

# MSEA Monthly



## AFRICA INDUSTRIALIZATION DAY 2020

#Inclusive #Sustainable Development

**INSIDE**



KYEOP Implementation Support  
Mission



Africa Industrialization Day  
2020

#StaySafe

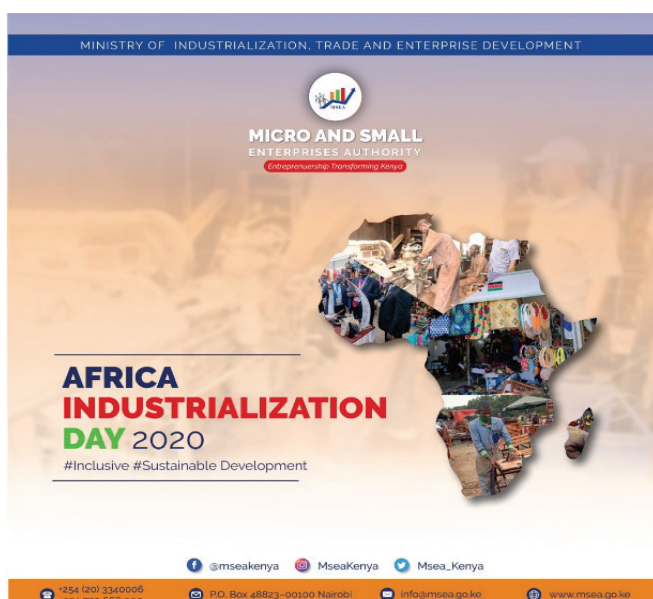
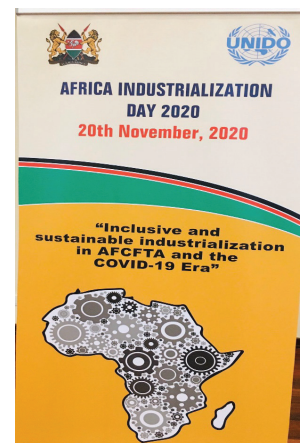
MSEA NEWLETTER

# 1. Africa Industrialization Day 2020

**A**frica Industrialization Day is celebrated on November 20th each year. The day provides a platform to enhance International cooperation and dialogue on the Pan African and Industrialization agenda to raise awareness of the opportunities and challenges associated with this drive. This year's theme was centred on promoting inclusive and sustainable industrialization in the African Continental Free Trade Area era (AFCFTA).

In Kenya, the Cabinet Secretary Ministry of Industrialization Trade and Enterprise Development, Betty Maina and the Principal Secretary Industrialization, Dr. Francis Owino led the weeklong celebrations that culminated with the unveiling of the Kenya Industry and Entrepreneurship Project (KIEP). This is a US\$50 million initiative aimed at increasing innovation and productivity in select private sector firms in Kenya by strengthening the private sector (including startups, SMEs, incubators, accelerators, technology boot camp providers, etc.) through financial grants and technical assistance.

The project will be implemented by the Ministry of Industrialization, Trade and Enterprise Development (MoITED), with support from the World Bank Group over the next six years between 2019-2024.

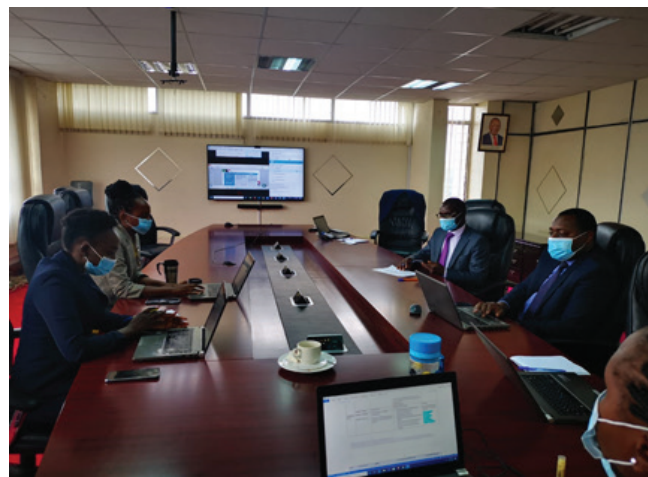




## 2. KYEOP Implementation Support Mission

**E**very six months, the implementing agencies of the four components of KYEOP, meet with the development partners and present progress reports, discuss challenges faced and plan ahead for the next activities. This end of year Support Mission was however done virtually owing to the ongoing global health crisis.

Despite the challenges faced in the past months, the Authority has wrapped up Cycle 4 of the project, with 6,457 and 3,504 youths have benefited from start -up grants and BDS respectively. In keeping with the safer and smarter operations, business development training will be done online. Digitization of content for Cycle 5 training is ongoing.



### 3. World Day of Remembrance for Road Traffic victims

**T**he World Day of Remembrance for Road Traffic Victims takes place on the third Sunday in November every year as the appropriate acknowledgement of victims of road traffic crashes and their families.

It was started by the British road crash victim charity, Road Peace, in 1993 and was adopted by the United Nations General Assembly in 2005 in recognition of its significance for public health and international development, road safety is a key target under the Sustainable Development Goals (SDGs), with a 50% reduction in road traffic fatalities called for by 2030. MSEA Road Safety Mainstreaming Committee in conjunction with NTSA commemorated the day by raising awareness on #roadsafety among the stakeholders.





## 4. Inspection of the Chaka Agro-hub project by PS Amb. Weru

**P**S Weru led a multi-agency team to inspect ongoing works at the proposed Chaka Agro-hub facility. This is one of the National Government projects in conjunction with other stakeholders to revamp existing markets by replacing the dilapidated structures with modern stalls of varying sizes and design. The facility which is being upgraded into a special economic zone, will see the goods that will be processed there fall under the international law.

When complete, the hub will house over 2500 traders and will have open sheds, retail block, matatu terminals, public parking, and an underground water tank. The team also visited the New KCC in Kiganjo, the national trout farm and Kiganjo trout hatchery.



*The multi-agency team at Chaka market in Kieni constituency, Nyeri County.*

## 5. Alcohol awareness week

**A**lcohol Awareness Week 2020 took place from 16-22 November 2020 on the theme of Alcohol and mental health. In a year of extraordinary change and uncertainty, it offered us a chance to think about the ways in which we may sometimes use alcohol to help us cope when we're feeling low, anxious, stressed or worried. It also offered opportunities to highlight some of the more serious mental health problems which go hand-in-hand with very heavy drinking.

MINISTRY OF INDUSTRIALIZATION, TRADE AND ENTERPRISES DEVELOPMENT

  
**MICRO AND SMALL  
ENTERPRISE AUTHORITY**  
*Entrepreneurship Transforming Kenya*

**ALCOHOL AWARENESS WEEK.**

 **DRINK  
RESPONSIBLY**

**Responsible drinking keeps  
you and others safe**

A FRIENDLY MESSAGE ON ALCOHOL AWARENESS MONTH

 \*254 (20) 3340006  
\*254 770 666 000

 P.O. Box 48823-00100 Nairobi

 [info@msea.go.ke](mailto:info@msea.go.ke)

 [www.msea.go.ke](http://www.msea.go.ke)

 @mseakenya

 MseaKenya

 Msea\_Kenya

## 6. Media round-up



STAR



### Chaka Market in Central to get Sh2 billion upgrade

Kanini Kega said completion and equipping of the facility will cost Sh4 billion.

#### In Summary

- Kega announced that there will be a third phase which will hold many value addition enterprises.
- Weru said the project will give value and income to farmers saying if the facility is upgraded into a special economic zone, the goods that will be processed there will fall under the international law.

by EUTYCAS MUCHIRI Counties / Central



Parliament's Departmental Committee on Industry, Trade and Cooperatives at the Kiamokama cold storage and Nyando CIDC

said that the legislators should prioritise the improvement of health care systems countrywide instead of pushing for selfish demands.

- KNA

NAIROBI

### CEO vouches for formal business



The government has challenged Small and Medium Enterprises (SMEs) to formalise their businesses to enable them earn economic benefits that include getting stake in public procurement processes. Speaking during the World Industrialisation Day Medium and Small Enterprises Authority Chief Executive Henry Ridhaa said the economic environment was tilting in favour of SMEs hence the need for formalisation and compliance by the sector. "Our government led by the President is really concerned with the small trader but the challenge always comes from these traders. Most of these traders don't have proper documentation making it hard even to award them tenders," said Ridhaa.

- Alvin Mwangi

CEO's commentary on the Africa Industrialization Day, the People Daily, 24th November 2020.

targets law enforcement  
collude with criminal  
narcotic trade

by Zaddock Angira  
@PeopleDailyKe

Drug traffickers risk being  
million if a proposed law  
Narcotics, Drugs and  
stances (Control) Amer  
also targets law enforcement  
collude with drug barons  
of justice, and also man  
stance used as raw mater  
According to the bill, wi  
be a turning point in the







NTV Kenya  
10 m · 🌐

In the local scene, we have good products, and the local market is good enough; however, Kenyans prefer to buy from the international market: hence the buy Kenya, build Kenya initiative. - Caroline Kioko (Micro and Small Enterprises Authority) #NewNormal @Warungu



Carol Kioko, MSEA marketing manager during an interview on Your World, NTV.



PS Amb. Weru speaking to the press at during the inspection of the proposed Chaka Agrohub facility. KTN News, 20th November 2020

## 7. Thriving in the New Work Environment

The working culture and environment has been different this year in the wake of the global health crisis. We are therefore having to get used to the new normal, which involves observing social distance at all times.

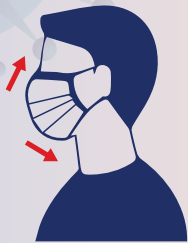
In the organization, this means, meetings and discussions that would otherwise have been face to face are being held virtually. We thank our ICT department, which has been crucial in facilitating successful engagements internally and with external stakeholders.

Challenges might arise during this period due to the new ways of working but it is important that we find smarter and safer ways of working together to achieve the Authority's mission of promoting the development of competitive and sustainable Micro and Small Enterprises.

# Help STOP COVID 19



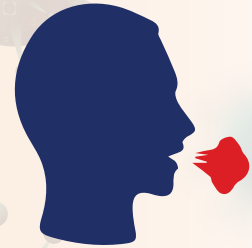
Wash your hands regularly with soap and running water



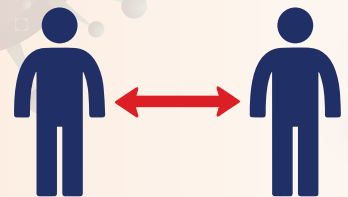
Wear your mask



Use sanitizer on your hands



If you have a fever, cough or difficulty in breathing, seek medical attention



Keep social distance

**Don't let your guard down.**  
Remember to observe the following;  
**#KeepTheGuard**

## CONTACT US



+254 (20) 3340006  
+254 770 666 000



P.O. Box 48823-00100 Nairobi



info@msea.go.ke



Msea\_Kenya



@mseakenya



MseaKenya



www.msea.go.ke



Utalii House, 10<sup>th</sup> Floor, Nairobi