

■ MARCH/APRIL 2021 ISSUE

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Cold Storage Facilities



Pilot Mse Registration Drive

MICRO AND SMALL ENTERPRISES AUTHORITY

MSEA Monthly



MSEA NEWLETTER

2021 SME Conference and Expo



CAS David Osiany signing the visitors book at MSE's stand during the SME Conference and Expo.

Micro and Small Enterprises Authority (MSEA) participated in the SMEs Conference and Expo 2021 that took place from 25th to 26th March at KICC. During the Expo MSE's had a chance to showcase their products and services as well as, have discussions on topics concerning SME Sustainability and Recovery.



MSEA Board chairman interacting with an MSE during the expo

CS Ministry of Trade, Industrialization and Enterprise Development Ms. Betty Maina, CAS David Osiany, PS. Trade Amb. Johnson Weru and MSEA Board Chairman Mr. Charles Waithaka visited our stand during the Expo and got a chance to interact with MSE's.



CS Betty Maina touring exhibition booths at the SME Conference and Expo in the company of DG Nairobi County Anne Kananu, MSEA CEO Mr. Henry Rithaa, CEO KIE Parmain Narikae, KNCCI President Mr. Richard Ngatia and CEO KEPSA Carol Karuga.

International Women's Day

The International Woman's Day is celebrated annually on the 8th of March. The day celebrates the social, economic, cultural and political achievements of women here in Kenya and globally. It also marks a call to action for the acceleration of gender equality.

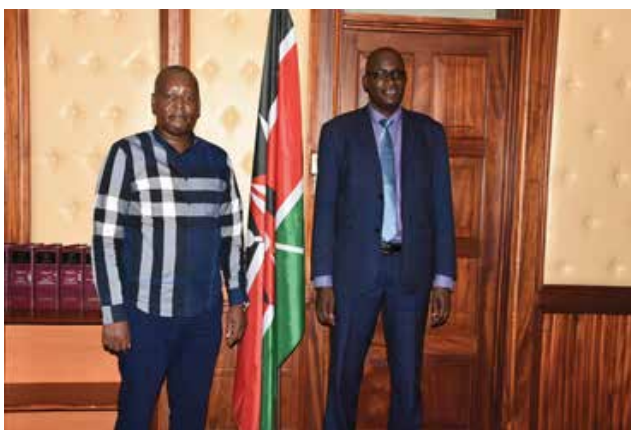


STRATEGIC VISITS

Courtesy call to National Assembly Majority Leader

The CEO MSEA Mr. Henry Rithaa led a delegation from MSEA in paying a courtesy call to National Assembly majority leader Hon. Amos Kimunya.

The team discussed ways to strengthen and scale up collaboration between MSEA and Parliament to increase investments, create employment and support MSEs post COVID-19 economic recovery at the constituency level.



National Assembly majority leader Hon. Amos Kimunya and MSEA CEO pose for a photo after the meeting.

Courtesy Call to CAS David Osiany

On March 9th, The CEO MSEA led the management team to pay a courtesy call to Hon Osiany and discuss how MSEA can best achieve its mandate of promoting, developing and regulating Micro and small enterprises in the country. These discussions on formulating and reviewing policies for micro and small industries, promoting market access by the micro and small industries continued on March 16th when CAS Osiany visited our MSEA offices.



MSEA management team posing with the CAS after the meeting

BUILDING PARTNERSHIPS

KIPPRA DAY

The Kenya Institute for Public Policy Research and Analysis, (KIPPRA) launched the KIPPRA Public Policy Repository; an online platform where the public can access all national and county government policy documents as well as KIPPRA research output. MSEA CEO Mr. Henry Rithaa was among the key note speakers.



MSEA CEO Mr. Henry Rithaa speaking on Promoting Micro and Small Enterprises in the Covid-19; avoiding twindemic during KIPPRA day on 12th March 2021.

Financial Capacity Building Partnerships

The bank has signed several partnerships on has secured a mix of guarantees and cheap long-term loans from several development finance institutions that will unlock the funds for lending at 13 percent interest for five years. The Sh.60B kitty offering

long-term credit to allow the lender to offer concessional medium-term loans to small and medium enterprises, to Support MSMEs recover back from the effects of the pandemic. MSEA Chairman and CEO were among the invited guests at two of these signings pictured below.



Partnership Agreement With Meru

MSEA signed a partnership agreement with Meru County to support MSEs through microfinancing, registration of MSE Associations, capacity development and expanding market opportunities. The collaboration will see the implement projects that aim to promote recovery and resilience of MSEs following the devastating effects of the Covid-19 pandemic. The implementation plan involves building up local-level registration, trainings and micro lending capabilities to provide investment to support the socioeconomic transformation of these enterprises and build greater resilience and diversified livelihoods.



MSEA CEO and Meru county Minister for Trade Mr. Maingi Mugambi display the signed partnership documents.

BIASHARA CENTERS

Launch of the regional Biashara Centers

In line with the Government policy of easing business operations for micro, small and medium enterprises, the Ministry of Industrialization, Trade and Enterprise Development through its agencies has moved to operationalize regional Biashara centres.

These are one stop shops for enterprises seeking public services such as business registration, tax compliance, branding and financial support. The model has Government agencies offering these services are all under one roof to alleviate the administrative and logistical challenges of seeking these services in multiple locations.



CS Betty Maina, CS Industrialization officially launching the Kisumu regional biashara Centre

The pilot Nairobi Biashara centre which is located at MSEA's Kariobangi centre of Excellence has been replicated in Eldoret, Kisumu and Mombasa and houses agencies such as Kenya Bureau of Standards, Kenya Accreditation Service, Numerical Machining Complex, Kenya Industrial Estates, Kenya Industrial and Development Institute, Kenya Industrial Property Institute among others.



The Chief Administrative Secretary and the Principal Secretary Ministry of Industrialization, Trade and Enterprise Development Mr. Lawrence Karanja and Ambassador Kaberia launching the Mombasa Biashara Center.



The CAS Mr. Lawrence Karanja launching the Eldoret Biashara Center.

Masaku Juakali Site



Micro and Small Enterprises Authority (MSEA) is refurbishing the Masaku juakali worksite as part of the MSE worksite development to promote industrial activity in constituencies.

The site which houses over 1000 MSEs, has benefited from a common user facility constructed by the Authority which will serve as a common workspace complete with machinery and an exhibition for the MSEs to display and sell their products.



Exhibition workshop at the Masaku Juakali site



Traders at the Masaku Juakali

Help STOP COVID 19



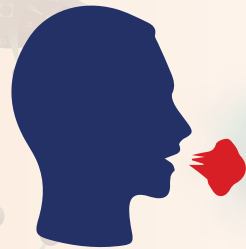
Wash your hands regularly with soap and running water



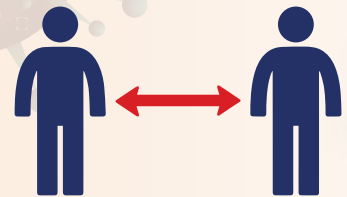
Wear your mask



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

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