



**A REPORT ON THE WOMEN IN
MANUFACTURING DISSEMINATION
PROGRAMME IN PARTNERSHIP WITH DFPA**

INTRODUCTION



Women in Manufacturing Programme

KAM launched the Women In Manufacturing (WIM) Programme in 2017 increase the participation of women in the manufacturing in Kenya in order to improve sector competitiveness and productivity and achieve the overall goal of economic equality and sustainability for the country.

WIM aims to enhance market access for women industrialists in Kenya who are mostly micro, small and medium businesses, and provide an enabling environment for them to scale their businesses.

The Women in Manufacturing Programme also advocates skills development for women coming into factories and various industries within the sector, so that they can play productive roles in industry and take up leadership positions.

The program also seeks to drive outreach and mentorship programmes to young girls in education, with a view of shattering stereotypes and encouraging them to pursue careers in Science, Technology, Engineering, Arts and Maths (STEAM).

WIM Study Report

While women are not explicitly excluded from the manufacturing sector in Kenya, they remain both underrepresented and under-valued.

Although there are various opportunities in existence for women to engage in the sector as entrepreneurs, industry leaders, and employees there is a lack of sufficient data about the status of women in Kenya's manufacturing sector.

It is for this reason that KAM commissioned the International Centre for Research on Women (ICRW) to conduct a primary research on women in manufacturing in Kenya.

The First Ever Women in Manufacturing Report in Kenya was launched on 15th September 2020 and is set to pivot the advocacy drive of the KAM WIM program in Kenya, by providing concrete data on the necessary areas to improve.

THE WOMEN IN MANUFACTURING (WIM) REPORT COUNTIES DISSEMINATION PROGRAMME ADVANCING THE PLACE OF WOMEN IN MANUFACTURING THROUGH SAFE WORKPLACES

The WIM Report Dissemination Programme supported by the Danish Family Planning Association (DFPA) aimed at discussing the salient issues that had been highlighted as challenges and opportunities for women in the sector; and also as an opportunity to spotlight Sexual Reproductive and Health Rights. As SRHR is usually tackled separately as belonging to sex ed classes or as a topic conversed in women-only spaces, it was critical that these county activities, engage all stakeholders, to bring to the fore the connection between women’s bodily autonomy, their own agency, the safety for creativity -and economic and social progress in the country.

WIM IN NYANZA/WESTERN REGION CHANGING THE NARRATIVE

The WIM Dissemination forum hosted its first meeting in the Western/Nyanza region. The forum hosted over 15 participants from various manufacturing sectors and provided a platform to address issues affecting the participation of Women in Manufacturing in the region.

Major issues outlined including:

- Lack of knowledge on opportunities for women
- Lack of county policies that support safe workspaces for women
- Access to finance, and limitations in accessing efficient collateral
- Multiple county licenses and harassment on collection

We also engaged the Kenya Female Advisory Organization (KEFAEDO), which has been advocating for the participation of women in public policy and procurement in the Nyanza region.



“ If we do not participate in County public participation forums and meetings where decisions are being made, our issues will not be addressed. We need to advocate, for example, for extra security lights in and around the areas of the common market in Kisumu. Because whilst women fear going to set up their stands at 4am, their male counterparts are not. As we wait for dawn to feel safe so that we can fully be present in the markets, the men have been there for hours and we are already at a disadvantage.”

Participant WIM Nyanza Region Forum.

WIM AT BUILDING CONCEPTS

Building Concepts is a firm that manufactures construction materials and is based in Kisumu County. It is owned and run by Ms Christine Jackino.

Ms Jackino is keen on promoting women in her production processes. The work is strenuous and bulky but she provides onsite training and assistance for those who work with her.

One of the major challenges she deals with often is being confronted by the partners or husbands of the women she employs in her community. Their main contention is that ‘their’ women are being exposed to working long hours away from their main duties at home which is taking care of their children and spouses, and to make it ‘worse’ they are interacting with other men at the workplace. Here we witness (as in more counties we visited) the tension between cultural beliefs and practices, and the move towards economic development and prosperity.

Christine is in these cases forced to also act as a cultural mediator, to first of all protect herself from being seen as a threat to the community’s social order. She also does it to protect her business from any backlash that may arise from the misunderstood perception. Ultimately, she does it to protect her workers who upon returning home from work may face domestic conflict that will have them distracted at work, leave work altogether or cause bodily and mental harm.



WIM AT TAGKNIT LIMITED

Ms Susan Karanja started her business in knitting uniforms in her backyard a few years ago, her business has been good up until the Corona Virus kicked in and schools were shut down, but she remains hopeful.

And just as schools are beginning to re-open and kick start her business the ‘kanjos’ and regulatory officers are also quick on their feet to collect revenue from her.

Now struggling, Ms Karanja is stuck in a hard place on whether to continue with the business. She laments the lack of concern by key stakeholders such as government agencies in addressing urgent matters relating to bringing her business to its feet again.

‘The problem is that they don’t acknowledge us. They do not recognize us therefore they don’t even reach out to us to give our views when they are making decisions.’ She says. Women continue to feel ‘unseen’ by current frameworks and systems of local government, and this heavily impacts their businesses.

She suggested that the WIM Programme could purpose to have future forums and workshops to bring together women in businesses and government representatives in counties. So that these forums provide a space for women to be seen and give their perspectives towards business policy formulation especially in regard to safety and SRHR.



WIM AT HOMA LIME

In Kericho County, the WIM team engaged KAM Board Director and Homa Lime Company Limited MD Stephen Brooks.

His company is in rural Kericho. He employs residents from his immediate surroundings. His experience is that very few women apply for the more technical jobs and very few of them are ‘allowed’ to work outside their home no matter how close the factory.

He would wish to see the WIM programme grow stronger in its advocacy and ‘Shout louder’ on the importance of having specific strategies to recruit and retain women in the workforce.



WIM IN NORTH RIFT REGION

Overcoming the past

The County Government of Uasin Gishu County, was represented at the WIM North Rift forum by County Executive Committee Member (CEC) Trade Industrialization and ICT, Dr Emily Koros. She listened to women present their challenges including cultural barriers that then shape the attitudes of County government representatives that interact with women’s issues in business.

Dr Koros highlighted that though the county has set up a fund specific to women in business though very there is very poor uptake by women. She further stated that more forums should be held to bring together women entrepreneurs and manufacturers (in the value chain) in the county to ensure that their issues are addressed and that they are supported. Dr Koros added that she is intentional in partnering with the WIM Programme to advance women in the sector.

The Forum that was held in Eldoret town hosted just about 60 participants, key issues included cultural biases, inhibition to access resources due to gender, lack of access to information on opportunities for women in the county. Also, lack of access to financing and lack of knowledge on local and regional markets.



'This is the first time that the North Rift Region has held a forum to discuss women in the manufacturing sector. All stakeholders must be cognizant of the various factors that deter women’s full participation especially those that relate to their safety and ownership of their own bodies.'

KAM North Rift Region Chair, Mr William Ong’are.

ELGEYO MARAKWET COUNTY ITEN MUNICIPALITY



'We are happy to hear that the County Government is willing to support Women in Manufacturing and entrepreneurs, but how is this information going to get to the women in grassroots, they too need to be supported. They need to know that the government is looking at their specific needs and addressing them.'

Participant at the WIM North Rift Region Forum

WIM IN ELGEYO MARAKWET COUNTY

Positioned in a highly agricultural zone in Kenya, this county has only one established factory. The WIM team met the Legal Advisor to the Governor, and she noted that a lot needs to be done to promote women's economic participation in the county.

Cultural practices and beliefs on the place of women in this society are so strong and prevalent in every aspect of life.

‘It is difficult for women to imagine themselves as actors of economic development when they have little say over their bodies - how and when to get married and to whom? How to have children and by whom? So, the conversation we need to start having at county level with the support of the WIM programme must start from the very fundamentals of basic human rights and individual agency, as well as a collective understanding of women as the owners of their destinies. We are still struggling with FGM, so it will take time, but we can have conversation on value chains integration.’



WIM AT MACE FOODS

The WIM team visited MACE foods and were hosted by its Founder Ms Margaret Komen.

MACE FOODS is a large-scale producer of dehydrated spices, vegetables, herbs and some collateral products for export. Ms Komen expressed support and admiration for the WIM programme, however noted that a lot needs to be done regarding providing information to women in the sector.

In addition to this, Ms Komen stated that she experiences bias and harassment by county officials because she is a woman. She has been previously disrespected and frustrated in open forums with the county government representatives because the culture dictates that women should not speak freely, in forums led by men.

Additionally, she noted that another major challenge is the high cost of doing business, government taxes, county levies, intra-county levies and compliance certification as well as lack of knowledge and important information for growing her business.



WIM AT RAMM MILLERS

Rachel Miami the founder of Ramm Millers hosted the WIM Team at her plant in Uasin Gishu County. Ms Rachel was quick to highlight that harassment from county officials and Government agencies continues to affect the effectiveness of her business. In the face of these challenges, she continues to make her products as well as recruit women in her community to be part of her business. She is also keen on supporting skills development to the young people in her area and reiterated the need for an information source for women entrepreneurs for necessary information needed to run a business.

'I started my deliveries using a bike and then moved to a motor bike. High demand led me to start transporting with a pro box but now I am proud to say that I have been able to purchase a pickup to transport my produce. I am passionate about empowering women and I encourage many of them to start their own milling firms, in fact I started a SACCO for my employees to allow them to access capital to start their own businesses.'





WIM IN COAST REGION

Taking Charge - Driving the Agenda

The WIM forum in the Coast region hosted over 20 participants and was graced by the Mombasa County Government Representatives in the Trade and Tourism Ministry, as well as Gender and Youth Ministry.

The event provided an opportunity for women entrepreneurs to interact and network after having discussed the findings of the WIM Report 2020.

Top of the discussion was the need for more support and engagement from the County Government to identify the unique needs of women entrepreneurs in the county; especially on the need to ensure that policies on SRHR are enhanced and relayed to stakeholders (including manufacturing companies) in public open forums led by the WIM programme and the county government.

WIM AT WILDLIFE WORKS

Wildlife works a Textile and Apparel EPZ is located along the Nairobi - Mombasa Highway about 100 kilometers from Voi Town in Taita/Taveta County. With over 100 employee's Wildlife Works provides a home for various women in sector.

In a sit-down session with some of the women employees in the firm, some key issues that need to be addressed include sexual and reproductive health, economic empowerment and gender parity issues.



WIM AT SOKO APPARELS

Soko apparel founder is happy to have more women in her workforce. She said they are quick learners and eager to work and build their skills.

Having visited her plant in Kilifi County, the WIM team noted that key issues affecting the participation of women are oriented around cultural biases and reproduction.

Soko have managed to ensure that many of their employees are on a payroll and are entitled to paid maternity leave. The firm has also taken keen interest in skills development for women and have deliberate courses for women in textile and design.

WIM AT KWALE INTERNATIONAL SUGAR COMPANY

Kwale County hosts the Kwale International Sugar Company which has demonstrated state of the art technology in sugar production and processing.

The team highlighted that most of their workers and suppliers are men, with very few women getting engaged in any technical operations.

However, it was noted that there is an intention of increasing the number of women in the firm at all levels.

Kwale sugar has a partnership with the local health clinics which is a step in ensuring that women can get the necessary basic care they may need. They are also working on having a well-equipped GBV center within those clinics based on their partnerships.



WIM AT KRYSTALLINE SALT

Anne Karanja, Krystalline Salt HR Manager is a manifestation of a woman working in a manufacturing firm.

With years of experience in manufacturing, Anne says she still gets very few job applications from women for technical jobs. She says she is intentional in seeking the service of women with technical skills, but they are not found in the job market.

She added that she is also very keen on skills development and addressing sexual harassment issues being that the company has a clear guideline and policy when dealing with issues of harassment. She also noted that cultural biases are difficult to overcome in some areas, *'Addressing challenges sometimes when you are a woman is not the easiest thing. I have had challenges when trying to do so but I am tough, and still standing.'*

WIM IN EASTERN REGION

Creating a Home

The Easter Region forum hosted 15 women entrepreneurs from the following sectors: building and construction, textile and food processing.

Machakos County Chief Officer Social Welfare and Civic Empowerment noted that the county had already put in deliberate efforts to promote the businesses of women and youth, however, less than 10% had registered to participate in the county programs.

It was noted that access to information on County incentives and initiatives was the key challenge affecting the participation of women in the county, and that there was need to establish a centralized manner of communicating such information specifically to women.

The participants also noted that harassment from government officials continues to strain their businesses. That even when compliant, the constant visits by County and Government officials results in anxiety when in operation.

'It is sometimes unfair that when you need to get a point across as a woman, and you are firm in your tone, you are described as being emotional. Also, as a woman it is difficult to attend evening meetings in the sports club, because of your role as a mother and wife, to prove your point or get the deal done. You have to put in extra effort to ensure that your work speaks louder. However, you may never get a chance to even present your work, because the deal was sealed the previous night.'

WIM Eastern Region Forum



WIM AT VERT FRESH

Ms Jane Maina, Managing Director Vert Fresh Limited said that she is deliberate in working with women - that is in her production line as well as in her value chain.

She further stated that previously, women would do all the work in the farm but not get paid because historically, land did not belong to the women. But with her at the helm of Vert Fresh, she has been able to institute a plan that ensures that women, though not the owners of the land, are rightfully paid for their labour and service.

‘Women are more meticulous in their work. I must say a higher percentage of my staff is women, and I am happy about it.’



I got very offended when coming from maternity leave for my 2nd born and my supervisor introduced me to investors as the lady that had just had her second child, and casually asked, when I would be expecting my third child. I found that discriminatory - I doubt the same would have been asked of my counterpart from paternity leave.

WIM Central Region Forum

WIM IN CENTRAL REGION

Defining the future

The Central Region hosted the WIM Forum in Thika, Kiambu County. The Forum hosted 22 women, that consisted of entrepreneurs, women in the production line and women working in manufacturing firms.

KAM also partnered with the UN Foundation who were keen on addressing issues surrounding gender, sexual and reproductive health.

The discussion focused on the need for capacity building and skills development for women in the sector. Mentorship is also a key necessity for women, as they get into the production line to ensure that they can overcome historical biases.

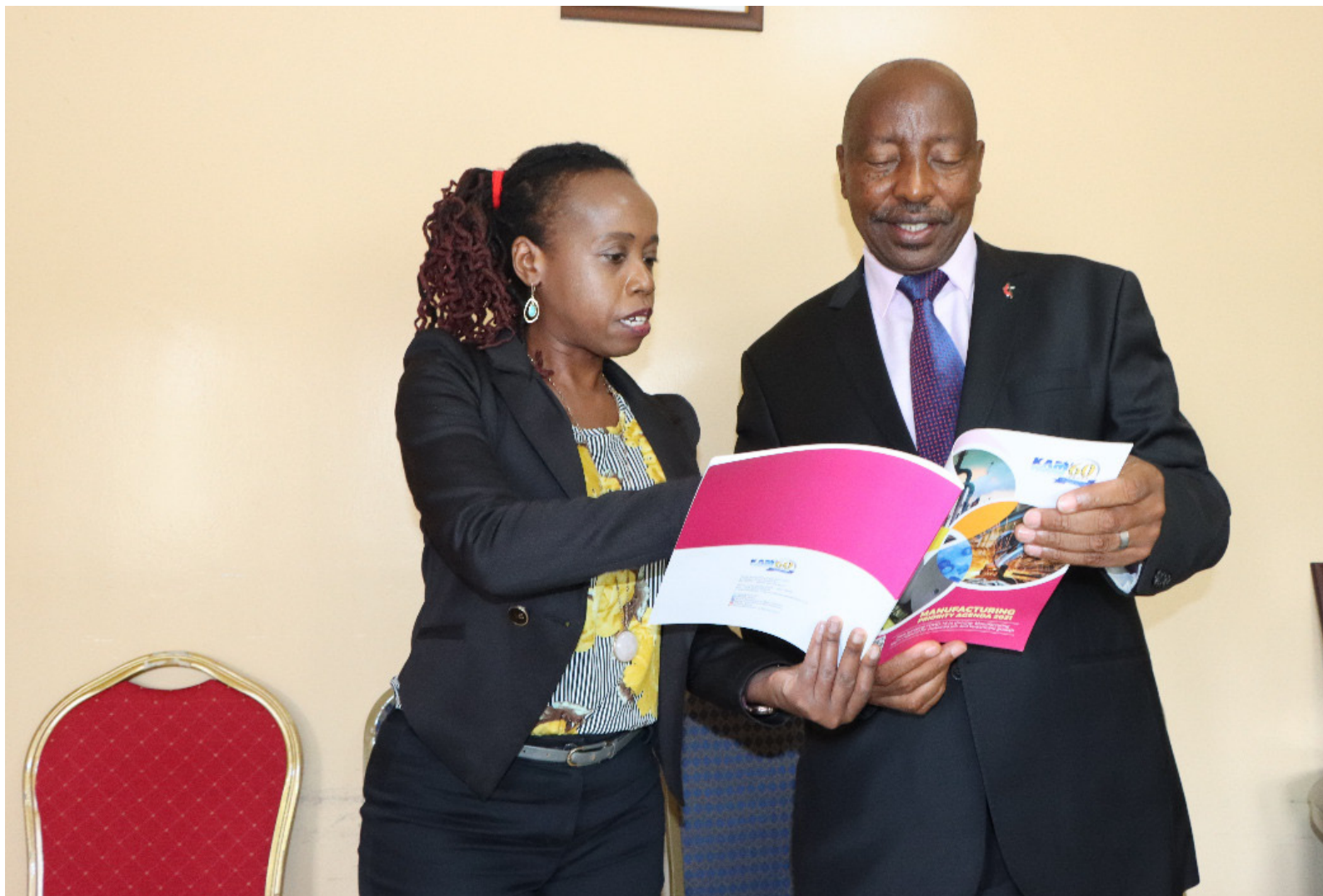
It was also mentioned that there is a need for clear guidelines on creating safe workspaces for women, adding that many organizations are yet to embrace the unique needs of women particularly in regard to wage, sexual and reproductive health.





WIM IN MERU COUNTY

WIM Team visited the Meru County Executive Trade Mr Maingi Mugambi to discuss opportunities for Women in the region. The County Government noted that previously there has not been any deliberate move for women in manufacturing but are happy to work with the KAM WIM programme to enhance women in the sector. It was also noted that most of the women support the supply chain and therefore incentives should be driven toward the supply chains to enhance the participation and contribution of women.



WIM IN LAIKIPIA COUNTY

Tambuzi Limited Christine Shikuku Manager hosted the WIM Team at the Flower Firm in Laikipia County.

Describing her workforce as majorly women, Ms Shikuku described their contribution to the effectiveness of the business as essential. Stating that women are more precise and quicker on their hands.



WIM IN NYERI COUNTY

Nyeri County Trade, Tourism and Cooperative Development County Executive Committee Member Ms Diana Kendi was excited to be introduced to the KAM WIM program, and is intentional on supporting the development of gender sensitive policies in the county.

Ms Kendi also noted the need for more collaborative efforts and activities towards addressing issues of gender in the workplace as well as sexual and reproductive health issues.

WIM IN SOUTH RIFT REGION

Embracing the potential

The County Government of Nakuru County highlighted their willingness to support Women in Manufacturing.

Nakuru County Deputy Governor Dr Erick Korir speaking at the WIM Dissemination Forum South Rift Region noted that the County Government has provided vast opportunities for women to enhance their business. He further committed to ensuring that there were spaces identified and reserved for women entrepreneurs in the county in the upcoming Special Economic Zone, which is being set up in the region.

The WIM Forum hosted 55 participants from various manufacturing sectors including timber, building and construction, food processing, transport and textile and apparel.

KAM SouthRift Chapter Chair Ms Peris Mbutia addressed the major challenges facing women in the region including access to finance and information on opportunities for investment. Adding that issues surrounding the inadequate supply of power and water, poor infrastructure and increased county levies have an impact on the participation of women entrepreneurs in the region.

The participation of women is critical in driving the economic growth of this region. Therefore, we are advocating for an inclusive manufacturing sector, through the establishment of policies and policy incentives in the County.

KAM SouthRift Chapter Chair Ms Peris Mbutia



WIM AT COMPASSIONATE TRADERS LTD

Martha Waititu, ventured into the Building Mining and Construction sector after having been in the hospitality industry for years. With a piece of land available and retirement coming close, Martha decided to try something different.

With little knowledge on manufacturing and with the support of a business partner, Martha moved to the making and designing of building bricks in Nakuru County.

Though business kicked off on a low note with the emergence of COVID 19, Martha indicates that business is slowly picking up and she is excited about the future of her business.

'I have been getting clients from as far as Kisumu. It is all about providing the best quality bricks for building. I am slowly expanding my product to now providing coloured bricks. However, the constant power surges are affecting the effectiveness of my production and delivery. Also, the intra - county fees are affecting the business, they are too costly. I have one woman in my production - she works better and harder than the other employees. Infact, she automatically picks up the supervisory role when I am away, because she knows the value of the success of the business.'



WIM AT MARLOWLINK TIMBER PRODUCTS

Marion Waithera is a wood engineer and is essential in the production process at Marlowlink Timber products. The company manufactures and supplies wood preservatives for industrial use in the local and export market.

‘I like my work. It is unique. It involves the mixing of various toxic chemicals to ensure that we get the right quantities for effective preservation of wood. We are only 2 ladies in the production line, but I am the only lady in wood engineering. I look forward to getting more women join this field of work. Occasionally, some people get surprised because of what I do, but I have a supportive team here, who believe in me, and that has helped.’



WOMEN IN MANUFACTURING GALA DINNER AND AWARDS 2021



Ms Beverly Spencer Obatoyinbo, the Outgoing BAT Kenya MD emerged the top winner at this year's Women in Manufacturing Gala Dinner and Awards 2021.

Ms Obatoyinbo bagged the WIM Inclusivity Legend Award 2021. This Award recognizes an individual that has played an extremely active role in championing the inclusivity agenda and impacted on the participation of women through advocacy on issues regarding gender, sustainability and or economic empowerment.

The event that was dubbed WIM Gala Dinner & Awards - Virtual Edition 2021 also provided a platform for mentorship and networking having hosted 2 international phenomenal speakers, UN Global Compact Executive Director Ms Sanda Ojiambo and WIM Global Founder Ms Saadid Lakehal.

The speakers addressed techniques and shared stories and guidance on the impact of choosing to challenge and the benefits it brings to women in different spheres of life.

Additionally, the event held a panel discussion with a focus on embracing change and seizing opportunities to advance in your career and business. The panel consisted of BAT Kenya External Affairs Director, Ms Connie Anyika, Funkidz and Funhomes Founder Ms Ciiru Waithaka, HACO Industries Managing Director, Ms Mary-Anne Musangi, BATA Kenya PLC MD Ms Jeddidah Thotho and Above the Radar Founder Ms Amina Haider.

The event reach via the hashtag #WIMKe stands at about 1,600,000 with a trend of top 5 (Number 4) and a viewership of over 1000.

WIM RECOGNITION AWARDS 2020

Small and Micro Companies/Enterprises (Best Practise/Innovation)	Scrumptious Eats
Medium Enterprises/Companies (Organization/ governance structure)	Line Plast Group
Multinational Companies (Supporting Women in the value chain)	<ul style="list-style-type: none"> • Coca Cola Beverages Africa • BAT Kenya

WIM RECOGNITION AWARDS 2021

‘Celebrating WIM in the Counties’

Eastern Region	Jane Ndungo, Safal Group
Coast Region	Pauline Karanja, Mwanachi Bakers
North Rift Region	Rachel Miami, Ramm Millers
South Rift Region	Marion Waithera, Marlowlink Link Timber Products
Kisumu/Western Region	Christine Jackino, Building Concepts

THE INCLUSIVITY LEGEND AWARD

Ms Beverley Spencer - Obatoyinbo

KEY OUTCOMES OF THE WOMEN IN MANUFACTURING DISSEMINATION PROGRAMME

1. *Cultural Barriers*

- Cultural barriers still impact the participation of women in the economy and these are mainly based on SRHR
- Many communities are not open to talking about SRHR matters as a wider societal issue and prefer hushed tones conversations. This makes it harder to tackle the problems face by women.

2. *Women's Multiple Roles in society*

- The triple role factor for a lot of women continues to impact their participation in economic activities, and they are not well compensated even though they remain the sole care givers for their families.
- Many workplaces do not recognize men as also being responsible for care in the home and this leads to bias when formulating leave policies and other work frameworks.

3. *Lack of clear implementation processes on sexual harassment policies*

- Many workplaces have sexual harassment policies but do not know how to translate them into action especially when those aggrieved do not report for fear of repercussion and also are held back by cultural perceptions of sexual agency.

4. *Lack of proper guidelines addressing sexual reproductive health*

- There is a need to begin a critical conversation on Menstrual Health Management with all stakeholders to ensure that this is factored into the considerations on how to improve women's productivity in the workplace.

5. *Inadequate mentorship programs and activities*

- There is need to have women's forums increased to address the challenges of them feeling invisible or/and being unable to express themselves in meetings where men are present due to cultural and social conditioning.

6. *Lack of Government support towards Women's special needs*

- A lot of companies expressed the 'helplessness' they face with the lack of support from government in developing policy incentives that would cushion the impact of 'employing' many young women of childbearing age when they choose to go on maternity leave. This eventually leads to bias when employing young women in the sector especially for small and medium businesses.

7. *Lack of access to information necessary to advance business*

- Women across the country highlighted a huge knowledge gap for micro and small businesses trying to venture into the sector as a hindrance. It was noted that they were unable to access adequate and factual data on business processes, licenses, compliance requirements, taxes, and legal and regulatory frameworks

KAM WIM PROGRAMME RECOMMENDATIONS TO ENHANCE THE PARTICIPATION OF WOMEN IN THE MANUFACTURING SECTOR

1. Increase mentorship and networking activities

- Developing long term outreach programmes targeting women in business and young women wishing to venture into manufacturing. These will include capacity building and personal development programmes, across the country.

2. Increase engagements with County Government's

- These engagements may focus on:
 - *Development of gender sensitive policies for economic empowerment of women*
 - *Outlining the different roles of women's participation in the economic development in the counties*
 - *Development of policies in support of Sexual Reproductive Health and Rights (SHRH) as well as a special focus on Menstrual Health Management (MHM) targeting various stakeholders at county level in partnership with county government.*

3. Development and design of the WIM Portal and WIM website

- a). The WIM portal will be the central point of information for Women registered within the KAM WIM programme.

It will provide, among others:

1. **A database of the women in manufacturing in the county, and be categorized as follows:**
 - a. County of establishment
 - b. Manufacturing Sector
 - c. Years of existence
2. **Business Registration and Operational procedures**
 - a. National Government
 - b. County Government (per county)
3. **Compliance Regulations and Processes**
 - a. An outline of compliance registration documents
 - b. Sector specific compliance procedures
 - c. Contacts of various compliance agencies
4. **Legal and regulatory policies**
5. **Investment opportunities for women locally, regionally and globally**
6. **Development and capacity building training opportunities**

- a). Women in Manufacturing Website will provide basic information on joining the WIM programme and outline the various activities being undertaken to promote women in the sector. The site will provide a platform for the public and people of interest to reach out to and engage the WIM programme.

MOVING FORWARD...

With the vast interest by County Governments to make deliberate adjustments to support women in manufacturing. The WIM programme will seek to execute a variety of engagements with the following county Governments:

1. North Rift Region Counties including Uasin Gishu County, Elgeyo Marakwet County and Nandi County.
2. South Rift Region mainly Nakuru County
3. Eastern Region including Machakos County and Kajiado County
4. Coast Region with a focus on Mombasa and Kilifi Counties

These engagements will focus on:

1. Forums with County Government officials on policy development on economic empowerment, gender parity and SHRH.
2. Providing a platform for Women in the sector to showcase their products through WIM exhibitions.
3. Forums with various Government and private sector lending institutions on providing access to finance to WIM.
4. Skills Development Conferences in partnership with County Based Technical Institutions to address advancing technical skills for women and girls.
5. Forums on supply chain management and sub-contracting opportunities for Women in the manufacturing supply chain.
6. Data Collection meetings and forums to collate data on WIM in various counties.



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