



**MINISTRY OF CO-OPERATIVES AND MICRO,
SMALL AND MEDIUM ENTERPRISES (MSMEs)
DEVELOPMENT**

State Department for Micro, Small and Medium
Enterprises (MSMEs) Development



**MICRO AND SMALL ENTERPRISES
AUTHORITY (MSEA)**

Entrepreneurship Transforming Kenya

Who we are!

The Micro and Small Enterprises Authority (MSEA) is a state corporation established under the Micro and Small Enterprises Act, 2012. We exist to champion the growth and sustainability of Kenya's Micro and Small Enterprises (MSEs), recognizing them as the engine of innovation, employment creation, and inclusive economic growth.

MSEA formulates and coordinates policies that harmonize public and private sector efforts, ensuring that MSEs are effectively promoted, developed, and regulated to thrive as competitive industries.

Through our key services and programmes, we empower entrepreneurs with access to finance, modern infrastructure and equipment, training and coaching, market linkages, product development support, and formalization of their enterprises.

By unlocking opportunities and addressing challenges faced by MSEs, MSEA is building a vibrant and resilient sector that drives Kenya's transformation into a globally competitive economy.

Our Vision

A vibrant coordinated micro and small enterprises driven economy.

Our Mission

To promote, develop and regulate globally competitive and sustainable Micro and Small Enterprises

Key Focus Areas

- ✦ Trade
- ✦ Manufacturing
- ✦ Agribusiness
- ✦ Services



Enterprise Development Centre (EDC) - Wajir East

Comprehensive support for MSEs:



Finance



Capacity building



Infrastructure



Market access



Product development



Formalization

Strategic Agenda

1

PROMOTION

Marketing Access/ Linkages
Strategic Partnerships
Trade Facilitation

2

DEVELOPMENT

Infrastructure Development
Capacity Building
Value Addition
Access to Credit/ Finances

3

REGULATION

MSE Formalization
MSE Specific Policy reviews

4

EMPOWERED MSE

Key Service/Programmes

MARKET ACCESS

Local, National and Regional Trade
Exhibitions- EAC MSME Trade Fair

LINKING MSEs TO AFFORDABLE CREDIT

Hustler Fund, Government
Affirmative Funds

FORMALIZATION

Maintenance of a Database of Registered
MSEs. Regulation of all players in the MSEs
ecosystem.

INFRASTRUCTURE DEVELOPMENT

Provision of Worksites/CIDCs/Cold
Storage facilities

JOB CREATION

Provision of Grants- NYOTA
BDS training and co-investment support - KJET

CAPACITY BUILDING/BDS

Training and Coaching of MSEs



KEY PARTNERS



UNDP - MSE REGISTRATION
AND CAPACITY BUILDING



ILO - MSE CAPACITY BUILDING



MSEA STRATEGIC PLAN AND
ASSESSMENT ON IMPACT OF
COVID-19 ON WOMEN OWNED /
AND LED MSEs IN KENYA.

FOR MORE INFORMATION



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Micro and Small Enterprises
Authority (MSEA)



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