



MSEA SENSITIZATION CAMPAIGN

**Empowering MSEs.
Building a Stronger Kenya.**



The MSE sector in Kenya has over the years' been recognized for its role in **provision of goods and services, enhancing competition, fostering innovation generating employment** and in effect, **alleviation of poverty.**



To support MSEs in Kenya, MSEA continues to **register and formalise** all the individual Businesses , associations and groups conducting diverse businesses in the Country.



The registration is done online on the Ecitizen platform msea.ecitizen.go.ke located in Utalii House 3rd Floor and in all MSEA 47 regional offices.



LET'S GO DIGITAL. LET'S GROW TOGETHER.

Register your business today on msea.ecitizen.go.ke or visit the MSEA office of Registrar at Utalii House 3rd Floor or any of our 47 regional offices.

**REGISTER.
PARTICIPATE.
PROSPER.**

www.msea.go.ke



**EMPOWERING
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BUILDING A
STRONGER
KENYA.**













MSE REGISTRATION & FORMALIZATION POWERING GROWTH. DRIVING IMPACT.




The MSE registration and formalization details information of **where** the MSEs operate from, it categorizes the MSEs by **sector, age, gender, county, level of development, turnover, number of employees and adaptation to technology** among other parameters.



MSE REGISTRATION CAPTURES KEY INFORMATION


 WHERE MSEs OPERATE FROM County and location details	 SECTOR Categorization by business sector	 AGE Age of the business since established	 GENDER Gender of the owner/lead	 COUNTY County of operation
 LEVEL OF DEVELOPMENT Stage of business development	 TURNOVER Annual turnover /sales range	 NUMBER OF EMPLOYEES Number of people employed	 ADAPTATION TO TECHNOLOGY Use of digital tools and technology	 OTHER PARAMETERS And other relevant business details



REGISTER. BE COUNTED. GROW TOGETHER.
Formalize your business today and be part of Kenya's vibrant MSE ecosystem.

REGISTER ONLINE VIA ECITIZEN:
msea.ecitizen.go.ke

 Visit the MSEA Office of Registrar **Utalii House 3rd Floor** or any of our **47 Regional Offices** countrywide.

 Together, let's build a vibrant and sustainable MSE sector for a stronger Kenya.

 www.msea.go.ke



MSE REGISTRATION & FORMALIZATION PROCESS

The registration and formalization of MSEs begins with a request for name search, followed by submission of applications and required documents. The process continues through all necessary steps until final registration, after which MSEs are issued with registration certificates.

THE MSE REGISTRATION JOURNEY



REGISTERED. RECOGNIZED. EMPOWERED.

- ✓ Access to opportunities
- ✓ Enhanced credibility
- ✓ Access to markets
- ✓ Access to finance
- ✓ Business support services



REGISTER TODAY. BE FORMAL. GROW YOUR BUSINESS.

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VISIT MSEA OFFICE OF REGISTRAR
Utalii House 3rd Floor
or any of our **47 Regional Offices** countrywide.





WHAT IS A MICRO ENTERPRISE?



Means a firm, trade, service, industry or a business activity;



Whose annual turnover does not exceed **five hundred thousand shillings** according to the Act and does not exceed **one million**.



MSEs
DRIVING
GROWTH,
CREATING
OPPORTUNITIES,
TRANSFORMING
LIVES.

EXAMPLES OF MICRO ENTERPRISES



KIOSKS AND DUKAS



TAILORING SERVICES



HAIR AND BEAUTY SERVICES



MARKET TRADERS



REPAIR AND MAINTENANCE



FOOD AND CATERING

MICRO ENTERPRISES ARE THE BACKBONE OF OUR ECONOMY



Create employment



Support economic growth



Drive innovation



Reduce poverty and improve livelihoods



Strengthen communities



REGISTER. BE RECOGNIZED. GROW.

Register your micro enterprise with MSEA today and unlock opportunities for your business.

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0800 722 197



MSEA
MICRO AND SMALL ENTERPRISES
AUTHORITY

WHAT IS A SMALL ENTERPRISE?



Means a firm, trade, services, industry or a business activity,



Whose annual turnover **ranges** between **one million** and **five million shillings**



Which employs between **ten** and **fifty** people



**SMALL
ENTERPRISES,
BIG IMPACT.
STRONGER
KENYA.**

EXAMPLES OF SMALL ENTERPRISES



MANUFACTURING FIRMS



WHOLESALE AND RETAIL BUSINESSES



CONSTRUCTION SERVICES



ICT AND DIGITAL SERVICES



LOGISTICS AND TRANSPORT



HOSPITALITY AND TOURISM

BENEFITS OF SMALL ENTERPRISES



Create jobs and livelihoods



Drive economic growth



Foster innovation and productivity



Support local communities



Build a stronger, self-reliant Kenya



REGISTER. GROW. TRANSFORM.

Register your small enterprise with MSEA today and access opportunities, support and markets.

REGISTER ONLINE
VIA ECITIZEN:

msea.ecitizen.go.ke



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MSEA
MICRO AND SMALL ENTERPRISES
AUTHORITY

REGISTER YOUR BUSINESS

UMEREGISTER BIZNA YAKO?

KAMA BADO UNANGOJA??



BE FORMAL
Build credibility
and trust with
customers and
partners



**UNLOCK
OPPORTUNITIES**
Access tenders,
financing and
government
programs



**GROW YOUR
BUSINESS**
Get support to scale,
innovate and
create jobs



BE COUNTED
Be part of the
official MSE
database in
Kenya

**MSEs
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GROWTH,
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OPPORTUNITIES,
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LIVES.**



LOG IN TO

msea.ecitizen.go.ke



**IT'S
EASY!**



1. CREATE AN
ACCOUNT



2. FILL IN YOUR
DETAILS



3. UPLOAD
REQUIREMENTS



4. SUBMIT AND
REGISTER



5. GET YOUR
REGISTRATION
CERTIFICATE



Promoting formalization of
MSEs through **Registration.....**



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MSEA Kenya



REQUIREMENT FOR REGISTRATION

TO REGISTER:-



1 Have an active email address



2. Duly Signed Constitution



3. Three officials to make an application



Requirements for registration are different for each entity i.e group associations and umbrella organisation.



LOG IN TO

msea.citizen.go.ke



REGISTER AND ENJOY THE BENEFITS



Access to opportunities



Business growth



Credibility and trust



Access to finance



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CREATING OPPORTUNITIES,
TRANSFORMING LIVES.



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MSEA Kenya



MSEA
MICRO AND SMALL ENTERPRISES
AUTHORITY

SERVICES OFFERED

AT THE

OFFICE OF REGISTRAR

We are here to serve and support MSEs to **grow, thrive and transform.**



MSEs
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OUR SERVICES

- 01 Register Umbrella Organizations
- 02 Registrar Association
- 03 Register MSE
- 04 Register Group
- 05 Filing Annual Returns from Umbrella Organizations
- 06 Filing Annual Returns from Umbrella Organizations

- 07 Filing of Change of Particulars of Organizations
- 08 Certification of Documents
- 09 Replacement of Certificates
- 10 Official Search
- 11 Presiding over Elections
- 12 Provide Governance Skills in MSEs Associations

OUR COMMITMENT

Professional Service	Accountability and Integrity	Support and Guidance	Empowering MSEs	Building a Strong MSE Sector
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Promoting formalization of MSEs through **Registration.**



LOCATION OF OFFICE OF REGISTRAR OF MSE



MSEs
DRIVING GROWTH,
CREATING OPPORTUNITIES,
TRANSFORMING LIVES.



WE ARE LOCATED ON
3RD FLOOR,
UTALII HOUSE,
NAIROBI

LOG IN TO



msea.ecitizen.go.ke



EASY TO FIND

Utalii House is along Uhuru Highway in the Central Business District.



ACCESSIBLE

Easily accessible by public transport, private vehicles and walking.



PARKING AVAILABLE

Ample parking available within the building.



Promoting formalization of MSEs through **Registration.....**



Together, let's build a stronger and vibrant MSE sector in Kenya.



MSEA
MICRO AND SMALL ENTERPRISES
AUTHORITY

WHY REGISTER YOUR BUSINESS

Registration opens doors to opportunities, growth and sustainability.



Formalise and Register your business, make it legit



Market Access – ASK
Shows & Trade fairs



Access to funds from financial institutions that have partnered with the Authority capacity building



Access to infrastructure –
CIDCS & Worksites



Access to **Biashara Centers**



Access to **centres of Excellence**



Availability of **cold storage facilities**



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