



# VIWANDA BULLETIN

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# KENYA'S SINGAPORE MOMENT



President William Ruto shares a moment with Cabinet Secretary for Investments, Trade and Industry during the NYOTA Business Start-Up Capital Disbursement at the Nakuru ASK Show Ground on January 9, 2026

**K**enya stands at a defining moment in its economic journey.

With disciplined execution, bold reforms, and focused leadership, our nation is laying the groundwork to emulate Singapore's rise and become an industrialized and prosperous economy in Africa and the world

Singapore's transformation was driven by a whole-of-government approach that aligned industrialization with investments in human capital, infrastructure, and social services. Kenya is now pursuing a similar path under the focused, passionate, and decisive leadership of President William Ruto.

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# Kenya's Singapore Moment

## Whole-of-Government Transformation Driving Industrial Prosperity



Industry Principal Secretary  
Dr. Juma Mukhwana

Kenya stands at a defining moment in its economic journey. With disciplined execution, bold reforms, and focused leadership, our nation is laying the groundwork to emulate Singapore's rise and become an industrialized and prosperous economy in Africa and the world

Singapore's transformation was driven by a whole-of-government approach that aligned industrialization with investments in human capital, infrastructure, and social services. Kenya is now pursuing a similar path under the focused, passionate, and decisive leadership of President William Ruto. His administration has placed manufacturing, value addition, exports, and job creation at the center of the Bottom-Up Economic Transformation Agenda.

Central to this transformation is massive investment in enabling sectors. In infrastructure, continued expansion of roads, rail, ports, energy, and digital connectivity is reducing the cost of doing business and positioning Kenya as a regional logistics and manufacturing hub.

**“ Kenya does not need to reinvent the wheel, but lay a solid foundation for industrialization ”**

Reliable and affordable energy, modern transport corridors, and efficient ports are directly supporting industrial parks, special economic zones, and export-oriented industries.

In education and skills development, the Government is strengthening TVET institutions, universities, and industry partnerships to produce a skilled, innovative, and globally competitive workforce. This mirrors Singapore's deliberate focus on technical skills, engineering, and applied research aligned to industry needs.

Health sector investments are improving productivity and resilience of the workforce. A healthier population translates into higher productivity, lower business disruptions, and a stronger foundation for sustained economic growth—an often overlooked but critical pillar of successful industrial economies.

Agriculture, the backbone of Kenya's economy, is being transformed from subsistence to agribusiness and agro-processing. By increasing productivity, supporting value addition, and linking farmers to markets, agriculture is supplying raw materials for industry, boosting exports, and raising rural incomes—just as Singapore strategically linked food security and trade to its industrial strategy.

Under President William Ruto's leadership, these sectoral investments are being deliberately integrated with industrial and trade policy to move Kenya from exporting raw materials to producing high-value goods for African and global markets. Policy consistency, institutional efficiency, and a strong partnership with the private sector are reinforcing investor confidence.

Kenya does not need to reinvent the wheel. By adapting Singapore's proven lessons to our unique context—and by sustaining the reform momentum now underway—we are laying a solid foundation for industrialization, shared prosperity, and global competitiveness. The transformation is real. The future is within reach.



# Construction Sector Remains Pillar of Economic Growth, CS Kinyanjui

By Cecilia Mwanja

The construction industry continues to play a critical role in driving Kenya's economic growth and supporting thousands of jobs across the value chain, Investments, Trade and Industry Cabinet Secretary Lee Kinyanjui has said.

In a statement, CS Kinyanjui described the sector as strategic, noting that it holds immense opportunities for expansion and long-term contribution to national development. He added that the positive outlook is reinforced by the World Bank's economic growth forecast, which projects a pickup in construction activity as a key contributor to improved economic performance.

Addressing concerns following the recent collapse of a building in Nairobi, the Cabinet Secretary expressed regret over the incident but cautioned against viewing it as a reflection of the entire industry. He emphasized that isolated failures should not be allowed to overshadow the broader contribution of the construction sector to the economy.



Investments, Trade and Industry CS, Lee Kinyanjui.

CS Kinyanjui said his Ministry will work closely with all stakeholders to ensure that stringent and effective measures are implemented immediately to safeguard public safety and restore confidence in the sector.

He further noted that consultations with devolved governments will be intensified to create a more conducive and efficient operating environment, aimed at promoting sustainable growth and strengthening regulatory oversight within the construction industry.

Kenya's construction industry has long faced scrutiny over safety and quality standards.

## Modernised Building Code

One of the most significant developments has been the introduction of the National Building Code 2024, which came into effect on March 1, 2025. This new code replaces outdated regulations that had been in place since 1968 and provides a comprehensive, up-to-date framework for design, approval, implementation, maintenance, and even demolition of buildings. The code aims to enhance structural integrity, safety, sustainability, and accountability in construction practices nationwide.

## Accreditation

In addition to the new code, Kenya has intensified efforts to improve safety through professional certification and regulatory oversight. The Kenya Accreditation Service (KENAS) recently launched a certification initiative for construction practitioners to ensure that only qualified professionals are engaged in projects, helping weed out unqualified workers whose involvement has been linked to structural failures.



# Refining Kenya's approach to cosmetics regulation

By Wendy Achieng (PCO)

**K**enya's cosmetics industry is thriving, propelled by urbanization, a growing middle class, and heightened grooming awareness.

These notwithstanding, it navigates a tight web of regulations designed to safeguard consumers.

Authorities like the Kenya Bureau of Standards (KEBS) and the Pharmacy and Poisons Board (PPB) enforce standards which ban harmful cosmetics that contain harmful substances for instance mercury.

The Pharmacy and Poisons Board (PBB), defines cosmetics as any substance or mixture of substances manufactured, sold or represented for use in cleansing, improving or altering skin, hair, eyes and teeth. The authorities also mandate accurate labelling to enhance regulatory compliance. This framework ensures products from multinational giants to local cottage producers meet rigorous quality benchmarks

Director of Industries (chemicals and Minerals) Purity Kamau notes that the Government has prioritized regulatory and legal reforms to ensure friendly business environment that will promote local manufacturing and investment.

“The cosmetics sector is 70% MSMEs which enhances the pivotal role played by regulatory bodies to ensure sustainability of the small-scale investments,” she says.



Director of Industries (chemicals and Minerals) Purity Kamau

## 70% Cosmetics Sector share of MSMEs

“It is important to assist these businesses to keep operating to safeguard the thousands of jobs already created and to harness full potential.”

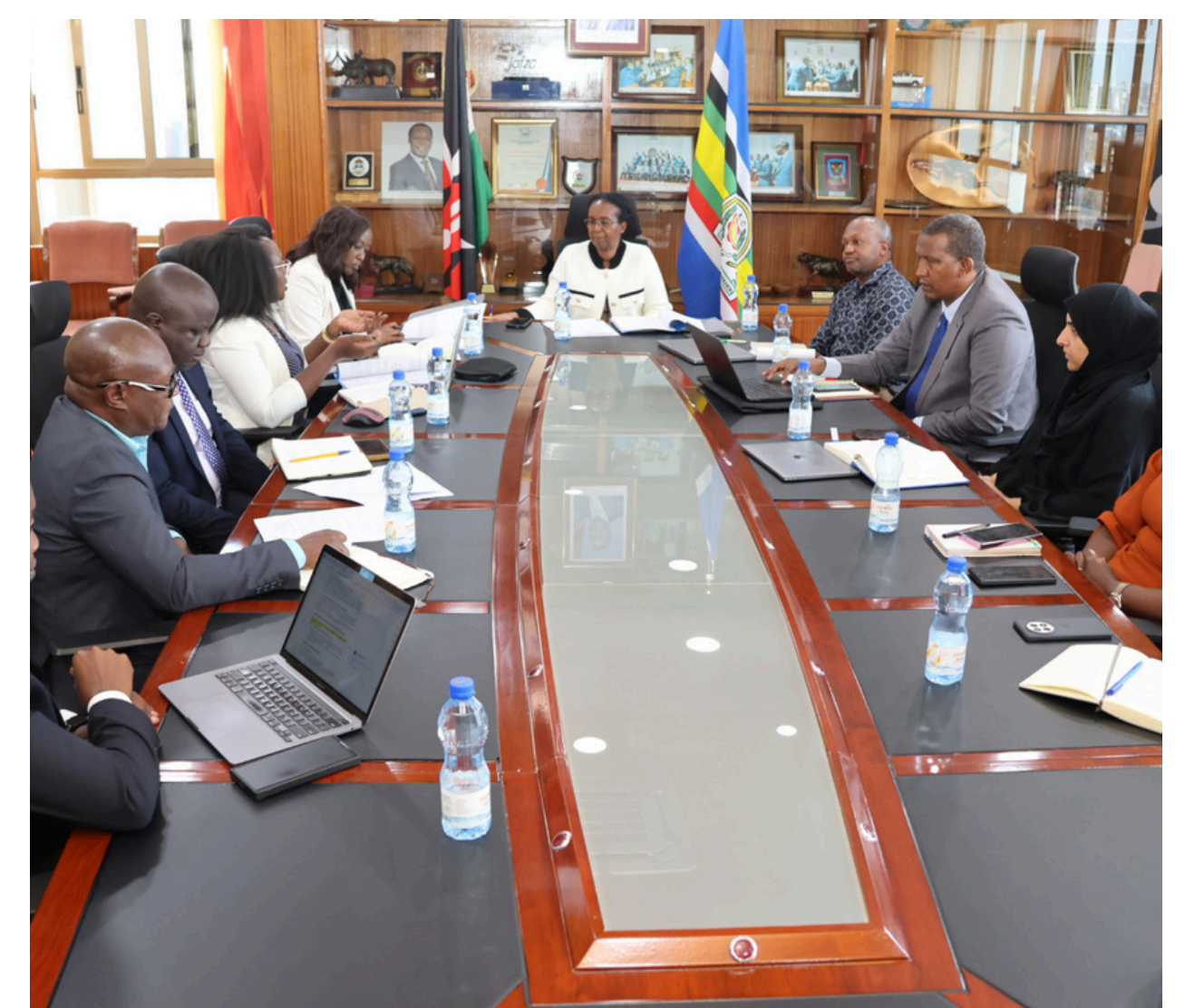
A collaborative discussion between the State Department of Industry and other government institutions such as KEBS and Anti-Counterfeit Authority (ACA) has illuminated a clear and achievable path to unlock one of our most promising manufacturing sectors: cosmetics.

The goal is explicit and ambitious—to transform a sector currently importing Ksh 5.6 billion worth of products annually into a thriving domestic and export engine.

Industrialization Secretary Prof. Erastus Gatebe outlines, “the potential is immense, with the capacity to generate over 50,000 new jobs for Kenyan youth each year, mirroring the success of regional peers like South Africa.”

Through the years the cosmetics industry has been hindered from realising its full potential by lack of synergy which end up bringing double regulatory and approval costs to the manufacturer and investors. The proposal is for the authorities to work together and designate a single regulator that will also enhance market surveillance.

A new chapter for Kenyan manufacturing is being written. By choosing collaboration over complexity, and clarity over confusion, we are not just regulating an industry—we are strategically unleashing it. The future of beauty, it turns out, is also a future of jobs, innovation, and shared national prosperity.





Republic of Kenya

MITI  
State Department of Industry

# Stronger Development Partnerships Key to Transformation



Deputy President Kithure Kindiki gives his remarks during the 14<sup>th</sup> Development Partnership Forum in Karen, Nairobi

Discussions at the forum focused on deepening cooperation in key priority areas including economic recovery, infrastructure development, climate action, social protection, health, education, and industrialisation.

Emphasis was also placed on the need for innovative financing models, private sector participation, and technology-driven solutions to address emerging development challenges.

Development partners reiterated their support for Kenya's development priorities, noting the country's strategic role in the region and its commitment to reforms. They emphasized the importance of mutual accountability, transparency, and results-based partnerships in maximising the impact of development assistance.

The 14th Development Partnership Forum has reaffirmed the government's commitment to strengthening collaboration with development partners to accelerate economic growth.

The 14th Development Partnership Forum chaired by Deputy President, Prof. Kithure Kindiki, brought together senior government officials, development partners, representatives of multilateral and bilateral institutions, the private sector, and civil society, to review progress on ongoing partnerships and align priorities with the country's national development agenda.

Kenya has reaffirmed its commitment to strengthening collaboration with development partners to accelerate economic growth and deliver sustainable development outcomes, as stakeholders convened for the 14th Development Partnership Forum held on Wednesday at the Official Residence in Karen.

"Our vision is to transform Kenya into a first world economy within a generation. The paradigm to take us there is the BETA agenda, with people, partnerships and technologies being the drivers that will take us there," noted Prof Kindiki.

Participants underscored the importance of coordinated financing, policy coherence, and accountability to ensure development interventions translate into tangible benefits for citizens.

Government officials used the platform to outline Kenya's reform agenda and ongoing efforts to create a stable macroeconomic environment, enhance service delivery, and promote inclusive growth.

**“Our vision is to transform Kenya, with people, partnerships and technologies being the drivers.”**

The Development Partnership Forum is a key annual platform for structured engagement between the Government of Kenya and its partners, aimed at enhancing coordination, reducing duplication of efforts, and ensuring development resources are effectively utilised to support the country's long-term socio-economic transformation.





Republic of Kenya

**MITI**  
State Department of Industry

# Zero-Emission Transport Advanced through LEAP

By Cecilia Mwanja (PCO)



The Government of Kenya, in collaboration with a GIZ-led consortium, has taken a major step toward accelerating zero-emission transport following the successful LEAP Appraisal Mission Workshop held on 31st October 2025 at the Fairview Hotel in Nairobi.

The workshop formed part of preparations for the Leapfrogging to Zero Emission Transport (LEAP) Programme, an initiative under the International Climate Initiative (IKI) aimed at promoting local assembly and manufacturing of electric motorcycles and buses. The proposed programme targets Kenya, Senegal, and South Africa, with regional reach across the EAC, SADC, ECOWAS, and the African Union, and a total funding envelope of EUR 20 million.

Participants drawn from national and county governments, think tanks, academia, development partners, and the private sector engaged in discussions to build a shared understanding of project priorities and to refine planned interventions.

The workshop also underscored the importance of inclusive growth, with a strong emphasis on expanding job opportunities for women, youth, and persons with disabilities within the e-mobility value chain.

Proposed interventions included integrating e-mobility training into tertiary curricula, expanding the Women in E-Mobility Network, and piloting gender-responsive initiatives at county level.

Director of industries Engineering and construction Mr. Gideon Oele (centre) during is joined by Industry Staff in a meeting with GIZ and AGORA officials to review the Leap Appraisal Mission on zero emission

Kenya's strong renewable energy profile—where approximately 93 percent of electricity is generated from renewable sources—was highlighted as a key opportunity to support a sustainable EV ecosystem. However, participants noted challenges such as policy fragmentation, limited transport emissions data, and the need for stronger coordination among development partners and across the East African Community.

The State Department for Transport shared proposed areas of cooperation with the GIZ consortium, as the consortium prepares to submit a proposal to IKI to secure funding for the project's preparation phase ahead of full implementation.

## Approximately 93 percent of electricity is generated from renewable sources

The LEAP Programme is expected to play a catalytic role in positioning Kenya as a regional leader in zero-emission transport while contributing to climate goals, industrial development, and green job creation.

## AR and VR to Drive Energy-Efficient Industries

Digitally enabled and energy-efficient industrial growth, continue to characterize Kenya's industrial transformation, with experts warming up for the immersive digital technologies potential for enhance industrial productivity

The Technical Working Group meeting on Augmented and Virtual Reality (AR/VR) under the Energy Efficiency for Sustainable Livelihoods in Africa (EELA) Project – Kenya Window, examined how this reality would translate to industrial productivity, competitiveness, and workforce skills while supporting sustainable livelihoods.

AR/VR was introduced as a new phase of the EELA programme in Kenya, directly aligned with Outcome 3, which focuses on strengthening skills for the repair, maintenance, and end-of-life treatment of energy-efficient and off-grid equipment such as solar home systems, refrigeration, and productive-use energy technologies.

Director of Industries (Engineering and Construction) Mr. Gideon Oele noted that AR/VR offers a practical, scalable, and hands-on approach to training that can bridge persistent gaps between industry needs and existing learning pathways, particularly within TVET institutions, which were recognised as central to technology adoption but constrained by infrastructure costs, capacity limitations, and weak industry linkages.

In addition to policy frameworks that are already in place, stakeholders highlighted barriers including skills shortages, financing constraints, limited awareness, and low industry readiness, calling for stronger coordination, local content development, and inclusive approaches that engage youth and MSMEs.

The tea sector was identified as a suitable pilot industry due to its high energy intensity, export orientation, and potential for productivity gains.



# Safeguarding Industrial Growth Through Authentic Trade

By Dr. Robi M. King'a, PhD  
Executive Director,  
Anti-Counterfeit Authority (ACA)

Kenya's economic blueprint under the Bottom-Up Economic Transformation Agenda (BETA) places manufacturing, innovation, and value addition at the heart of national development. Across the counties, the establishment of County Aggregation and Industrial Parks (CAIPs) has created new engines for local industrialization — connecting farmers, MSMEs, and cooperatives to modern infrastructure and export markets.

However, for these gains to be sustained, the authenticity of our markets must be guaranteed. Counterfeiting and illicit trade continue to undermine national progress, eroding the very foundations of industrial growth that the Government is working tirelessly to strengthen.

Recent studies conducted by the Anti-Counterfeit Authority, with support from KCA University and the Kenya Association of Manufacturers, show that Kenya loses an estimated KSh 153 billion annually in tax revenue due to counterfeit and illicit trade. The same research found that over 70% of Kenyans have unknowingly purchased counterfeit goods, while nearly 60% have suffered harm or loss as a result. These figures illustrate the depth of the challenge and the urgency with which it must be addressed.

As a nation, we cannot industrialize on the foundation of fake goods. Counterfeiting denies the government revenue, discourages innovation, and puts the health and safety of citizens at risk. It also weakens investor confidence, making it harder for genuine entrepreneurs to thrive. This is why the Government, through the Ministry of Investments, Trade and Industry (MITI), continues to strengthen the policy and institutional framework for Intellectual Property (IP) protection.

The ongoing development of the National Intellectual Property Policy and Strategy (NIPPS 2023–2027) represents a bold step toward harmonizing Kenya's intellectual property ecosystem



Suspected cooking oil seized during a raid in Mombasa



— strengthening coordination in registration, enforcement, and commercialization of IP rights. Supported by the World Intellectual Property Organization (WIPO), this policy reform positions Kenya as a regional leader in promoting authentic trade, innovation, and fair competition in the marketplace.

At the Anti-Counterfeit Authority, we are aligning fully with this vision. Our enforcement officers have, over the past year alone, seized counterfeit goods worth more than KSh 500 million, dismantling illicit networks and protecting both consumers and legitimate manufacturers. The recent KSh 100 million counterfeit cooking oil bust in Mombasa and the multi-agency crackdown on counterfeit sugar in Malindi exemplify this sustained national effort.

Moreover, ACA's adoption of the e-Government Procurement (e-GP) system and the National IP Recordation System underscores our commitment to digital governance and transparency — ensuring efficiency, accountability, and value for public resources.

But even as the Authority enforces the law, the war against counterfeiting must be anchored on partnership. Enforcement alone cannot eliminate fakes; public awareness, responsible consumer choices, and strong collaboration with the private sector are equally vital. County governments, business chambers, and industry associations all have a stake in safeguarding the authenticity of Kenya's markets.

I wish to commend the Government's continued support to ACA and the broader IP ecosystem under MITI. Our collective mission is to protect jobs, promote innovation, and ensure that local industries grow on a foundation of integrity and trust.

# The National Automotive Policy

By Theuri Mwangi PCO

Kenya National Industrialization Policy Framework, 2012, Automotive assembling and the production of basic components are medium-technology industries aimed at propelling Kenya into a globally competitive industrial hub. The NAP is anchored on Kenya's Vision 2030 of transforming Kenya into a industrialized middle-income country.

The policy aims at reducing imports of used or second-hand cars and spares. The production of automobiles and spares locally is not only meant to spur economic growth but enhance environmental conservation through observation of strict international environmental conservation standards for manufacturers.

The policy measures once effected will also promote the creation of more job opportunities in the country both direct and indirect through the local production of automobiles and spare-parts. Here, through investors establishing automotive and spare-parts production facilities in the country, this will serve as a source of employment for the increasing population and also enhance the growth of businesses in the country.

Implementation of the policy measures after the passing into Law of the National Automotive Bill, 2025, is projected to spur growth in the Automobile sector.



The growth of the sector will promote an increase in the country's GDP through the collection of more taxes for National development projects aimed at enhancing the economy and driving Kenya towards becoming a developed Nation.



Ministry of Investments, Trade and Industry  
State Department for Industry

**giz** **AFREXIMBANK**

**PUBLIC PARTICIPATION ON  
AUTOMOTIVE BILL, 2025**

Thank you  
for taking  
part.

SCAN ME!  
TO READ  
THE BILL

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The policy aims at promoting innovation, research and development through supporting establishing an Automotive Institute where learners will be equipped with skills and knowledge in production, design, repair amongst other skills for the emerging e-mobility sector. The Government will provide the required education for learners once the Kenya Automotive institute is established, this will also lead to the rise in demand for e-mobility automobiles since they will be having skilled technicians and readily available spares also produced by the now skilled e-mobility automotive technicians.

Currently, the Bill is being reviewed by stakeholders in the automotive sector after a successful completion of the public participation exercise. Recommendation given by members of the public on the Act are being reviewed before the Bill is sent to Parliament for adoption.





**SUBMIT VIEWS**

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Industrialization Secretary Prof. Erastus Gatebe

# Kenya Accreditation Service Regulations, 2025



KENAS CEO, Dr. Walter Ongeti

Public participation forums for the draft Kenya Accreditation Service Regulations, 2025, and the Kenya Accreditation Service (Amendment) Bill, 2025, by the Kenya Accreditation Service (KENAS), have kicked off across counties.

Members of the public and participants from various regulatory bodies presented their recommendations and feedback on the Act and regulations.

The exercise was Officially launched by Industrialization Secretary (IS), Professor Erastus Gatebe on behalf of Industry PS, Dr. Juma Mukhwana, at KICC Nairobi.

KENAS CEO, Dr. Walter Ongeti, on his part remarked that, KENAS as an accreditation agency, aims at ensuring that world class standards are observed by regulatory bodies, as they ensure conformity by investors to provision of quality products and services as he assured stakeholders that, " You are stronger as a regulatory body with our accreditation".



Members of the public give their recommendations to the Draft Kenya Accreditation Service Regulations, 2025 during public hearings in Nairobi.

Professor Gatebe noted that there is need to support the enactment of the bill and regulations, saying this was needed for the country to achieve improved quality of life, through accreditation of regulatory bodies, to align them with international standards. Improved quality of life, the IS noted, comes as a result of having quality of products and services being offered to the public and this is safeguarded through accreditation of regulatory bodies in sectors such as pharmaceutical industry, automotive sector, food and beverage sector, amongst other crucial sectors, which he noted were key drivers towards the growth of Kenya's economy and achieving the Vision 2030 of transforming Kenya into a middle-income earning economy.





# Kenya Rises as EAC's Pharmaceuticals Manufacturing Hub



MITI CS Kinyanjui, Investments PS Abubakar KDC chairman Dr. Sakwa Bunyasi with other pharmaceutical stakeholders

By Wendy Achieng (PCO)

Pharmaceutical manufacturing is a key area that the government is prioritizing owing to the high levels of pharmaceutical imports.

Kenya has a strong potential to produce a significant share of these products locally, and investors are encouraged to make investment in pharmaceutical manufacturing to strengthen the country's health sector and reduce dependency on imports.

Scaling up local manufacturing could reduce dependence on imports in turn reducing import bills by 50% within a decade, and generate over 50,000 direct and indirect jobs

Speaking at a previous event, Cabinet Secretary for Investments, Trade and Industry, Lee Kinyanjui noted that, "The government is ready to do what it takes, from updating laws and regulations, aligning policies and unlocking financing to igniting pharmaceutical manufacturing in Kenya and reduce dependency on imports."

"Kenya hosts about 40% of East African Community's pharmaceuticals manufacturing capacity with over 35 certified manufacturers."

CS Kinyanjui reaffirmed the government's firm commitment to strengthen local pharmaceutical manufacturing. "The government is willing to purchase locally produced medicines as long as they meet the necessary quality and price competitiveness," he said.

**40%**  
**EAC's**  
**Pharmaceuticals are**  
**in Kenya**

Collaboration with the Ministry of Health will ensure uptake of locally produced products, timely payment, and the removal of regulatory and legal barriers that hinder the pharmaceutical sector growth.

To debunk the argument by some investors that financing is the main challenge, the government, through Kenya Development Corporation (KDC) has come up with strategies to bridge the financing gap. The government will provide long-term financing and equity investment vehicles for investors in pharmaceutical manufacturing by supporting new projects, expansion plans, and working capital to operationalize facilities.



KDC Director General Norah Ratema

