



TERMS OF REFERENCE FOR PROVIDING MODERATION SERVICES DURING INVESTOR READINESS FORUMS

BACKGROUND

The Kenya Association of Manufacturers (KAM) is a private sector Business Membership Organization established in 1959 to unite industrialists and serve as a common voice for manufacturing and other value-add sectors in Kenya. Since then, KAM has been serving as the representative voice of the manufacturing value-added industries in Kenya boasting a robust working relationship with the Government of Kenya (GoK) and other civil society stakeholders. This has provided an essential link for cooperation, dialogue, values understanding with Government, promoting trade and investment, upholding standards, and representing the views and concerns of its members to the relevant authorities within the East African region.

KAM members are categorized into 14 sectors, 13 of which are in processing and value addition while the other two offer essential services to enhance formal industry. Sub-sectors are defined by the type of raw materials companies import or the products they manufacture.

Kenya Association of Manufacturers also plays a crucial role in advocating the government to create an environment conducive to entrepreneurship and SME development to secure the future of industry. KAM set out to provide strategic leadership in supporting Manufacturing SMEs towards inclusive global competitiveness.

SME development offers value added services to growth oriented and market ready manufacturing SMEs. It is geared towards preparing, nurturing, and growing businesses to take full advantage of new emerging market frontiers both locally and in the international space.

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

1. RATIONALE.

MSMEs play a major part in promoting growth in Kenya's economy, and account for most businesses across the country. In 2016, MSMEs employed approximately 14.9 million people with 11.8% being in the manufacturing industry. The impact of Covid-19 on these MSMEs is felt much harder than larger manufacturers. Although laying off employees would be considered as a last resort, MSME manufacturers are struggling with retaining their staff with the casual workforce being hit the hardest. Access to finance is far more difficult for MSMEs as they are considered as high-risk enterprises due to their lack of tangible assets that can act as collateral. With the added challenge of collecting cash from their debtors, having adequate working capital to pay their bills is evidently lower and is even worsened by the Global Covid-19 Pandemic.

MSMEs are at a higher risk of buckling under the pressures of low demand, decreased turnover, and rising costs. Nascent businesses need to be further looked into to understand how they are coping with the current challenges. For those that are unable to do this, further downscaling and even closing may be the only option. Considering the contribution of MSMEs to the socio-economic development, employment, and livelihoods, it is imperative that cushioning them from the negative effects of Covid-19 pandemic is the most rational action. While the government has instituted many measures towards this objective, the private sector and development partners are equally called to supplement the public sector initiatives to secure the MSMEs, incomes, jobs, and employment hence livelihoods.

KAM therefore seeks to ensure survival of manufacturing MSMEs and forestall total collapse of demand (consumption) and create preconditions for a robust recovery in business, incomes, jobs, and employment by **conducting a 2-day investor readiness forum**. We are therefore seeking the services of a consultant to provide technical assistance as follows: -

3.0 SCOPE OF THE ASSIGNMENT

3.1 Overall Objective.

The objective of the investor forum is to facilitate a safe space for businesses to openly discuss challenges in raising capital particularly in the manufacturing sector. Through this investor forum, companies will learn about the funding opportunities, how to prepare for investment and get an opportunity to interact with financiers and investors.

3.2 Objective for Engaging an External Collaborator (MC and Moderator)

The overall objective of engaging an external collaborator is to facilitate the smooth flow of the

two (2) full day program, properly introduce the speakers and presenters, ensure a dynamic, interesting and balanced discussions during the KAM Investor Forum, including continuity of the session to individual presentations and plenary.

3.3 Deliverables

- i. Be familiar with the Project and details of all parts of the program of the KAM Investor Forum
- ii. Define the plan or strategy he/she will use to run the session, ensuring an interesting exchange of information with the active participation of the audience
- iii. Moderate and rapporteur the 2-day forum
- iv. Research relevant discussions and questions for panel discussions for SMEs and financial institutions (Debt, Equity and Grants providers)
- v. Prepare a report on the 2day event

3.4 Desired Outcomes from the Investor Readiness Workshops

- i. The SMEs will understand how to map potential funding partners.
- ii. Businesses will have gained the necessary skills to prepare winning pitches.
- iii. Feasible financial linkages for the businesses present.

4.0 METHODOLOGY

The assignment will require Investor readiness literature desk review of Literature on investor readiness. It will further involve consultations with KAM secretariat on the 2-day program/agenda for experiences and ideas.

5.0 DURATION OF THE ASSIGNMENT

The assignment will be for two (2) days. 14th and 15th September 2022.

6.0 REPORTING.

The consultant will be directly reporting the Head of KAM Consulting Services.

7.0 QUALIFICATION AND EXPERINCE

- The consultant should be a holder of post graduate degree BCom- Finance, Entrepreneurship or development studies or economics or strategic management from a recognized University.
- He/She should have over 5 years' experience in developing and institutionalizing SMEs development programs within Kenya.
- The consultant also needs to demonstrate ample experience in designing and institutionalizing SME investor ready programs.

8.0 APPLICATION FOR CONSULTANCY

Interested consultants are requested to submit b soft copy (to procurement@kam.co.ke and cc nduta.ndirangu@kam.co.ke , liz.mbithi@kam.co.ke) by Wednesday 7th September **2022**.

a. Technical proposal

- Description of the firm and qualifications
- Copy of company certificate of incorporation
- Tax compliance certificate (Valid)
- Statutory KRA PIN and VAT certificate copies
- Brief description of understanding of the requirements for services, including assumptions
- Proposed approach and methodology
- CV of the consultant
- Executive brief of relevant similar projects undertaken in the past 2 years.

b. Financial proposal

- A summary of the price.
- The period of its validity