

MSEA AND SNV EMPOWERS MSES WITH POLICY INFORMATION AWARENESS FOR BUSINESS GROWTH

The Micro and Small Enterprises Authority (MSEA), in collaboration with SNV, successfully launched the first phase of a series of awareness forums aimed at educating entrepreneurs on existing policies and available business support services. The sessions, complemented by enhanced monitoring tools, are designed to foster a more informed and empowered Micro, Small, and Medium Enterprises (MSMEs) ecosystem in Kenya.

The business awareness creation forums brought together over 400 MSMEs, including youth, women, and persons with disabilities operating across diverse sectors. The discussions focused on business support policies across three key regions, Nakuru, Uasin Gishu, and Kisumu. Notable stakeholders included representatives from MSEA, SNV, and the County Governments of Nakuru, Uasin Gishu, and Kisumu, alongside institutions such as the Kenya Bureau of Standards (KEBS), Kenya Industrial Estates (KIE), Kenya Revenue Authority (KRA), Kenya Industrial Research and Development Institute (KIRDI), Kenya National Chamber of Commerce and Industry (KNCCI), Kenya Institute of Business Training (KIBT), Kenya Association of Manufacturers (KAM), the State Department for Youth Affairs and Creative Economy, Kenya National Federation of Jua Kali Associations (KNFJA), Somo Africa, Strathmore University, Youth Enterprise Fund, Inkomoko Association, Kisumu Small Business Development Centers, and financial institutions including National Bank of Kenya, NCBA, Equity Bank, and Kingdom Bank.

Speaking at the forums in Nakuru, Kisumu, and Uasin Gishu, MSEA's Director of Infrastructure Development and Innovation, Eng. Edward Karani, outlined the Authority's role in supporting MSMEs. He emphasized the benefits of business formalization and capacity-building initiatives such as the SME Loop, a partnership with GIZ aimed at fostering business growth. Other projects supporting MSMEs sector include National Youth Opportunities Towards Advancement (NYOTA) and the Kenya Jobs and Economic Transformation (KJET) initiative, while reaffirming MSEA's commitment to providing workspaces for MSMEs through Juakali Worksites and Constituency Industrial Development Centers (CIDCs).

SNV's Country representatives, Nduta Ndirangu and Dr. David Ojwang, underscored their organization's commitment to supporting MSMEs, particularly in three core sectors: Agri-Food, Energy, and Water. They highlighted SNV's implementation of the Investing in Young Businesses in Africa (IYBA) Seed Program, which enhances the entrepreneurial ecosystem for youth and women by improving access to financial and non-financial business development services. This initiative aims to create sustainable employment, bolster enterprise resilience and drive economic transformation.

In Uasin Gishu, the forum was officially opened by His Excellency the Deputy Governor, Evans Kapkea, who commended MSEA and SNV for their efforts in accelerating MSME growth and sustainability. He stressed the importance of policy-driven initiatives and strategic partnerships in strengthening small businesses. Accompanied by County Executive Committee Member (CECM) for Trade, Industrialization, and Investment, Eng. Martha Cheruto, the Deputy Governor reaffirmed the county's commitment to creating a conducive business environment.

To support market linkages, MSEA's regional offices facilitated a product exhibition where selected MSMEs showcased their enterprises. The forums featured engaging panel discussions on *Bridging the Gap: MSE Policy Development and Implementation*, with contributions from MSEA, SNV representatives, and key national agencies. A plenary session, enabled MSMEs to engaged with panelists, seeking clarifications and sharing real-world experiences from their entrepreneurship journey. The forums delivered practical growth strategies, valuable policy insights, and direct engagement with key industry stakeholders, fostering better-informed, competitive, and sustainable enterprises. These events also served as a platform for stakeholder feedback, ensuring continuous policy and program enhancements.

Through the MSEA-SNV partnership, the sustainability of women and youth-led businesses in Kenya is being strengthened. By leveraging their expertise and networks, these organizations aim to maximize impact in key sectors, including the green and circular economy, agriculture, blue economy, digital innovation, infrastructure, financial services, and manufacturing.

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 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 catalyze 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.