

MSEA AND SNV SIGN 2 YEARS PARTNERSHIP TO EMPOWER KENYA'S MSEs

Nairobi, Monday 2nd December 2024...The Micro and Small Enterprises Authority (MSEA) and SNV have today signed a strategic two-year partnership aiming to empower young businesses, particularly those owned by women and youth across the MSME sector. This collaboration is set to drive sustainable economic growth through targeted, impactful initiatives.

Speaking at the signing, SNV's Country Director to Kenya & Burundi, Ms Rebecca Hallam highlighted the alignment of this partnership through a mutual vision of fostering thriving MSEs. "We are delighted to join forces with MSEA to drive sustainable development and create real impact for Kenyan entrepreneurs," said Rebecca Hallam. "Our shared vision is to unlock the immense potential of the MSME sector, with a focus on supporting women and youth-led enterprises." She underscored that through the collaboration, SNV will support MSEA in two critical areas: developing robust policy monitoring and evaluation tools and conducting awareness creation forums to enhance the understanding and implementation of entrepreneurship support policies.

MSEA CEO Mr Henry Rithaa reaffirmed the Authority's commitment to this partnership, emphasizing its focus on creating tangible, long-term impacts for MSEs. "These efforts reflect a genuine concern for the well-being of entrepreneurs and aim to catalyse systemic transformation," he noted.

SNV brings extensive expertise in strengthening entrepreneurial ecosystems, with a particular emphasis on promoting women in enterprise. Through the Investing in Young Businesses in Africa (IYBA-SEED) project, SNV will equip entrepreneurs with the tools and knowledge they need to succeed, starting with targeted interventions in Uasin Gishu, Kisumu, and Nakuru Counties.

By leveraging technology and evidence-based approaches, MSEA will enhance its ability to track progress, generate actionable insights, and make informed adjustments to its programs. Awareness creation forums will empower entrepreneurs with critical knowledge to navigate and leverage available support systems, fostering ownership and inclusivity within the entrepreneurial ecosystem.

This partnership is a pivotal step toward creating resilient, competitive MSEs and underscores the commitment to Kenya's economic transformation from the bottom up. Both organisations expressed enthusiasm about the potential of this collaboration to drive real, lasting impact for Kenyan entrepreneurs and contribute to the country's sustainable development goals.

NOTES TO EDITORS

About The Micro and Small Enterprises Authority (MSEA)

The Micro and Small Enterprise Authority (MSEA) is a state corporation established under the Micro and Small Enterprises Act of 2012. The mandate is formalization of MSEs, business development, Infrastructure development, capacity building and technology growth and market linkages. The Authority is domiciled in the Ministry of Cooperatives and Micro, Small & Medium Enterprises Development.

About SNV

SNV is a global development partner, rooted in the African and Asian countries where we operate. With 60 years of experience and a team of approximately 1,600 people, it is our mission to strengthen capacities and catalyse partnerships that transform the agri-food, energy, and water systems to enable sustainable and more equitable lives for all

About IYBA- SEED

IYBA-SEED, part of the Team Europe Initiative "Investing in Young Businesses in Africa," enhances entrepreneurial ecosystems with a focus on empowering women and youth. Funded by the EU and the governments of France, Germany, and Slovakia, it supports pre-seed businesses in agriculture, tourism, digital, and other sectors. Operating in Benin, Kenya, Senegal, South Africa, and Togo, the program drives job creation and resilient economies through strengthened ecosystems and innovative partnerships.

