. Box 30225 - 00100 Nairobi, Kenya

Location: 15 Mwanzi Road Opp. Westgate Shopping Mall, Westlands, Nairobi, Kenya

E: info@kam.co.ke | **W:** www.kam.co.ke

M: +254 (0) 722201368, 734646004/5 | **T:** +254 (020) 232481

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