



# WEEKLY HIGHLIGHTS OF ACTIVITIES

25<sup>th</sup> - 29<sup>th</sup> September, 2023



## Latest from the Regions:

- The Nairobi International Trade Fair 2023
- Formalization of boda boda sector in Busia County.
- County Affordable Housing Project and Markets Committee Inaugural Meetings.
- Tourism and Green Investments Expo in Kisumu County.
- Skills Mashinani Programme in Samburu County.
- Small Business Awards.
- Stakeholders Dialogue forum in Garissa County.
- MSE Capacity Building in Kisumu, Machakos, Kisii, and Busia, Counties.



## HIS EXCELLENCY THE PRESIDENT OFFICIALLY OPENS THE NAIROBI INTERNATIONAL TRADE FAIR 2023

His Excellency President Dr. William Ruto, speaking during the opening of the Nairobi International Trade Fair, started by emphasizing the crucial role of the agricultural sector in supporting the Bottom Up Economic Transformation Agenda. He underscored its influence on other sectors' performance and the government's commitment to enhancing its competitiveness both locally and internationally.

To boost productivity, the President urged sector players to embrace technology and advanced science. He also added that The Bottom Up Economic Transformation Agenda (BETA) is helping to bolster fundamental sectors like agriculture to improve food production.

President Ruto highlighted government support through County Aggregation Centres (CAPs) to increase farmers' income and reduce post-harvest losses. Additionally, efforts are underway to expand food production in wheat, rice, tea, and explore other key food value chains eg edible oils, cotton, dairy, beef and leather.

He mentioned that 'The government is addressing challenges in the coffee sector to benefit farmers and establishing a leather factory in Athi River to enhance value addition and reduce importation of leather footwear.



During his Speech, His Excellency also mentioned that the government is taking into account matters such as competitiveness, productivity, efficiency, value addition and manufacturing to support agriculture and trade. In conclusion, he encouraged the exhibitors and participators to utilize the trade fair to engage broader, regional and continental audience to leverage available opportunities.

The Cabinet Secretary for Ministry of Cooperatives and MSME Development, Simon Chelugui, and Principal Secretary for State Department for MSME Development, Susan Mang'eni, also visited the MSEA stand at the Nairobi International Trade Fair.



During their visit, they engaged with Micro and Small Enterprises (MSEs), gaining insights into their products, the advantages they have gained from MSEA and government support. Furthermore, the MSEs discussed their challenges and expressed their desires for specific interventions to foster the growth and development of their businesses.



MSEA Board Chairman James Mureu together with Board Member Felix Chege at the MSEA stand at the Nairobi International Trade Fair 2023. During the visit, they engaged with various Micro and Small Enterprises (MSEs) showcasing a wide range of products and services across diverse sectors such as agribusiness, manufacturing, trade, and services. One notable interaction was with a member of Tharaka Green Gold Creative Concepts, a company specializing in crafting quality crochet baskets and other handmade items.

During the interactions, the Board Chairman offered valuable advice to the MSEs, encouraging them to enhance their products through innovation to distinguish them from competing offerings.



## SUPPORTING LOCAL MANUFACTURERS

**M**SEA Director General Mr. Henry Rithaa accompanied by Member of Parliament Embakasi North Hon. James Mwangi Gakuya during a visit to Emmanuel Ngonga of Emon foods and Rosemary Nyumu of Lukinya Authentic African foods an MSE producing and aggregating export grade tea and spices respectively at their manufacturing facility in Kayole.

MSEA is supporting MSEs in the manufacturing sector by providing common user manufacturing facilities and equipment focused on enhancing quality, quantity and value of MSE products.



The team also visited Lukinya's textiles facility in Ngara, where they make garments for export to the United States market under the African Growth and Opportunity Act (AGOA). Hon. James Mwangi is the Chairperson of the Parliamentary Committee on Trade, Industry & Cooperatives.



## BUSIA BODA BODA SECTOR FORMALIZATION

The Busia MSEA office held a Boda Boda sensitization forum which was attended by leaders of Boda Boda MSEs from Angorom, Mayenje, and Burumba wards. The forum was held at the Angorom Social Hall, located in Angorom Ward, Teso South Sub-county.

During the forum, the Busia office provided invaluable support to attendees, with information and guidance on Boda Boda associations' formation, access to BDS, access to hustler fund, and access to equipment such as carwash machines.

The forum generated two key action points namely: The registration of Boda Boda Associations at the ward level to promote organization and collaboration among the boda boda riders. The provision of Financial Literacy Training for the Boda Boda MSEs to enhance their knowledge and skills in managing finances effectively.





## BUSIA MSEs FINANCIAL LITERACY TRAINING

In the afternoon, the Busia MSEA team proceeded with the Financial Literacy Training for Babwala Group, located in the Nanguba area of Samia Sub-county. This training session marked the second week of the program sponsored by SOMTO Karolina Aadland Foundation. Two modules of Saving and Responsible Borrowing were covered.

The learners gained valuable insights into distinguishing between good and bad loans. Additionally, they acquired knowledge on how to identify reputable lenders, as well as calculations involving loan interest rates and other related considerations.

These training aim to equip the participants with essential financial skills and knowledge, empowering them economically.





## STAKEHOLDERS DIALOGUE FORUM IN GARISSA COUNTY

**M**SEA Garissa regional office participated in a stakeholders' dialogue forum on challenges to formalisation organised by ILO and Kenya National Chamber of Commerce and Industry-Garissa chapter. Highlighting on Micro & Small Enterprises Act, 2012, that establish office registrar of MSEs and opportunities derived through formalisation. The stakeholders summed up the dialogue and drew an action plan on informality challenges and formalisation opportunities within Garissa County.



## TOURISM AND GREEN INVESTMENTS EXPO IN KISUMU COUNTY

**M**SEA Kisumu Office participated in the Tourism and Green Investments Expo, a five-day exhibition held at the Sports Ground in Kisumu County from September 23rd to 27th. This event served as a dynamic platform, bringing together MSEs from various sectors to exhibit their products and services while fostering valuable networking opportunities.

The event's crowning moment was the launch of the Plug Mtaani- Vijana Tuinvest Business Plan competition specifically aimed at young entrepreneurs aged 18-35 and is meticulously designed to stimulate sustainable job creation, ignite the spirit of entrepreneurship, resilience, and determination. Remarkably, it offers prestigious awards to the top three winners at the national level, making it a nationwide competition of great significance.





## MSE DEVELOPMENT

**M**SEA Kisumu office visited various MSEs, among them; MIXA Farm, an enterprise owned by the visionary Mr. Charles Odira. At MIXA Farm, a vibrant hub of diverse activities was witnessed. These activities encompassed horticulture, cricket farming, and the value addition of cricket products, including the production of cricket powder. Furthermore, MIXA Farm engages in bamboo farming, seedling production, peanut butter processing, sugarcane juice extraction, the manufacturing of machinery vital to the value chain, and the cultivation of medicinal plants such as moringa.

Later in the day, the team led by Kisumu ADED paid a visit to yet another promising MSE, specializing in the production of sisal ropes, which are subsequently distributed to hardware stores. The process begins with the collection of sisal leaves, followed by value addition to create high-quality sisal ropes.



## MSE CAPACITY BUILDING IN SAMBURU COUNTY

**T**hrough the USAID Nawiri programme, in Partnership with MSEA, MSEs in Barsaroi subcounty were taken through a Programme dubbed; Skills Mashinani. The beneficiaries are being trained on making chick net making, akaala and saddles making and beadwork. The Programme has offered an opportunity for MSE sensitisation on benefits of registering with MSEA. The training aims at providing the trainee with alternative source of livelihood to reduce acute malnutrition and other effects of poverty.





## COUNTY AFFORDABLE HOUSING PROJECT AND MARKETS COMMITTEE INAUGURAL MEETING.

**M**SEA Embu office is part of the committee established with specific mandate to help in successful implementation of AHP and markets within the County. MSEA is coming in an agency to Mobilize MSEs and formalize in order to leverage on the opportunities within the projects and eventually create employment. The inaugural meeting was chaired by the Embu County Commissioner Mr. Jack Obuo.



## AFFORDABLE HOUSING IN LAIKIPIA COUNTY

**M**SEA Laikipia Office, in collaboration with the State Department of Housing, held a meeting at the County Commissioner's Office on upcoming affordable housing projects and later visited the proposed site for Affordable Housing Project. In attendance was the Deputy County Commissioner, County Director of Housing, County Co-ordinator National Land Commission, County Land Surveyor, County Land Administrator and County Land Adjudication Officer and MSEA Officer In-Charge. The key objective was to seek and re-align our MSEs with the opportunities coming along with Affordable Housing Project.





## MSE CAPACITY BUILDING IN KISII COUNTY

**M**SEA Kisii/Nyamira lead a financial planning training in South Mogirango Constituency, to a self-help group dedicated to empowering widowed women. In Collaboration SOMTO's Women Health and Economic Empowerment program (WHEE), we explored budgeting, savings, and the power of financial planning to achieve short-term and long-term goals for future investments. It's heartwarming to witness their commitment to enhancing their financial well-being.

The members were sensitized on the Mandate and Role of MSEA in supporting the Micro and Small Enterprises especially in the marginalized groups and were taken through the importance of registration with MSEA to access the several interventions offered. They were also taken through various existing interventions in government like the Women Fund, Uwezo Fund, Hustler Fund and encouraged to take advantage of the interventions to improve their livelihood.



## MSE PROFILE FROM MACHAKOS

**M**SEA Machakos regional office today held a very interactive session with Nicholas a metal fabricator and an MSE in masaku juakali association. He deals with fabrication of window and metal doors. He also makes hearse lowering gear of very high quality that ranges between ksh 70,000\_75000. He sources his raw material from Devki company in Athiriver and sells the end products to customers in machakos and its environment. Sourcing and buying these fabricating materials is a challenge because the factory only allows bigger quantities as compared to small ones yet Nicholas is a small trader. Machakos officers discussed with him and his staff about hustlers funds and the benefits they can accrue as a bigger group that is eligible for the funds. We agreed to visit them again for better explanation step by step on accessibility of the funds.





## FUNYULA EDC OPERATIONALIZATION

The Busia MSEA office engaged in a strategic discussion to enhance the operationalization of the Funyula Enterprise Development Centre (EDC). The centre, which has recently undergone renovation by MSEA, was identified as a valuable asset in driving economic growth in the region. Two groups specializing in value addition, the Khudirane SHG group, and the Western Folks group were invited to the meeting.

The Khudirane SHG group specializes in the processing of hides and skins for export to Nigeria, while the Western Folks group focuses on honey processing to produce bee venom and royal jelly. Both groups were identified as valuable contributors to the Samia Value Addition Association, a collaborative platform that processes edible oils. The EDC has been strategically located to accommodate these unique value chains and is expected to further enhance the economic development of the region.



## SMALL BUSINESS AWARDS

MSEA team Nancy Munyao representing the DG/CEO and Embu/Tharaka Nithi region team Mr. Munoru and Ibrahim was part of the participants partners at Small Business Awards 2023 organized and coordinated by Biashara Africa in partnership with Deloitte Kenya at Deloitte Head quarters Nairobi.

Biashara Africa is an organization which empowers Women and Youth owned enterprises to grow through various interventions such as capacity building, market linkages and financial support and linkages. Tharaka Green gold creative concept Association which operates from Marimanti and majorly making unique crotchet bags made it to the top 50 finalist of enterprises under the community impact award category.

The forum also had master class training on business lifecycle and financial requirements in every stage and how to finance. Further, the events provided market linkages to MSES who showcased their innovations, products and services. Finally it was a business networking forum for the participants.





# Highlights From The Nairobi International Trade Fair



**Celebrating Wins**

## Mses Exhibiting At The Trade Fair



**MSEs Exhibiting at the Trade Fair**



*“Small businesses are the heartbeat of our communities,  
and they are essential for the health and vitality of  
our economy.”*

***Karen Mills***

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