KENYA BUSINESS CHANNEL

The Voice of KEPSA

A KENYA PRIVATE SECTOR ALLIANCE PUBLICATION
DECEMBER 2022 ISSUE

SOARING BUSINESS CONFIDENCE ON THE BACK OF THE 2022 GENERAL ELECTIONS

REAL ESTATE

Optiven Limited: Soaring business confidence in Kenya's Real Estate

SUSTAINABILITY:

A collective plan to eliminate problematic and unnecessary plastics by 2030

TECHNOLOGY & EDUCATION

Why it is time to embrace technology in our education system

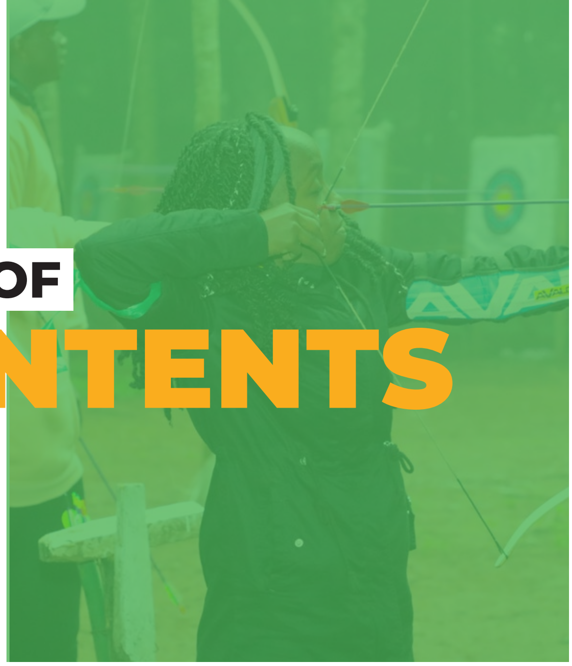


TABLE OF CONTENTS

EDITORIAL TEAM

SENIOR EDITOR
Boniface Mutinda

CONTENT EDITOR
Ferdinand Musungu

PHOTOGRAPHY
Ferdinand Musungu

CONTRIBUTORS
Carol Koech
George Wachiuri
Gracemary Muchiri
Hellen Wangechi
Josephine Wawira
Sharon Cheramboss
Snehar Shah

OPERATIONS AND PRODUCTION MANAGER
Aphlyne Agina

DESIGN
Evolve Design

Carole Kariuki
CHIEF EXECUTIVE OFFICER - KENYA PRIVATE SECTOR ALLIANCE

KEPSA is championing efforts to mitigate the effects of climate change in our region, in partnership with the Government of Kenya.

The CEO's FOREWORD

The Private Sector continues to play an important role in the Kenyan economy. We have sustained our focus on continuous engagement with the government to improve the business environment, particularly for SMEs, both within and externally by assisting our members in capitalizing on developing market opportunities, such as the AFCFTA and other regional trade agreements.

As the new regime takes over, we remain committed to ensuring a conducive business environment for the private sector businesses in the country. As such, we presented our manifesto to our key partner the national government, which focuses on cross-cutting issues such as the high cost of doing business in the country, enhancing Kenya's trade and investment competitiveness locally, regionally, and internationally, supporting digital transformation, supporting SME development, unlocking manufacturing competitiveness, tackling climate change and environmental degradation, disaster preparedness and strengthening healthcare systems, and have since harmonized our manifesto with the government's which is focused on Agriculture, Micro, Small and Medium Enterprise (MSME) economy, Housing and Settlement, Healthcare, Digital Superhighway, and Creative Economy to ensure greater collaboration as we create an improved business environment.

Beyond the national engagements, we seek to strengthen regional economic growth through the devolved units and have engaged the leadership of the counties starting with Nairobi, which accounts for about 21% of the country's GDP explaining in detail what the private sector businesses want and how we can work jointly to co-create solutions.

Kenya's business environment has steadily improved over the years, allowing the country to make its imprint on the world stage. The consistent KEPSA partnership with the government to make doing business in Kenya easier, simpler, faster, and cheaper has yielded significant results. This has made the business climate for our members and the private sector at large pregnant with hope now more than ever before! A recent CEO's confidence survey we conducted just before the elections revealed that the private sector CEOs were hopeful of the future and with the 2022 elections ending peacefully, that hope is confirmed and a more robust economy with vibrant economic activity is imminent.

To ensure this hope is translated into reality, KEPSA will continue to support businesses with opportunities for training, networking, financial linkages, mentorship and coaching, access to markets, value chains, and access to investment opportunities internally and globally. On 31st October 2022, we launched the ***Kenya Youth Employment and Entrepreneurship Accelerator Program (K-YEEAP),*** an innovative youth employment solution that seeks to use market development approaches to create jobs and entrepreneurship opportunities for youth and women in the private sector in the next five years.

Additionally, the National Business Agenda IV, which is now being developed and will guide us through to 2027, has incorporated national development priorities as well as private sector priorities that will contribute to an economic-led transformation. After the NBA IV's five-year term, we anticipate greater private sector activity and exports under the auspices of a stable macroeconomic and predictable policy and regulatory environment.

Regarding the ongoing drought, I first must acknowledge that the private sector has been involved in drought-mitigating initiatives before, most notably the Kenyans for Kenyans initiative. This year, we note that the drought situation continues to worsen in 20 of the 23 ASAL counties, with the number of people in need of humanitarian assistance projected to increase to 4.35 Million by the end of 2022. (LRA 2022).

KEPSA, with support from all private sector players, development partners, and other stakeholders, initiated the Pamoja Tuungane Initiative to complement the government's efforts in responding to the current drought situation. The short-term goal of this initiative is to mobilize resources to save lives, while the medium goal is to enact policy changes that will help in mitigating this perennial problem. In the long run the intervention will focus on investments such as climate-resilient agriculture, strategic water storage facilities, water harvesting, and food storage.

Presently, we are working with the respective Governors from affected counties to discuss the long-term solutions; Developing a structured approach to finding creative and lasting solutions including resource mobilization both in cash and in-kind, and strategically exploring livestock de-stocking and re-stocking programs in the ASAL regions focusing on both food and livelihood supply to affected families.

KEPSA is also championing efforts to mitigate the effects of climate change in our region, in partnership with the Government of Kenya, through the Corporate Commitment to Climate Change drawn from the private sector strategy on climate change solutions in Kenya.

This issue of the KEPSA Magazine, will provide more insights into how several of our members are contributing to soaring business confidence post the 2022 general elections.

Enjoy your reading!

Ms Flora Mutahi
CHAIRPERSON - KENYA PRIVATE SECTOR ALLIANCE

The private sector is the primary driver of the East African economy, accounting for 80% of total production, 60% of investments, and 75% of lending and roughly 90% of all job opportunities for working-age people.

THE PRIVATE SECTOR'S BUSINESS OUTLOOK FOR THE COUNTRY, THE EAST AFRICA REGION, AND THE AFRICAN CONTINENT

Since the COVID-19 outbreak, the Private Sector in Africa, East Africa, and particularly in Kenya has worked closely with the government and other partners to protect businesses and the economy in Africa from the global pandemic's negative repercussions. On a global scale, the private sector's role in promoting growth and economic development cannot be overstated. The private sectors are the primary agent in creating job opportunities, providing funds, driving innovation, and increasing competitiveness typically taking entrepreneurial risks, which is important in how the private sector converts various investments into wealth creation and income generation in Africa.

In Africa, the private sector has been hailed as Africa's primary growth engine, accounting for roughly 70% of output, roughly two-thirds of total investments, and 90% of employment opportunities. According to African Union (AU) statistics, job creation and development in the private sector are viewed as one of the most sustainable and effective strategies for alleviating poverty in African countries.

Growth in the private sector has been critical in financing Africa's future development. When the private sector is dynamic, it allows domestic revenues to grow significantly, reducing reliance on foreign aid. The African continent's combined domestic revenues are currently more than ten times the value of aid flows. Access to financial service providers and microfinance institutions has been critical over the years. Historically, the private sector in Africa has been held back by several factors, including inadequate education systems and insufficient infrastructure. However, with increased private sector penetration in African countries, it is time to achieve maximum economic growth in various sectors.

In East Africa, the private sector plays an important role in enhancing East African regional integration as well as improving trade among East African partner states as it understands the constraints that businesses face and can capitalize on the opportunities created by such regional trade initiatives thereby increasing the value of Eastern Africa's manufactured exports, particularly textile and clothing exports, heavy manufacturing, processed food and livestock, and meat products and trade among East African economies, hence improving overall GDP and exports making the private sector the primary driver of the East African economy, accounting for 80% of total production, 60% of investments, and 75% of lending and roughly 90% of all job opportunities for working-age people.

Over the years, Kenya's private sector has made significant contributions to the country's economic development. The sector accounts for 80% of total GDP, as well as a significant portion of total export earnings and employment. Kenya's private sector growth slowed in October 2022 after expanding in September for the first time since march 2022, as rising prices reduced consumer spending and increased operating costs.

The S&P Global Kenya Purchasing Managers' Index (PMI) fell from 51.7 in September to 50.2 in October 2022. Readings above 50.0 indicate expansion in business activity, while readings below that indicate contraction. Kenya is experiencing rising inflation, which the central bank regards as the country's "number one evil." Annual consumer price inflation increased to 9.6% in October, up from 9.2% in September 2022, according to statistics office data. Despite numerous internal and external shocks, the sector has remained resilient, contributing to export market diversification and the development of numerous export products.

Kenya climbed to 56th place out of 190 economies in the World Bank's 2020 Doing Business survey, up from 61st place in 2019 and 80th place in 2018. In terms of ease of doing business, it ranks third among Sub-Saharan African countries, trailing only Mauritius and Rwanda. Kenya's Consumer Price Index CPI increased to 127.86 points in October, up from 126.73 points in September 2022. By bringing numerous opportunities for value creation, the private sector drives the economic sector by more than 70% in development, driving sustainability, employment, and economic growth.

Kenya remains an expensive place to do business, owing to political uncertainty, low foreign direct investment, and corruption.

Furthermore, lowering high entry barriers and regulatory requirements will be necessary for improving competitiveness, particularly in key sectors. Policies to bridge the gap between the formal and informal sectors are also required. Billions of dollars in private and public funds will be directed toward the SDGs, creating enormous opportunities for businesses to provide solutions.

KEPSA BOARD *2021-2023*


MS. FLORA MUTAHI
CHAIRPERSON


MR. JASWINDER BEDI
VICE CHAIRPERSON


CAROLE KARIUKI
CHIEF EXECUTIVE OFFICER


MR. DARREN J GILLEN


MR. STEPHEN GITAGAMA


MR. TROY YUE


MR. JOHN GACHORA


MR. MACHARIA MUTHONDU


MR. MUCAI KUNYIHA


MR. ALLEN GICHUHI


MR. GRAHAM SHAW


DR. ELIZABETH WALA


MS. CATHERINE MUSAKALI


MS. EVA MURAYA


DR. BIMAL KANTARIA


ENG. JAMES MWANGI


NICK NESBITT

STIHL EAST AFRICA EMBARKS ON AGRICULTURE MECHANISATION TRAINING FOR FARMERS IN KENYA - *By STIHL East Africa*

Power tools manufacturer STIHL East Africa has embarked on Agriculture mechanisation training for farmers in Kenya.

The training dubbed ***'Fanya Hesabu Za Power'*** is aimed at helping smallholder farmers increase productivity by reducing costs, time and energy through mechanisation. STIHL East Africa Managing Director Francois Marais says the training targets various regions that include Central, Rift valley, Western, Easter, Nyanza and the Coastal region.

"An African woman with hoe in hand" is the default symbol of agriculture in Kenya, Women grow 70 percent of Africa's food on smallholder farms, a task anchored by physical labour. Now, with Africa's population expected to double by 2050, the continent must ditch the hoe in favour of modern technology, which will complete the same tasks far more efficiently," Marais said during the launch of the training.

He said without mechanized agriculture, productivity suffers drastically, lowering farmers' earnings hence a transformation from small-scale subsistence farms to mechanised, more commercially viable farms is essential.

> **Women grow 70 percent of Africa's food on smallholder farms.**

"The training will be done through our dealership network across the counties as well as through local media channels. Technologies to achieve Africa's green revolution are paramount and we must scale up efforts to reach millions of farmers with the gospel," he added.

Africa's green revolution are paramount and we must scale up efforts to reach millions of farmers.

The products are designed to enable smallholder farmers to adopt mechanisation in their farms in a bid to increase their productivity and income. The range of products available in the East African market include tillers, water pumps, brush cutters, tea pruners, special harvesters as well as earth augers among other handheld tools, made specially for East Africa smallholder farmers.

East Africa is dominated by smallholder production on farms of between 0.2 and 3 hectare.
s, which account for 78 percent of total agricultural production and 70 percent of commercial production. Agricultural GDP is driven by horticulture and cash crops, but productivity is low, particularly for cereals.

The level of mechanisation has a significant positive impact on the cost, output value, income and return rate of all types of crops. For every 1 percent increase in the level of mechanization, the yields of all crops, grain crops and cash crops increase by 1.2151, 1.5941 and 0.4351 percent, respectively.

"Our tools can perform the functions of levelling, land preparation, deep turning and deep scarification, which can improve land quality better than the traditional manual and livestock operation methods, especially in the transformation of medium- and low-yield fields. Agricultural machinery can increase the degree of multiple cropping of cultivated land to provide the potential for multiple crop cycles per year, thus improving production capacity and land output rates Mechanical irrigation and drainage, dry farming machinery and mechanical spraying can effectively mitigate risks such as drought, floods, weeds and insect pests," he explained.

He explained that STIHL tillers can till 1 full acre in 4.9 hours at a fuel consumption rate of 3.9litres per acre, while a sprayer can spray 1 acre in 3.37hrs with a fuel consumption of 1.15l/hr. STIHL cultivators can weed 1 acre of land in 18 hours (approx. 2 days) with a fuel consumption of 1.01litres per hour.

STIHL East Africa offices were launched in August 2022, after The Stihl Group picked Kenya as its first choice to establish its second subsidiary in Africa.

The subsidiary will be its Eastern Africa hub servicing countries that include Kenya, Uganda, Tanzania, DRC, Rwanda, and Burundi among others. Kenya is the gateway into Eastern and Central Africa and its Infrastructure allows for entry into these markets.

"Our plan is to distribute our products from Kenya into the traditional East African Market which includes Tanzania, Uganda , Burundi, Rwanda,South Sudan , Ethiopia and the Horn of Africa countries. We are also looking at the new partner state in the East African Community (EAC), the Democratic Republic of Congo (DRC). We will have representatives on the ground in all these countries ultimately looking after our customers via the dealership model," Marais said.
The STIHL Group develops, manufactures, and distributes outdoor power equipment for forestry, agriculture, landscaping, construction and cleaning customized for professionals and discerning consumers.

Other products STIHL has brought to the East African Market include chain saws, cut-off machines, brushcutters, hedge trimmers, grass trimmers, concrete cutters, high pressure cleaners, and vacuum cleaners among others.

The firm is targeting the booming Agriculture and construction sectors in the region, as governments continue to increase investments in these areas.

Check out ***www.stihlea.co.ke*** for our range of Products.

OPTIVEN LIMITED, SOARING KENYA'S REAL ESTATE'S CONFIDENCE AMIDST A BUSY POLITICAL SEASON

In most parts of the world, or at least in Africa, general elections are a key event that affects business. This is so because elections see a transition in leadership and a change of power from one regime to another, which sometimes comes with new approaches in the way business is conducted in a country.

Closer home in Kenya, in the past elections, we have witnessed every new leadership coming with their new way of doing business well packaged in highly publicized documents in the name of manifestos. Now, we are under the regime of the Kenya Kwanza under the leadership of H.E Dr. William Ruto and so we must adjust our sails according to "The Plan", the new Government's approach to business.

The year 2022 was expected to be the first time that the Kenyan economy overcame historical election anxiety to expand more than 5.0 percent since the reintroduction of multi-party democracy in 1991. The GDP has a history of slowing down during election years when firms put investment decisions on hold pending a return to normality on the political scene. As Kenyans voted for leaders of their choice in one of the most unpredictable elections in the country, the business world was also a part of the process in one way or another.

Optiven Limited, the leading real estate company was keen to be a voice of reason by engaging in a peace campaign during this time. It was no longer business as usual as the company invested in providing content that was wholesomely skewed to share the message of peace and a reminder that it was the responsibility of each Kenyan, before, during and after the election.

No less that the Group CEO, Mr. George Wachiuri, who was at the forefront to lead the initiative that was targeted to both the young and the old in an equal measure under the mantra **#OptivenForPeace.**

It is this step that also saw Optiven advising the masses on the need to elect forward-looking leaders, with the main aim being to transform the communities with their policies and manifestos. In addition, Optiven also offered to have the customers comfortably pay for their projects with relaxed installments.

Already, the customers at Optiven had been provided with customized payment plans to cushion them for the election period where uncertainty meant that more savings needed to be made.

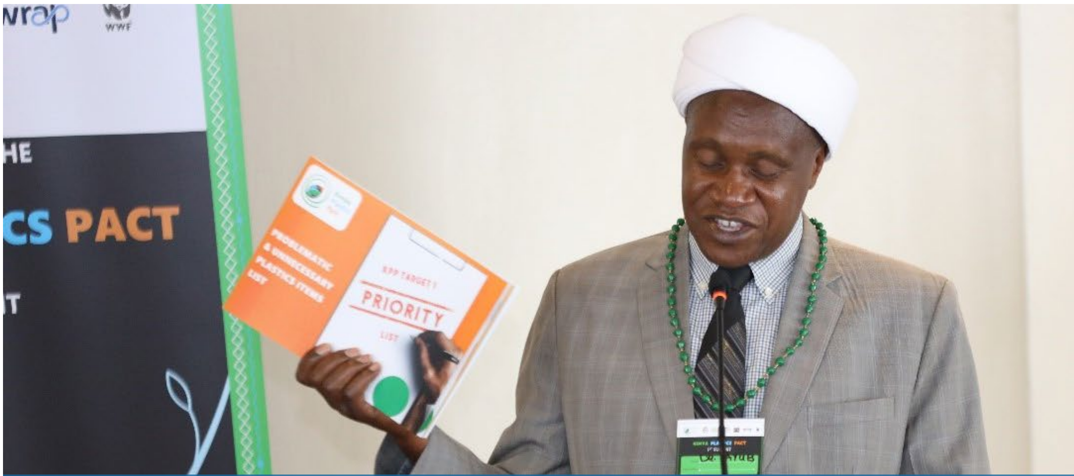
"To cushion our customers we adapted different campaigns before the elections that were aimed at rewarding our investors. By paying a certain amount of money for their investments, they were also able to also get cashback and gifts – both of which were of value to them and their loved ones before, during and after the elections."
- George Wachiuri, Opiven Founder and CEO.

The company also considered most Kenyans' reduced purchase interest based on the priority change. This saw the introduction of more affordable projects as Optiven lived up to its mandate of socially and economically empowering and transforming society. With this consideration, new projects within the counties were introduced to our customers with the target being middle to lower-middle-class investors. The location of the projects was also based on the requirements of the customers many of whom had sought to invest in the counties and with installment payment plans.

Optiven through its soft arm was also at hand to give back to society by offering food support for people living in informal settlements, provision of wheelchairs for people living with disability and offering mentorship opportunities, especially for fresh graduates under the graduate mentorship initiative.

Overall, the involvement of Optiven across the board contributed to the real estate business, making it soar even during and after the elections. Going forward we believe that the future for Optiven is bright.

For more info, visit www.optiven.co.ke



GOVERNMENT ENDORSES ELIMINATION OF PROBLEMATIC PLASTICS BY THE KENYA PLASTICS PACT

By Josphine Wawira

The Kenya Plastics Pact has published a list of problematic and unnecessary plastic items to be eliminated in Kenya. This adds to the already existing Government's plastic bag ban that came into force in 2017, and the ban on selected single-use plastic items in protected areas since June 2020. The priority list supports a collective plan to meet the target of phasing out problematic and unnecessary plastic items by 2030 and has been endorsed by the Government through the Ministry of Environment and Forestry, and thirty-nine Kenya Plastics Pact business members and supporters.

The priority list is disaggregated into plastic packaging items, non-packaging plastic items, and additives. The plastic packaging items listed include all polystyrene (PS) packaging, polyvinyl chloride (PVC) rigid packaging (including bottles), Expanded Polystyrene (EPS), plastic packaging for fast foods, Polyethylene Terephthalate Glycol (PETG) in rigid packaging, secondary plastic cling film on takeaway packaging, consumer plastic multi-wrap around cans, tins, bottles, and cartons for multi-sales, PETG and PVC shrink sleeves on PET bottles. Items under non-packaging plastic are disposable plastic cutlery, disposable plastic plates and bowls, plastic straws, plastic stirrers, and plastic cotton bud sticks. Those under the plastic additives category are Oxo-degradable plastics products.

The plastic items under the current ban in protected areas have been included since they are problematic (have no value for collection as they are limited, cannot be recycled, or are contaminated for recycling; and thus, end up in the environment) and unnecessary and there are alternatives already available; an indication that there could be a total ban in the near future.

"During the 2nd Oceans Conference in Lisbon in June 2022, Kenya announced its intention to join the Global Commitment on Plastics that is spearheaded by UNEP and the Ellen McArthur Foundation. As an initial step, the country is expected to declare its plastics reduction targets and the government will work closely with the Kenya Plastics Pact to propose realistic targets," said Dr Chris Kiptoo CBS, Principal Secretary National Treasury and immediate former PS of the Ministry of Environment and Forestry at the Kenya Plastics Pact Summit held in Nairobi on 27th of October 2022.

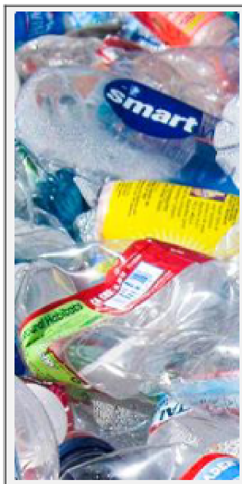
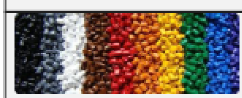
He was represented by Dr Ayub Macharia, the Director of Environmental Education and Awareness at the Ministry of Environment and Forestry, who, while officially launching the list, appealed to the producers trading with these items to take necessary action. "This is indeed an important step towards sound management and use of plastics in Kenya. I commend all members and supporters for being proactive and grabbing this opportunity for the betterment of Kenya," added Dr Ayub.

Plastic pollution is now a global crisis that demands a systems approach to combat it. Materials production and disposal, including plastics, remain a complex challenge that our generation is confronted with. It is just one part of the triple challenge of - climate change, biodiversity loss and pollution - which are existential threats to our survival as humans on our shared planet.

The world currently produces 400 million tonnes of plastics per year, while only less than 10% is recycled. It is estimated that if the status quo is maintained, by 2050 we will have more plastic in oceans than fish. Marine organisms such as turtles, fish and seabirds, are ingesting plastic with tragic results. Microplastics are also building up along the food chain and this is likely to have adverse effects on humanity and biodiversity.

According to the Kenya Plastics Pact Program Manager Ebenezer Amadi, "Phasing out problematic and unnecessary single-use plastic packaging is essential to shift our economy and community to more durable, reusable, and recyclable packaging. By tackling these problematic items, we will also reduce packaging consumption and waste, improve the economics of recycling, increase employment, lift recycling rates and help boost recycled content in packaging."

Furthermore, the Kenya Plastics Pact supports the operationalization of the Extended Producer Responsibility (EPR) schemes under which plastics are subject. Once enacted, EPR will eliminate laggards towards the transition to a circular economy that has proven potential to activate new business models and generate job opportunities in waste management.

	ITEMS	RATIONALE BASED ON CRITERIA
	**PLASTIC PACKAGING ITEMS**	
	All polystyrene (PS) packaging	Alternatives exist.
	Polyvinyl chloride (PVC) rigid packaging (including bottles)	There is currently no known PVC recycling system in the country. It contaminates PET and hampers PET recycling. Alternatives exist. Contaminates the environment and human health when disposed.
	Expanded Polystyrene (EPS) plastics packaging for fast foods	Not currently recycled in Kenya. Lightweight material that has an extremely high litter propensity. Alternatives exist.
	Polyethylene Terephthalate Glycol (PTG) in rigid packaging.	It is difficult to differentiate with PET and has a different melting point thus hinders recyclability of PET.
	Secondary Plastic cling film on takeaway packaging.	Alternatives exist.
	Consumer plastic multi-wrap around cans, tins, bottles, and cartons, for multi-sales.	Alternatives exist.
	PETG and PVC shrink sleeves on PET bottles	Easily littered and contaminate PET recycling stream.
	**NON-PACKAGING PLASTICS**	
	Disposable plastic cutlery	Alternatives exist. Covered by the single use plastics ban in protected areas.
	Disposable plastic plates and bowls	There are alternatives available. Covered under the single use plastics ban in protected areas.
	Plastic straws	Alternatives exist. Covered under the single use plastics ban in protected areas. High leakage.
	Plastic stirrers	Covered under the single use plastics ban in protected areas.
	Plastic cotton bud sticks	Covered under the single use plastics ban in protected areas.
	**PLASTICS ADDITIVES**	
	Oxo-degradable plastics products	Fragmentates into micro-plastics and thus has a high level of impact on the environment. Undermined confidence in PE film recycling. Alternatives exist.

"We are excited that this initiative integrated the new developments in waste management to arrive at the 4 targets to be achieved by 2030:

a) Eliminate unnecessary or problematic single-use plastic packaging items through redesign, innovation, and reuse delivery models.
b) 100% of plastic packaging is reusable or recyclable.
c.) 40 % of plastic packaging is effectively recycled.
d) 15% average recycled content across all plastic packaging.

The Ministry will continue to work closely with KPP to ensure progress towards a Kenya free of plastics pollution. To achieve this, we need more private sector stakeholders to join the initiative as they would benefit from scientific benchmarking to progress towards sustainable development," emphasized Dr Ayub.

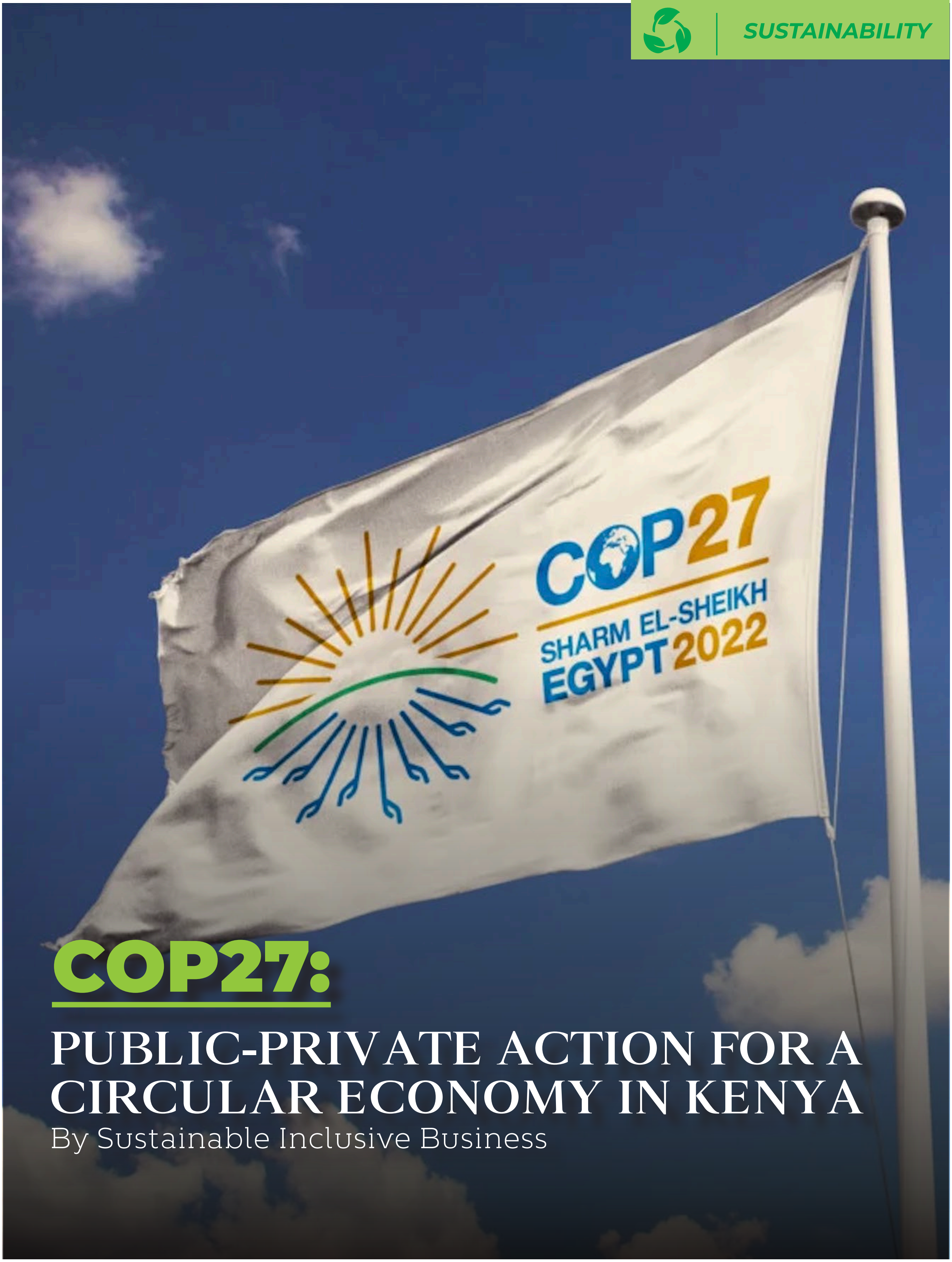
His sentiments were echoed by WWF-Kenya CEO Mohamed Awer, presented by the Head of Conservation Jackson Kiplagat, who noted that the Keya Plastics Pact is an important strategy that must be pursued in parallel with other strategies such as the EPR and other legally binding and voluntary schemes to achieve a truly circular economy for plastics.

"To ultimately achieve the reality of No Plastic in Nature, we will need all hands on deck starting with companies, policymakers, cities' officials and the public to do their part to grow sustainable, accessible, and inclusive circular economy systems. We need to appreciate the unique challenges within the Kenya context and apply locally-led solutions to accelerate the transition to a circular economy in Kenya," he stressed.

ABOUT THE KENYA PLASTICS PACT

The Kenya Plastics Pact is an ambitious, collaborative initiative that brings together businesses, governments, researchers, NGOs, and other stakeholders across the whole value chain to set time-bound commitments to transform the current linear plastics system into a circular plastics economy. The second in Africa, the Pact aims to ensure that plastics never become waste by eliminating plastics we don't need, innovating to ensure that the plastics we do need are reusable or recyclable, and circulating all the plastic packaging items we use to keep them in the economy and out of the environment.

The development and implementation of the Kenya Plastics Pact are led by Sustainable Inclusive Business, the knowledge centre under the Kenya Private Sector Alliance (KEPSA); with support from WRAP – the UK-based global environmental NGO, MAVA Foundation and the Ellen MacArthur Foundation.



COP27:

PUBLIC-PRIVATE ACTION FOR A CIRCULAR ECONOMY IN KENYA

By Sustainable Inclusive Business

There is an urgency to translate conversations and commitments at both the COP27 in Egypt and the just concluded Circular Economy Conference in Nairobi, into real transformation.
The situation on the planet is alarming; we are facing a triple planetary crisis of climate change, biodiversity loss and pollution. The three crises are deeply interlinked and cause a great challenge to humanity, even as the world battles with pandemics, war, and economic slowdowns.

Despite these rising global challenges, Africa is making progress in creating innovative and determined initiatives to create a fully circular economy to deal with the pangs of climate change. It is not surprising, therefore, that the ongoing United Nations Climate Change Conference, COP 27, is taking place in Africa, in Sharm El Sheikh, Egypt.

"We are contributing to the global triple crisis rapidly due to degrading, wasteful, and polluting linear economy and this threatens our economic and human well-being. We must increasingly strive for resilient growth, and a circular economy can create numerous new opportunities. Circular supply chains, repair, reuse and recycling of products can sustain local jobs at all skill levels, assure social integration and a higher gross domestic product," said Dr Chris Kiptoo CBS, Principal Secretary National Treasury and immediate former PS of the Ministry of Environment and Forestry during the 7th Circular Economy Conference held in Nairobi on the 26th of October.

Themed 'Together for Implementation', COP27 will accent the implementation of the National Determined Contributions and the Paris Agreement. It will focus on Africa, in line with the fact that African countries are exposed to some of the most severe impacts of climate change despite being the least contributor to greenhouse gas emissions.
Also speaking at the Circular Economy Conference,

"I'm convinced that Africa is more than capable of changing the story on climate change,..."

Karin Boomsma, Director of Sustainable Inclusive Business Kenya

Katrin Hagemann from the European Union Delegation to Kenya noted that the transition to a circular economy will be essential in reaching the goals of COP27. She further emphasized the EU's support towards Kenya's ambitious public-private action in promoting a sustainable economy through the EU Green Deal.

"Kenya is increasingly exploring opportunities and challenges that COP27 will bring, especially to the private sector. We will together explore the global, regional and national efforts towards a circular economy in Kenya, showcase pioneering ideas, share global visions and see their local applications and impact," she added.

Kenya intends to expand the scope of the circular economy beyond waste management to cover the entire economic drivers. Enhanced public-private action on the circular economy will enable existing materials to be used severally to deliver high-value goods and services.

"I'm convinced that Africa is more than capable of changing the story on climate change, and that's why we convened the Circular Economy Conference. But to do so, there is an urgency to translate conversations and commitments at both the COP27 in Egypt and the just concluded Conference in Nairobi, into real transformation. The private and public sectors must collectively implement solutions that help address climate and biodiversity challenges," Karin Boomsma, Director of Sustainable Inclusive Business Kenya.

According to the World Bank, low- and middle-income countries recorded a 49% increase in private investment commitments from 2020, to reach a total of $76.2 billion in 2021.

This creates a significant opportunity to encourage quality investments in sustainable projects. In Kenya, efforts in promoting a circular economy have placed major emphasis on the following areas, as listed by the Ministry of Environment and Forestry:

1. Encouraging circular business models and production processes, reverse logistics, and feedback loops integrating reuse, refurbish and re-manufacture of products.

2. Promotion of alternatives to primary raw materials and use of recycled materials.

3. Promotion of design for products that last longer and are easier to repair and recycle.

4. Support for a local circular economy such as industrial symbiosis where waste from one company becomes the raw material for another.

5. Supporting the use of non-hazardous substances and removal of contaminants from products.

6. Promotion of economic instruments and tools that support sustainable consumption.

7. Promotion of training and education for green skills.

8. Promotion of green public procurement.

As the Kenyan government seeks to address the impacts of climate change, the need for private-sector participation cannot be underplayed. Setting the optimum level of public-private action should result in the implementation of more circular economy projects at the national level, even as global platforms like COP27 continue to drive international agendas.

ABOUT SUSTAINABLE INCLUSIVE BUSINESS

Sustainable Inclusive Business – Kenya (SIB-K) is a neutral initiative established through a fruitful partnership between the Kenya Private Sector Alliance (KEPSA) Foundation and the Embassy of the Kingdom of Netherlands in Kenya. Its main objective is to increase awareness and the adoption of sustainable business models with a positive impact on People, the Planet and Profit, working with the private sector, Non-governmental Organizations (NGOs), civil society and governments. The initiative champions for mind shift from contemporary CSR practices to creating innovative business solutions which contribute to sustainability and inclusion. The focus on sustainability informs the focus areas SIB-K engages in including circular economy, blue economy, climate change, people power, and redefining business values. It is also the lead organization in the implementation of the Kenya Plastics Pact.

DIGITIZATION OF THE PUBLIC SECTOR TO CATALYZE EMPOWERMENT AND JOB CREATION FOR YOUTH WHILE ELIMINATING SOCIAL VICE

By Dr. Ehud Gachugu

Caren Karendi, a 26-year-old lady from Mombasa town was experiencing frustration trying to secure a job after graduating with a Bachelor of Arts in Sociology, and Communication from the University of Nairobi. With the marketplace being too fast-paced, Caren found it very hard to maneuver her way into getting a job since she had no prior work experience. She dreaded going back home to Mombasa where most of her agemates were jobless and had given in to underemployment or indecent means of earning a living. Luckily, she got to learn of the data entry and transcription work opportunities that Ajira Digital Program in partnership with the Kenya Judiciary was providing which aims at digitizing the Judicial system in Kenya to ensure the efficient delivery of justice.

Previously, cases in courts would be filled in physical files, court proceedings recorded in handwritten documents which at times were very hard to understand from a second reader, and also the courts experienced backlogs in solving cases due to misplaced or damaged files. This pilot program is supporting the Judiciary of Kenya to digitize its operations by ensuring all case files are available on the new Case Tracking System (CTS) and allowing judicial officers to have access to the virtual files. Additionally, the public can carry out electronic case searches and electronic case tracking to determine the status of cases. The proceedings of the courts are also transcribed into digital format hence complementing the e-filling system.

This work opportunity has offered Caren a decent source of income but more importantly, empowered her in experiencing a working environment that has given her confidence to explore other dignified jobs either available online or physically. She managed to get a three-month internship opportunity with the Anti-FGM Board and on completion, she has been doing digital work gigs such as transcription through digital platforms such as KrowdWorks.

Youth unemployment globally and in Kenya

Caren's struggle in securing employment and a source of income is very common with most young people in Kenya and elsewhere globally. The International Labour Organization recently indicated that more than 64 million are unemployed youth worldwide and 145 million young people workers are living in poverty. Hence, youth employment remains a global challenge. The number of Kenyans out of work has doubled over a decade leaving East Africa with the highest unemployment rate in the region. The World Bank data shows about 5.2 million young Kenyans are out of work in 2022. This is despite the country's economic growth recorded in the Economic Survey 2022 by the Kenya Nation Bureau of Statistics where the real GDP is estimated to have grown by 7.5 percent in 2021. The 926,100 new jobs created in the year 2021 are still not enough to cover this growing figure of unemployed youth. Hence the need for additional options to create work opportunities.

Benefits of digitizing the public sector

Solving youth unemployment will not only benefit the youth accessing these digital and digitally-enabled jobs but also has the potential of reducing the social unrest in Africa. If left unchecked, youth unemployment can have serious social repercussions leading to social exclusion, anxiety, and a lack of hope for the future. Not feeling that a better life is possible can lead to many young people engaging in social vices such as drug abuse and addiction, illicit sexual behaviors, thuggery, and other criminal tendencies. Such vices would only result in bringing nations down with them.

Ajira Digital Program, an initiative of the Government through the Ministry of ICT and Digital Economy (previously known as the Ministry of ICT, Innovation and Youth Affairs) and being implemented by the Kenya Private Sector Alliance (KEPSA) and eMobilis with funding from Mastercard Foundation, continues to engage both the private and public sectors to digitize their processes and outsource digital workers which eventually promotes digital and digitally-enabled work opportunities for young people. This year, the Ajira Digital national survey showed that over 1.9 million young people are working online in Kenya which is a good sign of the potential that digital transformation in the various sectors has in growing jobs for the youth, eventually reducing youth unemployment rate in the country.

So far, the Government has enabled job creation in the public sector through the delivery of services. However, it is important to adopt a comprehensive multisectoral approach to the job creation strategy for the country. There is a great opportunity to create jobs by supporting further developments in various sectors such as agriculture and service sectors. These developments could be through the adoption of technology and Digital transformation of the public sector.

A case at hand is when Ajira Digital identified the need for digitizing the Judicial system and piloted a program implemented by KEPSA to provide data entry, transcription, and scanning services. Today, 211 court stations and 7 tribunals have been impacted by the transcription pilot through virtual court recordings tapped or downloaded from the stations and transcribed. In addition, over 200,000 files have been digitized through data entry. This intervention of digitizing the judiciary has quickened the administration of court cases through the virtual court system and eased the congestion of the courtroom resulting in reduced operating costs. It has resulted in a reduced number of days taken from the commencement of proceedings to completion; that is from 58 days to 13 days. The Supreme Court judges have completely put down their pens as a result of this support.
This means effective access to justice which has an economic value.

Besides offering solutions to the Kenyan Judiciary, this pilot program has seen over 1,500 young people directly linked to work opportunities in areas of transcription, data entry, and scanning.

This has contributed to solving youth unemployment in the country. The program's impact on the labour market and other outcomes of youth is evident. It has been an opportunity to address some of the critical barriers that young people face today in gaining meaningful skills and accessing decent work.

In addition to giving the youth a source of income and ensuring the sustenance needs of their families, the program enabled economic opportunities for the entire community within the areas where these digital workers hail. These young people can now access youth empowerment centres and innovation hubs which is a unique response to challenges facing the youth such as access to infrastructure and resources, mentorship, a space to nurture youth talent, entrepreneurship training, information provision as well as community mobilization and networking, giving them a sense of belonging and hope for the future. This will eventually translate into a social shift in terms of consumption, reduction in vulnerabilities, social inclusion, and improved socio-economic well-being of these young people and the communities at large.

Some of the notable social impacts are the empowerment of these young people to a financial savings culture and the growth of their enterprising skills, raising the level of their economic sustainability. In addition, these young people are able to use their knowledge and work experience to make more informed decisions about their lives and those that respond to the needs of their communities. These young people are open to change in how things are done while growing their innovativeness to seek and create work opportunities.

Regional digitization practices compared to Kenya

In other parts of the Sub-Saharan Africa region, there is a rapidly evolving digital government landscape that is supported by regionwide initiatives and accepted as key pillars of the transformation and growth of sub-Saharan economies. According to a report by the Tony Blair Institute for Global Change, of the 46 sub-Saharan countries, a total of 43 have established their own ICT ministries that are responsible for leading both the digitalization of government and the wider economy, with the majority having a national digital-transformation strategy in place. These governments have introduced innovative platforms such as the Ghana Community Network, a trade facilitation platform; Rwanda's egovernment digital platform known as Irembo; Woreda Net in Ethiopia providing internet connectivity; and the Huduma Kenya transforming public-service delivery in Kenya.

In addition, the Ministry of ICT in Kenya launched the 2022-2032 National Digital Master Plan which seeks to provide a conceptual framework adopted by Kenya in its quest towards the realization of a successful and sustainable digital economy. Digitization of both public and private sectors is a ready and proven solution to the socio-economic success of our country.

Kenya's vision 2030 sets an ambitious target to become a middle-income country by 2030. This goal not only requires uninterrupted growth of 10% per year but will also demand citizens with globally-competitive skills. Empowering young people to equip themselves with digital and digitally-enabled skills and explore the work opportunities within the digital space will significantly drive Kenya's economic growth as it did in some of the Asian tiger economies.

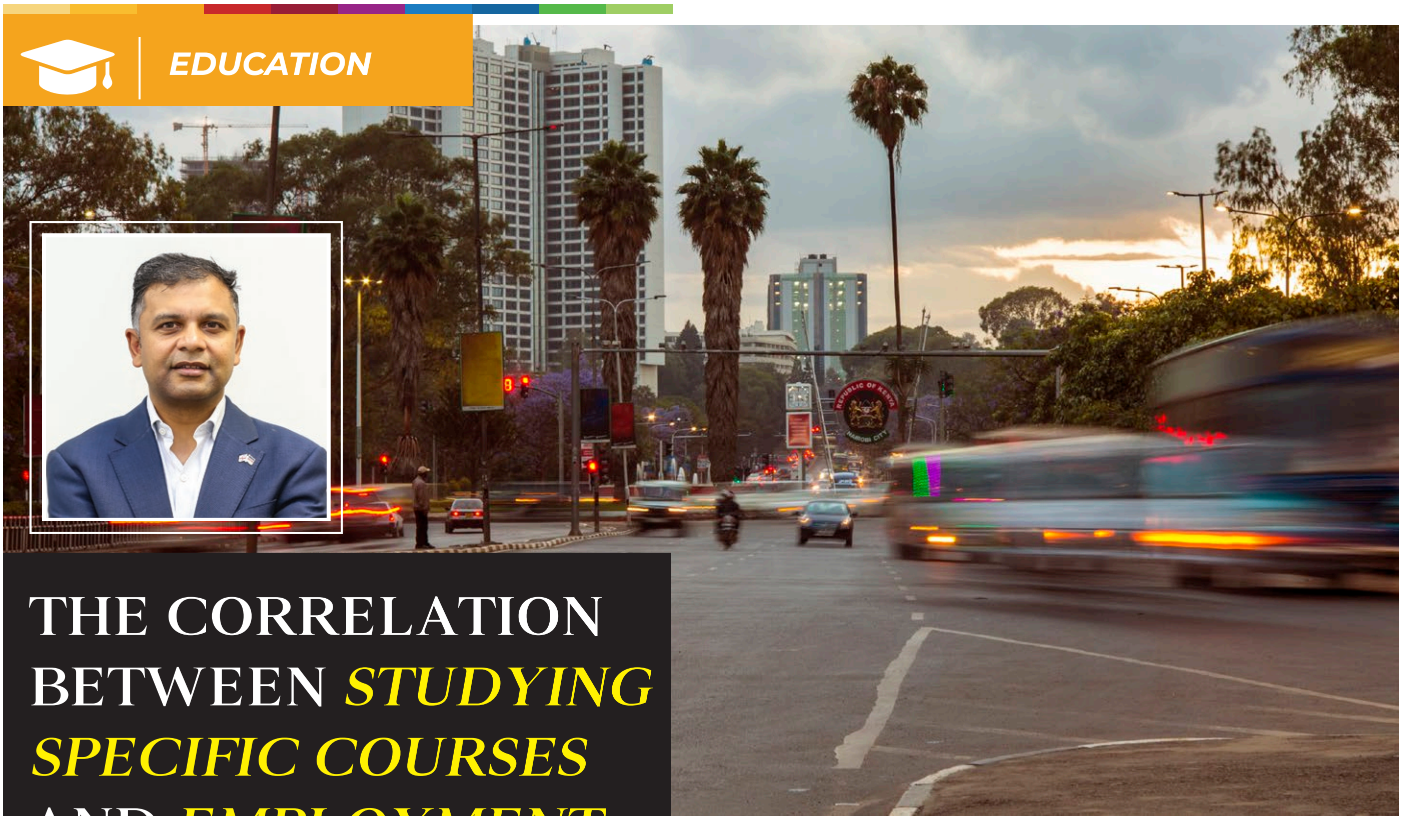
Benefits and impact

Technology is the solution to unlocking significant social and economic opportunities for young people's future; opportunities once undreamed off. The digital economy is expected to add KSh 1.4 Trillion or 9.24% of the GDP to Kenya's economy by 2025 according to the Accenture, Africa iGDP Forecast. It is one of the fastest-growing sectors in the country.

The report estimates that the online industry will contribute KSh810 Billion to Kenya's GDP this year.

Just like the case of Caren, a young person, and a young woman, the digital and digitally-enabled work opportunities have proven to give them a chance in eradicating unemployment as well as social challenges. With the great capabilities they hold such as college training, good in written and spoken English, and technology savvy, these young people are only hopeful for opportunities in these economic sectors and they will be empowered to sustain themselves and drive the growth of the economy.

Dr Gachugu is the Director of Ajira Digital Program and Youth Employment at Kenya Private Sector Alliance



THE CORRELATION BETWEEN *STUDYING SPECIFIC COURSES* AND *EMPLOYMENT* WITHIN THE TECH SPACE IN KENYA

By Snehar Shah

This year has been quite eventful and from our end, it was not any different. From preparing for elections, experiencing one the most peaceful electoral processes in the country, going through the election petition, and finally a declaration of the winner we have definitely been on edge for most of 2022. However, we can proudly say that we have come out on the other side and now the real work begins!

Unemployment is a common denominator in any economy, whether a 1st world or 3rd world country, this is a struggle that is yet to be fixed. Here in Kenya, certain events of the past two years had a significant impact on youth unemployment. For instance, the COVID-19 pandemic came with unprecedented economic ramifications that led to job cuts and layoffs, shut-downs and a general slowdown in major sectors of the economy as consumption in major sectors shrunk. The prolonged electioneering period also had its own share of impact on employment with firms taking a cautious approach to see out the elections before making any major commitments in investments for the staff or new markets/ products.

While we try to understand this specific problem that just will not go away, Moringa School conducted an independent study that sought to understand the correlation that our training has on job outcomes. The study was carried out by SJF Analytics, a Nairobi-based M&E firm and funded via our partnership with Mastercard Foundation.

We are not concluding that education alone can sort out the problem of unemployment but it sure does have a very big impact leading to dignified jobs and careers. The ironic thing is that in the Tech sector, demand outstrips supply, in the sense that employers' preference for more senior hires cannot be satisfied by the available talent in the market. In the case of Tech talent the universities we have offered more general coursework but this can be complemented by coding boot camps and tech accelerators like Moringa School which offers a more practical curriculum that is outcomes-based and linked to job readiness.

So, how does an alumnus from Moringa School perform versus a student who studied IT/Tech related courses in a general university? While we do not have concrete data on the latter, in finding employment after graduating from Moringa School, the study showed that more than half of the Moringa Alumni were able to find employment within a year of completing their course(s). In the cut-throat, ever-changing world that is Tech, Moringa School students have the edge that employers are looking for.

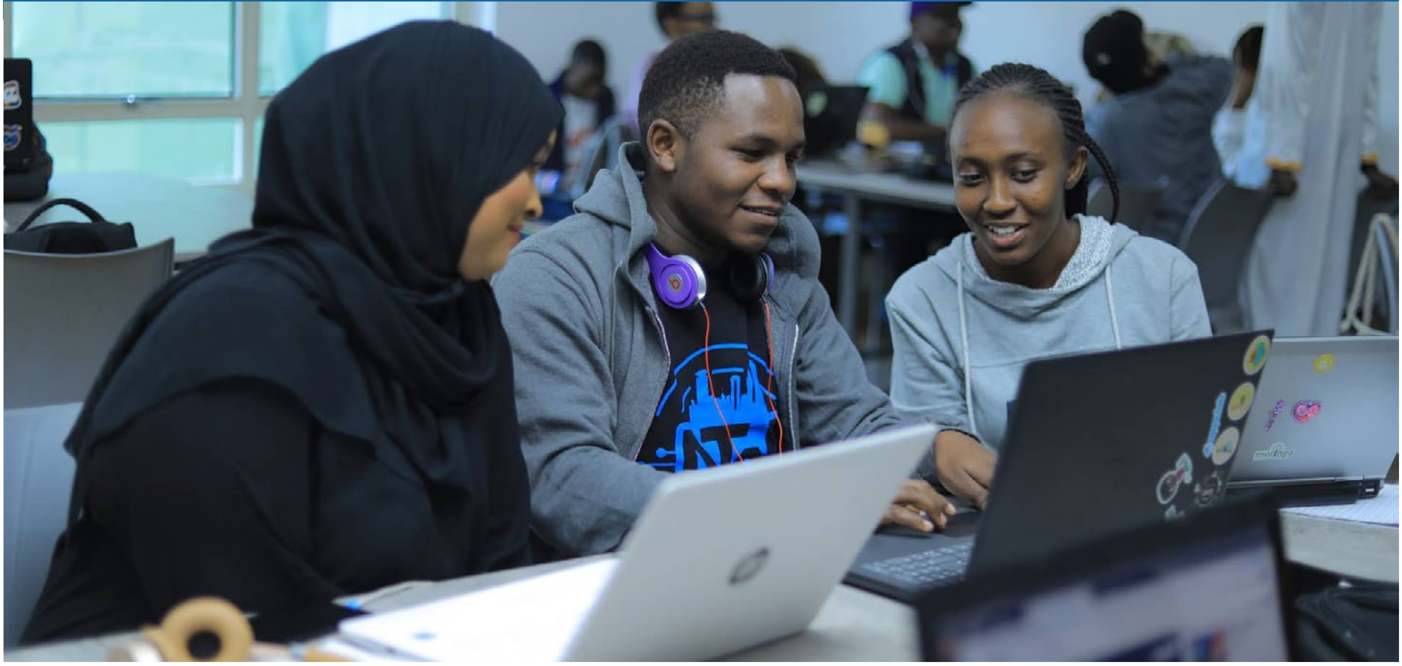
The most popular position held in most of the employer organizations was Software Developer/ Engineer with Data Scientist/ Analyst coming in second, with other roles in demand such as Full-stack and Android developers. It is important to note that our respondents from the selected alumni were mostly male, with 38% being female the majority having graduated in 2022, being self-sponsored students with 71% of the respondents having trained in Full stack development. We also found that most of our alumni 69% were degree/ diploma/certificate holders, while the rest come straight from high school.

In relation to the employers we interviewed, a key observation is that about 70% of the alumni are employed in their area of study. Out of those employed, 65% of them were both employed and running a business at the same time, 23% were in full-time employment only, and 12% running a business only. The employers interviewed ranged from state parastatals and private entities within different industries to NGOs.

The striking finding was the salary progression of our graduates, with the average salary of students before joining Moringa being at KES 15,000 per month (in line with the national minimum wage). This average grew to KES 36,000 per month being the first salary post-graduation. The progress there on as graduates gained more experience is exponential with the average starting salary in the 2nd job being at KES 75,000 per month and those in the 3rd job attracting beyond KES 120,000 per month. The average time between roles was found to be one year showing the fast-paced nature of this sector. We are also observing a growing trend in freelancing (12% of respondents claimed to be involved in this activity either full or part-time augmenting their core income) with examples of graduates working with global employers either remotely or by relocation as was the case with Jusus Mbaluka who recently secured a job as a Software Engineer with Amazon in London, having graduated with Moringa some five years ago.

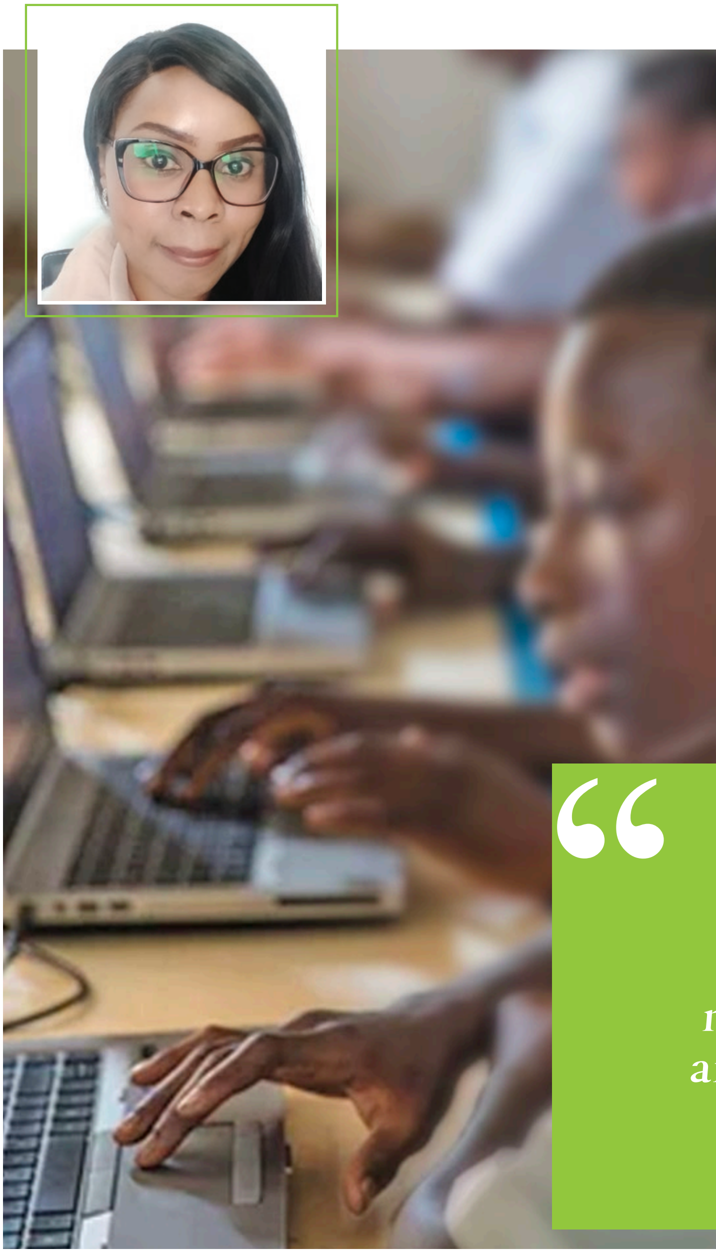
I will admit that there is still more work to be done when preparing our students for the job market, but could we have gotten one step closer to finding a long-term solution to this monster we call unemployment? Maybe, what we do know is that continuous feedback, especially from our alumni, will help us understand the gaps, and fill them so we as Moringa School are better equipped to train and support our current and prospective students!

The writer is the Chief Executive Officer of Moringa School.



IMPORTANCE OF TECHNOLOGY IN EDUCATION

By Sharon Cheramboss



Technology plays an influential role in modern society than it ever has before. Every aspect of our lives is changing and will continue to change. It is transforming the way we interact, conduct business, learn, and teach.

Events of the last few years have emphasized the important role that technology plays in education. The Covid-19 pandemic caused unprecedented disruption to social, economic, and cultural life across the world. When learning institutions closed in Kenya in March 2020, nearly 18 million learners were affected, threatening the considerable learning gains made by the country over the past decades.

A handful of novel technological initiatives bridged the gap during this period. A sterling example is Bridge@Home which kept hundreds of pupils in both well-served and underserved communities learning through over 800 virtual WhatsApp classrooms and a mobile phone-based interactive quiz system available to pupils in urban and hard-to-reach areas.

The pandemic exposed the inadequacy of infrastructure such as electricity and internet connectivity across the country and highlighted the necessity of appropriate technologies in education to provide more inclusive and equitable quality education to all learners.

With limited access to technology, many Sub-Saharan African countries found their schools closed for the longest periods. Schools in Uganda only reopened at the start of 2022.

> “The adoption of innovation and technology in education has the capacity to build stronger education systems so as to reach more children, improve learning and teaching, and build resilience to withstand shocks such as Covid-19 disruptions.

Recent evidence suggests that learning losses as a result of the pandemic have been even worse than previously estimated. According to World Bank Education, "Learning Poverty" – defined as a child not being able to read or understand a simple text by age 10 – is expected to increase by 70% in the Global South as a result.

The adoption of innovation and technology in education has the capacity to build stronger education systems so as to reach more children, improve learning and teaching, and build resilience to withstand shocks such as Covid-19 disruptions.

Kenya has witnessed increased usage of technology in education for the past decade. School providers like Bridge International Academies who pioneered the use of innovative technology in teaching have been serving some of Kenya's most underserved communities for over a decade, using innovation and digitizing learning based on the national curriculum. The Bridge model has been rolled out across the continent in recent years and multiple governments are now using the blueprint developed in Kenya to bring about system transformation in their states and nations.

Data technology is equally important to strengthen education systems. The learning crisis persists in Sub-Sahara Africa because many education systems have little information on who is learning and who is not. The lack of reliable data makes it difficult for educators to address the issue. There is an urgent need to provide more data and better evidence to help track and monitoring in the education sector.

A 2021 UNESCO report on gender parity in education found a complete lack of data on science education from low-income countries, exacerbating a situation where pockets of "extreme exclusion" still exist. Long-term data monitoring programmes are needed to inform the making of strong education policies.

The World Bank has called for countries to focus on the single most important aspect of learning; teachers – calling on governments to ensure teachers are well-supported.

Bridge believes that improving teachers' well-being and professional development is essential to having great learning outcomes. With a data-driven approach, teachers and school leaders are provided with technological tools to learn and develop their skills.

Every teacher receives bespoke training. Such training is followed by a programme of continuous personal development. Learning and development coaches conduct live lesson observations and use them to provide teachers with practical insights on how to make their lessons even more impactful. It is a never-ending cycle of learning about learning.

Innovation and technology will probably play the biggest role in building the resilient education systems of modern times. The world is in the midst of a technological revolution. Industry after industry is being transformed and disrupted as a result of the emergence of new technologies and the business models and social practices they enable.

As world citizens, we can use emerging innovative solutions to enrol millions of children back in school, while transforming systems so that everyone can have access to quality, equitable and technology-enabled education.

The World Bank estimates the learning losses caused by the covid-19 pandemic to be the greatest crisis in global education for a century. There is increasing recognition that to claw back those losses and ensure that children are truly learning, change in education systems is essential. They must be driven by data and technology, focus on outcomes and apply what has been proven to work.

The author is the Director of Policy and Partnership at Bridge Kenya

THE HIGHWAY TO AN ENERGY-EFFICIENT FUTURE

By Carol Koech

As Kenya transitions through its political leadership, the challenges that face the country continue to affect the cost of doing business despite the various measures put in place to stimulate the business environment. As business leaders, we should journey towards energy-efficient solutions even as the gradual increase in the price of energy continues to impact operations.

Coupled with this changing political environment, climate change continues to have devastating effects leading to the transitions we see taking place in the world today. These transitions call for a seemingly endless demand for more energy, making digitization and accurate data collection a priority. To realize this need, we see many companies initiating efforts to collect energy data. This admirable and critical first step is not enough, however. The next step is to connect the data to the right people quickly, consistently, and effectively.

Many companies are collecting data but not transforming that data into meaningful action to reduce energy spend or consumption. A recent Schneider Electric study found that 79 percent of companies have energy and sustainability data collection projects, but only 41 percent said this information is shared globally across their enterprise. These statistics are even much lower in a region like East Africa where digitization efforts are yet to take root.

To bridge this gap, solutions like **Schneider Electric EcoStruxure™** software exist to connect IoT devices in industries and buildings enabling experts to analyze the data and find opportunities within the network that will yield greater efficiency.

CONNECTING TECHNOLOGY

In this IoT era, connected technology can deliver data globally when it's properly deployed.

The Internet of Things and the digitization of devices are enabling the convergence of IT and OT, which provide new data, automation, and analytics to better manage energy and increase productivity and efficiency. By breaking through silos, digitization gives us the opportunity to optimize the entire generation-to-consumption value chain. This gives all stakeholders a clear understanding and makes for better, faster, and more effective decision-making.

By leveraging digitization, IIoT improves asset management and performance; simplifies operational processes; heightens operational efficiency; and engenders proactive and agile industrial operations both upstream and downstream. Consider, for example, that a smart pipeline network lets an operator see in real-time and in immersive 3D whether a leak is about to form — and where the risk is.

Digitization should make our lives and value chains simpler, not more complex.

COLLABORATION: CONNECTING PEOPLE

The best strategies for efficiency are achieved through a collaborative process — not by applying a one-size-fits-all solution. Active energy management addresses this issue head-on at an operational level so that energy supply, demand, and sustainability strategies and data can combine to form a cohesive strategy that benefits all.

Right now, many companies have separate departments that decide how to buy energy, how and when to use energy, and how to become more sustainable. But the decision-makers in each of these domains have insights and expertise to offer each other. When energy and sustainability strategies are managed together, blind spots are quickly discovered and new opportunities present themselves.

CONNECTING TO AN ENERGY-EFFICIENT FUTURE

The combination of connected people supported by connected technology and data (innovation) has the power to truly transform businesses for the better. With energy decision-makers connected and with the right technology in place, an organization has a powerful asset — people working together supported by technologies that work together. This creates a cohesive team and strategy that is resilient and able to respond to new changes with speed and flexibility. Companies who want to thrive in the new energy landscape should integrate their energy and sustainability strategies to find new opportunities. This is not just an opportunity to boost business performance through energy efficiency and operational efficiency; it's also an opportunity to fulfil our responsibility to fight climate change and co-create a sustainable future.

By Ms Koech is the Country President of Schneider Electric East Africa.

A MORE SUSTAINABLE WAY TO DO BUSINESS

By William Khamasi

Stanbic aims to create a mutually beneficial relationship amongst all our stakeholders which include our Clients, Partners, Governments, Regulators and importantly our community —when communities thrive; companies perform better. As a financial institution, Stanbic Bank is just one of several Kenyan companies eager to support community development and create shared value.

One way the Bank assesses its contribution is through Impact investing. This is an approach that seeks to incorporate environmental, social and governance (ESG) factors in investment decisions. The approach is gaining more traction amongst investors, where businesses are being challenged to think broadly of their investment decisions and the impact of those decisions to the community they operate in. Shareholders also continue to challenge companies' contribution with impact investing being among the most frequently asked question at Annual General Meetings and Investor Relations meetings over the last decade. As the market evolves, many companies continue to diversify their portfolios incorporating responsible investment components.

When Stanbic Bank set out to understand what is essential to its stakeholders and reflect on its purpose to drive Kenya's growth, it was informed by stakeholder sentiments and growth potential of Kenya. Out of this reflection, the Bank identified seven key areas to drive impact across three main indicators: Social, Economic and Environmental (SEE). These seven areas include; financial inclusion, job creation and enterprise growth, sustainable finance and climate change, infrastructure development, Africa trade and investment, education and health. These areas aimed at providing a value-based in the way we do business and the most impactful growth areas for the country aligned to our purpose; to drive Kenya's growth.

The financial sector is at a unique moment in history where all focus is on addressing the global environmental and social challenges. Most countries and organisations continue to commit resources and apply themselves in working towards resolving these threats. Yet, despite the efforts, more needs to be done. The recently concluded 27th Conference of Parties, highlighted the need for urgency and enhanced collaboration between the private sector and the Governments to address environmental challenges.

We know as a financial institution, our contribution to Scope 2 and 3 emissions is significant and must therefore have in place sound Environmental, Social and Governance (ESG) framework that supports how we do business and the impact to the economy. This is a journey we have fully embraced and through our impact areas we commit to guide our clients and the community at large. Further, it is worth noting that various governmental and non-governmental organisations continue to challenge corporates to disclose their contributions and continuously demonstrate to stakeholders the value and impact they have on the environment. Through such disclosures, organisations will be able to reflect on their sustainability and elevate awareness to their stakeholders.

Another angle that business can be impactful in their contribution to society is to look at their ESG approach beyond returns to the company. It must be about Legacy. As illustrated in James Kerr's book Legacy, Mr Kerr, highlights principles that have guided the All-Blacks success for years. One that stands out is "Whakapapa" meaning being good ancestors. As institutions we must embrace this philosophy and think of future generations. We however, need to hasten our steps and be conscious of our impact. We must challenge our thinking and enhance our Governance processes to ensure sustainability is top of mind and the triple Ps (Planet, People and Profit) guide the decision we make.

Mr Khamasi is the Head of Sustainability at Stanbic Bank Kenya.

HEALTHCARE

THE FEAR AND OPTIMISM THAT DEFINES POST-COVID AND POST- ELECTIONS IN KENYA'S ECONOMIC OUTLOOK

By Hellen Wangeci

An election in Kenya is a high-octane process with a do-or-die tag to it probably due to the 'winner takes it all' end game. The August 9th General Election was no different and if anything, it brought with it rabble-rousers from both the political divide.

The campaign period was rambunctious, the election process calm and seamless ending up with an anticlimax of sorts with disputed presidential election results. Somehow, we came out of it all with no or little election violence to the pride of the Kenyan people and our African continent. We Kenyan people are the mashujaas for this 59th year Mashujaas celebration and we should fete ourselves to this.

Prior to the elections, there had been lobbying by organizations like KEPSA, which had the MKENYA Daima (meaning Kenyan Forever in Kiswahili) initiative to rally Kenyans towards peaceful elections and prosperity. A multi-stakeholder platform rallied the civil society, captains of industry, politicians and Kenyans of all walks of life to maintain peace for the sake of the future of the nation and her people.

The 5th President Dr William Ruto is just settling in as he assembles his team that will help out with his manifesto and agenda for the nation.

The country's business confidence was noted in the lead-up to the elections according to a survey done by Trends and Insights for Africa (Tifa) pollster to be at a level of 61 points.

Kenya Private Sector Alliance in which I as a member participated, sponsored this survey. There seemed to be optimism, which the captains of the Industry attributed to several factors, chief among them, was political stability, which was foreseen going by all that was happening during the campaign period.

Most of the CEOs polled also talked of retaining all their staff or increasing the number of full-time employees. The Hospitality Industry was most optimistic, having come from the doldrums of the

Covid pandemic and is highly resurgent as we head to the peak season. The construction and Agriculture sectors too were optimistic.

The earlier feeling that Kenyans had matured politically and were not to be negatively influenced by politicians into violence somehow came to be and the country is set for a rebound. The country is viewed in the East African region as a powerhouse boasting financial and technological advancement ahead of its neighbours.

The country also has an educated population providing cheap labour especially as the unemployment rate is high. With all the foregoing, investors are expected to land in Kenya to take advantage of the above factors. The country's foreign direct investment inflows (FDI) inflows are on the rebound after a lull in the last three years, a lull occasioned by the pandemic.

According to Kenya Investment Authority (KenInvest), the inflows point to a steady recovery to pre-pandemic levels, a trend expected to hold and even exceed once the new government settles down to work due to bolstered confidence.

The sectors of interest to the investors are green energy, infrastructure, agriculture value chain, oil, gas, and Information Technology according to the KenInvest acting Managing Director, Olivier Rachier. These are critical as they take into account and address an economy that is threatened by climate change.

A concept note from the Ministry of Health on making Kenya a preferred destination for medical tourism in Africa recommends medical specialists seek international certification for them to realize this.

According to the Tourism Sector Performance report for January - August 2022 by the Ministry of Tourism and Wildlife, 7,833 people came to Kenya to seek treatment from the country.

Some of the neighbouring countries whose citizens seek treatment in Kenya include Tanzania, Uganda, Southern Sudan, Ethiopia, Rwanda, Burundi the Democratic Republic of Congo and Nigeria, which the Ministry of Health says should be accelerated.

However, the great optimism may be fairly muted by increased factors of production including high electricity tariffs, high petrol prices, a searing drought and other effects of the Ukraine-Russia War. This has resulted in high food prices and a difficult standard of living.

The above factors and many others like corruption have had a negative effect on the economy resulting in high inflation, which was 7.7% in September 2022 according to FocusEconomics Consensus Focus panellists.

The author is the Managing Director Medilink Labs & Surgicals Ltd.

WELCOME TO TRAVEL 2.0

AIRLINE RETAILING MARKETPLACE POWERED BY NDC

By Agnes Mucuha

In the airline industry, innovation is increasingly becoming a formula to regain profitability. We evaluate the New Distribution Capability (NDC) in Air Travel: Airlines, GDSs, and the Impact on the Industry

"Today's traveller is younger, tech savvy, adventurous and with high customer expectations on their travel experiences."

The modern Airline Retailing Marketplace has gained prominence post Covid19 pandemic as the world leapfrogged into digitalization and customers adopted technology. This has been followed by a massive behavioral shift to online searches and fulfilment of orders.

The aviation industry has operated on legacy systems that were built in the 1960s where information existed in silos with limited capacity to access and analyze the data. The airline booking systems were built on the logic of city of origin and destination of travel by booking class i.e. First, Business, and Economy. On the other hand, travel customers begin with Why? Then, where they want to be? What they want to do? Who has been there in the recent past? What are the reviews?

The aviation industry responded to these shifts in consumer behavior by developing the New Distribution Capability (NDC), a data communication standard based on XML and focused on 3Cs - Cost, Content and Control for the airlines. The focus is on creating value through content differentiation and customization of offers based on the customers' preferences in fulfilling orders.

According to an IATA study done by McKinsey & Company in 2019 titled 'Where is the Value in Airline Retailing?', NDC would deliver for customers a personalized experience through differentiated content and seamless order fulfilment processes. The reports explains that airline operators would generate 70 percent incremental revenues from ancillary sales and 30 percent savings on distribution costs.

Most airlines in Africa are operating from a backdrop of poor liquidity, debt burdens, high jet fuel prices, constrained capacity in key global aviation hubs, labor crisis amongst other plethora of business operation challenges. And so, the question begs, is NDC the winning formula to profitability for African Airlines?

WHAT IS THE FUTURE OF GDS WITH THE EVOLUTION OF NDC?

The Global Distribution Systems (GDS) e.g., Amadeus, Travelport and Sabre have traditionally enabled content distribution and order fulfilment through their digital platforms that aggregate content for Airlines, Hotels, Attractions, car rental amongst other related travel services within one platform. Travel Agents have leveraged the GDS systems to enable them to offer their customers comprehensive travel itineraries that are matched to the customers travel expectations.

Travel Management Companies (TMC) who serve as travel advisors to the corporate organizations have also leveraged GDS systems to gain access to corporate customer profile accounts, and this allows the TMC to customize the travel booking within the corporate company's travel policy efficiently.

Through GDS systems, travel agents and TMCs have been able to successfully integrate with the back end booking systems for ease of reconciliation, billing, and settlement. GDS have been very crucial to the success of the travel agents and TMCs as cashflow management is key to the success of the enterprise. These systems have enabled accuracy and speed of invoicing which is directly linked to the ability of the travel agents/TMC to collect the payments in time for remittance within the 7-14 days credit period.

However, with the conversation shifting towards NDC, one cannot help but wonder, GDS companies today must spend more money and invest further in new systems (NDC) that will reduce their revenue earnings in future! In which direction is the cheese moving?

It is evident that there is a need to focus on the organizational design for the airline and travel industry, and develop a commercial model between the GDS, airlines and passenger service systems that will enable the creation of multi-content inclusion. This will also enable the distribution of low-cost carriers to create an integrated marketplace for the exchange of information via a single omni-channel platform. To achieve this, we must continue to interrogate, what is different with the NDC standard. Airlines are investing millions of dollars in the development of their NDC platforms. On the other hand, Travel Agents are seeking for a plug and play travel platform with the capability for multiple content inclusion. It is all about creating an "Amazon" for the travel and aviation industry that leverages multiple content channels and rich content to fulfill customer orders seamlessly within a single order.

NDC PAYMENTS INTEGRATION

Today's traveller is younger, tech savvy, adventurous and with high customer expectations on their travel experiences. This customer is seeking for multiple payment channels that are supported or enabled by their mobile devices. The optimization of alternative forms of payment via the NDC is key to fulfilling the orders.

Payment solutions must integrate onto omni-channels to fulfill the customer orders seamlessly. For instance, if a customer engages with advertised content for an Airline via say Tik Tok channel, and they desire to purchase the offer being promoted, can they accomplish this within the Tik Tok platform? We all know the answer to this. Often the customer is redirected to a secondary window for the booking's creation, and later transitioned to a third booking window for the payment's settlement.

The key challenge for the payment's providers, is to develop a solution that compliments the marketing with the relevant payment methods. The goal is to develop a payment solution that delivers on integration, quick and easy to use, ensures safety and security of the funds and whose transaction costs do not dent the economics of the overall transaction!

Younger customers want to pay for their travel services differently. Majority depends upon mobile channels, and they prefer to book and pay within the same booking order channel. We have also witnessed the growth and acceptance of cryptocurrencies. Is the travel and aviation industry ready to accept crypto under the NDC platforms?

The emergence of revenge travel has also been powered by the buy-now-pay-later schemes.

Traditionally these have existed in the Africa market, enabled by the Travel Agents who pay it forward for the Airlines, while extending a business credit to the travelers who later repay via installments plans. As the online marketplace gains momentum, the credit risk assessment will shift, and will rely more on the customer's credit score based on their spend behavior on mobile transactions.

The industry must also remain vigilant on the shifting landscape of cyber fraud that the travel and aviation industry is prone to. The focus must be on mitigating the risks related to fraud while delivering upon an easy trusted and secure payment platform.

WHERE IS THE WIN-WIN WITH NDC?

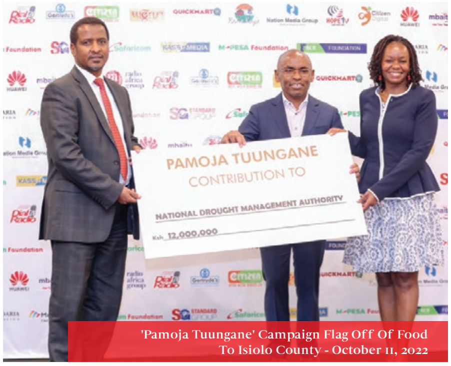
The success of Airline Retailing Marketplace lies within a simple "secret" formula. Everything begins and ends with the customer, the inclusion of ALL traveler journeys in the NDC standards is the secret to its success. Partnerships with technology companies are key to delivering upon NDC sustainably. It is time for travel services providers to collaborate with the famous five club - Facebook, Amazon Apple, Alphabet and Microsoft in evolving and inventing the future of travel.

To create a marketplace experience of the future will be like creating an "Amazon" for travel! Air Asia super App has pioneered in this space, and they have created an easy to access platform that is rich with content and easy to place and fulfil orders. The goal of NDC is to deliver upon the long-term value of the customer, and hence the travel services organizations must remain anchored in knowledge communities to operate sustainable businesses that are customer centric, and value driven.

Ms Mucuha is an Aviation, Travel and Hospitality Industry Expert and a Data & Technology Enthusiast and the CEO of Kenya Association of Travel Agents.

PICTORIAL

HERE IS A GLIMPSE OF OUR 2022



'Pamoja Tuungane' Campaign Flag Off Of Food To Isiolo County - October 11, 2022


2nd Annual Icc Kenya Conference And Training On Adr – September 23, 2022 Movenpick


2nd Annual ICC Kenya Conference And Training On ADR– September 23, 2022 Movenpick


4th Senate Induction Retreat - 9th To 25th September 2022, At Naivasha


4th Senate Induction Retreat - 9th To 25th September 2022, At Naivasha

County Governors Induction - Mombasa - 16 September, 2022


Kenya - South Africa Business Forum - November 9, 2022


Kenya - South Africa Business Forum - November 9, 2022


Kenya - South Africa Business Forum November 9, 2022


KEPSA - African Management Institute Collaboration Agreement Signing – November 7, 2022


KEPSA - Mkenya Daima Mou Signing With Debates Kenya Limited - July 7, 2022 - Panafric


KEPSA & Governor Sakaja's Meeting - October 4th 2022


KEPSA & Governor Sakaja's Meeting October 4th 2022


KEPSA & UNDP MoU Signing - November 24, 2022


KEPSA & UNDP MoU Signing - November 24, 2022


Kepsa Appreciation To Dr. Manu Chandaria And Mrs Aruna Chandaria For Humanitarian Work – September 20, 2022


4th Senate Induction Retreat - 9th To 25th September 2022, At Naivasha


4th Senate Induction Retreat - 9th To 25th September 2022, At Naivasha


KEPSA Breakfast Meeting With Prof. Kobia On Gender Sector Achievement - August 3, 2022


KEPSA Meeting With Mombasa County Governor, H.E. Abdullswamad Sheriff Nassir – November 14, 2022


KEPSA Meeting With Mombasa County Governor, H.E. Abdullswamad Sheriff Nassir – November 14, 2022


KEPSA Meeting With The Council Of Governors - November 22, 2022


KEPSA Meeting With The Council Of Governors - November 22, 2022


Kepsa Ministerial Stakeholder Forum With Cabinet Secretary For Education Hon. Ezekiel Machogu – November 24, 2022


KEPSA Ministerial Stakeholder Forum With Cabinet Secretary For Education Hon. Ezekiel Machogu – November 24, 2022


KEPSA Signs MoU With Investors From Ukraine - October 11, 2022


KEPSA Signs Mou With Investors From Ukraine October 11, 2022


Kepsa Team Building At The Forest - July 30, 2022


Kepsa Team Building At The Forest - July 30, 2022


KEPSA Environment, Water and Natural Resources Sector Board Chair Ms Emily Waita (second), KEPSA Trustee Ms Brenda Mbathi (third) and KEPSA CEO Ms Carole Kariuki (fourth) posing for a photo with the British actor Mr Idris Elba (first) at the U.S - Africa Business Forum Reception on December 13, 2022


Kepsa Team Building At The Forest - July 30, 2022


KEPSA-Mkenya Daima Engagement With IEBC- July 7, 2022


Launch Of CEO's Confidence Index Survey Report – August 4, 2022

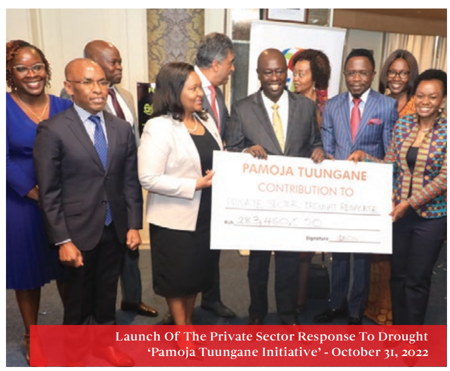

Launch Of Kenya Youth Employment And Entrepreneurship Accelerator Program - October 31, 2022


Launch Of Kenya Youth Employment And Entrepreneurship Accelerator Program - October 31, 2022


Launch Of Kenya Youth Employment And Entrepreneurship Accelerator Program - October 31, 2022


H.E President Dr. William Ruto, Cabinet Secretary for Trade Hon Moses Kuria together with KEPSA CEO Ms Carole Kariuki during the forum U.S - Africa Business Forum on December 14, 2022


Launch Of Private Sector Strategy On Climate Change Solutions In Kenya – November 1, 2022



Launch Of The Private Sector Response To Drought 'Pamoja Tuungane Initiative' - October 31, 2022

Launch Of Kenya Youth Employment And Entrepreneurship Accelerator Program – October 31, 2022

MoU Signing Between Kepsa And National Centre For International Arbitration (NCIA) – September 27, 2022

National Assembly Speaker's Roundtable - November 24, 2022

National Assembly Speaker's Roundtable - November 24, 2022

KEPSA Vice-Chair Mr Jas Bedi, KEPSA CEO Ms Carole Kariuki and KEPSA Environment, Water and Natural Resources Sector Board Chair Ms Emily Waita at the U.S - Africa Business Forum Reception on December 13, 2022

Statehouse Luncheon To Address Drought - November 11, 2022

National Assembly Speaker's Roundtable - November 24, 2022

Statehouse Luncheon To Address Drought - November 11, 2022

Women On Boards Network (Wobn) Awards Ceremony - November 25, 2022


KEPSA
KENYA PRIVATE SECTOR ALLIANCE
KEPSA MEMBERS 2022

BUSINESS MEMBERSHIP ORGANIZATIONS

1	Agricultural Employers' Association
2	Agrochemicals Association of Kenya
3	American Chamber of Commerce Kenya
4	Association of Consulting Engineers of Kenya
5	Association of Gaming Operators
6	Association of Kenya Feed Manufacturers
7	Association of Kenya Insurers
8	Association of women in Energy and Extractives in Kenya
9	British Chambers of Commerce Kenya
10	Business Ireland Kenya Association
11	Car Importers Association of Kenya
12	Chartered Institute of Arbitrators (Kenya Branch)
13	Delegation of German Industry & Commerce in Kenya
14	Domain Registrars Association of Kenya
15	East African Private Equity & Venture Capital Association
16	East African Tea Trade Association
17	Electricity Sector Association of Kenya
18	Environment Institute of Kenya
19	European Business Council
20	Event Managers Association of Kenya
21	Federation of Kenya Employers
22	Federation of Public Transport Sector
23	Geothermal Association of Kenya
24	Institute of Certified Public Accountants of Kenya
25	Institute of Certified Public Secretaries of Kenya
26	Institution of Surveyors of Kenya
27	Institution of Engineers of Kenya
28	Japan External Trade Organization
29	Kenya Association of Air Operators
30	Kenya Association of International Schools
31	Kenya Association of Manufacturers
32	Kenya Association of Travel Agents
33	Kenya Association of Women Business Owners
34	Kenya Association of Women in Tourism
35	Kenya Bankers Association
36	Kenya Forex & Remittance Association
37	Kenya Healthcare Federation
38	Kenya Institute of Supplies Management
39	Kenya International Freight & Warehousing Association
40	Kenya Oil & Gas Association
41	Kenya Private Schools Association
42	Kenya Property Developers Association
43	Kenya Renewable Energy Association
44	Kenya Ships Agents Association
45	Kenya Tea Growers Association
46	Kenya Tourism Federation
47	Kenya Transporters Association of Kenya
48	Kenya Water Industry Association
49	Kenya Women Teachers Association
50	Leasing Association of Kenya
51	Marketing Society of Kenya
52	Medical Technology Industry Association of Kenya
53	National Association of Private Universities of Kenya
54	Oil & Gas Contractors Association of Kenya
55	Organization of Women in International Trade
56	Petroleum Outlets Association of Kenya
57	Protective Security Industry Association
58	Public relations society of Kenya
59	Retail Traders Association of Kenya
60	Safaricom Dealers Association
61	Seed Traders Association of Kenya
62	SME Founders Association
63	Technology Service Providers Association of Kenya
64	The Architectural Association of Kenya
65	The Chartered Institute of Arbitrators (K)
66	The Kenya Association of Pharmaceutical Industry
67	The Kenya Flower Council
68	The Law Society of Kenya
69	The SME Support Centre Limited
70	Town & County Planners Association of Kenya
71	United Business Association
72	Water Service Providers Association
73	Women in Business Community Network

KEPSA MEMBERS - 2022

CORPORATE ORGANIZATIONS

1	Actis Africa Limited
2	Adept Technologies Limited
3	Africa Health Business Limited
4	Africa Practice East Africa Limited
5	Agence Ushauri
6	Agri Experience Limited
7	AIG Kenya Limited
8	Akiira Geothermal Limited
9	Alfluence International Limited
10	All for cars International Limited
11	All Stars Mtumba Kenya Limited
12	Alternatives Africa Limited
13	Amazon Web Services
14	AMG Realtors Limited
15	Amitruck Limited
16	Anchor Marketing Limited
17	Apec Consortium Limited
18	App 4 jobs Limited
19	APT Comodities
20	Arati and Company Advocates
21	Arc Africa Limited
22	Artroid Design World Arts
23	Asal Frontiers Limited
24	Associated Battery Manufacturers East Africa Limited
25	Astral Aviation Limited
26	ATC Kenya Operations Limited
27	AvoGreen Supplies Limited
28	B.Braun Medical (K) Limited
29	B2B Africa Limited
30	Bamburi Cement Limited
31	Base Titanium Limited
32	BASF East Africa Limited
33	Bata Shoe Company PLC
34	Bayer East Africa
35	BCG Consulting Group Limited
36	Bedi Investments Limited
37	Benchmark Distributors Limited
38	Bidco Africa Limited
39	Biogas Power Holdings (EA) Limited
40	Bioliff Water Technologies Limited
41	Blackberry House Limited
42	BOC Kenya Limited
43	Bollore Africa Logistics (K) Limited
44	Bolt Support Kenya Limited
45	Bridge International Academies Limited
46	Bridotty Group Limited
47	Bright Vision Media Limited
48	British American Tobacco Plc
49	Brookside Dairy Limited
50	Bumblebee Sports and fitness Limited
51	Burn Manufacturing USA LLC
52	Card Group East Africa Ltd
53	Carepay Limited
54	Centum Investment Company Limited
55	Cerberrus Engineering Limited
56	Chandaria Industries Limited
57	Chawang Engineering Enterprises Limited
58	Citadel Africa Family Business
59	Citibank N.A Kenya
60	City Drop Ventures
61	CKL Africa Limited
62	CMA CGM Kenya Limited
63	Coca Cola East & Central Africa
64	Coffee Brothers Limited
65	Control Risks East Africa Limited
66	Corprisk Africa Limited
67	Corprisk International Limited
68	CPF Group
69	Crown Solutions Limited
70	Dalberg Global Development Advisors
71	Dallas Technoprises
72	Dance Unite Africa
73	Daproim Africa Limited
74	Darda Taxyriders Limited
75	Davis & Shirtliff Limited
76	Decapoli Engineering
77	Dee & Dee Royal Limited
78	Deloitte Limited
79	Dessra Ventures Limited
80	DHL Worldwide Express Kenya Limited
81	Diamond Engineering Company Limited
82	Dorion Associates
83	Doshi & Company (Hardware) Limited
84	Dow Chemical East Africa
85	East African Breweries Limited
86	Easy Duka Limited
87	E-Cart Services Limited
88	Ecoener Ingenieria Kenya Limited
89	Edu Plus Africa Limited
90	Elecster Kenya Limited
91	Elgon Kenya Limited
92	Eliko Investments Limited

CORPORATE ORGANIZATIONS

93	Elimu Digital Media Limited
94	Eminence Global PR Firm Limited
95	Emma's Knoll Logistics & supplies Limited
96	Emobilis Technology Academy
97	E-Moto Limited
98	Empire Feeds Limited
99	English Press Limited
100	Errands Guy Eplatform Limited
101	Eselle Group Company Limited
102	ESRI Eastern Africa
103	Essikip Limited
104	Express Communications Company Limited
105	Facebook
106	FAPCL Group Limited
107	Farm Africa Limited
108	Fashion Eden
109	Firstfin Africa Direct Limited
110	Flamingo Horticulture Kenya Limited
111	Flomsa Limited
112	Fortescue Future Industries Kenya Limited
113	Fourth Generation Capital Limited
114	Freight Forwarders Kenya Limited
115	French Society of Kenya
116	Frontier Investment Management Africa Limited
117	G4S Kenya Limited
118	G-Ajiri Fiedtechs Limited
119	Galana Oil Kenya Limited
120	Ganatra Plant & Equipment Limited
121	Gatsby Africa
122	GE East Africa Services Limited
123	Genex Consulting Limited
124	Genie Telkom
125	Gennis Consulting Limited
126	Gerivia Advocates LLP
127	Gertrudes' Children's Hospital
128	Global and Rapid services
129	Global Forensic Services Limited
130	Global Standards Certification Limited
131	Globeleq Kenya Asset Management Limited
132	GlovoApp Kenya Limited
133	Godel Limited
134	Good Testimony Junior School Limited
135	Google Kenya Limited
136	Grain Industries Limited
137	Grant Thornton Consulting Limited
138	Growthpad Digital Consulting
139	Halal Premier International
140	Healthy U Two Thousand Limited
141	Hiventy Africa Limited
142	HMG Works Limited
143	Hospitality Systems Consultants Limited
144	Hudson Agencies
145	IBM East Africa Limited
146	Ideal Appliances Limited
147	Image Registrars Limited
148	Impax Business Solutions
149	Incentro Africa
150	Institute of Public Finance
151	Intercity Secure Homes Limited
152	Interintel Technologies Limited
153	Intermatt Limited
154	Invhestia Africa Limited
155	Ipsos Limited
156	Ison Xperiences Kenya Limited
157	Isuzu East Africa
158	Jamii Telecommunications Limited
159	Jawabu Interiors
160	JC solutions Limited
161	Jijenge Credit Limited
162	JNO Advocates LLP
163	Jobsikaz Afrique Limited
164	johnson & johnson middle east fz-llc
165	Jooqwah Limited
166	Juza Africa Limited
167	kaleidoscope Consultants
168	Keekapu Grocers Limited
169	Kenbright Holdings Limited
170	Kenchic Limited
171	Kengas Logistics Limited
172	Kenya Climate Innovation Center
173	Kenya Commerce Exchange Service (KENEX)
174	Kenya Development Corporation
175	Kenya Kazi services Limited
176	Kenya Pipeline Company Limited
177	Kenya Power & Lighting Company
178	Kenya Tea Packers Limited
179	Kenya Wine Agencies Limited
180	Kerry Kenya Limited
181	Kijani Green Limited
182	Kiptinness & Odhiambo Associates
183	Klen Gas Suppliers
184	KOKO Networks Limited

KEPSA MEMBERS - 2022

CORPORATE ORGANIZATIONS

185	Komaza Forestry Limited
186	Konza Technopolis Development
187	KPMG Kenya
188	KTDA Management Limited
189	Larsen and Toubro Limited
190	Lawyers Hub Kenya
191	Leapfrog Advisory Limited
192	Liaison Group (I.B) Limited
193	Light for the World
194	Lineplast Group Limited
195	Liquid Telecommunication Kenya
196	Little Einsteins East Africa
197	Liyana Traders Limited
198	Longitude Finance
199	Lori Systems Limited
200	LPC Global Logistics Limited
201	LRMG Proprietary Limited
202	Lukenya High School Limited
203	Mabati Rolling Mills Limited
204	Mars Wrigley and confectionery
205	Marubeni Corporation
206	Mbuni Artifacts Exporters & Importers
207	Medilink Lab & Surgical Limited
208	Melvin Marsh International Limited
209	Merican Limited
210	Meridiam SAS Ethiopia Branch
211	Millennial Speak Limited
212	Milly Glassworks Limited
213	Milush Enterprise Limited
214	Mini Me Kids
215	MK Light Africa Right Limited
216	M-KOPA Kenya Limited
217	Moringa School Limited
218	MW& Company Advocates LLP
219	Mwembe and Mwembe Associates
220	Myfugo Innovation Limited
221	Nairobi Bottlers Limited
222	Nairobi Institute of Technology
223	Nairobi Securities Exchange
224	Namanga Kids Zone
225	Nation Media Group
226	Natra Tech E.A Ltd
227	NCBA Bank Kenya Plc
228	Nemsi Holdings Limited
229	Netcore Links Limited
230	Nexton Limited

231	Norkan Beauty Boutique
232	Nouveta Limited
233	Nurse in Hand
234	Nutri You Farm & Shop Ltd
235	Nyambok & Company Investments Limited
236	Oakar Services Limited
237	OBG Company Limited
238	OCP Kenya Limited
239	Ogilvy Public Relations
240	Oliver K Limited
241	One Acre Fund
242	One Health Limited
243	One Sky Garden Limited
244	OpenBusiness Africa Limited
245	Optiven Limited
246	Oracle Corporation Systems Kenya
247	Origen Fresh EPZ Limited
248	Osho Chemical Industries Limited
249	Panafrican Equipment Kenya Limited
250	Paytree Group Limited
251	Peach Technologies Limited
252	Pearltek Kenya Limited
253	Pick-A-lot
254	PKF Kenya
255	Planon Solutions Limited
256	POA Internet Kenya Limited
257	Polucon Services Kenya Limited
258	Ponea Health Limited
259	Pricewaterhouse Coopers Limited
260	Prideinn Hotels & Investment Limited
261	Primavera Farms Limited
262	Priori Technologies Limited
263	Procter & Gamble Distribution East Africa Limited
264	PTG Limited
265	Ravenswood Limited
266	Rentworks East Africa Limited
267	Rescue Integrated Initiative Limited
268	Rift Valley Highway Limited
269	Riley Falcon Securities Limited
270	Ronalds Limited Liability Partnership
271	Royal Flora Holland Kenya Limited
272	Royal Tots Daycare and Nursery Kiembeni Limited
273	RSM Eastern Africa LLP
274	Rubis Energy Kenya Public Limited Company
275	Safaricom Limited
276	Saillon Pharma Limited

CORPORATE ORGANIZATIONS

277	Sanergy Limited
278	SAP East Africa
279	Sarai Afrique Limited
280	Sarova Hotels Limited
281	Sayani Investments Limited
282	Schneider Electric (K) Limited
283	Scope and Impact Limited
284	Senaca East Africa Limited
285	Sensei Institute of Technology Limited
286	Separ International
287	Sewe International Limited
288	SGS Kenya Limited
289	Shammah International Agency Limited
290	Shartlon Security and private Investigation Services Company Ltd
291	Sheth Naturals Limited
292	ShopIT Limited
293	Silikon Consulting Group Limited
294	Simba Corporation Limited
295	Skiqa Group Limited
296	SNDBX International
297	Snetor East Africa Limited
298	SOJITZ East Africa
299	Sokowatch Limited
300	Solid Link International Limited
301	Songa Capital Limted
302	South-End Tech Limited
303	Sowitec Kenya Limited
304	Space & Style Limited
305	Spart Freight Logistics Limited
306	Spearhead Africa Limited
307	Spurking Holdings Limited
308	St Bakhita School Limited
309	Stanbic Bank
310	Standard Chartered Bank Kenya Limited
311	Star Beam Ventures Limited
312	Starture Enterprises Limited
313	STIHL East Africa Limited
314	Strauss Strong Group Limited
315	SUADEO Technologies Limited
316	Sunculture Kenya Limited
317	Sunripe (1976) Limited
318	Sunvine Africa Limited
319	Tactive Consulting Group Limited
320	Tamokwe Agency Limited
321	Tata Chemicals Magadi Limited
322	Tech Innovators Network Think Tank Limited

323	Telenor Services Limited
324	Telesky Limited
325	Tetra Pak Limited
326	The Alternative Accomodation Network
327	The Karen Hospital
328	Tibu Health Limited
329	Tira Studio
330	Tokoyasu Solutions Limited
331	Torrent East Africa Limited
332	Trinity Energy
333	Trinity Magnolia Printers
334	Trulink Solutions Limited
335	Tunga Tunga Hcrafts
336	Uber Kenya Limited
337	Ultravetis East Africa Limited
338	Unicorn Valley Technologies
339	Unilever Kenya Limited
340	Upfield Kenya Limited
341	Urembo Hub Limited
342	Uwezo Wetu Foundation
343	Van Woustraat Limited
344	Vantage Homes Limited
345	Vegemark Limited
346	Veggie Ville Limited
347	Venturelift Africa Limited
348	Victory Farms Limited
349	Vintage Baby Kenya Limited
350	VISA International Service Association
351	VitalRay Health Solutions
352	Viva Africa Consulting LLP
353	Vivo Energy Kenya Limited
354	Wanderlust DiariesLimited
355	Waste Electrical and Electronic Equipment Centre (WEEE Centre)
356	Wells Fargo Limited
357	Wellwise Healthcare Solutions Limited
358	Western seed Company Limited
359	Westminister Trade & Tax LLP
360	Winnie's Pure Health Products Limited
361	WISEe Cooperative Society Limited
362	Woolworths (K) PTY LTD
363	Work Experience and Mentorship Academy Limited
364	Zandaux Kenya Limited
365	Zawadi Brand Solutions Limited
366	Zenka Digital Limited

KENYA PRIVATE SECTOR ALLIANCE (KEPSA)

5th Floor, Shelter Afrique House, Mamlaka Rd
P.O. Box 3556-00100 Nairobi Kenya

Office: +254 20 2730371/2 or 2727936

Cell: +254 720 340949 / +254 735 999 979

Email: info@kepsa.or.ke
Website: www.kepsa.or.ke