

# VIWANDA BULLETIN

FEBRUARY 2026 Issue IV

# LOCALLY ASSEMBLED ISUZU MU-X, UNVEILED



From left, Cabinet Secretary for Investments, Trade and Industry Lee Kinyanjui is joined by Isuzu EA MD Rita Kavashe, Amb. Matsuura Hiroshi, Embassy of Japan in Kenya and Keizo Yoshimura, Engineering Vice President, Isuzu Motors, Thailand in unveiling the locally assembled Isuzu mu-X.

Kenya has marked a significant industrial milestone with the launch of the locally assembled ISUZU mu-X signalling growing confidence in the country's manufacturing capabilities. The launch underscored Kenya's commitment to moving beyond assembly into deeper, value-driven manufacturing that meets global standards, while positioning the country as a regional automobile hub.

Story on Page 3

## Also in this issue...

- Kenyas Moment to Rise
- New Industry Officers inducted into Public Service
- ACA Forges New Alliance with SMEs to Fight Counterfeiting
- Kenya Leather Development Council to take part in KIICO



# Kenya's Moment to Rise, Dream, and Change the World

Every generation is given a moment by history. Some generations rise to it. Others watch it pass. Those that rise are remembered not because circumstances were easy, but because courage was greater than fear. As Arnold Toynbee observed, civilizations rise and fall according to how they respond to challenges. Today, Kenya, Africa, and especially Africa's young people are facing such a challenge—and such an opportunity.

This is Kenya's moment, this is Africa's moment and to the young, this is your defining moment. The world we live in has been shaped by successive industrial revolutions. The fourth industrial revolution is redefining power and prosperity through artificial intelligence, advanced manufacturing, biotechnology, clean energy, and data. During earlier revolutions, Africa stood on the margins, exporting raw materials while others created value. But history is not destiny.

Africa accounts for nearly 17 percent of the world's population, yet produces less than three percent of global manufactured output. This is not an indictment; it is an invitation. It is a call to build, to innovate, and to lead. Kenya has chosen to answer that call through the Bottom-Up Economic Transformation Agenda, by prioritizing manufacturing, enterprise development, value addition, and the Buy Kenya, Build Kenya initiative.

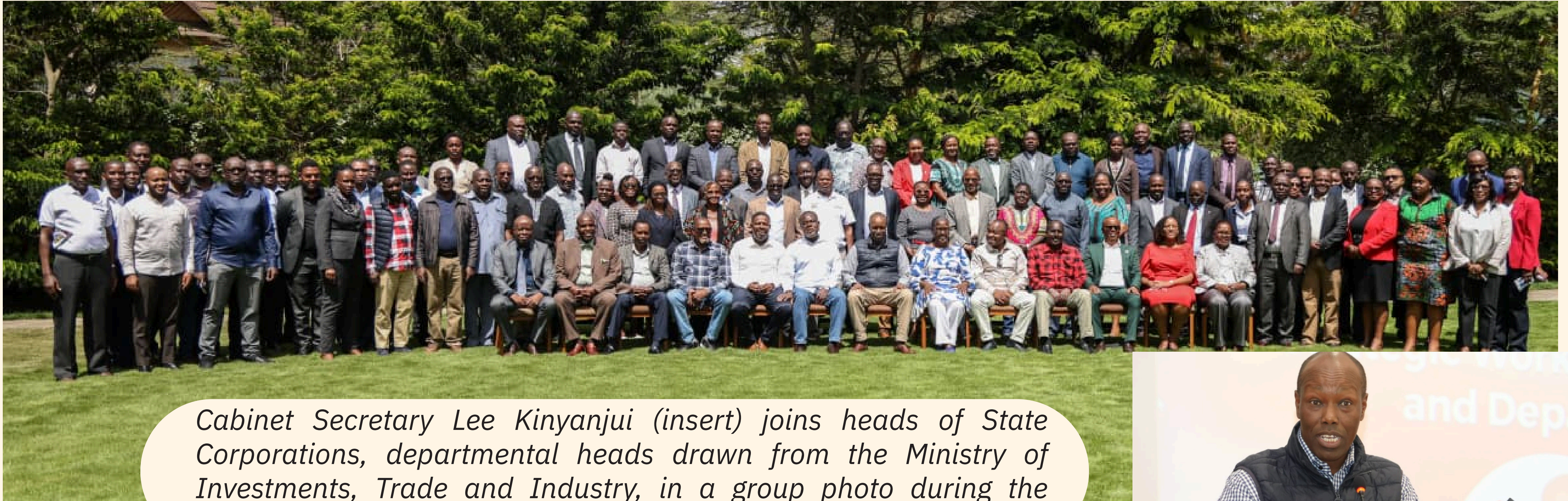
Through Special Economic Zones, industrial parks, CAIPS, and the digital economy agenda, Kenya is laying the foundation for competitive, inclusive industrial growth. We are demonstrating that Africa can compete and Kenya can lead.



*Industry PS Dr. Juma Mukhwana is joined by Kenyatta University students in an interview with the media, during the University's Career Fair, 2026.*

“ AFRICA HOSTS  
17% OF THE  
WORLD'S  
POPULATION

# Fast-Track Industrialization Through Local Content Policy, Kinyanjui



*Cabinet Secretary Lee Kinyanjui (insert) joins heads of State Corporations, departmental heads drawn from the Ministry of Investments, Trade and Industry, in a group photo during the Ministerial Strategic Workshop, at a Naivasha Hotel*



The government has intensified efforts to accelerate Kenya’s industrialization drive, through alignment of policies, institutions and investments to shorten the country’s industrialization timeline. Cabinet Secretary for Investments, Trade and

Industry Lee Kinyanjui warned that Kenya could take up to 30 years to fully industrialize, underscoring the urgency of coordinated action across government and the private sector.

“If we continue at this growth rate, we will industrialize after 30 years. That is why we must align everything to the national agenda and make industrialization happen now,” said Kinyanjui. Speaking at the Strategic Leadership Forum in Naivasha, which brought together State Corporation leadership and heads of departments from MITI, he called for enhanced information sharing and cooperation beyond MITI to accelerate growth.

## Buy Kenya, Build Kenya

He called for strict enforcement of the Buy Kenya, Build Kenya policy, warning that projects worth billions of shillings must directly benefit local producers.

“It is necessary to enforce Buy Kenya, Build Kenya in the AHP so that projects funded with billions benefit Kenyans and do not leave local industries poorer,” he said, adding that audits and clearer policy alignment would be undertaken to ensure compliance.

“**We must... make industrialization happen now**”

Industry Principal Secretary Juma Mukhwana echoed the call for local content, urging State Corporations and government institutions to take the lead in implementing the Buy Kenya, Build Kenya strategy as a pathway to Kenya’s long-term industrial ambitions.

He noted that the State Department for Industry has developed a directory of all products manufactured in Kenya, adding that existing policy requires at least 40 per cent of goods and raw materials procured by government to be sourced locally.

Mukhwana further said the rollout of County Aggregation and Industrial Parks (CAIPs) will significantly accelerate production and expand the range of locally manufactured goods across the country.



# LOCALLY ASSEMBLED ISUZU mu-X, unveiled

*Industry Principal Secretary Dr. Juma Mukhwana joins Engineering Vice President, Isuzu Motors Company, Thailand, Mr Keizo Yoshimura and Isuzu D-Max brand ambassador and Marathoner Eliud Kipchoge during a visit at Isuzu EA assembly plant on Mombasa road.*



**K**enya has marked a significant industrial milestone with the launch of the locally produced ISUZU mu-X,

signalling growing confidence in the country's manufacturing capabilities.

In an event graced by Investments, Trade & Industry Cabinet Secretary Lee Kinyanjui; and President, Isuzu Motors International Operations, Junichi Kubo; the launch underscored Kenya's commitment to moving beyond assembly into deeper, value-driven manufacturing that meets global standards.

CS Kinyanjui noted that the milestone was significant in positioning Kenya as a competitive industrial hub in the region, noting "this is the first Isuzu to be manufactured outside Thailand."

The milestone underscores progress in building world-class local production through the training of Kenyan technicians, strengthened process engineering, and improved after-sales support.

**“**  
**This is the first Isuzu mu-X manufactured outside Thailand - CS Kinyanjui**

Also at the event, Engineering Vice President, Isuzu Motors Company, Thailand, Mr Keizo Yoshimura lauded Kenya's steady transition from importing fully built vehicles to undertaking more advanced stages of production locally, a move that has increased value addition and strengthened industrial capacity.

Industry PS, Dr. Juma Mukhwana, noted that local production of the ISUZU mu-X was already generating broad economic benefits by creating jobs on the factory floor, across logistics, component supply, services, and retail.

"This ripple effect is contributing to enterprise growth across the East African region while enhancing Kenya's ability to meet domestic demand and eventually serve regional markets from a local production base," added Mukhwana.

The project, he added, closely aligns with the government's Buy Kenya, Build Kenya policy, which promotes preference for locally produced goods and services. By retaining spending within the country, the policy helps conserve foreign exchange, improve the balance of trade, and translate policy into tangible industrial growth.

# Induction of new and promoted officers

By Theuri Mwangi (PCO)

Industrialisation Secretary Professor Erastus Gatebe officiated the induction ceremony for newly appointed and promoted officers, stressing the urgent need for their active role in implementing the National Industrialisation Policy (NIP). During his address, he emphasized the importance of innovative thinking, urging the officers to always see things differently from others and take action for success to follow.

The NIP, Professor Gatebe remarked, will address all the aspects of industry in the country, with the manufacturing sector being a key element towards its success, while noting that pillars of manufacturing which include sectors such as leather, automotive, tea amongst others, need to be aligned in order to spur growth in industry.

The NIP will be reviewed in a timeframe of sixty days from yesterday, after MITI CS, Lee Kinyanjui, presided over the signing of a Memorandum of Corporate between SDI and the Global Energy Alliance for People and Planet (GEAPP), in a bid to create more practical programmes, mobilise blended finance and build local capacity, to enhance a fair and sustainable future.



*Industrialization Secretary, Prof. Erastus Gatebe addresses SDI staff during the Induction.*

**Always see things differently from others and take action for success to follow. - IS Prof. Gatebe**

The IS, who was representing PS for Industry, Dr. Juma Mukhwana, also commended the officers on a successful mapping exercise of industries last year. His sentiments were echoed by Agro-Industries Director Stanley Koske as he emphasised on the need for integrity while serving the public, saying this ensured that Government achieved it's objectives, translating policy into action.

Assistant Director, Human Resources, Justus Osoro on his part urged the new recruits to embrace training for career progression as he called on the need for continued adherence to Government rules and regulations in the civil service.

Also present were Deputy Directors Brenda Ndiema and Lydia Mwenga, and Senior HRO, Nickson Nyagah.



*SDI staff during the induction*



Republic of Kenya

**MITI**  
State Department of Industry



*The Principal Secretary for Industry Dr. Juma Mukhwana test-drives an electric bus manufactured in Kenya during the launch of the e-mobility policy at KICC Nairobi.*

The Principal Secretary for Industry Dr. Juma Mukhwana has urged stakeholders in the Electric Vehicle (EVs) Mobility to consider scaling up production and uptake.

Acknowledging the huge demand for EVs against the meagre supply, the PS noted the need for more funding to help companies bridge the gap.

"This is a technology that has come of age as the market is bigger than the supply.

"We need more funding for companies to scale up CKDs, rollout charging infrastructure, and uptake of the auto by customers" he said.

Dr. Mukhwana joined Transport CS Davis Chirchir, PS Transport Mohammed Daghar, among other leaders in the launch of E-Mobility policy, at KICC today. CS Chirchir, who also launched a green registration number plate for EVs, noted that the country was ready for the full rollout of e-mobility policy to allow for cheaper cost of doing business.

Amb. Sebastien Groth, for the republic of Germany, noted that the German Development Corporation will help in setting up a number of companies to allow for production of batteries and other parts for users.

"E mobility creates incomes, jobs and cleaner energy transport. I laud the team for swiftly implementing the decisions with the e-mobility policy will be impactful," added Amb. Broth.



*Cabinet Secretary for Transport Davis Chirchir is joined by other leaders during the launch of the e-mobility policy at KICC Nairobi.*

# ACA Forges New Alliance with SMEs to Fight Counterfeiting

By Wendy Achieng (PCO)

Principal Secretary for Industry, Dr. Juma Mukhwana, has rallied manufacturers and small businesses, to lead the charge in crafting solutions against illicit trade, noting that counterfeiting is a direct assault on Kenya's economic sovereignty. Speaking at the Nairobi County Interactive Stakeholder Anti-Counterfeiting Forum at Weston Hotel, Dr. Mukhwana noted the need for collaboration to win the war against counterfeiting.

“Counterfeiting undermines industrial growth by punishing compliant SMEs while rewarding illegal operators.

“Forums such as this provide an opportunity to shape practical solutions, and therefore you must engage directly with us, the policymakers,” he stated, capturing the frustration of legitimate business owners who struggle against a flood of substandard, often dangerous, imitation goods.

The forum, organized by the Anti-Counterfeiting Authority (ACA), focused sharply on key market challenges including protecting consumers from dangerous substandard goods, supporting legitimate businesses struggling to compete, and strengthening the entire manufacturing and trade ecosystem.

Participants that also included law enforcement agencies, forged practical solutions through direct dialogue.

His remarks underscored a significant shift in strategy, from a purely enforcement-led approach to a collaborative model where those on the frontlines of the economy inform policy. The room reflected this integrated approach, bringing together policymakers, the ACA, the Kenya Revenue Authority, manufacturers, representatives of the vast *jua kali* sector, university researchers, and private sector leaders.



Security agencies take part in the Nairobi County Interactive Stakeholder Anti-Counterfeiting Forum

**“Counterfeiting undermines industrial growth while rewarding illegal operators.”**

Beyond the crackdown, Dr. Mukhwana linked the fight against fakes to a broader national economic vision. “We must increase local production, strengthen Kenya’s manufacturing sector, and create more jobs for Kenyans,” he said. He argued that every counterfeit product sold represents a lost job, stifled innovation, and a drain on the nation’s productive capacity.

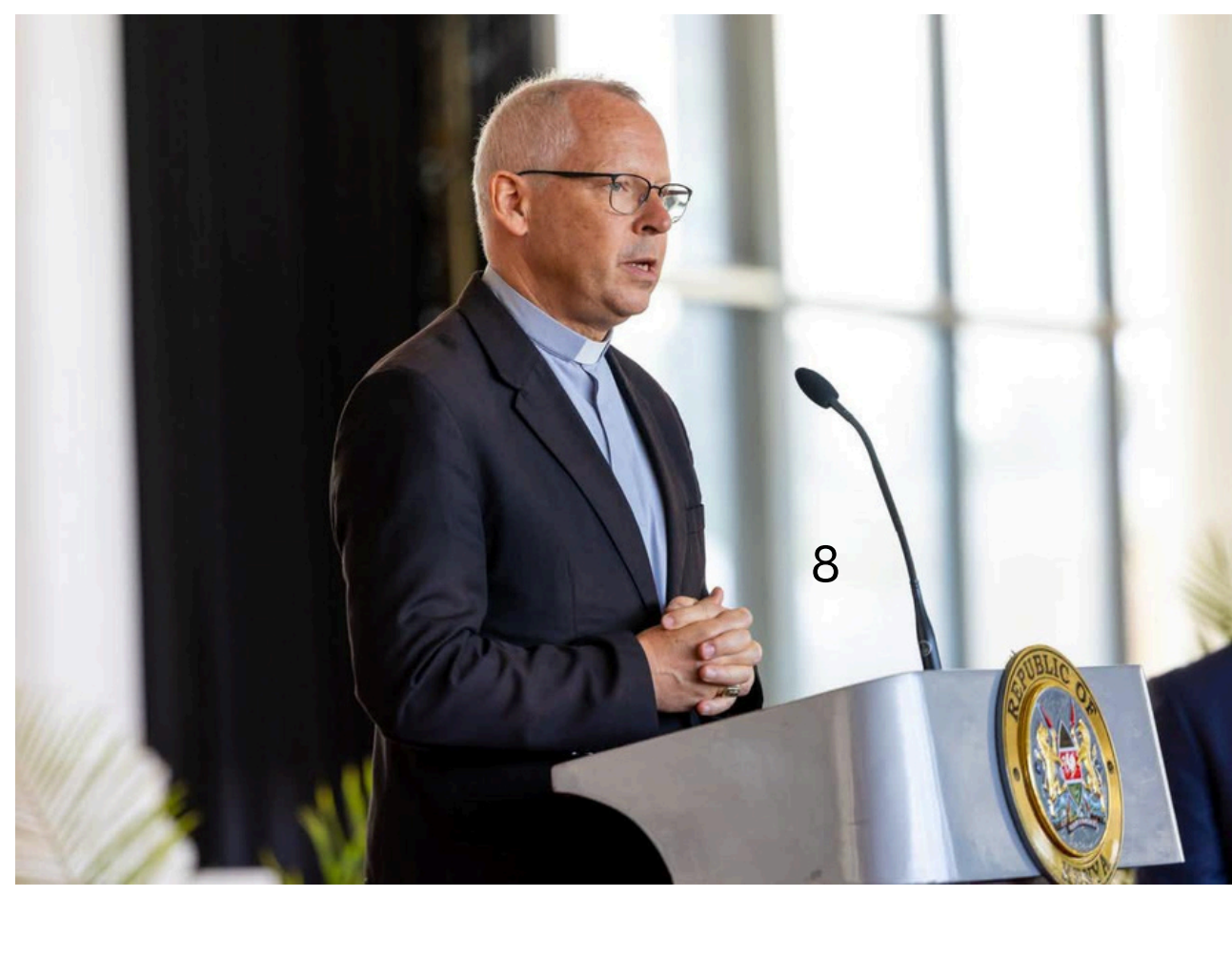
ACA Executive Director, Dr. Robi M. King'a reiterated the authority's commitment to this new, inclusive partnership. “We are engaging directly with traders, importers, SMEs, and manufacturers to strengthen market integrity. This is not a fight we can win in isolation. Intelligence from the ground is our most powerful weapon,” he said.

The forum occurred just as ACA welcomed Hon. Nelson Gaichuhie as the newly appointed Board chairman.





Find me



# How Accreditation is Weaving a New Future for Kenyan Textiles

By Mutetei Mutisya- PCO, KENAS

**I**n the competitive arena of global textiles, Kenyan manufacturers are finding that trust, once earned, becomes their most valuable currency.

This shift is moving accreditation from a back-end compliance task to a central business strategy. The focus is no longer just on making quality products, but on having internationally recognized proof of that quality. This strategic imperative was at the heart of recent discussions between the Kenya National Accreditation Service and Vistari SEZ Limited, highlighting a collaborative push to embed verified excellence into the fabric of local industry.

For export-oriented factories, the technical bedrock of this trust is an accredited laboratory. When an in-house testing facility earns recognition against global standards, its reports on everything from fabric strength to chemical safety carry immediate weight with international buyers. This eliminates the costly delays and disputes that come with re-testing abroad, turning the lab from a cost centre into a business asset that streamlines market access and fortifies buyer relationships.



Meeting between KENAS CEO, Dr. Walter Ongeti and the top management of Vistari SEZ limited (FORMERLY rIVATEX ea LTD)

Beyond the tangible qualities of the product itself, the modern market demands proof of ethical integrity. Global brands now scrutinize the conditions under which their goods are made, making certifications like WRAP, which verify responsible labour and environmental practices, a critical part of the package. By aligning technical accreditation with ethical certification, manufacturers build a compelling profile of responsibility that resonates with conscious consumers and corporate sourcing departments alike.

This comprehensive approach represents a significant shift in mindset. Industry leaders increasingly view the investment in accreditation not as an administrative expense, but as a strategic driver of growth. It is an investment that pays dividends through operational efficiency, reduced risk of rejected shipments, and an enhanced reputation that opens doors to more lucrative markets.

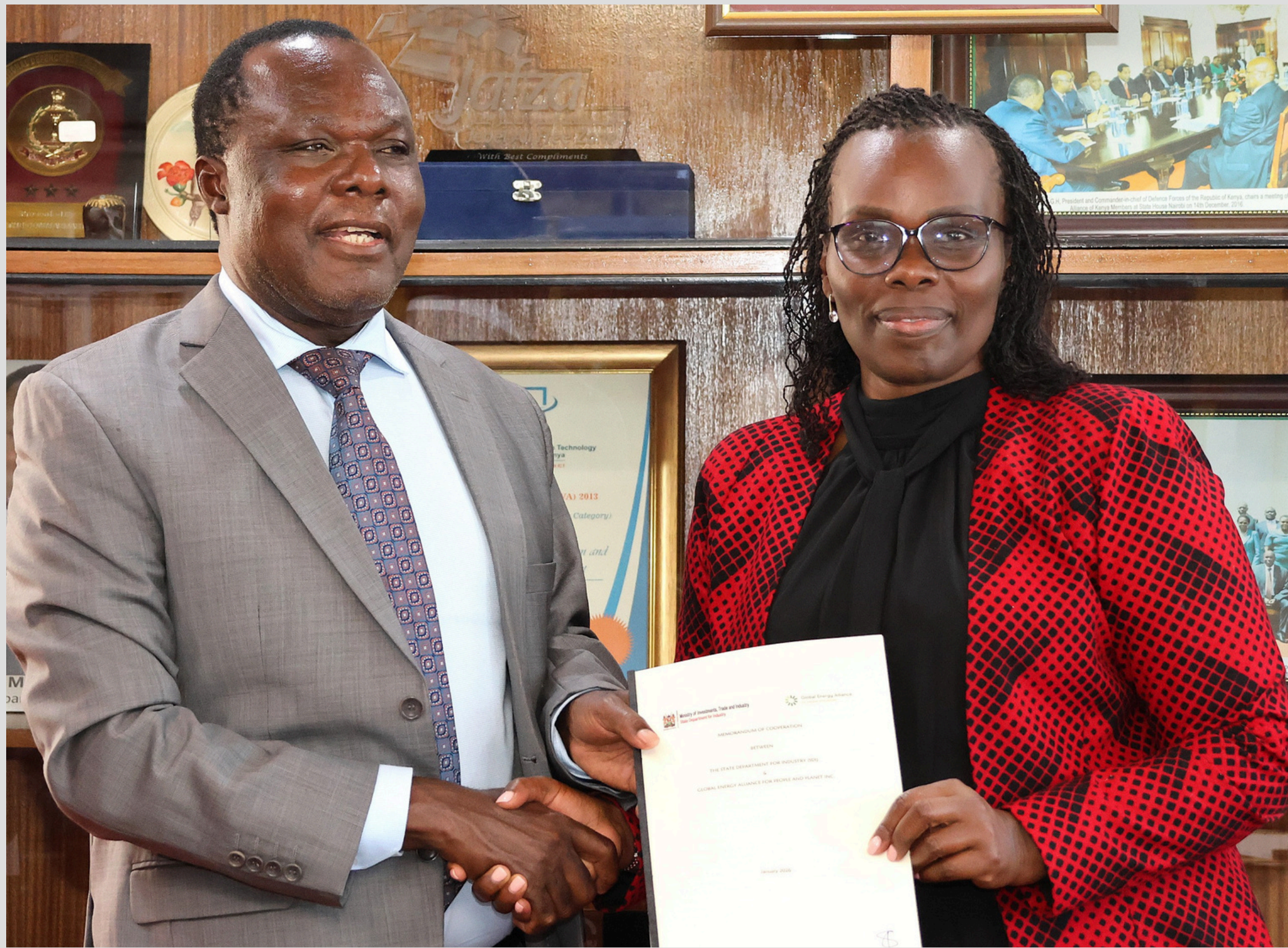
Looking ahead, this focus on verified quality and ethics also aligns with broader continental and global trade dynamics. As the African Continental Free Trade Area (AfCFTA) gains momentum, accredited Kenyan textiles will be uniquely positioned to meet the region's own growing standards and to compete on a continental scale with a clear, trusted pedigree. Furthermore, in a world increasingly shaped by environmental, social, and governance (ESG) criteria, a robust accreditation portfolio provides critical data and assurance to attract sustainability-focused investors and financiers.

Ultimately, the journey toward accreditation is weaving a stronger, more resilient future for the entire sector. It fosters a culture of continuous improvement and professional rigor that uplifts not just individual factories, but the industry's collective brand. As more firms achieve these milestones, Kenya solidifies its reputation as a source of not just garments, but of guaranteed quality and principled production. In an industry where every advantage counts, the independent stamp of accreditation is becoming the definitive thread that binds opportunity to trust, securing Kenya's place in the next chapter of global textile manufacturing.



KENAS CEO, Dr. Walter Ongeti (right) and Vistari SEZ limited operations manager, Mr. Vinay Kumar (left).

## MINISTRY COMMITS TO DELIVERING ON INDUSTRIALIZATION POLICY FOR ECONOMIC GROWTH



*Industry PS. Dr. Juma Mukhwana and GEAPP VP Carol Koech pose for a photo after signing a Memorandum of Cooperation to implement the National Industrial Policy*

The Ministry of Investments, Trade and Industry has committed to reviewing the Industrialization Policy (NIP, 2012) within 60 days to align all industrial sector-specific policies, for economic growth.

Cabinet Secretary, Lee Kinyanjui, has noted that the review is necessary to allow for a solid framework on which to anchor all sector policies in the manufacturing and industrial sector. He spoke when he oversaw the signing of the Memorandum of Cooperation (MoC) in reviewing, and implementing the National Industrialization Policy (NIP, 2013), between the State Department for Industry and the Global Energy Alliance for People and Planet (GEAPP).

GEAPP, which is a global nonprofit that partners with governments and investors to design practical programs, will mobilize blended finance and build local capacity to enable a fair and sustainable future. The review of the policy will also see Kenya Institute of Public Policy Research and Analysis (KIPPRA) and Afri-Trade Consulting Group provide the technical expertise, to align the policy with national interests and priorities.

“This policy will form the foundation of our County Aggregation and Industrial Parks (CAIPs), Export Processing Zones (EPZs), Special Economic Zones (SEZ) as well as the cotton, steel, cement, and automotive industries, among others.”

Industry Principal Secretary Dr. Juma Mukhwana noted the need for a systematic and legally binding way of accessing data on industries noting that the resultant National Industrialization Bill will provide for establishment of the office of the Registrar of Industries who will keep up to date, data on industries for better planning.

"Through this collaboration, the Parties will enhance technology transfer, promote low-carbon industrial pathways, strengthen sector competitiveness and foster multi-stakeholder partnerships to support sustainable industrial and energy development," noted PS Dr. Mukhwana. Africa, Global Energy Alliance for People and Planet's Vice President Ms. Carol Koech noted, "This MoC establishes a shared framework to accelerate industrialization in Kenya, by promoting green manufacturing and Small and Medium Industries' upgrading. GEAPP is committed to leveraging our global experience, technical expertise and financing networks to support Kenya's climate-aligned industrial pathways."

# STAKEHOLDERS TEAM-UP TO END LEAD IN PAINT



The initiative to bring together stakeholders from Anglophone African countries, was a positive step toward sustained collaboration that will ensure the vision to make lead products safe was realized. Participants in the workshop were encouraged to be on the same wavelength in ensuring harmonized regulatory approaches that will facilitate intra-African trade under the African Continental Free Trade Area (AfCFTA), reduce regulatory fragmentation, and strengthen collective enforcement and information-sharing mechanisms, among the partner nations. Compliance is a strategic investment in market access, innovation in lead-free paint solutions, and long-term sustainability.

**The paint industry creates thousands of jobs for the youth and places Kenya as a competitive partner in the global market.**

It is the responsibility of government agencies, civil society organizations and all stakeholders to ensure advocacy towards safety lead paint production is achieved.

“Regulating lead paint is not only a public health imperative but also a trade and industrial competitiveness issue”, underscored Dr. Mukhwana. “Effective regulation supports safer manufacturing practices, enhances access to regional and international markets, and builds confidence in Kenyan and African products, while protecting children and other vulnerable populations”, he added.

By Gloria Gicheru

Stakeholders in the paint industry have emphasized the importance of ensuring safety for consumers and producers of paint while still safeguarding the environment.

During a Regional Lead Paint Regulation Capacity Building workshop, that was geared towards scrutinizing the current laws on lead paint.

“Lead exposure remains a serious public health concern, particularly for children, including developmental delays, learning difficulties, and behavioral challenges. It also contributes to environmental pollution by contaminating soil and water, posing long-term ecological and health risks,” added Industry PS Dr. Juma Mukhwana

The paint industry remains as an important economic partner that creates thousands of jobs for the youth and places Kenya as a competitive partner in the global market.



**MITI**  
State Department of Industry



**MITI**  
MINISTRY OF INVESTMENTS,  
TRADE & INDUSTRY



**INVEST KENYA**  
KENYA INVESTMENT AUTHORITY

# KIIC 2026

**KENYA INTERNATIONAL INVESTMENT CONFERENCE**

**March 25-27, 2026 | Nairobi, Kenya**

**REGISTER NOW**



[f](#) [X](#) [@](#) [in](#) @investkenya | [www.investkenya.go.ke](http://www.investkenya.go.ke)

Join us at Kenya International Investment Conference (KIICO) 2026 under the theme: “Unlocking Investment Opportunities to Drive Kenya’s Transformation.”

Date: 25th – 27th March 2026

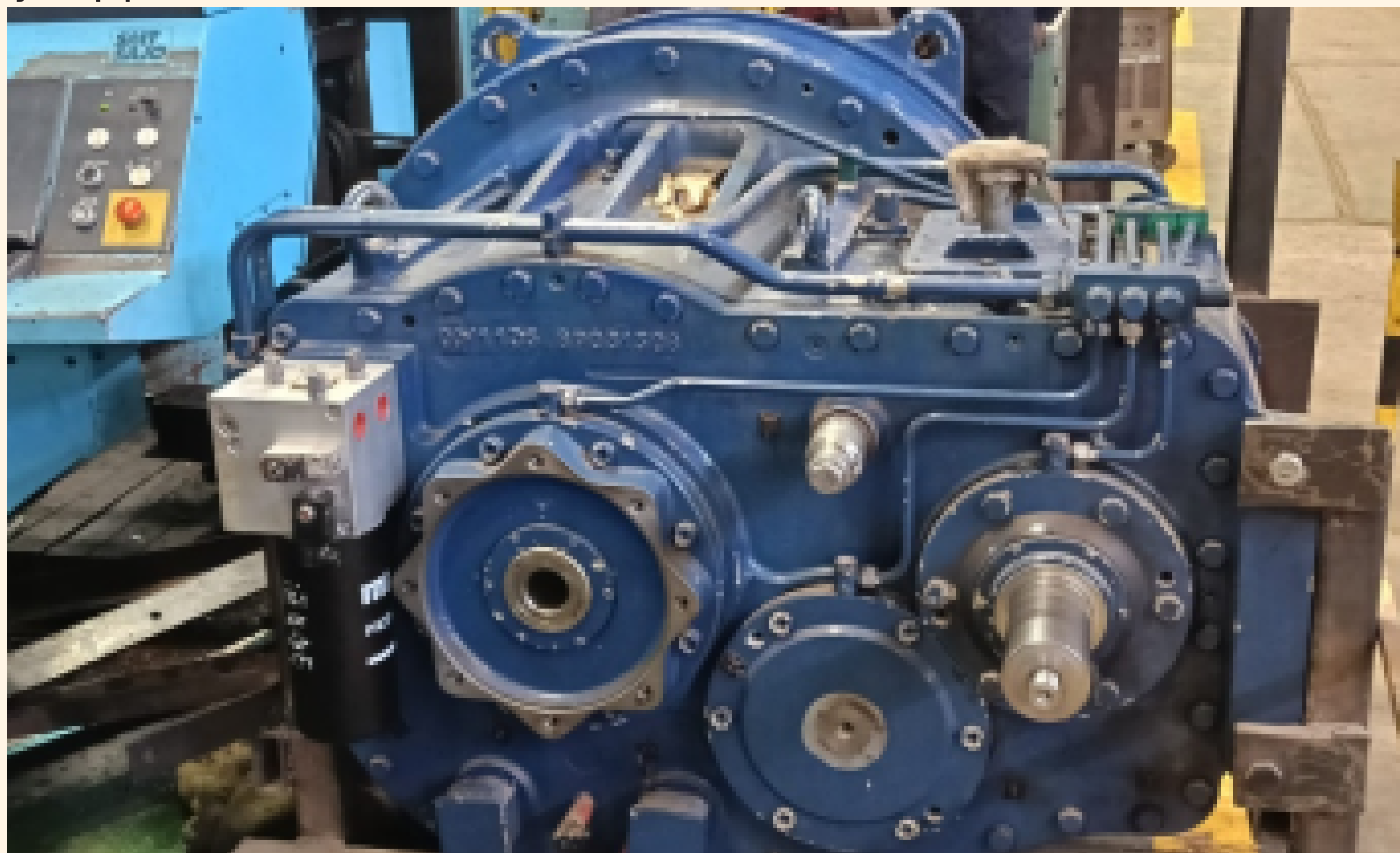
Sectors of Focus: Agriculture, Financial Ecosystem, ICT/BPO, Mining, Pharmaceuticals & Health Care, Economic Zones- Textile & Apparel, Leather, Creative Economy, Clean Cooking, Waste & Circular Economy, Renewable Energy & E-Mobility.

For more information, visit: <https://kiico.investkenya.go.ke/>

#KIICO2026 #InvestKenya #WhyKenya

# NMC Successfully Undertakes Turbine Testing for KenGen

By Zipporah Samoei ( NMC)



*Kengen Wind turbine Gearbox*

Numerical Machining Complex Ltd (NMC) has achieved a major technical milestone successfully undertaking turbine testing for the Kenya Electricity Generating Company PLC (KenGen). This marks a significant advancement in local engineering capability, as such testing has historically been conducted outside the country.

The successful execution of the turbine testing demonstrates NMC's growing technical expertise, infrastructure capacity, and commitment to supporting Kenya's industrial and energy sectors. By localizing this highly specialized service, NMC is contributing to reduced operational costs, shorter turnaround times, and enhanced national self-reliance in critical engineering services. This achievement reinforces NMC's role as a strategic partner in strengthening Kenya's manufacturing and engineering ecosystem.

The project further highlights NMC's ability to deliver precision engineering solutions that meet international standards.

Through investment in modern technology, skilled personnel, and quality assurance systems, NMC continues to position itself as a center of excellence in advanced machining and industrial testing. This partnership between KenGen and NMC underscores the mutual commitment to develop local technical capacity in engineering and technology.



*NMC Chairman Lt. Gen John M. Omenda, gives a copy of NMC Strategic Plan to Director Mr. Karanja Njora*

## NMC Launches Strategic Plan 2023–2027

Chairman Numerical Machining Complex Ltd (NMC) Lt. Gen John M. Omenda, MGH presided over NMC official launch of its Strategic Plan 2023–2027 on 28th January 2026.

The Strategic Plan provides a clear roadmap for the organization's growth, operational priorities, and long-term strategic direction. It outlines key focus areas including capacity expansion, technology modernization, customer-centric service delivery, and partnerships that support national industrialization goals.

The Strategic plan is anchored on five key strategic goals: Development and production of locally produced engineering parts and machinery, Strengthening institutional Capacity, Comprehensive sustainability, Excellence in quality, service and customer experience and development of linkages with MSMEs and Strategic Partners.

The launch of the Strategic Plan signals NMC's renewed commitment to innovation, efficiency, and sustainable growth. It aligns the organization's activities with national development agendas while strengthening its mandate in commercial production of engineering components and industrial solutions.

The organization remains focused on delivering high-impact solutions that support local industry, reduce dependency on foreign services, and promote technological advancement within the country.

# Kenya's National Automotive Policy Aims to Reshape Industry and Economy



*MITI CS Lee Kinyanjui and Industry PS Dr. Juma Mukhwana visit to a motorvehicle assembly plant in Nairobi*

By Theuri Mwangi (PCO)

The government has set in motion an ambitious plan to transform its automotive sector through a comprehensive National Automotive Policy (NAP). Anchored on the country's long-term development blueprint, Vision 2030, the policy seeks to shift Kenya from a heavy importer of used vehicles into a competitive hub for local vehicle assembly and component manufacturing.

The framework identifies automotive assembling and the production of basic parts as strategic medium-technology industries. A core objective is to significantly reduce the importation of second-hand vehicles and spare parts, thereby fostering domestic industrial capacity, creating jobs and conserving foreign exchange.

Beyond economic growth, the policy emphasizes environmental benefits. By promoting local production that adheres to strict international environmental and safety standards, the government aims to improve vehicle quality and efficiency on Kenyan roads while encouraging the adoption of cleaner technologies. Implementation of the NAP is contingent upon the passage of the National Automotive Bill, 2025.

The Bill has recently concluded a public participation process, with stakeholder recommendations currently being reviewed before it is presented to Parliament for debate and enactment. A key pillar of the policy is human capital development through the planned establishment of a Kenya Automotive Institute.

This institution is designed to equip a skilled workforce with expertise in automotive production, design, and repair, with particular focus on supporting the emerging e-mobility sector.

The government projects that a thriving local automotive industry will spur broad economic gains. This includes the creation of direct and indirect employment opportunities, the growth of ancillary businesses, and increased tax revenues to fund national development projects, steering the country closer to its industrialization goals.





**MITI**  
State Department of Industry

**EDITOR: Anne Sabuni**

**REPORTERS:**

**Wendy Achieng  
Mutetei Mutisya  
Theuri Mwangi  
Gloria Gicheru  
Zipporah Samoei**

**PHOTOGRAPHY : Jared Nyabuti**

**DESIGN AND LAYOUT: Anne Sabuni**

