



WEEKLY HIGHLIGHTS OF ACTIVITIES

30th Oct–3rd Nov 2023



Latest from the Regions:

- Commissioning of the Multi-sectoral National Organizing Committee for the 23rd EAC MSME Trade Fair.
- Changamka Shopping Festival 2023.
- Strategic partnerships, for MSEs growth and development, collaborative efforts, market linkages... and much more..

COMMISSIONING OF THE MULTI-SECTORAL NATIONAL ORGANIZING COMMITTEE FOR THE 23RD EAC MSMES TRADE FAIR

Cabinet Secretary, Ministry of Co-operatives and MSMEs Development Hon. Simon Chelugui commissioned the National Organizing Committee for the 23rd EAC MSMEs Trade Fair. The fair-themed ‘Connecting East Africa MSMEs to enhance intra-EAC Trade’ will be held from 5th to 15th December in Bujumbura, Burundi. The Ministry through MSEA, will be spearheading Kenya's participation in the trade fair, and will facilitate 300 MSEs with Kenyan brands along priority value chains to participate in the Trade fair which is anticipated to host 1500 MSMEs drawn from the seven EAC partner states.



The CS urged Kenyan MSMEs to take advantage of the excellent relations between Kenya and Burundi, establish a foothold, and tap into emerging export prospects to Burundi, which serves as a gateway to the Democratic Republic of Congo and the broader hinterland of the greater Central Africa region.

The multi-sectoral National Organizing Committee with representation from agencies and private sector players in the MSME eco-system will critically vet MSME product offerings to ensure they are 100% Kenyan-made and meet the international market.



MSEA Board Chairman, Mr. Jame Mureu, (Right), and The DG. Mr. Henry Rithaa, making their remarks during the commissioning event.

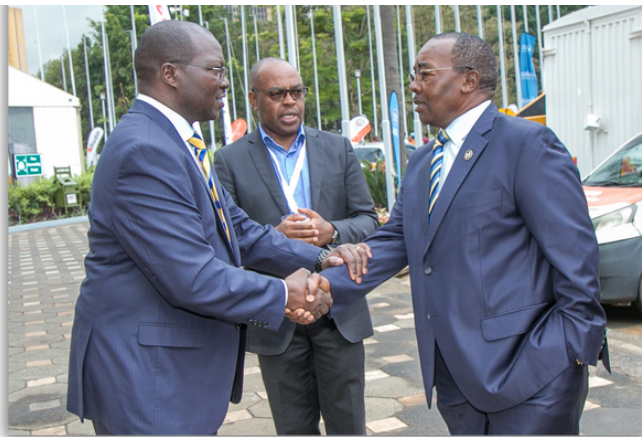
CHANGAMKA SHOPPING FESTIVAL 2023

The Principal Secretary for the State Department of Industry, Dr. Juma Mukhwana, officially launched the Changamka Shopping Festival 2023, whose goal is to showcase high-quality goods produced locally, emphasizing the industry's creativity and supporting the Buy Kenya, Build Kenya initiative. The PS, accompanied by the CEO Kenya Association of Manufacturers Mr. Anthony Mwangi.



CS Ministry of Cooperatives and MSME Development, Hon. Simon Chelugui, also visited MSMEs at the Changamka Shopping Festival at KICC.

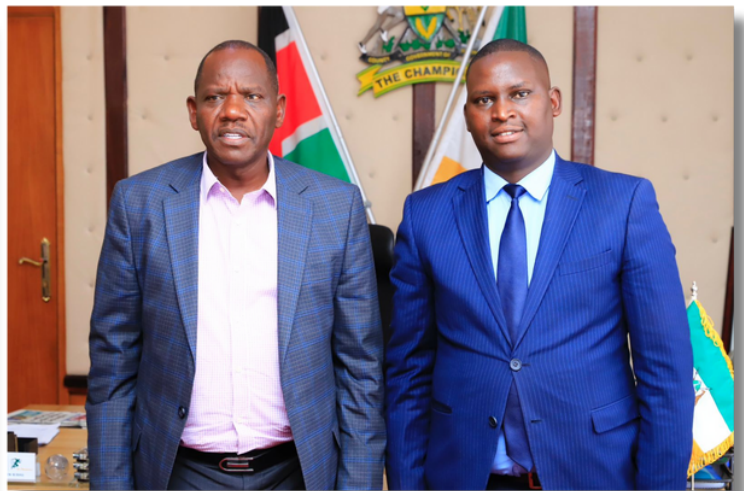
The CS interacted with various MSMEs displaying their products at the expo. He took note of the various products displayed at the festival, which included textiles, honey and honey value-added products, millet value-added products, butternut value-added products, and instant porridge, which facilitates early child development among others.



THE JOURNEY TO 2023 EAC MSME TRADE FAIR

MSEA Uasin Gishu regional office paid a courtesy call to H.E Jonathan Bii, Governor of Uasin Gishu County to discuss areas of collaboration and participation of Uasin Gishu MSMEs in the upcoming 23rd EAC MSMEs Trade Fair which is scheduled from 7th to 17th December 2023 in Bujumbura, Burundi. The theme for the Trade Fair this year is 'Connecting East Africa MSMEs to Enhance Intra-EAC Trade'. Kenya has been allocated space for 300 MSMEs during the trade fair. Uasin Gishu County has supported the MSEs for the last 5 years to attend the exhibition and hosted the Trade Fair in Eldoret in 2018.

The Governor promised to continue supporting the MSEs to attend this exhibition amongst other initiatives that support the MSMEs ecosystem. The Trade fair offers MSEs an opportunity to market their products and also showcase new innovations and technology as well as benchmark on areas of improvement from their peers in the EAC region.



WOODTECH AFRICA 2ND EDITION

MSEA Machako's regional office with a few MSEs in the woodworking sector participated in a 3-day International Exhibition & 2nd Juakali Conference on Wood & Woodworking Industry dubbed Woodtech Africa 2nd Edition. The exhibition took place at KICC with exhibitors in the wood industry drawn from Kenya and beyond.

The exhibition showcased machinery used in the production of wood products as well as assorted products made from very high-quality wood.



TRAINING OF MSEs IN THE DAIRY VALUE CHAIN

MSEA Nyamira team, collaborated with the County Government of Nyamira's Department of Agriculture and Livestock to support the Dairy Value Chain, through training and awareness sessions for 30 farmers from the Ekerubo Cooperative Society engaged in dairy farming, focusing on imparting best practices in dairy farming.

They have also educated the farmers about MSEA's mandate and guided them on registering their association with MSEA. Placing special emphasis on areas such as financial literacy, milk value addition, and product development to enhance their production and increase the shelf life and overall value.



MSE SENSITIZATION IN BUSIA

The Busia team organized a sensitization forum and clinic for MSEs who do value addition in Busia County. This event took place at the Busia Town Jua Kali Worksite, where KEBS Quality Assurance Officers were invited to shed light on the process of standardization and certification of products.

MSEA extended invitations to officers from the county department of Trade, who shared valuable insights into the available support services.

The clinic session proved to be particularly helpful as it addressed and resolved specific issues raised by the MSEs themselves.



STRATEGIC PARTNERSHIPS IN MERU

The MSEA Meru team collaborated with KEBS and KRA to raise awareness among MSEs in Meru about product certification and taxation compliance. They conducted a comprehensive campaign to educate MSEs in manufacturing on the importance of obtaining proper certification for their products and fulfilling their tax obligations.

Representatives from KEBS provided valuable insights into the process and requirements for product certification, helping the MSEs understand how meeting quality standards can enhance their reputation and competitiveness. Additionally, representatives from KRA emphasized the significance of taxation compliance, highlighting the benefits of fulfilling tax obligations to avoid legal issues and create a favorable business environment.

This collaborative effort aimed to equip MSEs in Meru with the necessary knowledge and resources to navigate certification and taxation effectively



STRATEGIC PARTNERSHIPS IN EMBU

MSEA Embu office in partnership with the Kenya Revenue Authority (KRA) Embu office and cooperative bank Siakago branch conducted a one-day training to Muchonoke Builders Association.

The Topics trained include; entrepreneurship, government opportunities, Tax compliance, and financial literacy.

The association will also be considered for construction works under the National Government Constituency Development Fund(NGCDF) in Mbeere North Constituency.



MSE TRAINING AT KARIOBANGI COE

MSEA Kariobangi office held a training session for tools and machine fabricators as well as general fabricators, aimed at building their capacity on the building and construction value chain.

The session enlightened the MSEs on available opportunities in their space which they ought to take advantage of. The event was a collaborative effort between MSEA, United Technology Foundation (UTF), and The Toolkit for Skills and Innovation hub.



MSE SENSITIZATION IN NYAMIRA COUNTY

MSEA Nyamira office conducted a sensitization forum in Memise location, in collaboration with the Area administration. The issues discussed included the available government opportunities to improve the livelihood of people in rural areas. The MSEA Nyamira office facilitated the mobilization of participants in the baraza to form associations. Among the groups identified were women involved in local vegetable farming, bananas, and avocados.



SENSITIZATION OCCUPATIONAL HEALTH AND SAFETY IN WORK PLACE

MSEA Nakuru office in collaboration with the Directorate of Occupational Safety and Health Services (DOSHS) under the Ministry of Labor and Social Protection concluded a 2 day training for MSEs within Nakuru.

Topics covered included an overview of the OSH Act and WIBA and types of hazards. Fire safety, different classes of fire and fire extinguishers for each class, Material handling at the workplace, the importance of safe work policies and practices to avoid injuries and other hazards, importance of Ergonomics and PPE for both employers and workers to prevent physical injuries.



MSE LEADERS ENGAGEMENT WITH THE GOVERNOR

MSEA Homabay together with MSE leaders from registered associations held a successful discussion with Her Excellency the Governor of Homabay County. The discussion was mainly a presentation of various input from all sectors on how to collaboratively improve and streamline business activities in Homabay as well as reorganize operations to pave the way for the planned revitalization of the lakefront.



Media Coverage for the Commissioning of the National Organizing Committee for the 23rd EAC MSMEs Trade Fair

KBC



NTV



KTN News



K24



The Standard NewsPaper



The Star



Weru TV



Kass TV



Githima TV



"We make a living by what we get, but we make a life by what we give."
– Winston Churchill