



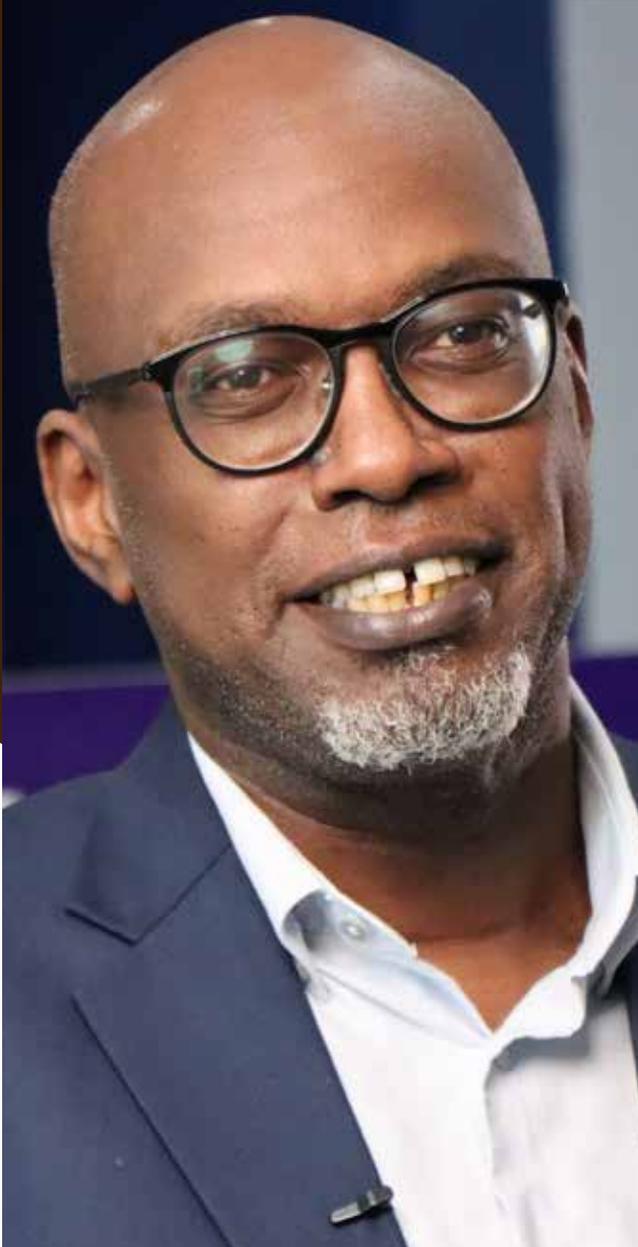
KAM SME

DEVELOPMENT
NEWSLETTER
2021

TABLE OF CONTENTS

Foreword	ii
I. Newsletter Introduction	2
II. Capacity Building	4
SME exchange and learning visits	4
III. SME Boot Camps	8
KAM hosts SME Regulatory Bootcamp	8
KAM hosts Market Linkages Bootcamp	9
Horti Green Project	10
IV. Product Development Training	12
Product Development & Adaptation for SMEs	12
Contract Manufacturing Forum	13
V. Access to Finance for Expansion & Diversification	17
KAM, SYPRO host Market Access Forum	17
NCBA MoU	17
VI. Improved Corporate Governance through Strategic Business Leadership	19
Corporate Governance forums Conducted In Nairobi & Mombasa	19
Mentorship Program	19
VII. Senior Expert Program	22
Retired Expert Feedback Forum	22
VIII. Sustainability	24
Energy Audits for Manufacturing SMEs	24
Manufacturing SMEs participate in the Energy Management Awards	24
SMEs trained on Carbon Auditing	25
IX. Membership Visits	26
KAM visits Haco industries and BOC Gases on subcontracting opportunities	26
X. Testimonials	31
Our Partners	34

Message from KAM Chairman



A lack of good jobs and deeply unequal opportunities carry potentially large social, political, and economic costs. Manufacturing Small and Medium Enterprises (SMEs) provide a solution to these challenges, and as such, they need to be supported by all partners and stakeholders.

The Manufacturing Priority Agenda (MPA) 2022, themed, “Manufacturing Sector Recovery and Sustained Growth for Kenya’s Shared Prosperity,” highlights SME development as a key area that has immense potential to drive the manufacturing sector’s competitiveness. One of the proposals to drive SME growth in the country includes creating a favourable policy environment for them to flourish.

Additionally, our Manufacturing Manifesto highlights key issues which if looked into, shall drive manufacturing growth in the country, including SMEs. The Manifesto guides our engagements with various political aspirants, on priority areas even beyond the elections, in order to deliver the manufacturing opportunity.

We recognize that as we approach the General Elections, there is no better time to engage current and future leaders to chart the country’s growth through industrialization. This is why, we shall enhance our engagements this year, as part of our efforts to drive the competitiveness of local industry. Our focus shall be on creating a favourable environment for SMEs to flourish, by advocating for the government to fast-track the implementation of the MSE Policy.

We remain committed to our country’s growth and prosperity, and we will continue to work with the government and other key partners to ensure that Manufacturing SMEs are at the center of the discourse on matters development.

Mucai Kunyihya
KAM Chairman



“Manufacturing Sector Recovery & Sustained Growth for Kenya’s Shared Prosperity,”

Message from KAM Chief Executive



Kenya Association of Manufacturers (KAM) remains committed to advocating for an enabling business environment that drives the country's industrialization agenda. We acknowledge our responsibility in supporting the growth of SMEs.

Hence, we continue to put in place programmes and initiatives to steer the development of an inclusive, innovative sustainable and competitive SME sector in Kenya and the region. As industry, we remain committed to driving key discussions at national and county level aimed at developing policies that favour the growth of SMEs and the protection of infant industries, through our Manufacturing SME Hub.

Additionally, to enhance market access, we engage regional partners and economic blocs to reduce or remove both trade and non-trade barriers. This is aimed at supporting Manufacturing SMEs to export their products and services to the East African region and the continent. We hope that the commencement of trade under the Africa Continental Free Trade Area (AfCFTA) shall create a larger market for manufacturing SMEs under the KAM membership base.

We shall also continue advocating for the implementation and enhanced monitoring and evaluation of the Buy Kenya Build Kenya strategy and encourage government to widen the scope of local content to be exclusively sourced locally by its agencies. We commit to continue with our efforts of supporting SMEs in industry this year.

Phyllis Wakiaga
KAM Chief Executive

“We hope that the commencement of trade under the Africa Continental Free Trade Area (AfCFTA) shall create a larger market for manufacturing SMEs under the KAM membership base.”

Message from BSC (Business Competitiveness Services) Chair



SMEs have continued to demonstrate their ingenuity and capacity to meet the country's needs over the years. For instance, when the pandemic broke out, they stepped up to produce critical essential items to be used in the fight against COVID-19, such as masks.

Currently, they remain a key area of focus, as the country looks to recover from shocks arising from the pandemic. As we approach the elections slated for later this year, it is paramount for the government to ensure stability and predictability, for business continuity. In the same breathe, I urge our partners and stakeholders to continue supporting the Association to continue improving our business competitiveness services.

The time is ripe to create a conducive space for SMEs to be productive and profitable at local and regional levels. There is no future for industry without manufacturing SMEs. This is why we continue to develop tailor-made solutions as an Association, geared towards scaling up SMEs.

Pankaj Bedi
KAM Board Director & Business Competitiveness Services (BCS) Chair

“it is paramount for the government to ensure stability and predictability, for business continuity.”

Message from KAM SME Hub Chair



Despite the huge role that SMEs play in driving the growth of our economy, it is estimated that their contribution to production is minimal, and many of them specialize in low-value addition.

They cannot be downplayed, especially now as we move to rebound the economy following the adverse effects of the COVID-19 pandemic.

KAM set up the Manufacturing SME Hub in 2019, geared towards preparing, nurturing and growing manufacturing SMEs to take full advantage of the available markets.

The Hub seeks to address the challenges affecting SMEs in the country including unfriendly policies and regulatory regime, tedious and lengthy process in quality standards and certifications, access to markets, access to affordable finance and poor governance structures.

The Hub is structured to leverage relevant partnerships to address specific needs. It offers a holistic approach to SME engagement in offering products and services to manufacturing SMEs. This is through capacity building services which include incubation services, acceleration services and scale-up services; policy, research, and advocacy; and membership.

Ciiru Waweru Waithaka
KAM Board Director & Manufacturing SME Hub Chair

“KAM set up the Manufacturing SME Hub in 2019, geared towards preparing, nurturing and growing manufacturing SMEs ”

Message from Head of KAM Consulting



Many successful businesses across the world started as SMEs. As an Association, we understand that SMEs are the backbone of our economy, and the future of local industry.

This calls on us to pay attention to promoting their growth. However, this is only possible if they are given room to be innovative, in order to continue providing solutions to our day-to-day needs. That is what KAM offers manufacturing SMEs - A platform to incubate, accelerate and scale up your business.

We also acknowledge that creating a large pool of SME voice provides bargaining power that influences market outcomes and a positive systemic change.

As an Association, we shall continue to be an essential link for cooperation, dialogue and understanding with the government by representing the views and concerns of SMEs to the relevant authorities.

Joyce Njogu
KAM Head of Consulting & Business Development

“KAM offers manufacturing SMEs - A platform to incubate, accelerate and scale up your business.”

Message from SME Development Executive



The growth of SMEs is highly dependent on an enabling environment, which provides them with the resources and capacity needed to be contracted partners, servicing an increasing share of the growing local, regional and international demand.

This is why KAM continues to provide innovative services at the sector and product supply chains levels to re-energize and drive the growth of SMEs.

Last year, we carried out various activities geared towards driving SME growth. These include providing sub-contracting linkages and opportunities, capacity-building forums and exchange visits among others. Additionally, we partner with financial institutions to enhance access to finance for SMEs under the KAM Membership base.

We are committed to strengthening SME support through business growth capacity building programmes, increased access to markets, access to finance opportunities and policy advocacy for preferential treatment to spur growth.

I urge you all to actively participate in these activities, geared towards enhancing your growth.

Nduta Ndirangu
SME Development Executive

“KAM offers manufacturing SMEs - A platform to incubate, accelerate and scale up your business.”



**KAM SME
DEVELOPMENT
NEWSLETTER
2021**

Vision:

- To be a world class business membership organization effectively delivering relevant services to manufacturing SMEs.

Mission:

- To promote competitive local manufacturing for SMEs in a liberalized market.
- To support the development of an innovative, sustainable and competitive Small and Medium Enterprise Sector in Kenya and in the region with strong export potential.

Objectives

- Offer support to growth-oriented enterprises as seed pipeline of future global industries.
- Create an entrepreneurial culture focusing on sustainable economic development, wealth and employment creation in Kenya.
- Implementation of the Kenya Industrial Transformation Program based on the efficient coordination with public and private sector institutions, through cooperation and partnership both at county and national level.

SME Development

The importance of Small and Medium-sized Enterprises (SMEs) for sustainable growth and employment is recognized worldwide. Accordingly, SMEs are a key priority area for emerging economies and multilateral development institutions. In developed countries, they account for a majority share of value-added and as much as 67% of employment. Therefore, SMEs represent a critically important part of the economy.

KAM plays a critical role in advocating for a business competitive environment for SMEs to thrive in. To this end, the Association has set out to provide strategic leadership in supporting Manufacturing SMEs towards inclusive global competitiveness.

The KAM SME Hub has been designed to offer a holistic approach to SME engagement. The Hub is structured to leverage on a variety of relevant partnerships to address specific needs through Identification of priority and beneficial partnerships.

It is geared towards preparing, nurturing and growing businesses to take full advantage of new emerging market frontiers, both locally and internationally.

The mission is to foster the development of a flourishing entrepreneurial culture and competitive small and medium manufacturers in Kenya and in the region.

For the last few years, KAM has been offering well-researched and custom-made capacity building activities (workshops) and practical technical firm-level interventions that offer solutions to industry challenges such as:

- Raw materials supply
- Technical Human Resource capacity upgrading
- Access to credit/capital
- Processing technologies, ICT and energy efficiency
- Quality standards and certification
- Product development and market access
- Innovation and patenting

- Policy, regulatory and SME environmental challenges

Our Approach

1. Facilitate, enable, support and develop sector-specific programs
2. Training and capacity development to improve sector productivity and competitiveness
3. Policy development and advocacy to remove barriers

Our Services

Products and Services Offering

Micro	Incubation Services	Start-ups support Business diagnostics Financial literacy programs SME boot camps Mentoring services
Small	Acceleration Services	Market linkages Financial linkages Study tours and trainings Standards and certification support Mentoring and coaching support
Medium	Scale Up services	Business Growth Program (BGP) Value chain linkages Governance programs Financial linkages Export market linkages

In this issue:

- Capacity building programmes
- Market access
- Financial linkages
- Corporate governance
- SME membership visits
- Testimonials



**CAPACITY
BUILDING**

SME exchange & learning visits

The KAM SME Hub conducted study tours geared towards building the capacity of manufacturing SMEs. The Hub conducted the following tours:

Konza Study Tour

The tour gave manufacturing SMEs a walk-through of Konza Technopolis, a flagship project of Kenya's Vision 2030 economic development program that seeks to advance Kenya's knowledge-based economy by developing a sustainable innovation ecosystem in a smart city.



Participants during the Konza Technopolis study tour

Aromakare Limited

The KAM SME Hub conducted a study tour for Manufacturing SMEs to Aromakare. The study tour sought to highlight the company's journey in subcontracting. Participants were taken through private label or contract manufacturing as a strategic tool in driving manufacturing growth, and as a result, increase productivity and competitiveness.



Participants during the Aromakare study tour



Bio Foods Limited

Bio Foods Limited hosted manufacturing SMEs for a study tour on circular economy. The session provided participants with practical skills and knowledge on sustainability and circular economy strategies and practices.



Participants during the Bio Foods Limited factory tour

The Nyungu(Funkidz/Funhomes)

Kenya Association of Manufacturers (KAM) held a Circular Economy SME Study Tour to Funkidz/Funhomes (The Nyungu). The study tour focused on:

- Enhancing knowledge and skills on adopting circular economy strategies and practices.
- Determining suitable and appropriate approaches to reduce or prevent waste generation at firm-level and using resource efficiency to achieve a circular economy.
- Identifying specific areas of action and interventions required to transition to the circular economy model.
- Defining other economical uses of identified waste as a valuable resource for different ventures.



Participants during the factory visit to Funkidz/Funhomes



**SME BOOT
CAMPS**

KAM host SME Regulatory Bootcamp

KAM held the SMEs Regulatory Bootcamp on 21st July 2021. The boot camp was attended by 182 SMEs. The objective of the bootcamp was to:

182
SMEs

01

Disseminate various regulatory requirements

02

Establish better engagements between Manufacturing SMEs and government regulatory bodies

03

Enhance SMEs' compliance to regulatory requirements



Participants follow proceedings during the KAM SMEs Regulatory boot camp



KAM CEO, Ms. Phyllis Wakiaga speaks during the SMEs Regulatory Bootcamp

KAM hosts Market Linkages Bootcamp

KAM hosted a KAM Live on market linkages bootcamp to:

**176
SMEs**

01

Highlight market linkage opportunities for SMEs

02

Address challenges facing SMEs in trading in the East African Community (EAC)

03

Inform SMEs on mechanisms to engage in EAC trade

176 SMEs attended the bootcamp.



Panel discussion during the SME boot camp on market access



KAM Board Director Linus Gitahi gives insights during the SME Bootcamp on market access

Horti Green Project

Kenya Association of Manufacturers (KAM) in partnership with HORTI-GREEN empowered SMEs through the Inclusive Green Horticultural Processing Sector in Kenya Project (ENV/2017/391-383), financed under the Switch Africa Green Program and European Union.

The project equipped Kenyan Horticultural Processing Small and Medium Enterprises (SMEs) with the necessary knowledge and tools to promote and adopt Sustainable Consumption and Production (SCP) practices and seize green economy opportunities.



Participants of the Horti-Green Project



**PRODUCT
DEVELOPMENT
TRAINING**

Product Development and Adaptation for SMEs

KAM partnered with Kenya Export Promotion and Branding Agency (KEPROBA) to host the export development market training session for manufacturing SMEs. The programme's objective was to enable SMEs to venture into local, regional, and international markets.



Participants during the export market development training held in partnership with KEPROBA



KAM SME Development Executive Nduta Ndirangu (L) speaks during the export market development training

Contract Manufacturing Forum

The forum sought to enable participants to understand the importance of contract manufacturing, how to get the best performance and grow/upscale their businesses through subcontracting.



Participants during the contract manufacturing forum



KAM Head of Consulting and Business Development Joyce Njogu speaks during the contact manufacturing forum

Haco Contract Manufacturing Forum

The forum sought to enable participants to understand the importance of contract manufacturing, how to get the best performance and grow/upscale their businesses through subcontracting.



Carrefour Contract Manufacturing Forum

KAM in partnership with Carrefour Kenya held a forum on local market access for Manufacturing SMEs. The forum's main objective was to raise awareness on how manufacturing SMEs can access local markets through the retail sector.



KAM meets Carrefour on enhancing market access for Manufacturing SMEs through the retail sector

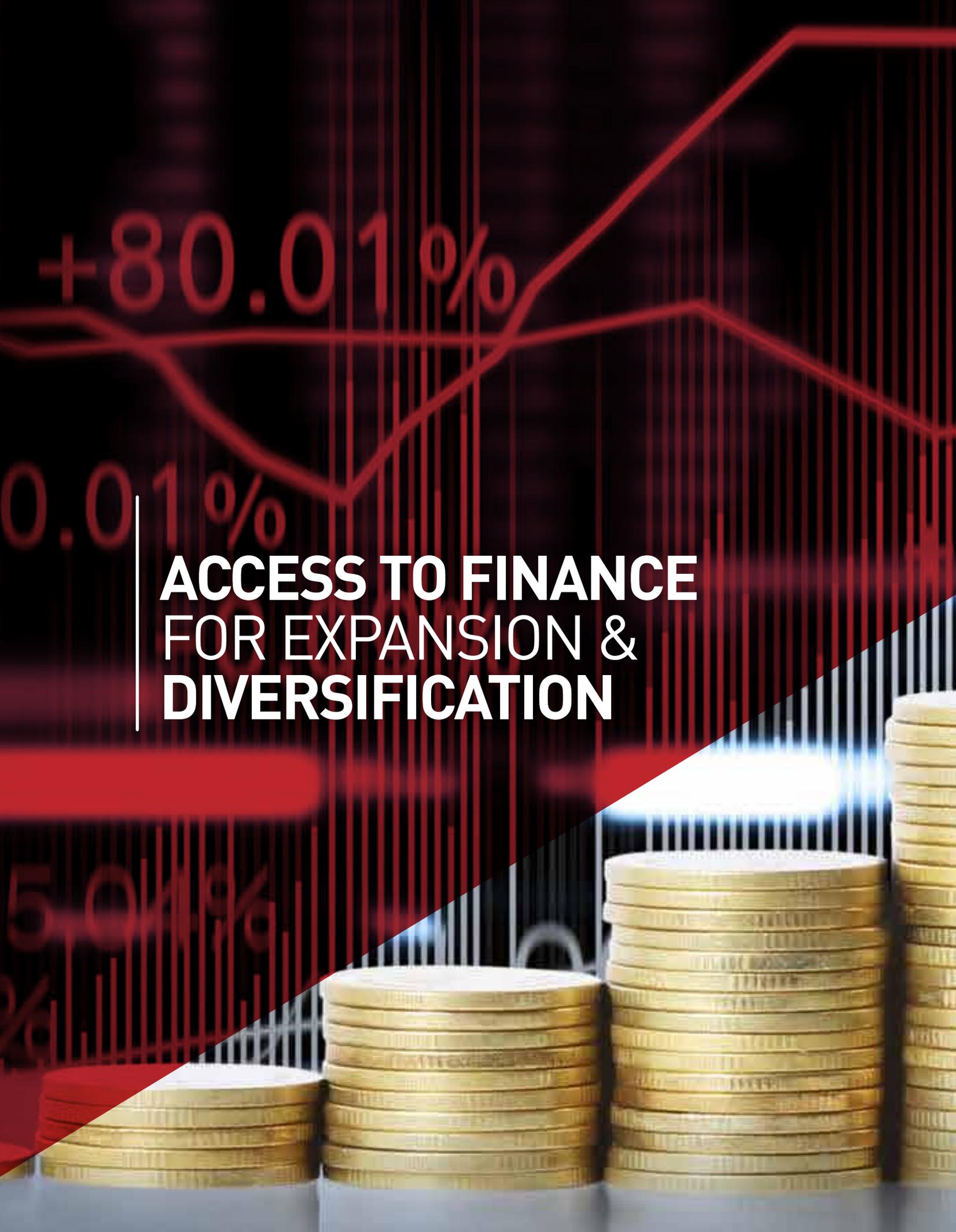
Unilever Diversity Program

Unilever in partnership with KAM, KEPSA and Invest In Africa organized a forum targeting the diverse groups of suppliers with the aim of creating awareness about the Unilever Supplier Diversity Program. It also raised awareness on how the suppliers can participate now or prepare themselves for the available or future opportunities.

The programme targets businesses owned by women, youth, and those from minority ethnic groups.



“The programme targets businesses owned by women, youth, and those from minority ethnic groups.”

The background features a dark red color scheme with several line graphs in a lighter red hue. One prominent graph shows a sharp upward trend, while others show more fluctuating patterns. In the foreground, there are four stacks of gold coins of varying heights, arranged from left to right in increasing order. The text is centered in the middle of the image, overlaid on the graphs and coins.

**ACCESS TO FINANCE
FOR EXPANSION &
DIVERSIFICATION**

KAM, SYPRO Host Market Access Forum

KAM in partnership with SYSPRO Africa hosted a live session on financing SMEs to participate in the Africa Continental Free Trade Area (AfCFTA).

While the launch of AfCFTA on 1st January 2021 symbolized the commencement of trading under preferential terms within Africa, there exist some challenges that hinder its implementation. Some of these include under-developed transport and logistics networks across the continent, overlapping Membership to trade blocs, non-uniform order 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.

NCBA MoU



KAM CEO Ms Phyllis Wakiaga with NCBA Director for Retail Banking Tirus Mwithiga during the MoU signing ceremony

KAM partnered with NCBA Bank Kenya, to enhance the development of Manufacturing SMEs in the country. The two-year deal will see the lender and KAM support 300 Manufacturing SMEs. This is through capacity-building programs to address some of the challenges facing local Manufacturing SMEs. Through the partnership, KAM and NCBA continue to provide financial solutions and promote market access through exhibitions, regional and international trade missions.



**IMPROVED
CORPORATE
GOVERNANCE**

Corporate Governance forums Conducted In Nairobi and Mombasa

KAM hosted the Corporate Governance Forum, to raise awareness on good business management practices. The forum sought to:

- Excite and incite owners and investors of SMEs to understand the benefits of, adopt, adapt, and implement best corporate governance practices.
- Expose directors to the principles and best practice guidelines and unique needs of corporate governance in the SME sector, enabling them to understand global best practice so that they can implement in a manner that suits the operating environment of their respective SMEs.



Participants during the corporate governance forum in Mombasa

Mentorship Program

The KAM SME Hub hosted a Mentorship Forum, to match mentors and mentees. Under the programme, business leaders volunteer to mentor Manufacturing Small and Medium Enterprises (SMEs) in various fields.



KAM MENTORSHIP FORUM



24th August 2021 at Golden Tulip Hotel, Nairobi - Kenya



Participants during the mentorship forum

A photograph of an industrial factory floor. In the foreground, a white car body is suspended on an assembly line. To the right, a large orange robotic arm is holding a blue plastic tray. The background shows a complex network of metal structures and other parts of the factory, all illuminated with a warm, orange light.

**SENIOR
EXPERT
PROGRAM**

The forum's aim was to enlighten Manufacturing SMEs on the Retired Experts Program, requirements and expectations for the parties involved.

The Association also used the forum as a platform to get feedback from the enrolled SMEs, and use the acquired information to shape the development of the program and ensure alignment of all the stakeholders.



KAM Head of Consulting and Business Development Joyce Njogu speaks during the contract manufacturing forum



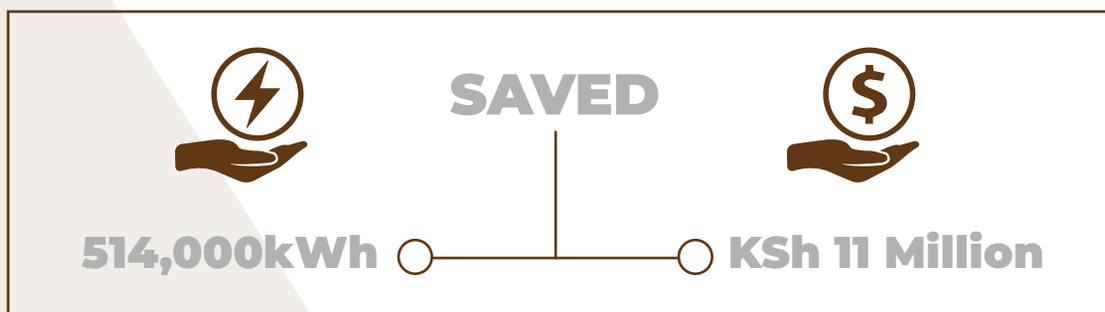
SUSTAINABILITY

KAM, through the Centre for Energy Efficiency and Conservation (CEEC), in accordance with the Energy Management Regulations of 2012 that requires firms to undertake energy audit at least every three years is providing energy audits at a subsidized rate for a limited offer.

KAM offers fully subsidized audits for SMEs who consume less than 180,000 kWh per year. In 2021, 5 SMEs benefitted from the fully sponsored energy audits program. The main recommendations made during the audits included:

- Upgrade to energy efficient lighting
- Automation of the lighting process
- Compressed air systems management
- Power factor improvement
- Energy mix improvement including Solar PV and Solar Thermal
- Real time energy monitoring
- Energy management and accountability

By implementing recommendations, the manufacturing SMEs have recorded energy savings of 514,000 kWh units, and cost savings of KSh 11 million.



Manufacturing SMEs participate in the Energy Management Awards

The Energy Management Awards (EMA) is an annual award that promotes excellence in energy management in Kenya. EMA was launched in 2004 by the Global Environmental Facility and Kenya Association of Manufacturers (GEF-KAM) Energy Efficiency Project, the predecessor to the CEEC. Since 2006, the awards have been organized by the CEEC. The event is held in the fashion of a Gala Night Event. Six SMEs were awarded under different categories

The purpose of the Energy Management Awards (EMA) is to recognize enterprises that have achieved outstanding energy savings and cost reductions through improved utilization of energy.

The Energy Management Award (EMA) is open to all small, medium to large scale industries and the services sector. Participating enterprises have to demonstrate a commitment to improving energy utilisation in their operations through policy, training, planning, and implementation of planned activities and measurement, verification, and documentation of achievements.

Participating in EMA is a sure way of contributing to the promotion of a culture of energy efficiency within the manufacturing and services sectors of our economy and most importantly playing a role in reducing carbon emissions.

SMEs trained on Carbon Auditing

Germany's Federal Ministry for Economic Cooperation and Development (BMZ) regards reducing carbon emissions and greening of the manufacturing sector key in promoting sustainable economic development. Implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, programmes such as the Business Scouts for Development which connects Business Actors across 40 countries, partnered with KAM to build the capacity of manufacturing SMEs in managing carbon reduction. In this training, the programme supported 10 manufacturing SMEs who learnt latest trends in energy efficiency and renewable energy as an alternative to contribute positively to climate change adaptation.

A participant during the training, Mr Willis Okumu – HSE, Climate and Energy Lead at Insight Management Consultants Ltd, noted that the session was enriching, saying, "It equipped me with the knowledge and skills in developing strategies for identifying, measuring and reporting on GHG reductions. This newly acquired skill has enhanced my professional standing and competence and shall go a long way to benefit our clients in identifying opportunities for carbon reduction and meet their overall sustainability objectives. It has also increased my awareness of carbon emission reduction strategies in industry, and consequently play an integral role in ensuring the country meets its ambitious commitment (NDC) to the Paris Agreement."



**MEMBERSHIP
VISITS**

KAM visits Haco industries & BOC Gases on subcontracting opportunities

KAM visited Haco Industries and BOC Gases, to discuss subcontracting opportunities along the manufacturing sector value chain. The visits, held in partnership with Micro, Small and Medium Enterprises Authority (MSEA), sought to establish subcontracting opportunities for Manufacturing SMEs along the manufacturing value chain.



KAM Haco Industries Visit



KAM BOC Gases visit

KAM visits Umoja Rubber



KAM Head of Consulting Ms Joyce Njogu at Umoja Rubber

KAM visits Osho Chemicals



The KAM Team, led by CEO Ms Phyllis Wakiaga at Osho Chemicals

Pradip Industries



KAM Team at Pradip Industries

Capel Industries



The KAM Team at Capel Industries

Sheth Naturals Visit



(L-R) KAM Chair Mucai Kunyiha, SME Hub Chair Ciiru Waitthaka, KAM CEO Phyllis Wakiaga and Sheth Naturals Founder & CEO Dr Gasher Thuku at the Sheth Naturals factory in Industrial Area, Nairobi



Pantech Limited Industrial Visit

KAM Chairman – Mucai Kunyiha, SME Hub Chair – Ciiru Waweru Waitthaka and KAM CEO – Phyllis Wakiaga also visited Pantech Kenya Limited.

Pantech Kenya Limited is a manufacturer of air, oil, fuel and hydraulic filters for motor vehicles and stationary engines. It services the automotive as well as the industrial sectors.



(L-R) KAM Chairman Mucai Kunyiha, SME Hub Chair Ciiru Waitthaka with a Pantech employee) Ciiru Waitthaka with a Pantech employee

Tropikal Brands Membership Visit.

KAM visited Tropikal Brands Limited. The meeting focused on areas of partnership to support Manufacturing SMEs through incubation and contract manufacturing.





TESTIMONIALS

McDave Limited



McDave Limited was established in 2010 as a professional contract manufacturer specializing in homecare and personal care cleaners manufacture and packing. We take away the complexity of homecare and personal care products manufacturing from our clients whilst offering world class quality and value in East Africa and beyond.

This shall be done through rigorous application of good manufacturing practices (GMP) total productive maintenance (TPM) quality management system (QMS ISO 9001:2015). We have invested in world class detergent powder blending and packing equipment, material handling facilities, liquid detergent and paste manufacturing plants as well as well trained and qualified personnel.

Vision

To be a global icon of manufacturing excellence in home and personal care

Mission

To provide innovative hygiene solutions for healthier living.

Zelia Products

We are a world class outsourcing company in manufacturing of home and personal care products.

- Multi-Purpose Cleaner
- Hand Wash Liquid
- Dishwashing Liquid
- Sanitizer
- Dishwashing Paste
- Toilet Cleaner

Our Services

- Contract Manufacturing: scouring powder. NTR powder detergents, liquid detergents, pastes.
- Blending Chemicals
- Handling & Repacking
- Promotional Branding
- Date Coding

We joined KAM in mid-2021, and since then, we have experienced tremendous support through the innovative programs availed to Members. KAM has given us exposure and training to equip us better as an SME and we couldn't be more grateful. Our first experience as new KAM Members was the Bio Food Membership Visit and SME Study Tour. This was a real eye-opener especially with regard to sharing ideas

on Good Manufacturing Practices and quality management systems.

Changamka Festival in 2021 was our first time to participate in an expo. It offered a big opportunity for industry exposure and networking. We were able to meet some clients and potential clients for our business. Big thanks to KAM. Our staff have undertaken several KAM trainings which has been instrumental in sharpening their skills in the workplace and the market. We are grateful for the platform KAM has accorded us, to be able to learn and participate in policies that affect us as members. We look forward to an even greater year in 2022.

Contact information

Email: info@mcdave.co.ke | **Website:** www.mcdave.co.ke

Joan & Joseph Uimbia,
Founders of McDave Limited



Jeilo Leather Collections Ltd



Grace Mbugua is the Co-founder and Chief Executive Officer of Jeilo Leather Collections. Jeilo is a Kenyan social enterprise who manufacture high-quality contemporary handcrafted leather and textile gift items and accessories adorned with Afrocentric finishes and fittings for corporates and retail.

Our product offering

- Executive office bags
- Multipurpose bags
- Leather accessories
- College, travel and school
- Corporate executive gifts
- Home and office enhancers
- COVID 19 - response products – masks and shields

Our distribution:

Retail

JEILO Collections outlets and shops (The Hub Karen & Kerarapon Shell)

Corporates

- Financial institutions
- Non-governmental organizations
- Supermarkets

Partnership with KAM

Jeilo Collections joined KAM in 2020 in the height of COVID-19 pandemic when we need to receive a lot of technical support to manage the crisis and effectively support our clients. We managed to participate in the advocacy and information sessions with government agencies to establish the guidelines on the PPE materials we were manufacturing especially reusable fabric masks.

KAM has created great learning and networking avenues for Jeilo Collections as an SME. These have been extremely resourceful in the growth of the business. KAM has given us opportunities to make sales among members, exhibitions and friends of KAM which are highly appreciated.

Notably, the Changamka Shopping Festival enabled us to interact with the market and better understand their needs as give our customers offers that pushed our clearance sales.

Currently, we are enjoying the privilege of learning about KAIZEN, courtesy of KAM linkages and recommendations.



OUR PARTNERS



**National Treasury
Regional Integration Implementation
Program**

EMBASSY OF DENMARK
DANIDA INTERNATIONAL
DEVELOPMENT COOPERATION

 **TRADE
MARK**
EAST AFRICA
Growing Prosperity Through Trade

 **Brand.KE**
KENYA EXPORT PROMOTION &
BRANDING AGENCY

 **KenInvest**
PROMOTING INVESTMENTS IN KENYA

 **KIRDI**
Your Industrial Technology Partner...

In partnership with:



german
cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Who we are

Established in 1959, Kenya Association of Manufacturers (KAM) is a representative of manufacturing and value-add industries in Kenya. The Association has grown into a dynamic, vibrant, credible Association that unites industrialists and offers a common voice for businesses.

We have been front and centre in driving fact-based policy advocacy towards the formation of industrial policies to strengthen and support the country's economic development. Through fact-based advocacy, KAM partners with Government and its associated agencies to ensure a dynamic and flourishing manufacturing sector in Kenya, to realize a double-digit contribution to GDP.

Our Vision

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

Our Mission

To promote competitive and sustainable local manufacturing

©2022. All Rights Reserved

A publication of the Kenya Association of Manufacturers (KAM)



Kenya Association of Manufacturers

15 Mwanzi Road, Westlands

Box 30225 – 00100, Nairobi Kenya

Phone: +254 (020) 232 4817, (20) 216 6657



www.kam.co.ke



@KAM_kenya



Kenya Association of Manufacturers



Kenya Association of Manufacturers