



Kenya

Green Energy
Powerhouse of Africa



Kenya Investment Authority (KenInvest)

- ❖ Kenya Investment Authority (KenInvest) is a state corporation, currently operating under an Act of Parliament (Investment Promotion Act No. 6 of 2004) and mandated to promote and facilitate both domestic and foreign investment in Kenya.
- ❖ **Mission:** To promote and facilitate domestic and foreign investments in Kenya by advocating for a conducive investment climate, providing accurate information and offering quality services for a prosperous Nation.
- ❖ **Core functions:**
 - Investment Promotion.
 - Providing information on investment opportunities or sources of capital;
 - Promoting the opportunities for investment available in Kenya by organizing forums, workshops and other marketing initiatives.
 - Investor Services.
 - pre-establishment facilitation: in obtaining necessary licenses, permits and tax exemptions; issue investment certificate;
 - post-establishment facilitation: investor tracking and after care.
 - Policy Advocacy.
- ❖ Currently, KenInvest has 3 regional offices in; Mombasa, Kisumu and Eldoret.
 - Plans in place to increase the number; to each regional economic bloc to provide closer support to the county governments.

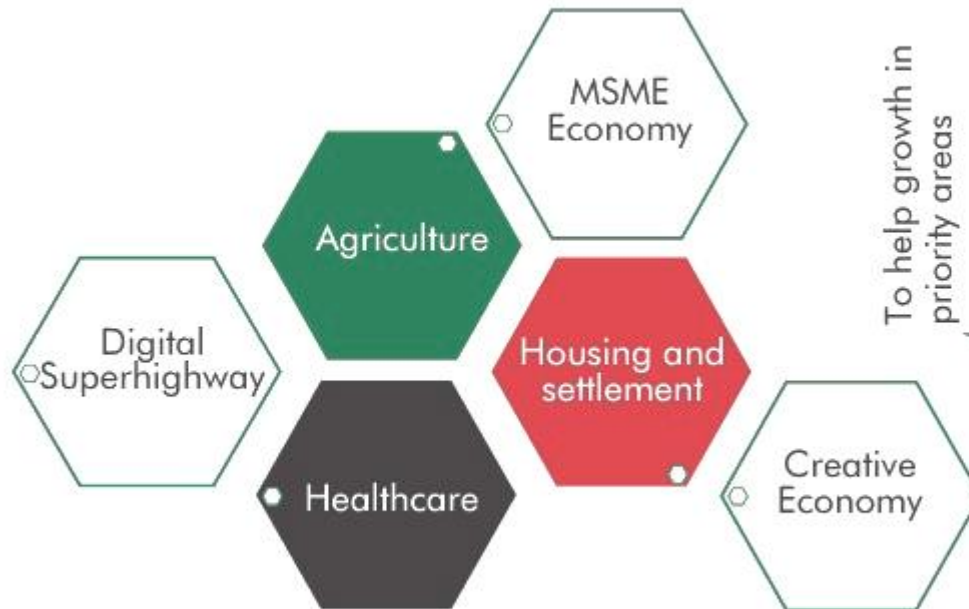
Our Product is Kenya – Business Hub of the Region



Kenya Current Economic Model

Priority Areas to Drive Inclusive Growth

Enabler Areas



Areas of impact

- Bringing down cost of living
- Eradicating hunger
- Creating jobs
- Expanding the tax base
- Improving foreign exchange balance
- Inclusive growth

Enabler sectors & Sub-Sectors

- Manufacturing
- Tourism
- Financial Services
- Aviation
- Infrastructure
- Environment & Climate change focus
- Education
- Social Protection

Investment Opportunities in Kenya

Sectors with investment potential:

Manufacturing:



- Automotive & E-mobility
- Textile and Apparel
- Fast Moving Consumer Goods (FMCG)
- Electronics
- Packaging & Labelling

Agriculture:



- Agro-technologies & Machinery
- Agro-processing & Value addition
- Agro-chemicals
- Fisheries
- Leather & Leather products

Health:



- Health technologies
- Health Insurance Coverage
- Pharmaceuticals

Digital & Creative Economy:



- Digital Infrastructure
- Business Process Outsourcing & IT Enables Services
- Handicrafts and Artefacts
- Sports and Sportswear
- Skills development

Affordable Housing:



- Construction & Property Development
- Housing Finance & Mortgages
- PPP (National & County Governments)

Green Economy:



- Renewable Energy
- Green technologies
- Green funding

KenInvest carried out Project Profiling in preparation of Bankable Investment Projects - Process of extracting snapshots or critical information from an investment idea fronted by project promoters and packaging them to make it bankable for possible uptake by investors. In this quarter, we profiled **87** projects worth **USD 20,047.45 Million** across **12** different sectors.

E-Opportunities

The e-opportunities platform provides access to bankable projects open for investment and partnerships in all Ministries, Departments, Agencies and all 47 Counties of Kenya (MDAC's). E-Opportunities links promoters and investors to ensure availability of projects for uptake. **42** new projects were uploaded this quarter, totaling to **379** projects.

During the 3rd quarter we had a total of **15,833** pageviews from **5,365** users out of which **5,261** were new on e-opportunities platform.

A total of **65** email enquiries were received in regards to profiled projects. An overview of e-Opportunities platform

Total Number of Projects we have in our custody as now

439



178

Validated projects are 178 & out of this only 114 projects have cost elements while 64 needs full feasibility studies

Ready Bankable Projects we have are 87 - with Feasibility studies & Ready Teasers

87

The total number of pitch decks developed so far is 69 with 18 teasers.

69+18=87

Prepared Pitch decks as of today

69

Sector	No. of Projects	Amount/Worth
Blue Economy	5	10328.15
Water/Agriculture/Infrastructure	15	5004.00
Real Estate	5	1347.31
Energy	5	1164.35
Agro-Processing	16	553.14
Financial Service	3	495.5
Infrastructure	2	491
Tourism	2	262
Health	6	183
Manufacturing	4	137
Agriculture	3	72
ICT	3	10
TOTAL	69	20,047.45

How KenInvest Support Local Investors

	ACTIVITY	DESCRIPTION	STATUS
1.	Company/Project Profiling	<ul style="list-style-type: none"> A snapshot looks at a company/project to provide valuable information in the development of the company/project in view of marketing to potential investors 	KenInvest undertakes to profile and market companies/projects SMEs for uptake and to create linkages for partnership
2.	Subcontracting & Partnership Exchange Programme (SPX)	<ul style="list-style-type: none"> Technical support program aimed at developing capacities of SMEs with the ultimate aim of linking them to supply chains through subcontracting and partnership opportunities. Conducted through enterprise profiling, benchmarking, capacity building, and matchmaking to prospective partners. A database of 250 profiled SMEs across different sectors and value chains was developed. 	<ul style="list-style-type: none"> Two hundred fifty established SMEs are supported through the program. One hundred fifty SMEs have been involved in local investment forums, B2B meetings, and trade fairs. Twenty-five of the SMEs involved in foreign business missions pitch their projects to partners, e.g., in China. 9 SMEs successfully liked to value chain partners & financiers. Six SMEs have presented projects profiled and uploaded to the e-opportunities & UNIDO's portal.
3.	Investment Made Easy Business Clinics	<ul style="list-style-type: none"> Periodic Training conducted quarterly addressing different business aspects from needs assessments done during engagements with enterprises. 	<ul style="list-style-type: none"> Trained more than 350 enterprises on investor-readiness aspects such as business plan development, bookkeeping, financial planning, pitching, governance, among other soft skills.
4.	Operationalization of the KenInvest Desk at Biashara Center	<ul style="list-style-type: none"> Operating under a One Stop Center model, where key government institutions in the business support ecosystem have been placed under one roof, in Kariobangi to offer seamless advisory services to SMEs seeking government facilitation. 	<ul style="list-style-type: none"> 'Investment Made Easy' Business clinics were conducted for over 250 enterprises in different MSME groups and associations. KenInvest has a desk at Kariobangi Biashara Center to support Business Advisory services weekly to SMEs visiting the center.
5.	Wekeza Dada	<ul style="list-style-type: none"> It focuses on strengthening the role of women in global value chains through improved productive capacity and performance by linking women-owned enterprises to financiers, investors, and technology service providers. 	<ul style="list-style-type: none"> Consultative Meetings were held in Nairobi, Kericho, and Busia counties. One thousand four hundred seventy-five women at different stages in business engaged so far.
6.	Vijana2Invest	<ul style="list-style-type: none"> An initiative to identify, model, and scale up innovations and business ideas among the youth in Kenya, as well as teach a saving and investment culture that will transform the mindset of the child from earners of wages to owners of capital. 	<ul style="list-style-type: none"> Approximately 3000 youths have been engaged so far through these different initiatives.

Kenya's Export Potential

Products with export potential:

Agricultural Products:

- Value-added Tea and Coffee
- Fresh Fruits: like avocados, mangoes, and pineapples.
- Nuts and Seeds: macadamia sesame seeds have

Processed Foods:

- Snacks, sauces, or other innovative food products.

Health and Wellness Products:

- Organic and natural health products
- Specialty teas.

Flowers and Horticultural Products:

- Cut flowers - Japanese consumers often appreciate high-quality floral products.

Textiles and Apparel:

- Traditional Kenyan fabrics and apparel with unique designs could find a niche market.

Hides and Skins:

- Leather products, including hides and skins, for various applications

Handicrafts and Artefacts:

- Unique Kenyan handicrafts, artwork

Kenya is open for Investment

KenInvest as a navigator

- In-country coordinated support - To streamline the overly complex processes - One Start One Go facilitation:
- Some of the key functions currently facilitated by the OSC are:

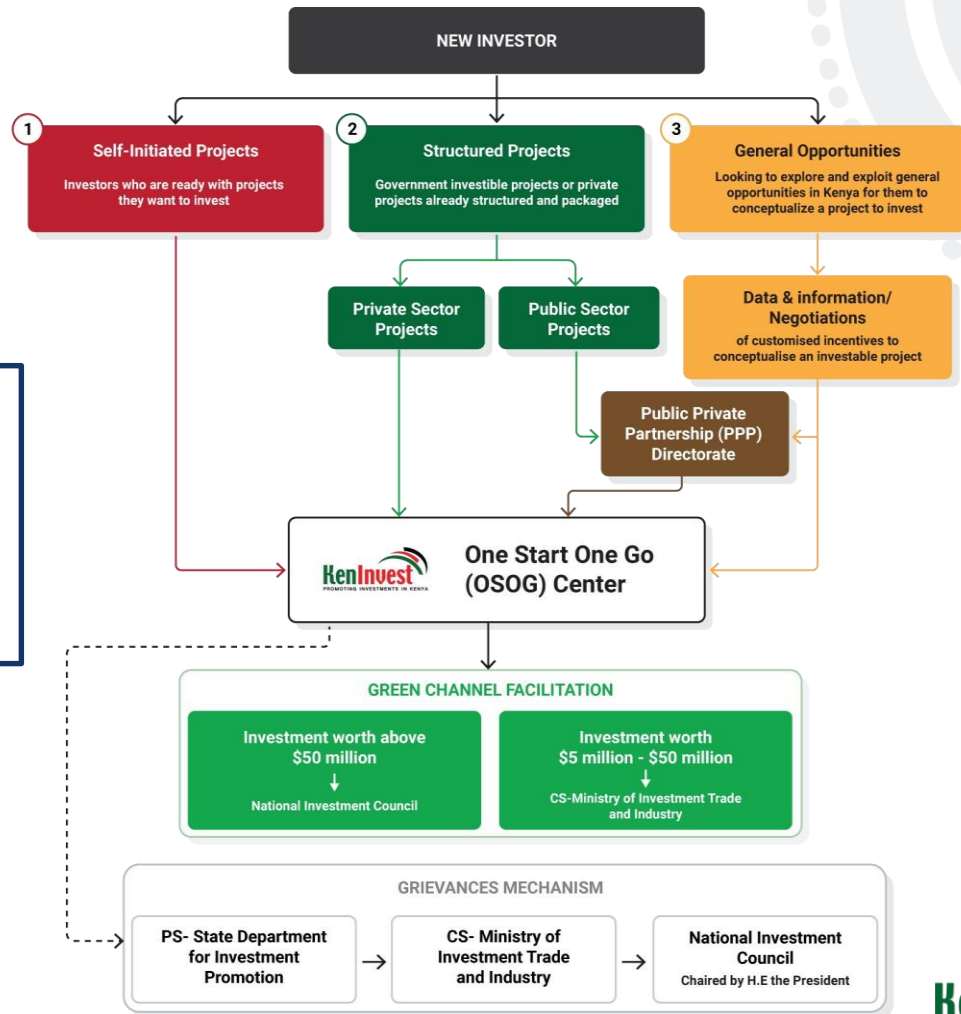
Company Registration	Tax/PIN Registration
Work Permit/Special pass facilitation	Obtain an EIA certificate
Power Connection	EPZ & SEZ Set Up

- Expeditious resolution of bottlenecks in investment
- Green channel on impact investment (National Investment Council)
- Government de-risking program; co-investment with KDC

Start your investment at the click of a button

- **E-Citizen portal:** all government services (<https://accounts.ecitizen.go.ke/en>)
- **E-opportunities:** investment-grade opportunities (<https://opportunities.invest.go.ke/opportunities>)
- **E-Regulations:** procedures of investing in Kenya (<https://eregulations.invest.go.ke/>)

The Investor Journey in Kenya





Think Investment



**MAKE IT
KENYA**



Contacts

Pius Rotich
General Manager, Investment Promotion (IPD)
Kenya Investment Authority (KenInvest)
Old Mutual Building 15th Floor
P.O. Box 55704 – 00200, City Square
NAIROBI

Tel +254 (730) 104-200 || +254 (730) 104-210

Email: info@invest.go.ke

Website: www.invest.go.ke