



SPEECH FOR MR. HENRY RITHAA, DIRECTOR GENERAL OF THE MICRO AND SMALL ENTERPRISES AUTHORITY DURING THE KENYA DAY CELEBRATIONS AT THE 22<sup>nd</sup> EAC MSME EXHIBITION AND TRADE FAIR

*Chief Guest, Hon. Simon Chelugui*

*Distinguished Guests,*

*Ladies, and Gentlemen,*

The Micro and Small Enterprises Authority (MSEA) is coordinating Kenya's participation in this 22<sup>nd</sup> edition of the EAC MSMEs Trade Fair in partnership with the Ministry of Cooperatives and Micro, Small and Medium Enterprises (MSME) Development.

The Fair themed *"Buy East African to Build East Africa for Resilience and Sustainable Development,"* resonates well with Kenya's Buy Kenya Build Kenya initiative as well as MSEA's mission of promoting the development of competitive and sustainable Micro and Small Enterprises.

The theme equally resonates with the East African Industrialization Strategy target to *increase intra-regional manufacturing of exports relative to total manufactured imports in the region to at least 25% by 2032.*

Indeed, our economies are just recovering from the shocks of the recent global outbreak of the Covid-19 pandemic. It is therefore imperative that the business recovery trajectory is maintained by way of harnessing local sourcing and deepening the value chain frameworks

Affordable credit, capacity building and access to markets remain as major challenges to the growth and expansion of MSEs. To address these challenges, the Authority is implementing several interventions which include capacity building, Market access, mobilization and registration of micro small enterprises, Infrastructure development, the Kenya Youth Employment and opportunities Project (KYEOP), Affordable credit and MSE Centers of Excellence.



The Authority is also working with the Kenya Bureau of Standards and the Kenya Industrial Research And Development Institute to standardize MSMEs products and certify them as a necessary step towards accessing international markets. Through the Constituency Industrial Development Centres MSEs are facilitated with common user machinery as well as product development and value addition of their products for export.

Each year the Authority facilitates market Linkages to MSEs through trade fairs and exhibitions, among others. In addition, the Authority conducts training and sensitization on online/digital marketing to enhance MSE participation in e-commerce as well as digital marketing channels.

It is in the spirit of further enhancing MSMEs' access into the EAC market that the MSEA seeks to leverage on this platform of the 22<sup>nd</sup> EACX MSMEs Trade Fair to position Kenyan MSME companies to network with participants from EAC member states and aggressively market their goods and services beyond EAC, and in the spirit of embracing the Africa Continental Free Trade Area (AfCFTA) to foster intra-African trade.

I take this opportunity to welcome you all to the Kenya Pavilion at the 22<sup>nd</sup> EAC MSMEs Trade Fair at the Kololo Independence Grounds in Kampala, Uganda to engage the participating companies and sample their offerings and viable links to foster trade beyond this event.

MR. HENRY RITHAA

DIRECTOR GENERAL/CHIEF EXECUTIVE OFFICER