

GROWTH & GAINS

Great Strides Together

2021



TABLE OF CONTENTS

2 Our Story	3-4 Membership & Services	5 CEO's Message
6-7 Chairman's Message	8-9 Celebrating Local Industries	10-20 Policy Advocacy
21-33 Sustainability	34 Covid-19 Updates	

OUR STORY

We are the representative body of manufacturing and value-add industries in Kenya. Established in 1959, we have evolved into a dynamic, vibrant, credible and respected business association that unites industrialists and offers a common voice for businesses.

The Association is committed to making a difference in the socio-economic sustainability goals of the country through its ESG arm - uKAMilifu. Given its prominent role in the economic and social development of Kenya for 62 years, KAM continues to showcase great contribution of the manufacturing sector under uKAMilifu.



Vision

To be a World Class BMO that effectively delivers services to its Members.

To promote competitive and sustainable local manufacturing.



Mission



Goal

Influencing and driving industrial growth towards competitiveness.

- ▶ Effectiveness
- ▶ Good Governance
- ▶ Innovation
- ▶ Professionalism
- ▶ Responsiveness
- ▶ Teamwork



Core Values

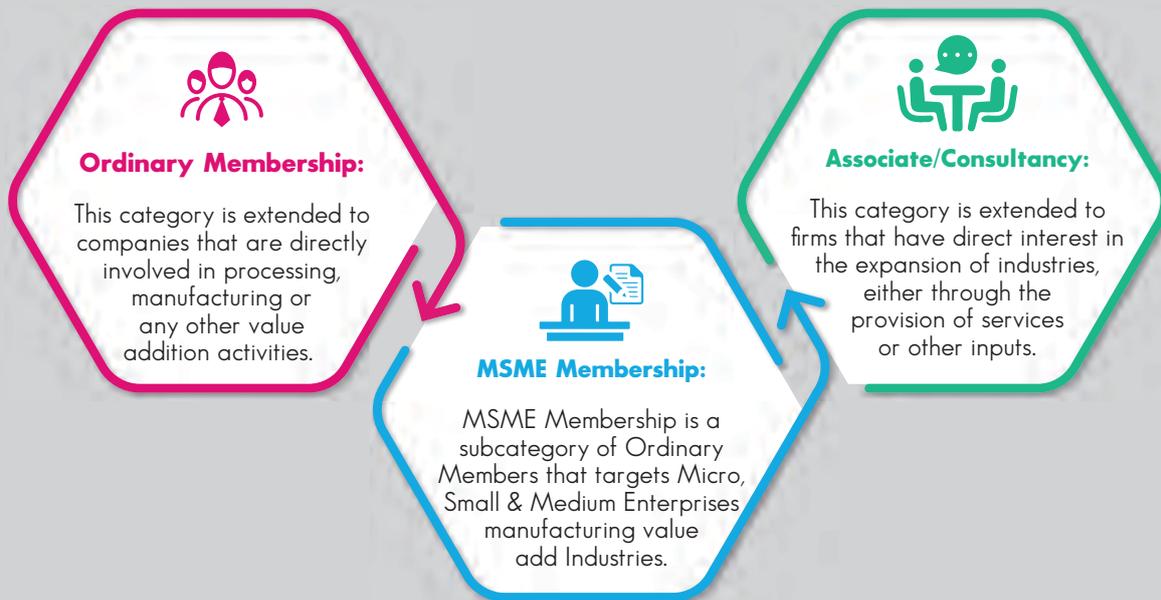
Strategic Goals



- ▶ Driving industrial growth and manufacturing sector contribution to the GDP.
- ▶ Improving local industry's productivity and job creation.
- ▶ Enhancing market access for locally manufactured goods locally, regionally and globally.
- ▶ Enhancing Broad Membership outreach for manufacturing investments.
- ▶ Ensuring Operational excellence and sustainability within KAM & the manufacturing sector.
- ▶ Position KAM as a thought leader in the manufacturing sector.

MEMBERSHIP

KAM Membership is structured in three categories:



OUR SERVICES

● KAM Advocating for you!

Our services geared towards Policy Advocacy include:

- Fact-based policy advocacy with Government and its agencies on various issues such as taxation, trade infrastructure, energy, illicit trade and regulations, among others.
- Engagement at the county level.
- Business information on trade agreements under various regimes including East African Community, Southern African Development Community (SADC), Common Market for Eastern and Southern Africa (COMESA), AGOA and African Continental Free Trade Area (AfCFTA).
- Technical advice on taxation and fiscal policy.
- Access to regulatory and compliance requisites to set up your business.
- Promotion of ethical business practices.

● Enhancing your competitiveness & tenacity!

Our Business Development and Competitiveness Services are tailored to build your competitiveness, productivity, resilience and support your journey to green growth.

● Promoting Market Access

KAM strengthens and scales up trade, productivity and export market development for local manufacturers through its Business Information Services Desk.

The services offered include seminars and workshops on compliance issues, trade and investment missions and productivity courses.

KAM also hosts its annual Changamka Shopping Festival that brings together local manufacturers to showcase the high quality of locally manufactured goods and sell their products to the public at discounted prices.

● Towards Green Growth and Circular Economy

Through the Centre for Green Growth and Climate Change (CGGCC), KAM provides a one-stop solution to deepen industry level interventions, promote a circular economy, promote climate change

actions, and financial linkages that prioritise people and planet.

The Centre's services include resource efficiency services (energy, water & wastewater audits, waste and circular economy resource mapping), capacity building and green financing. We also provide technology and financial linkages to enable members to implement the recommendations from assessments.

The Centre also organizes expos and the Energy Management Awards to recognize and award the best performing industries in energy efficiency and conservation.

● **Securing the Future of Work**

- **Manufacturing Academy:** The Manufacturing Academy provides technical and/or specialised and management training and services drive competitiveness in local industry.
- **Technical, Vocation Education and Training (TVET) program:** KAM's TVET program, run in partnership with German Development Corporation enhances access to technical and vocational jobs as well as economic opportunities for the youth in Kenya, through skills and entrepreneurship development.

The program offers internship opportunities, competence-based education and training and work-readiness training for technical courses graduates in the country.

● **Scaling up SMEs**

Through our Manufacturing SME Hub, we address 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.

The Hub fosters the development of a flourishing entrepreneurial culture and competitive small and medium manufacturers in Kenya and in the region.

Services offered through the Hub include:

- **Business advisory services**
- **Tailored technical, operational and management trainings**
- **Access to finance through business planning, financial literacy programmes and linkages to financiers**
- **Access to markets through value chain linkages, trade missions and expos, export market linkages, trade related seminars and conferences.**

● **Creating a path for women into unchartered manufacturing territories**

Through our Women in Manufacturing (WIM) Programme, we provide a platform for women to network, be mentored and to improve their competitiveness and access local, regional and global markets.

Initiatives geared towards supporting women in manufacturing include:

- The annual Women in Manufacturing (WIM) Gala Dinner to celebrate and recognize women's role in manufacturing.
- Linkages with successful women industrialists across the continent and in the world. Market linkages locally, regionally and globally.
- Exchange programs to enhance the quality of women in manufacturing products to ensure their inclusion into regional and global supply chains.
- Advocacy for policies and instruments from relevant institutions to enable women to access regional and global markets.
- Capacity building and mentorship programs to equip women in manufacturing with the relevant skills and knowledge to grow their businesses.
- Mentoring young women to take up and soar in Science, Technology, Arts and Mathematics (STEAM) courses to take up more manufacturing-related jobs.

MESSAGE FROM KAM CEO



Welcome to the Kenya Association of Manufacturers (KAM) Growth and Gains: Great Strides Together report for 2021.

The report sheds light on the progress made in our initiatives on policy advocacy, business competitiveness and social impact in the past year.

Despite the challenges caused by the pandemic, we have recorded major milestones for you, our Members. Some of these include the ruling by the Court that declared Minimum Tax unconstitutional, as well as the Changamka Shopping Festival in Nairobi, and for the first time, Mombasa. We also launched our Environmental, Social and Governance (ESG) arm, uKAMilifu.

We are proud of you, our Members, for your unwavering commitment to drive the country's industrialization agenda. We shall continue to strive to give you world-class services to steer you towards global competitiveness.

On behalf of my colleagues at the Secretariat, I invite you to look at the strides we have made this year and join us in celebrating these achievements with us.

Happy Holidays!

2021 KAM Board of Directors	
Mucai Kunyiha	Chairperson
Rajan Shah	Vice Chairperson
Sachen Gudka	Board Director/ Ex-Officio
Bharat Shah	Board Director
Jane Karuku	Board Director
Linus Gitahi	Board Director
Hitesh Mediratta	Board Director
Marion Gathoga Mwangi	Board Director
Rohin Vora	Board Director
Rajan Malde	Board Director
Ashit Shah	Board Director
Mihir Chalishazar	Board Director
Mary-Ann Musangi	Board Director
Jeddidah Thotho	Board Director
Pankaj Kumar	Board Director
Mohammed Rashid	Board Director
Galeb Gulam	Board Director
Martin Ochieng	Board Director
Pankaj Bedi	Board Director
Ciiru Waweru Waithaka	Board Director

Phyllis Wakiaga
CHIEF EXECUTIVE

MESSAGE FROM KAM CHAIR



This has been a very special year for the Association. We have recorded wins, despite the exigent environment in which we continue to operate.

Nevertheless, we remain steadfast in realizing our vision to drive our competitiveness and productivity.

Our focus, as an Association, remains you, our Members. We strive to provide you with exemplary services, to enable you operate in a conducive business environment and steer you to profitability and sustainability.

To this end, we continued with our facts-based policy advocacy, and achieved major wins for you.

The High Court declared minimum tax provisions unconstitutional and the minimum tax guidelines void. The judge also issued an order restraining Kenya Revenue Authority (KRA) from further implementing or enforcing the provisions of Section 12D of the Income Tax Act.

The Association also hosted the Changamka Shopping Festival in Nairobi, and for the first time, in Mombasa. The festivals hosted over 120 exhibitors, and 80,000 visitors. Through the Festivals, we raised awareness on the ingenuity of local products, as well as their high quality.

Additionally, we continued engaging Government and its agencies on matters affecting local industry, such as the cost of doing business, the cost of power, trading in the counties and regional trade. Furthermore, we have raised awareness on the opportunities presented by the various trade agreements, such as Africa Continental Free Trade Area (AfCFTA), Kenya-US Economic Partnership Agreement (EPA) and Kenya-UK EPA.

To promote market access in the East African Community (EAC), we engaged Member States on the EAC Common External Tariff (EAC CET). We also conducted a trade mission to Tanzania, in partnership with Confederation of Tanzania Industries (CTI). The trade mission followed the visit to Kenya by Her Excellency the President of Tanzania, Samia Suluhu Hassan.

We remain committed to inculcating critical tenets of sustainability and circular economy in manufacturing operations. We, therefore, established the Kenya Producer Responsibility Organization (KEPRO) earlier this year, to support industry in managing post-consumer waste in the country. Additionally, we launched the Forestry Business Sustainable Action Plan report, to guide the growth of the Forestry Sector, whilst increasing Kenya's forest cover.

In addition to policy and sustainability, we remain at the forefront in driving socio-economic development, and consequently, bridging inequality particularly in the communities in which we operate.

We launched our Environmental, Social and Governance (ESG) arm, uKAMilifu, which houses the Association's social impact efforts and initiatives, that bolster its mandate as the credible voice of industry.

Through uKAMilifu, we shall amplify KAM's role in complementing Government's efforts towards driving economic development. We urge you to be part of this initiative.

Undeniably, inclusivity is a key driver of sustainable growth. We continued to develop initiatives geared towards increasing the participation of women and youth in the manufacturing sector.

We hosted the Women in Manufacturing (WIM) Counties Edition, in Uasin Gishu, Nakuru, Machakos, Nyeri and Mombasa Counties. We also held the Sustainability Month, during which we raised awareness on opportunities for young people in the waste management industry.

Through the SME Hub, we have developed programmes geared towards driving the growth of Manufacturing SMEs, by including them in the value chain, enhancing market access and capacity-building. This is because we recognize their role in the country's economy.

Last year, we picked up some lessons from the pandemic, which we have continued to apply in our day-to-day operations as an Association. For instance, we have automated our processes, through our Enterprise Resource Planning (ERP) Project - Qwanza. Through Qwanza, we have developed a Members' Centralized Business Portal, your one-stop-shop for all KAM services, including Membership renewal, financials, Duty Remission Scheme Applications, AGOA visa applications, budget proposals submissions, requests for audits (Energy, Water and circular economy) as well as trainings and seminars.

Effective 1st January 2022, all services shall be processed through the Members' portal. We encourage you to use the portal, for efficient service delivery.

We are still working towards overcoming COVID-19. Reports of a new variant in various countries calls on us to remain vigilant, to break the chain of spread. We call on you and your staff to get vaccinated, to protect you, your family and community.

Our focus next year, shall be to advocate for peace and issues-based politics as we approach the national elections and a predictable and reliable policy, fiscal and regulatory environment. All these, geared towards increasing Industry's competitiveness and productivity.

Let me take this opportunity to thank you for your continued support and confidence in the Association. I would also like to reiterate our commitment to advocating for competitive and sustainable local manufacturing.

Happy Holidays!

Mucaï Kunyiha
CHAIRMAN

Celebrating Local Industries

The Association hosted Changamka Kenya Shopping Festival in Nairobi and Mombasa, which hosted over 125 exhibitors and over 50,000 visitors.

The Festival celebrated the ingenuity of local industries and created awareness of the diverse, high-quality, and unique products that local industries produce.

It also consisted of a three-day conference that featured the 4th Manufacturing Summit, 7th Clean Energy CEO's Forum and KAM Job Summit.





POLICY REPORT

KAM launches 2021 Manufacturing Priority Agenda



KAM meets Council of Governors on the Manufacturing Priority Agenda, 2021.

This year's Manufacturing Priority Agenda (MPA), themed "*From surviving COVID-19 to thriving: Manufacturing sector rebound for sustained job and investment growth*" called for immediate action to bolster economic recovery following the pandemic.

The agenda was driven under five main pillars, namely competitiveness and level playing field for local manufacturers, enhanced market access, pro-industry policy and institutional framework, SME Development, and industrial sustainability and resilience.

About 58.3 per cent of the proposed actions have been taken up by government ministries, departments, and agencies for implementation. Implementation was inhibited by the ongoing pandemic.

The summary of the achievements include:

High Court Suspends Minimum Tax

The High Court (Justice Odunga J) declared minimum tax provisions unconstitutional and the minimum tax guidelines void on 20th September

2021. The judge also issued an order restraining Kenya Revenue Authority (KRA) from further implementing or enforcing the provisions of Section 12D of the Income Tax Act.

Prior to going to Court, KAM, together with Institute of Certified Public Accountants of Kenya (ICPAK), Kenya Flower Council (KFC) and Retail Trade Association (RETRAK) engaged relevant stakeholders in Government to find an agreeable solution. However, we were forced to turn to the Courts, when we could not resolve this stalemate. We were represented by Anjarwalla & Khanna Advocates.

Isinya East Sub-County Bar Owners Association also went to court in Machakos, on the same matter. They were represented by Okwatch and Company Advocates.

The Court's decision is a big win for businesses and provides fresh grounds for renewed discussions with the Government towards creating a conducive environment for business to thrive.

Report on National Capacity for Clinker Production

KAM released the National Independent Clinker Verification Committee Report that provided recommendations on Kenya's clinker production and consumption capacities. Among them, a 4-year grace period before any increase of import duty to enable non-integrated companies and those with ongoing expansions to set up and operationalize their clinker facilities to achieve self-sufficiency for clinker production in terms of quantity and quality

The committee was established by the Association to resolve a stalemate between cement sector players. In the 2020/21 budget

cycle, a proposal to increase the import duty for clinker from 10% to 25% was tabled by some stakeholders in the cement industry citing the sufficient capacity to supply the aggregate local demand for clinker in the country. The proposal was opposed by a cross-section of players in the same industry, with concerns that it would distort the market and set the stage for unfair competition.

The committee constituted representatives from the Ministry of Industrialization, Trade and Enterprises Development, Ministry of Petroleum and Mining, The National Treasury, Kenya Bureau of Standards (KEBS), a representative from the grinders, clinker manufacturers and KAM.



Participants during the Tanzania Trade Mission.

Kenyan, Tanzanian manufacturers hold three-day trade talks

The Association, in partnership with Confederation of Tanzania Industries (CTI), hosted a three-day trade mission in Tanzania to deliberate on trade promotion and market access between the two countries. Among the trade issues that were addressed include the upper band rate of the East African Community Common External Tariff (EAC CET);

harmonization of domestic taxes; harmonization of product standards; review of the EAC Rules of Origin; and activation of the Dispute settlement mechanism.

It also comprised of Business-to-Business (B2B) sessions between Kenyan and Tanzanian manufacturers. This was geared towards identifying export and import products, investment opportunities, and benchmark and learn on best business practices in the two

markets.

The Trade Mission was a follow-up to Presidential commitments made by H.E. President Uhuru Kenyatta and H.E. President Samia Suluhu Hassan and the bilateral negotiations on trade between the two States.

It hosted government representatives from Kenya High Commission in Tanzania, and Kenya, and Tanzania Ministries for industry and Trade. Participants from manufacturing included Food and Beverage, Edible Oils, Chemicals, Automotive, Leather and Footwear sectors.

KAM launches Regulatory Audit Report

The Association launched the Regulatory Audit Report that highlights regulatory challenges facing the business community across the country and provides recommendations to create an enabling business environment.

Among the challenges facing local industry include duplicating requirements from different regulatory bodies at the national level and various fees, levies, and charges in the counties.

During the launch, manufacturers urged the government to harmonize laws, policies, and regulations, at the National and County levels, to drive the competitiveness of local industry.



Panel session during the SME bootcamp on regulatory overreach.

SME bootcamp on regulatory overreach and market access

The Association hosted SME bootcamps on regulatory overreach and regional (EAC and AfCFTA) market access for manufacturing Small and Medium Enterprises (SMEs).

The bootcamps provided Manufacturing SMEs with a platform to engage Government and

other stakeholders on hinderances to trade and solutions to overcome them.

Some of the guests included the Principal Secretary, Ministry of EAC - Dr Kevit Desai, Senior Advisor, Africa Export - Import Bank - Emeka Uzomba and Micro and Small Enterprise Authority (MSEA) CEO - Henry Rithaa among others.

● National Budget 2020/2021

The Association continued to engage the National Treasury on the 2021/2022 budget proposals, particularly on economic recovery and reducing the cost of living.

In the 2021 Finance Act, the government provided budgetary allocations to deal with healthcare emergency created by the pandemic, address demand-side of the economic crisis and support the manufacturing sector under the Big 4 Agenda, among others.

It also introduced new tax which were not subject to public participation. The Association was particularly concerned about the following added taxes:

- Imposition of 10% excise tax on articles of plastics.
- Imposition of 10% excise tax on imported resins.
- Imposition of 10% excise tax on super absorbent polymer (SAP) used in the manufacture of baby diapers.
- Imposition of Ksh. 200 per kg excise tax on locally produced white chocolate.
- Imposition of excise tax on imported fertilized eggs for incubation/hatching.
- Imposition of 16% VAT on the supply of liquefied petroleum gas (LPG) including propane.
- Imposition of 16% VAT on clean and improved cook stoves.
- Imposition of higher specific import duties for some categories of timber products.
- Provision to limit interest to be deducted to a maximum of 30% of Earnings Before Interest Tax, Depreciation and Amortization.

The Association called for the immediate suspension of these provisions and urged for a more comprehensive engagement with industry, to cushion citizens from further loss of their purchasing power of basic commodities.

● KAM, ITC launch sustainability reports for textile and leather sectors

KAM and International Trade Centre (ITC) launched sustainability reports for textiles and leather sectors. The reports will guide industry players and policy makers, in aligning their manufacturing processes and policy with global

trends with a focus on renewable energy and industrial sustainability.

The event was attended by the Cabinet Secretary, Ministry of Industrialization, Trade and Enterprise Development Ms Betty Maina, High Commissioner of India to Kenya Dr Virander Paul and Director, Division of Country Programmes at the International Trade Centre Mr. Ashish Shah.

● Industry calls for urgent AfCFTA implementation plan

Manufacturers urged government and relevant agencies to address gaps in trade facilitation following the commencement of trade under the Africa Continental Free Trade Area (AfCFTA). The gaps include under-developed transport and logistics networks across the continent, overlapping Membership to trade blocs, non-uniform orders in the clearance of logistics, unfamiliar customs and administrative procedures and transit policies of goods across different Regional Economic Communities (RECs) among countries with no functional trade arrangements.

This was during a webinar on the status of implementation of the AfCFTA hosted by KAM in partnership with National Trade Facilitation Agencies, including Kenya Revenue Authority (KRA), Kenya Bureau of Standards (KEBS) and Kenya Trade Agency (KenTrade).

The Association also hosted a live session on financing SMEs for AfCFTA market in partnership with Syspro Africa. During the session, manufacturing Small and Medium Enterprises (SMEs) called for financing to enable them take advantage of opportunities in the AfCFTA.

● KAM launches sector-specific reports and profiles

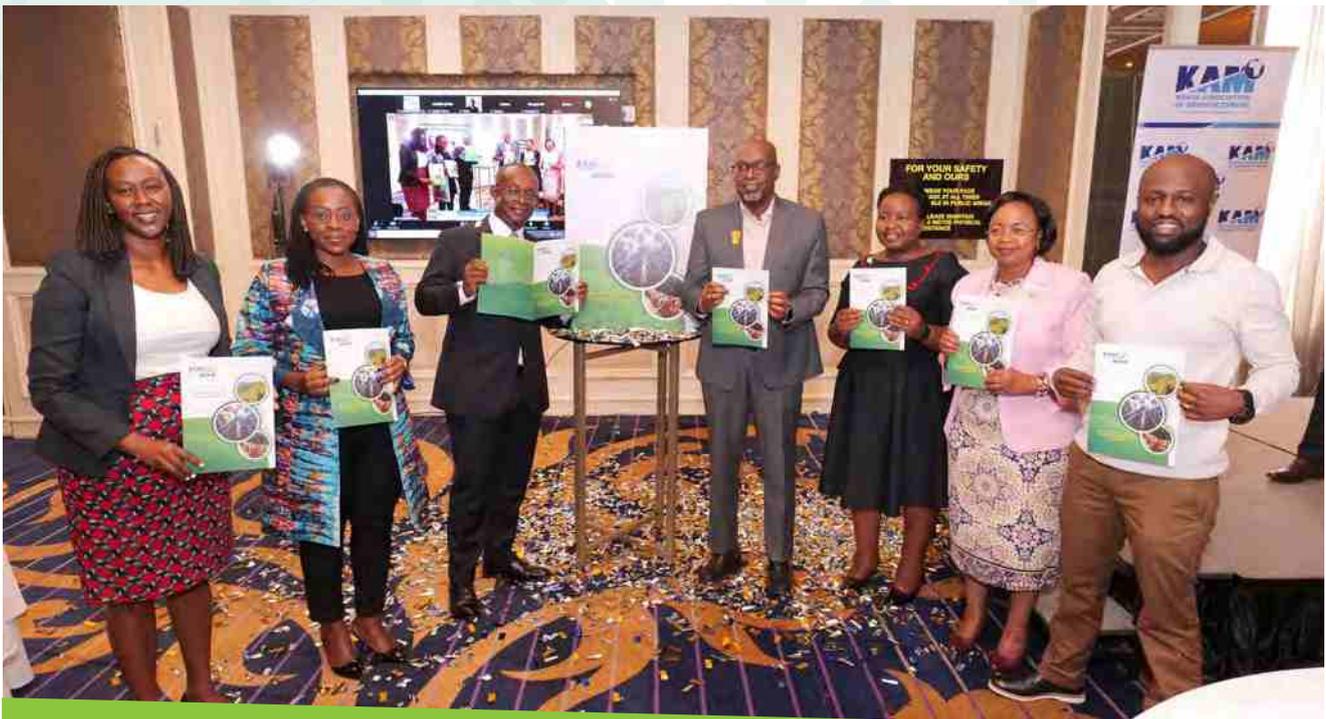
The Association launched various sector-specific reports and profiles to provide industry perspectives and insights into the various manufacturing sectors and the challenges impacting their competitiveness.

The reports include the Maize Value Chain report and Sugar Sub-Sector Strategic Plan. The Maize Value Chain Report seeks to enhance maize production whilst lowering milling cost to

contribute to food security, trade and livelihoods of millions of people in Kenya. On the other hand, the Sugar Sub-Sector Strategic Plan aims to guide the sugar industry to reposition itself competitively, foster the adoption of policies, and innovations that will result in an efficient and effective sugar industry and improve the connection between national policy priorities and sector-level actions.

The sector profiles released are for the Sugar, Leather & Footwear, Automotive, Building, Mining & Construction and Salt Sectors.

The reports and profiles aim at informing pro-industry policy formation in the country. During the launches, the Association called for sector-specific approach to resolve the challenges hampering the growth of the manufacturing sector. The challenges include inadequate guidance on Buy Kenya Build Kenya; regulatory overreach; unfavourable tax regime; prolonged delays in the review of EAC Common External Tariff (CET); reliance on imported raw materials; lack of access or the high cost of credit and illicit trade.



Launch of the Forestry Business Sustainable Action Plan.

KAM launches Forestry Business Sustainable Action Plan

The Association unveiled the Forestry Business Sustainable Action Plan to sustainably expand forestry businesses in the country. It sheds light on interdependences of the forestry industry and other economic sectors for the country's socioeconomic development, whilst preserving ecosystems.

The Plan was commissioned as part of an inquiry into seeking ways to enhance the sustainability of Kenya's forestry sector through a multi-stakeholder approach.

It mirrors global and regional best practices, with the main intent of guiding sector interlinking

businesses to develop tailored sustainable actions that support the forestry sector in Kenya.

Manufacturing Summit

The Association hosted the 4th Kenya Manufacturers Summit, themed, 'Manufacturing Sector's Resilience & Sustainability in an electioneering period'.

It focused on the challenges hampering the recovery of industry, following the pandemic as the country heads into the electioneering period. The conversations centered on five key topics, namely:

- Manufacturing and taxation
- Regional and international trade development

- The trilemma challenge: COVID-19 pandemic, upcoming General Elections & widened fiscal deficit.
- Regulatory regime in Kenya
- SME Development

The event brought together sector players, government representatives and policy makers.



KAM CEO, Phyllis Wakiaga and NCBA Group Retail Banking Director Tirus Mwithiga during the MoU signing ceremony.

● KAM, NCBA partner to support Manufacturing SMEs

KAM partnered with NCBA Bank Kenya PLC to enhance the development of 300 manufacturing SMEs in the country for two years. This shall be achieved through capacity building programs to address some of the challenges facing local Manufacturing SMEs. Through the partnership, the two institutions shall also provide financial solutions and promote market access through exhibitions, regional and international trade missions.

KAM, NSE partner to promote the listing of local companies on the stock exchange

The Association partnered with the Nairobi Securities Exchange (NSE) to encourage manufacturers to trade on the stock market to stimulate liquidity for their businesses.

Through a campaign dubbed Ring it for Manufacturing, KAM and Nairobi Securities Exchange (NSE) provided a platform for manufacturers to engage, in order to increase the number of local entities listed in the stock exchange. Additionally, increase the participation of manufacturers in stock market trading.

The partnership also provided a platform for NSE to provide capacity-building forums to KAM members. This was geared to encourage more companies to list on the stock exchange and enhance trading to provide more capital to stimulate business growth.



Ministry of Industrialization CAS, David Osiany and Uasin Gishu County Deputy Governor, Hon. Daniel Chemno launch WIM to Counties Edition in Eldoret, Uasin Gishu County.

● KAM kicks off county-focused drive for Women in Manufacturing

KAM launched its county-focused drive to increase the participation of women in industry, through its Women in Manufacturing (WIM) programme. The nationwide series of events are geared towards increasing women's participation in the manufacturing sector.

The forums, which kicked off in Eldoret, Uasin

Gishu County (North Rift Region) have been held in Nakuru (South Rift Region), Machakos (Lower Eastern Region), Nyeri (Central Region) and Mombasa (Coast Region).

The events were attended by senior County and National Government officials, including deputy governors and the Chief Administrative Secretary (CAS), Ministry of Industrialization, Trade and Enterprise Development, Hon. David Osiany.



The Kenyan Delegation at the IAA Mobility Fair.

● IAA Mobility Fair

The Association partnered with Business Scouts for Development (BSFD) programme to send a delegation of six companies and institutions from Kenya's Automotive Industry to the IAA Mobility Fair held in Munich, Germany.

The Fair provided the Kenyan delegation with a platform to



(L-R), KAM CEO Ms Phyllis Wakiaga, KAM Chairman Mucai Kunyiha, MSME Alliance CEO Samuel Karanja and IEA CEO Kwame Owino during the media briefing on the high cost of living.

Manufacturers call for reduced cost of doing business

The Association held a media briefing themed 'Reduce cost of living' where businesses expressed concern on the current focus on politics without practical solutions to bring local businesses back on the recovery track.

KAM also raised concerns on the severity of the additional taxes imposed on businesses in addition to inflation adjustment on specific rates of duty. The Association called upon the government to understand that the introduction of such measures is counterproductive and has acute consequences across all sectors of the economy.

tap ideas on current contributions to future mobility. This includes BMW's hydrogen fuel cell technology, which targets 90% reduction of carbon emissions from vehicles by 2050. The delegation interacted with experts from Technical University of Munich (TUM), BMW, Volkswagen, Mercedes Benz, BHT Mahle, Scheaffar and Bosch at the exhibition.

KAM, Posta partner to tap intra-regional trade under AfCFTA

KAM partnered with Postal Corporation of Kenya (PCK) to tap into e-commerce and intra-regional trade opportunities for local manufacturers.

The partnership will see PCK offer same day and overnight courier services, rider dedicated services as well as clearing and forwarding services to the Association and its Members. Under the agreement, the two parties shall also implement programmes such as international courier services, direct mail marketing and training of KAM members on how to capitalise on the collaboration.

BSFD is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It aims to improve cooperation between local and German or European business actors in selected Development Cooperation countries.

KAM engages Nairobi Metropolitan Services (NMS)

KAM engaged Nairobi Metropolitan Services (NMS) on key issues affecting manufacturers within Nairobi Metropolitan. The issues include water and sewage, health and environment, renewal of permits, compliance guidelines and premise inspection process, manufacturers' participation in county committees, and possible areas of partnership between manufacturers and NMS.

Approved EAC Standard

39 draft standards were declared by SCTIFI as EAC harmonized standards.

Duty Remission Scheme

256 duty remission scheme applications approved.

Work permits, passes and AGOA Visas approved

52 work permits, 54 passes and 3431 AGOA visas approved.

NTBs Resolved

78% of Non - Tariff Barriers (NTBs) raised this year by industry have been resolved. The EAC Partner States are addressing the outstanding export challenges.

Kenya - UK Trade Agreement

The Association in collaboration with the British High Commission created awareness among KAM Membership, on the Kenya UK Trade Agreement, signed in December 2020.

The Agreement is expected to serve as a development instrument and to promote sustained growth, increase the production and supply-side capacity of our industries. The Agreement covers trade in foods, fisheries, agriculture, economic and development cooperation, institutional provisions, dispute avoidance and settlement, general exceptions as well as general and final provisions.

KAM, Co-operative Bank sign MOU to enhance affordable finances

The Association signed an MoU with Cooperative Bank of Kenya to enhance access to affordable finances for industry, whilst building their capacities on financial and supply chain matters.

KAM meets Kenya Power

KAM engaged Kenya Power Managing Director and Chief Executive Officer on power issues affecting manufacturers in the country, including cost and quality.

KAM's key concern is the frequent power outages and fluctuations that leads to losses and results in the unrecoverable cost of downtime, which in the long run, reduces revenue, hence dragging overall economic growth.

KAM Meets KRA

The Association engaged Kenya Revenue Authority (KRA) to deliberate on fiscal measures impacting the competitiveness of local industries.

Key areas of focus included status of value-added tax (VAT), Withholding VAT refund, Credit Adjustment Vouchers (CAVs), refunds of excise tax and anti-adulteration levy on kerosene for industrial use.

Port logistics

KAM, Shippers Council of East Africa (SCEA) and Kenya Ship Agents Association (KSAA) met Kenya Ports Authority (KPA), Kenya Railways Corporation (KRC), Kenya Revenue Authority (KRA) and Kenya Transport and Logistics Network (KTLN) to discuss delays at the Port of Mombasa.

A key outcome of the meeting was the nomination of two liaison officers from KPA to fast-track manufacturers' consignments and provide updates on vessels' arrival and container movements at the ports, as part of deliberate efforts to enhance the seamless and speedy movement of cargo at Port.



KAM engages the Council of Governors on trading in the counties.

KAM meets Council of Governors leadership

KAM engaged the Council of Governors (CoG) Chair, H.E Martin Wambora EGH and the Trade, Investment and Manufacturing Committee Chair, H.E Charity Ngilu, EGG on the Manufacturing Priority Agenda (MPA) 2021, with a key underpinning on Trade in Counties.

The discussions focused on creating a friendly business environment for local industries through reduction of the overall cost of locally manufactured goods by reducing taxation; ensuring seamless movement of goods and services; curbing unpredictable, multiple county fees, levies and charges; and enhanced collaboration, coordination and cooperation.

● KRA 8th Corporate Plan Roundtable

The Association participated in a Focus Group Discussion on Kenya Revenue Authority's (KRA) 8th Corporate Plan (2021/22- 2022/23), under the theme "Revenue mobilization through simplification, technology driven compliance, and tax base expansion."



KAM CEO, Ms Phyllis Wakiaga, Xetova CEO, Bramuel Mwalo sign MOU.

● KAM, Xetova partnership to support supply chain transformations

KAM and Xetova have today signed an MoU to support the local manufacturing sector's supply chain transformation through digital interventions. The partnership seeks to drive the resilience & sustainability of the sector, to cushion industry, and country at large, from shocks such as COVID-19 in future.



EU Ambassador to Kenya, Stefano Dejak, pays KAM a courtesy call

● KAM meets EU Ambassador to Kenya

KAM met European Union (EU) Ambassador Kenya on manufacturing during Covid, Circular Economy, Inclusive Business and how the EU and KAM could work closer together in the future.

SUSTAINABILITY REPORT



KAM launches ESG arm – uKAMilifu

KAM launched its Environment, Social and Governance (ESG) arm, uKAMilifu.

uKAMilifu is a Swahili word that means Complete or Wholeness. The arm houses KAM's social impact efforts and initiatives, that bolster its mandate and that of local industry, in driving economic growth and consequently, bridging inequality.

To achieve our goal of shared prosperity and bridging inequality, KAM shall work with current industry stakeholders and forge new partnerships to impact a wide spectrum of human development areas. Additionally, the Association will bring together diverse economic actors in the country to advance a shared vision through stronger, enduring relationships. uKAMilifu looks at amplifying and delivering the human impact initiatives that local industry has been part of in the last 62 years of KAM's existence.

uKAMilifu shall be driven under four main pillars, namely:

- **A Green World** – An industry that seeks to restore and replenish the environment in its approach.
- **A Futuristic World** – Creating a difference in the future of work and access to technology.
- **An Inclusive World** – Achieving our economic goals by embracing diversity.
- **A Sustainable World** – Bringing in more young people to share in industry's vision through their innovations and appealing to their always evolving cultures.

The uKAMilifu Patron is KAM Board Director, MaryAnn Musangi.



In-house training at Bic East Africa.

SKILLS DEVELOPMENT

Manufacturing Academy

KAM through the Manufacturing Academy has continued to drive the execution of high-quality manufacturing practices guaranteed to enhance productivity and personal growth. The Association has engaged members through physical and online training.

The Association has conducted 8 (3 physical, 5 online) In house and 19 (7 physical, 12 online) open house trainings, through which 664 people were trained.

TVET

To promote skills development in the country, KAM partnered with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) through its E4D project to launch a Technical, Vocational Education and Training (TVET) Program in January 2017.

In 2021, the Association undertook the following initiatives:

● International Day of Education Celebrations

To commemorate the International Day of Education, KAM hosted a forum on Enhancing Technical Skills in Kenya in partnership with GIZ.

During the forum, KAM urged stakeholders in the industrial and education sectors to support innovation, in order to spur Kenya's economic growth. This includes ensuring that curriculum development strives to meet the evolving skills needs for our manufacturing sector. Innovation is rapidly evolving the manufacturing sector, bringing with it new opportunities.

This year's International Day of Education (IDE) themed 'Recover and Revitalize Education for the COVID-19 Generation' sought to enhance collaboration and solidarity for recovery, through innovation, among other pillars.



PS TVET, Dr Margaret Mwakima, visits the Kabete National Polytechnic exhibition booth during the Job Summit at the Changamka Shopping Festival, Nairobi.

● KAM Job Summit

The Association hosted the 2021 Job Summit themed, *Positioning Skills for a Resilient Future*.

The Summit focused on promoting youth employment opportunities through formal employment and entrepreneurship. It hosted a job bazaar where industries interacted

with TVET and CBET graduates for industry matching. Through this process, young TVET and CBET graduates will access paid internships and entry level jobs. The Summit also entailed an exhibition where TVET graduates running manufacturing related enterprises showcased and sold their products.

It brought together Policy Makers, government officials and government agencies, Development partners/donors, technical Training Institutions and youth from technical training institutions and TVET graduates.

The Summit is an initiative under the Association's TVET Program. The program links the KAM Members to skilled technical labour from technical training institutions with considerable successes and learnings.

● KAM, ILO partner to develop skills in vulnerable populations

KAM partnered with International Labour Organization (ILO) under the PROSPECTS Programme, funded by the Government of Netherlands, to promote skills development for vulnerable populations.

Through the partnership, KAM and ILO shall provide training opportunities to young people in refugee camps and the surrounding host communities, to increase their employability in local industries. The partnership targets Technical and Vocational Education and Training (TVET) students in Turkana and Garissa Counties.



TVET Mentorship Session at Technical University of Mombasa.

KAM, GIZ kick off Cooperative Project to promote uptake of Cooperative Vocational Training (CVET) model

The Association kicked off the Cooperative Project, in partnership with GIZ, which seeks to promote the uptake of Cooperative Vocational Training (CVET) model in Technical Training institutions.

CVET model entails co-development of mentoring tools for students that look at their competencies, learning and exchange forums and closer collaboration with institutions of

learning such as partnerships with technical training Centres of Excellence that include development of Strategic Business Plans.

Based on the dual system of vocational education and training, the model offers a holistic approach to skills development for

local industry by combining apprenticeship in manufacturing firms and education at a vocational institute, providing an enhanced private sector cooperation in skills development.

The Project seeks to promote skills development for local industry, with the aim of bridging the skills gap in Kenya.

GREEN ECONOMY

Green Growth & Climate Change

7th Clean Energy CEO's Forum and Clean Energy Expo



Energy CS, Amb. Monica Juma, tests a solar-powered motorcycle during the Clean Energy Conference and CEO Forum

We hosted the 7th Clean Energy Conference & CEO's Forum under the theme, *Resilience of clean energy markets during uncertain times*, during the Changamka Shopping Festival.

The forum brought together energy and water stakeholders to discuss various topics affecting sustainability and industrial green growth.

Additionally, it provided a platform to celebrate the milestones accomplished in provision and sustaining a clean energy market in Kenya. This was achieved through the showcasing of innovations in renewable energy, water and wastewater efficiency, e-mobility, green building, clean cooking. It also linked users with various financial models in clean energy.



BAT Nairobi celebrates after emerging the overall winner at the 17th Annual Energy Management Awards

KAM hosts 17th Energy Management Awards

British American Tobacco (BAT) Kenya - Nairobi won this year's overall Energy Management Award. It's Thika branch took the runners up award.

The event themed 'Celebrating Resilience in Energy Management' awarded over 20 companies that have achieved significant reductions in their energy consumption through the implementation of energy-efficient measures and technologies.

Energy Efficiency is one of the initiatives that KAM has put in place to drive Kenya's circular economy. Other initiatives include water efficiency, waste management, circular economy and Responsible Care.

17th EMA Hall of Fame

No.	Award Category	Winner	Runners-up
1.	Overall Energy Management Award	British American Tobacco - Nairobi	British American Tobacco - Thika
2.	Best Energy Management Team Award	British American Tobacco - Thika	Umoja Rubber Products
3.	Best New Entrant- SC Award	Isuzu EA	Beta Healthcare Int'l Ltd
4.	Best New Entrant- MC Award	Brush Manufacturers	Kapkoros Tea Factory
5.	Best New Entrant- LC Award	Capwell Industries	-
6.	Best Public Institution Award	Kenyatta National Hospital	Best Public Institution Award
7.	Best Service Sector Award	Kenyatta National Hospital	Jubilee Life Insurance
8.	Innovation and Best Practice Award	British American Tobacco - Thika	Ngorongo Tea Factory

9.	Best in the Tea Sector Award	Ngorongo Tea Factory	KTDA Gathuthi Tea Factory
10.	Sustained High Performance Award	Mombasa Cement- Athi River	Kenya Breweries Limited - Nairobi
11.	Electrical Energy Savings Award - SC	Isuzu East Africa	Ngorongo Tea Factory
12.	Electrical Energy Savings Award - MC	Umoja Rubber Ltd	KTDA Kapkoros Tea Factory
13.	Electrical Energy Savings Award - LC	Mombasa Cement - Athi River	Kenya Breweries Ltd - Nairobi
14.	Thermal Energy Savings Award - SC	Crowne Plaza Airport	Umoja Rubber Ltd
15.	Thermal Energy Savings Award - MC	British American Tobacco-Nairobi	Ngorongo Tea Factory
16.	Thermal Energy Savings Award - LC	Mombasa Cement - Vipingo	-
17.	Renewable Energy Award	Umoja Rubber	Osho Chemicals
18.	Water Management Award	Kenya Breweries Ltd-Nairobi	Kenya Breweries Ltd - Kisumu
19.	Banking and Finance Sector Award	ABSA Bank	Credit Bank
20.	Student Award	Agnes Mwangi and Geoffrey Magothe, DKUT	Duncan Shivachi and Martin Muriithi, DKUT

Green growth Industry level interventions

KAM has continued to deepen industry level interventions and to provide a one-stop solution in promoting circular economy, climate change actions and financial linkages that prioritise people, planet and profit.

Audits & technical assessments

In the year, the Association conducted 10 energy audits to both large and small industries. Of this, five were specific for SMEs. KAM also conducted two process optimization audits and 10 carbon footprint assessments.

The Association has continued to engage diverse like-minded organizations to offer financial and technology linkages. The linkages shall support the Association's initiative to increase the implementation of energy audit and technical assessments recommendations by industry from current 51% to 90%.

Training

KAM conducted 10 technical training courses to industrialists with new and emerging skills to identify and implement strategies to enhance factory efficiencies.

A total of 183 participants were trained on Certified Energy Managers, Boilers and Steam Systems, Pneumatic Conveying and Compressed Air Systems, Energy Auditing, Solar T3, Environmental Compliance Training, Carbon Reduction Manager, Energy Management Systems, Certified measurement and Verification Professional Training.

The trainings have increased the technical capacity of the delegates to implement and incorporate an energy efficient and sustainability culture into their daily operations.

Waste Management

Kenya Extended Producer Responsibility Organization (KEPRO) launched



Environment PS Dr Chris Kiptoo launches Kenya Producer Responsibility Organization.

The Association launched the Kenya Extended Producer Responsibility Organization (KEPRO) to address post-consumer waste in Kenya.

The Producer Responsibility Organization brings together players in the value chain and aims to promote collaboration, seek commitment by waste value chain players and support the achievement of a circular economy in Kenya.

The launch of the KEPRO is in line with commitments made in the Kenya Plastic Action Plan, which seeks to enable a circular economy for the environmentally sustainable use and recycling of plastics in Kenya.

It follows the launch of a Strategic Business Plan for the establishment of a Plastic Producer Responsibility Organization (PRO) in the country, in 2020. The Business Plan set out the direction of KAM's priorities in the waste value chain and key action in effecting the steps towards a clean Kenya.

Project Schule Phase II

The KAM PET sub-sector in partnership with Wildlife Clubs of Kenya (WCK) signed an MOU to implement Project Shule Initiative Phase II on Sustainable PET Plastic bottles Waste Management.

This phase targets 50 Schools across the country to support the government's intervention through the Competency Based Curriculum, which seeks to raise environmental awareness and nature young environmental champions.

Project Shule was started in 2019 by KAM in partnership with the WCK and Mr. Green (recycler) to drive waste management of PET bottles in Public Schools located in Nairobi City County. It also seeks to create linkages for collection of disposed PET Bottles in schools, and development of creative re-use of PET waste.

Phase I was implemented between February to June 2019 and realized immense achievements. These include educating 22,852 school children and 62 teachers from 19 schools in Nairobi on PET waste management, designing and distribution of 19 PET bins to schools, collection of 1624.9kgs of plastics for recycling, by March 2020.

● Youth Sustainability Conference



Panel discussion during the Youth Sustainability Conference.

KAM hosted its annual Youth Sustainability Conference in partnership with Isuzu East Africa and Kenya Breweries Limited.

The event was characterized by a conference that highlighted opportunities for young people in the waste management value chain as well as a session on Responsible Drinking. The Youth also participated in capacity building exchange visits to Line Plast Group and Vintz Plastics.

● Waste management awareness & clean up drives

KAM Nairobi, North Rift and Nyanza/Western Regions, in partnership with Nairobi, Uasin Gishu and Kisumu County governments respectively, conducted cleanup and waste management awareness drives on proper waste management to commemorate the World Cleanup Day 2021.

The Association also hosted a three-day clean up and waste management awareness drive in Kibera Sub-County targeting over 30 Youth Groups. This was during KAM's Sustainability Month that raised awareness of proper waste management and opportunities in recycling and circular economy.

● PET Collection banks & training of waste service providers

KAM setup PET plastic collection banks in two public beaches in Kilifi County. The plastic banks will aid in the collection of plastic bottles along the beaches. This initiative aims to reduce the leakage of plastics into the ocean as well as create awareness on the impact of plastic littering in line with the single-use plastic ban in protected areas that came into effect in June 2019.

KAM also sensitized and trained waste operators at the Kinondo dumpsite in Kwale County. The Association also supported waste operators with PPEs.

● ERP Regulations

KAM in partnership with the Ministry of Environment and Forestry conducted a sensitization forum for private sector stakeholders to understand the provisions of the draft Extended Producer Responsibility (EPR) Regulations, 2021. The regulations seek to provide a framework for the establishment of mandatory EPR Schemes in the country, where a producer's responsibility for their products is extended to the post-consumer stage of a product's life cycle. This may include collection, sorting and treatment for recycling or recovery.

● MOU with Nakuru and PET Waste Management - training

KAM signed a Memorandum of understanding on PET waste management with the County Government of Nakuru. Through the MoU KAM and the County government seek to promote proper management of PET plastic and circular economy by setting up collection/recovery points for increased collection of PETS and enhancing education and awareness.

In line with the MoU, KAM has trained over 70 waste service providers and 30 county Environmental department staff on proper waste management practices, recycling, and circular economy goals. KAM also supported in launching a pilot project aimed promoting waste segregation and increased plastic collection in a residential area in Nakuru.

● World Wetlands Day celebrations

The KAM Salt Sub-sector participated in the World Wetlands Day celebrations, themed, *Wetlands and Water*. During the commemoration, 17 thousand mangrove seedlings were planted.

World Wetlands Day is marked every 2nd February to raise global awareness about the vital role of wetlands for people and our planet. This day also marks the date of the adoption of the Convention on Wetlands on 2 February 1971, in the Iranian city of Ramsar on the shores of the Caspian Sea.

INCLUSIVITY

Women in Manufacturing

● KAM kicks off county-focused drive for Women in Manufacturing



CAS Industrialization, Hon David Osiany and KAM CEO, Ms Phyllis Wakiaga tour exhibition booths during the official launch of WIM 2 Counties.

KAM recognizes the importance of women in driving industrial transformation for job creation and inclusive economic growth.

In line with this, KAM hosted the 'Women In Manufacturing (WIM) to counties', a nation-wide series of events, to drive increase the participation of women in industry, through its WIM programme. The events took place in KAM South Rift, North Rift, Lower Eastern, Central and Coast Regions.

They consisted of bankability forums, skills and mentorship forums, and product parades.

Bankability Conference

The Bankability Conference provided a platform for financial institutions to directly engage women entrepreneurs and manufacturers on their packages and programmes that are set to advance women's businesses. Part of this was a panel constituting manufacturers, financiers and county government representatives who shared insights on their experiences and possible solutions to the challenges raised.

Skills and mentorship forums

Supported by GIZ under the KAM TVET Programme, the forums addressed skills development in young girls and women entrepreneurs and outlined gaps that affect their effectiveness.

Product parade

The parade provided a platform for women to showcase goods they produced in the regions.

The Association engaged representatives from 10 counties and urged them to implement policies that create an enabling environment to increase women's participation in manufacturing.

Women in Manufacturing Gala Dinner and Awards, 2021

The Association hosted the WIM Gala Dinner & Awards - Virtual Edition 2021, which brought together women industrialists and two international 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. The event also held a panel discussion with a focus on embracing change and seizing opportunities to advance in your career and business.

The WIM awards recognized individuals and manufacturing companies that have continued to champion the inclusivity agenda and enhance the participation of women in industry.

WIM Report Dissemination Program

In partnership with the Danish Family Planning Association (DFPA), KAM hosted the WIM Report Dissemination Programme, across KAM Regions. Namely, North Rift, Nyanza/Western, Coast, Lower Eastern, Central and South Rift.

The program provided a platform for the Association to discuss salient issues highlighted as challenges and opportunities for women in the sector in the Women in Manufacturing (WIM) in Kenya Report. The Report, launched in 2020, is pivotal in KAM's advocacy under the WIM program, by providing concrete data on the necessary areas to improve.

The Program also provided an opportunity to spotlight Sexual Reproductive and Health Rights (SRHR). SRHR is usually tackled separately as belonging to sex ed classes or as a topic conversed in women-only spaces. It was, therefore, 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.



KAM Head of Corporate Communications and Marketing, Ms. Sally Kahi, speaking at a panel discussion during the Menstrual Health in the Workplace for Improved Business Outcomes event.

● **Menstrual Health Management in the Workplace**

The Association participated in the Menstrual Health Management in the Workplace Event that shared insights on the relationship between menstrual health and hygiene and women's economic empowerment.

The Event is part of USAID Water, Sanitation, and Hygiene Partnerships and Learning for Sustainability (WASHPaLS) project that has been undertaking action research to assess the benefits and costs of improving menstrual health and hygiene in the workplace, for women workers and the enterprises that employ them.

KAM has been supporting the WASHPaLS project since August 2020 in an advisory capacity.

● **KAM commemorates World Menstrual Hygiene Day**

KAM in partnership with Del Monte Kenya commemorated World Menstrual Hygiene Day in Thika, Kiambu County. The Association donated 5,200 packets of sanitary pads to 900 girls to bridge inequality in menstrual health and hygiene.

Manufacturing SMEs

● **SME bootcamp on regulatory overreach and market access**

The Association hosted SME bootcamps on regulatory overreach and regional (EAC and AfCFTA) market access for manufacturing Small and Medium Enterprises (SMEs).

The bootcamps provided Manufacturing SMEs with a platform to engage Government and other stakeholders on hinderances to trade and solutions to overcome them.

Some of the guests included the Principal Secretary, Ministry of EAC - Dr Kevit Desai, Senior Advisor, Africa Export - Import Bank - Emeka Uzomba and Micro and Small Enterprise Authority (MSEA) CEO - Henry Rithaa among others.

● **Local market access for SMEs Forum**

KAM in partnership with Carrefour Kenya hosted a sensitization forum on Local Market Access for SMEs. The forum raised awareness on how manufacturing SMEs can access local markets through the retail sector.

The meeting also shed light on retail structures to promote prompt payment and strategies for SMEs to leverage access to domestic supermarkets and export markets.

● **Subcontracting opportunities**

KAM Manufacturing SMEs benefitted from subcontracting opportunities from Carrefour Kenya and Haco industries. Subcontracting gives SMEs an opportunity to be part of various supply chains, as it promotes linkages and improves business' competitiveness.

● **Corporate Governance for SMEs**

The Association raised awareness, to manufacturing SMEs, on good business management practices. It also exposed directors to the principles and unique needs of corporate governance in the SME sector. This enabled them to understand global best practices and ways to adjust them to their operations and business environment.

● **Knowledge exchange forums and visits**



SME Study tour to Funkidz/ Funhomes to benchmark on best practices in circular economy.

The SME Hub conducted various study tours where manufacturing SMEs were taken through subcontracting opportunities, circular economy and incubation services and start up support. Among the companies visited include Konza Technopolis, Haco Industries, BOC Kenya, Aromakare, Tropikal Brands, Bio Foods and FunKidz / FunHomes.

● Board of Advisors program

The Association continued to link manufacturing SMEs with an advisory board that provides non-binding strategic advice to their businesses, through the Board of Advisors Program.

SMEs often have a simple structure at the top, due to lack of separation between ownership and control. The board of Advisors program hence seeks to drive corporate governance by separating the two, through strategic management, leading to improved firm-level competitiveness.

The Board consists of accomplished experts, who offer innovative advice and dynamic perspectives.

● Senior Expert program

Through the Senior Expert program, the Manufacturing SME Hub provides linkages between MSMEs and volunteer experts and executives. The volunteers, who are either retired or taking time off work and have experience in the manufacturing sector, provide insights and advice to manufacturing SMEs on how to sustainably grow their organizations. In 2020, the Association matched five SMEs with local retired experts.

Sustainable business practices

● CEO's Forum on sustainable practices

Kenya Association of Manufacturers in partnership with Global Compact Network Kenya hosted two CEOs' Forum to accelerate the pace of realizing the Sustainable Development Goals and enhance collective impact of local industry.

The first forum focused on mainstreaming sustainability in the manufacturing sector through a principles-based approach. It raised awareness on why adopting a principles-based approach is good for business and highlighted the support available to the manufacturing sector to mainstream sustainability through the UN Global Compact. Additionally, it showcased good practices across sectors that have made sustainability part of business strategy and success.

The second forum focused on Driving Manufacturing Ambition towards a Circular Economy. The event was graced by the Principal Secretary, Ministry of Environment and Forestry, Dr. Chris Kiptoo, who laid out the vision of the ministry to transform the economy through environmental stewardship. Participants also got a chance to listen to business leaders from various sectors driving innovations in the circular economy.

COVID-19 Updates

Members' Engagement

To keep Members updated as we navigate the current crisis, the Association has continued to host a series of webinars and email updates to ensure manufacturers are up to date with measures being put in place by the government.

The webinars also enlightened manufacturers on how countries that had faced the crisis before us adapted to COVID-19 and their rebound strategies.

KAM Health and Safety Centre

The Association developed the KAM Health and Safety Centre to provide a quick database of manufacturing sector companies and businesses under the KAM Membership base, who produce Personal protective equipment (PPEs), Sanitary supplies and Pharmaceuticals.

The Health and Safety Centre provides information on the manufacturers, their respective sectors and their products. It is an initiative by the manufacturing sector to ensure that consumers are aware of the PPEs that are available during this time. It contains robust information for all stakeholders including health institutions, medics, customers, investors and partners.

Survey on Impact of the COVID-19 Pandemic on the Manufacturing Sector: One Year On

The Association, in partnership with KPMG, conducted a survey on the impact of COVID-19 pandemic on manufacturing, one year after the pandemic.

As a follow up to the survey report conducted in 2020, the report provided further insights on the impact the pandemic has had on business operations in the manufacturing sector, one year down the line. It also gave recommendations to alleviate the pain points faced by manufacturers.

In 2020, the top three priorities for manufacturers were to increase profitability, increase revenue and increase domestic market share last year. One year down the line, improving cashflow remains a top priority for 67% of manufacturers, 65% look to increase their market share and reducing costs for 65%.



*Happy
Holidays*

P.O. Box 30225 - 00100 Nairobi, Kenya
📍 15 Mwanza Road Opp.
Westgate Shopping Mall,
✉ info@kam.co.ke 🌐 www.kam.co.ke
☎ +254 (0) 722201368, 734646004/5
+254 (020) 232481
🐦 KAM_Kenya
@ Kenya Association of Manufacturers
🇰🇪 Kenya Association of Manufacturers

