

PRESS RELEASE

PREPARATIONS UNDERWAY FOR THE 21ST EAST AFRICAN COMMUNITY MSMEs TRADE FAIR

Nairobi, Monday 26th July 2021... The 21st East African Community MSMEs trade fair is scheduled to be held this December in Mwanza, Tanzania. The theme for this year's event is ***Promoting Quality and Innovation to enhance EAC MSEs competitiveness and post Covid-19 recovery.***

Speaking during the commissioning of Kenya's National Organizing Committee, **the Cabinet Secretary Ministry of Industrialization, Trade and Enterprise Development, Ms. Betty Maina** said, "The exhibition aims to support **800 local companies** from all partner states develop new regional channels, increase their market reach and gain insights so as to better position themselves for growth as they look ahead to the coming year. This will also be an excellent opportunity for Government, the private sector, and international organizations to network, share information, and collaborate in developing the MSME sector."

Since it's unveiling, the annual EAC exhibition has served to bring together artisans from East Africa's 6 partner states for purposes of opening up new market frontiers for their products while bridging the knowledge and technological gaps between them and promoting the regional integration process.

The new trading accord under AfCFTA is expected to further link the EAC which was ranked the best integrated among the eight Regional Economic Communities in Africa by the Africa Regional Integration Index published by the African Union, the United Nations Economic Commission for Africa and the African Development Bank in 2019.

"To enhance the productive capacity of domestic producers and exporters, there is need for a coordinated EAC-wide approach towards intra-regional trade. This will also serve to mitigate the economic and social challenges brought about by the ongoing Covid-19 pandemic. As a Ministry, we are building capacity of MSMEs to take advantage of the global demand created by AfCFTA for manufactured goods, services and agricultural goods. The exemplary performance of domestic exports from the EAC last year despite the pandemic is already a clear indicator," **PS Amb. Johnson Weru Principal Secretary State Department for Trade**

Speaking during the event, the **CEO of MSEA, Mr. Henry Rithaa** said, "One of the key mandates of the Authority is to facilitate MSEs to access markets, both locally, regionally and internationally. Further to the linkages, in order to improve the quality of MSE products and make them more competitive, The Authority is implementing a product development programme (dubbed One Constituency(CIDC) One Product), with the first phase of the programme targeting specific products produced within the newly refurbished CIDCs. The value added products will then be marketed both locally and internationally."

Kenya is expected to sponsor over 200 MSEs to the exhibition. The National Organizing Committee will critically review MSE product offerings to ensure they are 100% Kenyan made and meet international market requirements. Micro and Small Enterprises Authority will be the lead agency coordinating Kenya's participation in this trade fair.

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NOTES TO EDITORS:

About The Micro and Small Enterprises Authority (MSEA)

The Micro and Small Enterprises Authority (MSEA) is a state corporation under the Ministry of Industrialization, Trade and Enterprise Development mandated to promote, develop and regulate micro and small enterprises (MSEs) in Kenya. MSEA is implementing key Government programmes aimed at mainstreaming the contribution of MSEs towards the activation of Vision 2030 and the Big 4 Agenda.



Republic of Kenya

Ministry of Industrialization,
Trade and Enterprise Development

