

**CALL FOR EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES TO
UNDERTAKE TO CONDUCT A DIAGNOSTIC STUDY ON THE KENYA
AUTOMOTIVE SECTOR**

Project

Diagnostic study on the Automotive sector in Kenya

Duration

60 days

Contract start date

24th September 2025

Application deadline

10th September 2025

• **Introduction**

Kenya Association of Manufacturers (KAM) is the leading Business Membership Organization (BMO) in East Africa, playing a key advocacy role on behalf of manufacturers in Kenya and the region. With strong linkages across all sectors of the economy, KAM represents over 1,500 members, accounting for more than 65% of Kenya's manufacturing value-added industries.

KAM organizes its members into 14 sectors, one of which is the Automotive Sector. This sector brings together players across 6 sub-sectors: (1) Bus Body Building Industry, (2) Motorcycle Assembly, (3) Motor Vehicle Assembly, (4), Parts & Components Manufacturers, and (5) E-Mobility and Trucks and Trailer Sub sector. Combined, the Sector under KAM comprises 87 companies, representing approximately 80% of the automotive industry in Kenya.

In 2020, Kenya Association of Manufacturers (KAM) developed an **Automotive Industry Profile**, which provided a comprehensive analysis of the sector's opportunities, challenges, and recommendations for growth. This document has served as a valuable resource for both public and private sector stakeholders in shaping policies and investments to strengthen this critical economic pillar.

- **The task**

KAM seeks to engage a consultant (either Individual or firm) to conduct a comprehensive diagnostic study on Kenya's Automotive Sector and use the information to update the Automotive Industry profile and develop an Electric Mobility White Paper aligned with global best practices. This study will entail a comprehensive review of applicable laws, regulations and policies governing the Automotive Sector in Kenya and their evolution, an examination of the system's structure and implementation, and a comparison with other countries using similar policies and regulations.

- **Scope of Work**

Broadly, this assignment is broken down into three components:

- Research on the automotive sector to inform, update and restructure the Automotive Sector Profile
- Development of a comprehensive whitepaper on Kenya Electric Mobility ecosystem
- Develop a draft industry long-term growth and development roadmap /strategy

Specific areas of focus shall entail:

- Design data collection tools for industry study
- Define and cluster various sub-sectors of the automotive industry for data collection and analysis
- Review the applicable legal, regulatory and policy frameworks for the automotive industry to identify fundamental principles as put in place by the government. This will entail an analysis of the laws, regulations and policies that govern the industry - both national and international.
- Conduct an impact assessment of the implementation of government policies and directives, identifying challenges that limit its ability to meet desired objectives.
- Undertake the industry's readiness assessment on the implementation proposed and scheduled government policy directives and its impact
- Provide case studies and comparisons using relevant jurisdictions on identified and agreed policies and regulations.
- Gather and collate industry data to date.
- Identifying technological innovations and alternative materials within the industry locally and internationally.
- Document Sector's economic contributions- taxes, revenue, and employment.
- Document Exports and Imports performance (Key exports and destination. Key raw materials and sources).
- Identify and document opportunities for additional investments.
- Analyze the economic contributions and employment generation from the industry.

- Examine consumer behavior and perceptions towards plastics and sustainable alternatives. Validate the findings and recommendations with key stakeholders including industry and relevant government agencies to enhance the content and findings of the research.
- Disseminate the findings.

- **Expected outputs.**

The following are the expected outputs:

- An Inception Report detailing understanding of the work, the appropriate methods to be used to develop the research, and a suitable Work Plan – to be prepared after the inception meeting with KAM and a technical stakeholder committee.
- Desk review of the applicable laws, regulations and policies governing the system and their evolution, an examination of the system’s structure and implementation, and a comparison with other countries using similar systems that will guide the contents of the publication.
- A draft study is developed (separate submission on the around the three components under the scope of work).
- Facilitation and presentation at stakeholders’ forums at national levels to validate the findings of the research study and disseminate the same.
- Publishing and launch of the final research study reports.

Timeframe and implementation schedule

The consultant will work under the overall supervision of the Kenya Association of Manufacturers (KAM). The consultancy is to be performed for **sixty working (60) days, starting mid-September 2025.** .

The proposed timeline excludes the time gap between relevant meetings between the consultant and stakeholders; as well as the time that may be required for KAM to review the output for approval purposes.

Task/Milestones

No of Days

Deliverables

Submission of an Inception Report

5 days

Inception Report

Draft updated automotive sector profile, draft Electric Mobility White Paper and draft industry growth and development strategy

30days

Draft 1 of the research study Report.

Facilitation and presentation to KAM and technical committee; stakeholders' validation forums.

5 days

Facilitation and Presentation (power point)

Feedback report from forums.

Incorporation of feedback from validation and stakeholders' forums

10

Draft 2 of the research study incorporating feedback.

Submit a final research study

5

Final research study

Presentation at the launch to disseminate the study

5

Facilitation and Presentation (power point)

Total number of months

60 days

- **Qualifications of the Consultant**

The consultant (Individual or Firm) must have extensive experience in the Automotive Sector, governance, public policy, and research as well as a clear understanding of the Kenyan context.

- **Educational Qualifications of Individual/ Lead consultant (s) in the case of a Firm**

- Have a Bachelor's Degree in Economics, Public Policy or a related social science field.
- Be a holder of a Master's qualification. A PhD would be an added advantage.
- Professional experience of Individual/ Lead consultant (s) in the case of a firm
- Minimum of 7 years' experience in Economics, Law, governance, or related social science field. A Phd will be an added advantage.
- Experience related to the excise duty regime, its governance, assessment among other related areas.
- Experience in research and development related to the subject matter of this study or related areas in Kenya and globally.
- Demonstrate experience in working with the National Government related to the subject matter of this study or related matters.
- Ability to engage with a cross-section of stakeholders in the public and private sector.
- In-depth knowledge and understanding of the excise duty regime in Kenya or any other jurisdiction.
- Have excellent writing and research skills.
- Excellent communication skills as well as the ability to communicate fluently in English and Swahili. (Spoken and written)
- Proven ability to work under pressure and meet deadlines.
- Have proven track record, knowledge, and experience in public policy and governance in Kenya or regionally and global context.
- Have excellent project delivery skills.

- **Application for consultancy**

Interested consultants or entities are requested to submit technical and financial proposals to procurement@kam.co.ke by **10th September 2025**, stating, **“KAM AUTOMOTIVE SECTOR STUDY”**

- **Technical proposal**
- Description of the firm and the firm's qualifications.
- Copy of Company Certificate of Incorporation.
- Tax Compliance Certificate (Valid).
- Copy of company CR12
- Statutory KRA PIN and VAT certificate copies.
- Brief description of understanding of the requirements for service, including assumptions.
- Proposed approach and methodology.
- Proposed team structure.
- Proposed project team members.
- Executive brief of relevant similar projects undertaken in the past two (2) years.

Financial proposal

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

Curriculum Vitae and two recommendations (For a firm should contain CVs for all Consultants involved in the Consultancy)

KAM Physical address: KAM Procurement

Kenya Association of Manufacturers

KAM House

Mwanzi Road, Opposite Westgate Mall

P.O Box 30225 -00100

Nairobi

8.0 Payment terms (provisions)

Kenya Association of Manufactures' policy is to pay for contractual services based on the performance of contractual services rendered.

9.0 Evaluation of proposals

- A two-stage procedure will be utilized in evaluating the proposals, with an evaluation of the technical component being completed prior to any price component. Scores will be awarded for the technical proposal.
- The price component proposal will be opened only for those firms/institutions whose technical component meets the requirements for the assignment, as indicated by a score of more than 70%.

Please note only successful candidates will be contacted.