

WOMEN IN MANUFACTURING REPORT, 2023



KAM hosts Women in Manufacturing Gala Dinner



Panel discussion on technology and the opportunities it presents women in manufacturing

On 30th March 2023, KAM hosted the 5th Women in Manufacturing (WIM) Gala Dinner, themed Leveraging on technology to enhance productivity and sustainability for women in manufacturing.

The Gala Dinner provided a platform to celebrate women in manufacturing who have harnessed technology and achieved sustainable growth in productivity and to discuss the emerging opportunities in manufacturing from the advancement in technology and innovation. It also provided a platform for sharing experiences among women in manufacturing on influence of technology and innovation in their growth and to bring women in manufacturing together as a common voice to lobby players in the technology space to support their growth initiatives.

The event brought together KAM leadership led by Chair - Mr Rajan Shah and CEO - Mr Anthony Mwangi, women industrialists, and experts in the technology field, namely, Microsoft ADC MD- Ms Catherine Muraga, IBM East Africa General Manager - Ms Caroline Mukiira and Branch International MD - Ms Rose Muturi.



L-R: Sheth Group Founder & CEO - Dr Gasheri Mugao, KAM CEO - Mr Anthony Mwangi, KWAL MD - Ms Lina Githuka & WIM Chair - Ms Mary Ngechu



KAM Chair, Mr Rajan Shah

KAM, IDH host Gender in Manufacturing Forum



PS for MSME Development - Ms Susan Mang'eni



PS for Labour and Social Protection, Mr Geoffrey Kaituko

On 2nd May 2023, Kenya Association of Manufacturers (KAM) in partnership with IDH Kenya (the Sustainable Trade Initiative) hosted the first-ever Gender in Manufacturing Forum. The session aimed at promoting gender equality and women workers' welfare in an increasingly competitive world.

This was part of the KAM-IDH Kenya Partnership (Sustainability for Competitiveness Project) to drive the competitiveness of the Textile and Apparel Industry in Kenya. The Project focuses on good governance; job creation; environmental conservation and restoration; inclusivity and sustainability as well as skills development.

The event, that brought together the Principal Secretary, State Department of Labour and Social Protection - Geoffrey Kaituko; Principal Secretary, State Department of MSME Development – Ms Susan Mang'eni; IDH Kenya Country Director - Jenny Lofbom; KAM Women in Manufacturing (WIM) Program Chair – Ms Mary Ngechu; and KAM CEO – Mr Anthony Mwangi, highlighted significant opportunities and interventions to help accelerate gender-positive actions in the Textile and Apparel Sector.

It called on Kenyan businesses to embed critical tenets of inclusivity and sustainability to mitigate risks of being left out of global supply chains.



KAM CEO, Mr Anthony Mwangi



IDH Kenya Country Director, Ms Jenny Lofbom



WIM Chair, Ms Mary Ngechu

WIM engages IFC on draft World Bank Gender Strategy 2024-30

On 14th December 2023, KAM WIM Program participated in a stakeholder session hosted by International Finance Corporation (IFC) on the draft World Bank Gender Strategy 2024-2030, themed 'Accelerate Gender Equality for a Sustainable, Resilient, and Inclusive Future'.

The session highlighted the importance of achieving gender equality and the need to accelerate this process for a sustainable, resilient, and an inclusive future. The solutions provided by stakeholders to enhance gender equality include reducing digital divide among women, involving more women in gender-related discussions, addressing bullying and sexual harassment at the workplace, empowering women in the informal sector, enhancing access to market and ensuring that women are not left out in climate change discussions.

The Association will continue to engage IFC on ways to achieve gender equality whilst increasing women's participation in manufacturing.

KAM, Kenyatta University partner on study on Women Economic Empowerment in Kenya's manufacturing sector

In 2021, KAM partnered with Kenyatta University to implement a five-year project with support from the Bill and Melinda Gates Foundation on "Initiative for What Works for Women's Economic Empowerment" (IWWWEE). The project seeks to build a strong programme and policy-based research on what works to advance women's economic empowerment in Kenya, including women's role in public and private sectors, women's skilling and mentoring, and violence crisis and women's work.

Thus far, we have engaged WIM Members in KAM's 7 regions on focus group discussions and one-one-one interviews regarding various aspects of the project. Last year, we concluded the 1st phase of the project, and plans are underway to launch the report for this phase.

KAM, TechnoServe host Women Networking Forum



Participants at Women Networking Forum hosted by KAM and TechnoServe

On 1st November, KAM hosted a Women Networking Event in partnership with TechnoServe to enhance the effective marketing and distribution strategies among SMEs in food processing.

The session brought together women industrialists, including WIM Chair - Ms Mary Ngechu, Kenya Export Promotion and Branding Agency Ag. CEO - Ms Floice Mukabana, and Capwell Industries Ltd Head of General Trade - Ms Cecilia Kimani.

Ms Cecilia Kimani shared practical aspects to enhance SMEs' distribution and marketing strategies. These include having a business model and understanding one's value proposition, knowing one's audience to cater to their needs, creating differential items, and understanding product pricing in an ever-changing dynamic economic space.

On the other hand, Ms Floice Mukabana elaborated that KEPROBA undertakes extensive surveys to identify opportunities for exports, conducts export market development initiatives, offers customized market intelligence to potential exporters, and promotes a unique identification of Made in Kenya marks.

The forum was part of the 2023 Changamka Kenya Shopping Festival. The Festival focuses on promoting locally manufactured products in local and export markets.



Kenya Export Promotion and Branding Agency Ag. CEO - Ms Floice Mukabana



Capwell Industries Ltd Head of General Trade - Ms Cecilia Kimani.



WIM Chair, Ms Mary Ngechu

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