



# INDO-AFRICAN CHAMBER OF COMMERCE & INDUSTRIES



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## KENYA




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### MESSAGE



As we celebrated Kenya's 49th Independence Day on December 12, 2012, Kenya is a favourable destination for investors from India.

From the onset, let me say that Kenya has a vibrant economy and offers various opportunities to different categories of investors. The economy has had steady growth rate since our current President, Hon. Mwai Kibaki, took over in the year 2003. He took over when the economy had negative growth rate but steadily the economy has been growing reaching impressive growth rate of 7% in 2007. However, in 2008 there was a decline due to global financial crisis but as the global crisis eased, our economy growth rate picked up reaching 5.6% in 2010.

This year, it had been projected to grow at the rate of around 6% but this has been revised to around 5% due to the present unfavourable global economic climate. It is hoped, as the latter eases, Kenya will continue its steady growth.

Our country is guided in its strategic plans by Vision 2030. The thrust of the Vision is to be a newly industrialized middle income country by

2030. If the global economic climate improves, and our growth rate continues, reaching 10% by 2030, our vision will be achievable. I therefore invite the various categories of investors to explore the various opportunities that exist and invest in Kenya. It will be nice to have you as our success story as we strive to achieve our Vision 2030.

I also wish to appreciate the remarkable and dedicated work of Mrs. Sunanda Rajendran, Secretary General of Indo-African Chamber of Commerce and Industries. It is through her foresight and good planning skills that, we have had very successful conferences/seminars organized by the Chamber. Kenya businessmen/investors have always participated in most of these fora and I must say have benefited a great deal. Their invitations have always been sent by the Secretary General and on their behalf, I am very grateful for the honour.

**Amb. Prof. Festus Kaberia, PhD, OGW  
HIGH COMMISSIONER**

## KENYA... AT A GLANCE

**Official Name:** Republic of Kenya

**Geography - Area:** 580,367 sq. km. (224,080 sq mi.)

**Cities:** Capital-- Nairobi (pop. 2.9 million; 2007 est.). Other cities-- Mombasa (828,500; 2006 est.), Kisumu (650,846; 2005-6), Nakuru (1.3 million; 2005-6), Eldoret (193,830; 1999).

**Location:** Kenya lies astride the equator in Eastern Africa between Somalia and Tanzania and bordering the Indian Ocean.

**Size:** The total area of 582,650 square kilometers (somewhat larger than France) includes 13,400 square kilometers of water, mainly in Lake Turkana (also known as Lake Rudolf) and Kenya's portion of Lake Victoria.

**Land Boundaries:** Kenya's land boundaries total 3,477 kilometers. The country is bounded by Ethiopia (861 kilometers), Somalia (682 kilometers), Sudan (232 kilometers), Tanzania (769 kilometers), and Uganda (933 kilometers).

**Length of Coastline:** Kenya has 536 kilometers of coastline on the Indian Ocean.

**Terrain:** Kenya rises from a low coastal plain on the Indian Ocean in a series of mountain ridges and plateaus which stand above 3,000 meters (9,000 ft.) in the center of the country. The Rift Valley bisects the country above Nairobi, opening up to a broad arid plain in the north. Highlands cover the south before descending to the shores of Lake Victoria in the west.

**Climate:** Tropical in south, west, and central regions; arid and semi-arid in the north and the



northeast.

**Nationality:** Noun and adjective-Kenyan(s).

**Type:** Republic.

**Independence:** December 12, 1963.

**Population (August 2010 est.):** 39 million.

**Major ethnic groups:** Kikuyu 6.6 million,

Luhya 5.3 million, Luo 4 million, Kalenjin 5 million, Kamba 3.9 million, Kisii 2.2 million, Mijikenda 1.9 million.

**Religions:** Christian 82.6%, Muslim 11.2%, traditional African religions 5%, Hindu/ Sikh/ Baha'i / Jewish 1%.

**Languages:** English (official), Swahili (National), over 40 other languages from the Bantu, Nilotic, and Cushitic linguistic groups.

**Education:** First 8 years of primary school are provided tuition-free by the government. In January 2008, the government began offering a program of free secondary education, subject to some restrictions. Attendance-92% for primary grades.

**Adult literacy rate:** 74%.

**Health:** Infant mortality rate-57.4/1,000.

**Time Zone:** Standard Time (GMT+3).

**Life expectancy:** 55.3 yrs (2007 est.).

**Principal Rivers:** Kenya's principal rivers are the 710-kilometer-long Tana, and the Athi, both flowing southeast to the Indian Ocean. Other rivers include the Ewaso Ngiro, flowing northeast to the swamps of the Lorian Plain, and the Nzoula, Yala, and Gori, which drain into Lake Victoria.

**Constitution:** 1963; new constitution approved in an August 4, 2010 referendum.



**R.A. GOENKA**  
Hon Consul to the Republic of Kenya

### MESSAGE

**JAMBO GREETINGS FROM CONSULATE OF KENYA, MUMBAI**

I would like to congratulate the Indo-African Chamber of Commerce and Industries for the "Special Supplement" brought out on Kenya to celebrate its 49th National Day. (12.12.2012). I extend my best wishes to the chamber for its remarkable achievements and timeless efforts.

Kenya is the first country in the whole of Africa where the first Indian Diplomatic mission started in the year 1948. Our first High Commissioner late Appa Pant had extended full and open support to Kenya's freedom struggle. Since 1981 both India and Kenya have agreed to accord each other the MOST FAVOURED NATION STATUS.

Kenya is increasingly becoming an attractive investment destination for Indian companies. Engineering, Automobiles, IT, Telecoms, Pharmaceuticals and services such as banking are most targeted by Indian investors looking at the country. There is investment potential in the healthcare, education and tourism sectors in the Kenya.

Wageni. Mwakaribishwa. Kenya yetu Hakuna Matata (meaning, Foreigners, you're welcome. In our Kenya there is no problem).

**R.A. GOENKA**  
Hon. Consul to the Republic of Kenya

### CONSULATE OF KENYA

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## INDO-AFRICAN CHAMBER OF COMMERCE & INDUSTRIES

### Message

I am happy to learn that our INDO-AFRICAN CHAMBER OF COMMERCE & INDUSTRIES is bringing out a "Special Supplement" to commemorate 49th National Day of "Kenya"

The traditional linkages between India & Kenya are rooted in the similarity of our struggle for Independence, Equality, Human Rights, Freedom & Democracy.

We are neighbours across the Indian Ocean.

Kenya is known as "The Cradle of Humanity"

In present day, Kenya's ethnic diversity has produced a vibrant culture.

Kenya is one of the most industrialized countries in East Africa. There is a growing trade around U.S. \$ 1.5 Billion & Investment Partnership.

Indian firms have been investing in Kenya in Telecommunications, Petrochemicals & Chemicals, Flouriculture etc.

India has enjoyed close, cooperative & multisectoral partnership encompassing political, economic, science & technology, human resource development, cultural & other areas of mutual interest.

I compliment & congratulate our Dynamic Hon. Consul General of Kenya Mr. R. A. Goenka who really puts in lots of efforts in promoting Indo-Kenya Bilateral trade relationship.

**K. L. Daga, President**

### ECONOMY

**GDP (2010 est.):** \$32 billion.

**Annual growth rate (2010):** 5.4%.

**Gross national income per capita (2008, Atlas Method):** \$780.

**Overview:** Kenya has one of Africa's worst performing economies, notwithstanding a pick-up of economic growth in the past three years. The economy is market-based, with some state-owned infrastructure enterprises, and maintains a liberalized external trade system. The economy's heavy dependence on rain-fed agriculture and the tourism sector leaves it vulnerable to cycles of boom and bust. The agricultural sector employs nearly 75 percent of the country's 37 million people. Half of the sector's output remains subsistence production.

Kenya's gross domestic product (GDP) growth rate declined continuously from a peak of about 6.5 percent per year during the first decade after independence to less than 4 percent per year in the following decade, to only about 1.5 percent per year during the 1990s. It has experienced an upturn to more than 5 percent per year since 2004. Several decades of declining economic performance, combined with rapid population growth, translated over time into reduced income per head, increased poverty, and worsening unemployment. Between the 1970s and 2000, the number of Kenyans classified as poor grew from 29 percent to about 57 percent.

**Kenya's economic performance has been hampered by numerous interacting factors:** heavy dependence on a few agricultural exports that are vulnerable to world price fluctuations, population growth that has outstripped economic growth, prolonged drought that has necessitated power rationing, deteriorating infrastructure, and extreme disparities of wealth that have limited the opportunities of most to develop their skills and knowledge. Poor governance and corruption also have had a negative impact on growth, making it

expensive to do business in Kenya. According to Transparency International, Kenya ranks among the world's half-dozen most corrupt countries. Bribery and fraud cost Kenya as much as US\$1 billion a year. Kenyans, 23 percent living on less than US\$1 per day, pay some 16 bribes a month—two in every three encounters with public officials. Another large drag on Kenya's economy is the burden of human immunodeficiency virus/acquired immune deficiency syndrome (HIV/AIDS).

Prospects brightened somewhat under the Kibaki government, whose policy aims include budgetary reforms and debt restraint. Despite early disillusionment with the government, the economy has seen a broad-based expansion, led by strong performance in tourism and telecommunications, and acceptable post-drought results in agriculture, especially the vital tea sector. Nevertheless, risks to continuing robust growth remain, including weak infrastructure, drought, political instability in the run-up to the December 2007 elections, and diminution of financial flows from donors because of ongoing corruption allegations.

**Gross Domestic Product (GDP):** In 2006 Kenya's GDP was about US\$17.39 billion. Per capita GDP averages somewhat more than US\$450 annually. Adjusted in purchasing power parity (PPP) terms, per capita GDP in 2006 was about US\$1,200. The country's real GDP growth picked up to 2.3 percent in early 2004 and to nearly 6 percent in 2005 and 2006, compared with a sluggish 1.4 percent in 2003 and throughout President Moi's last term (1997-2002). Real GDP is expected to continue to improve, largely because of expansions in tourism, telecommunications, transport, and construction and a recovery in agriculture. The Kenya Central Bank forecast for 2007 is between 5 and 6 percent GDP growth. GDP composition by sector, according to 2004 estimates, was as follows: agriculture, 25.7 percent; manufacturing, 14.0 percent; trade, restaurants, and hotels, 13.8 percent; transport and communications, 6.9 percent; government services, 15.6 percent; and other, 24.0 percent.



### From the Desk of Secretary General Indo-African Chamber of Commerce & Industries

Kenya is known as Gateway to Africa, famous for wild life & African Safari, blessed with warm & sunny climate & having a population of about 35 million, a good tourist destination. Kenya Airways being the official airways not only caters to travelers to Nairobi but also to other destinations in African Continent & Europe as well. The best time to travel Kenya is April to June for holidays.

Kenya's major trading partners are the COMESA and EAC members, the European Union, Japan, the United Arab Emirates and the United States. It is the largest single exporter to the EAC and COMESA.

Geographically, Kenya is well placed to be the financial and air transport hub of the region, making the country an ideal investment destination for investors targeting regional markets. The country's strategic location provides easy access to the EAC market, with a population of over 93 million, and COMESA, with a population of 385 million.

In March 2004, Kenya, together with Tanzania and Uganda, signed the East African Community Customs Union Protocol, which came into force in January 2005. This agreement is a major breakthrough in establishing the region as a single market and investment area. The Protocol makes provisions that bind Kenya, Tanzania and Uganda to remove existing barriers to trade (tariff and nontariff) in order to move towards the institution of a full free trade regime in five years. The Protocol provides for a three-band external tariff (0% for raw materials, 10% for intermediate goods and 25% for finished goods).

Membership in the African, Caribbean and Pacific States (ACP) and the Generalised System of Preferences (GSP) enables eligible agricultural products from Kenya to qualify for preferential tariffs on exports to member countries. Kenya also has access to the US market, provided by the African Growth and Opportunity Act (AGOA).

Kenya is also a member of the World Bank's Multilateral Investment Guarantee Agency (MIGA), which offers insurance against non-commercial risk, and of the International Centre for the Settlement of Investment Disputes (ICSID) between foreign investors and the Government.

The country's legal system is flexible, and investors have a choice of entry mechanisms. The most common methods of investing in Kenya include the setting up of a new corporate body, a joint venture with existing investors, and the acquisition of the whole or part of an existing local company.

Tourism is another major opportunity area. Kenya has substantial natural assets for tourism: well-known ones like the Maasai Mara and the Mombasa coast, as well as relatively unexploited areas like Lake Victoria and the Rift Valley. It also has a well-developed tourism infrastructure. In 2003, the number of international visitors exceeded 1 million. It is a substantial advantage in this context that Nairobi is a major air transport hub in Africa, with direct flights from many tourism source countries, and with good internal connections, including some 60 Nairobi-Mombasa flights a week on Kenya Airways alone.

**Sunanda Rajendran, Secretary General**







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## India-Kenya Bilateral Relations

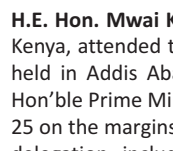


Kenya is an East African nation with Uganda (west), South Sudan (northwest), Ethiopia (north), Somalia (northeast), Tanzania (south) as its neighbours.

Kenya gained independence from Britain in 1963. It has been governed by Presidents Jomo Kenyatta (1963-78), Daniel arap Moi (1978-2002) and since 2002 by President Mwai Kibaki. Since 2008, Prime Minister is Rt. Hon. Raila Odinga. Kenyans approved a new constitution in a referendum on August 04 2010 which came into force on August 27 2010.



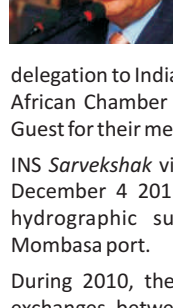
Vice President Dr. S Radhakrishnan visited Kenya in July 1956. Smt. Indira Gandhi attended the Kenyan Independence celebrations in 1963. President Daniel arap Moi visited India in February 1981. President Neelam Sanjeeva Reddy and Prime Minister Indira Gandhi also visited Kenya in that year. There have been a series of high level exchanges between India and Kenya in recent months.



H.E. Hon. Mwai Kibaki, President of the Republic of Kenya, attended the 2nd India-Africa Forum Summit held in Addis Ababa on May 24-25, 2011. He met Hon'ble Prime Minister Dr. Manmohan Singh on May 25 on the margins of the Forum Summit. The Kenyan delegation included Acting Foreign Minister and Minister for Internal Security Hon. George Saitoti and Minister for Trade Hon. Ambassador Chirau Ali Mwakwere.



Hon'ble Minister for External Affairs Shri S.M. Krishna visited Nairobi on May 27-28, 2011. During the visit, he met with Deputy Prime Minister and Minister for Local Government Hon. Musalia Mudavadi. Hon'ble Minister for Water Resources and Parliamentary Affairs Shri Pawan Kumar Bansal visited Kenya during September 16-22 2011. During the visit he met Minister for Water and Irrigation of Kenya Hon. Ms. Charity Kaluki Ngilu.



In April/May 2011, the Vice President of Kenya, Hon. Stephen Kalonzo Musyoka led a business delegation to India during which he was invited by Indo-African Chamber of Commerce & Industries as a Chief Guest for their mega event "1 for Afrika".

INS Sarvekshak visited Mombasa from November 25-December 4 2011 and carried out a demonstration hydrographic survey of an earmarked area off Mombasa port.

During 2010, there were several high level political exchanges between India and Kenya. Kenya's Prime Minister Hon. Raila Odinga met Hon'ble Prime Minister Dr. Manmohan Singh during a visit to India in November 2010 to attend the India Economic

Summit organized by the World Economic Forum.

**TRADE :** Bilateral trade grew by 57% to reach US\$ 2.4 billion in 2010-11. Nearly US\$ 2.3 billion constituted India's exports to Kenya. India is the sixth largest trading partner of Kenya. According to Kenyan statistics, bilateral trade for January-November 2011 is approximately US\$ 1.5 billion.

Main Indian exports to Kenya include pharmaceuticals, steel products, machinery, yarn, vehicles and power transmission equipment. Main Kenyan exports to India include soda ash, vegetables, tea, leather and metal scrap.

### INVESTMENT

acquired Limited in Indian companies Assurance investment businesses E n e r g y Bharti Airtel (telecom), Reliance Industries Ltd. (petroleum refining), Tata (Africa) (automobiles, IT, pharmaceuticals, etc.). Several Indian firms including KEC, Kalpataru Power Transmission Ltd., Kirloskar Brothers Ltd., Mahindra & Mahindra, Thermax, WIPRO, Jain Irrigation System Ltd., Punj Lloyd, Emcure, Dr. Reddy, Cipla, Cadila, TVS and Mahindra Satyam, etc., have a business presence in Kenya as do the Bank of India and the Bank of Baroda. HDFC has a Representative Office.

An India-Kenya Double Taxation Avoidance Agreement (DTAA) was signed in 1989. The 2nd round of negotiations to review the DTAA was held in Nairobi in November 2010.



### INDIAN COMMUNITY AND DIASPORA IN KENYA

Although trade links between India and East Africa go back several centuries, recent migration from India took place in the 19th and early 20th centuries initially via Zanzibar and Lamu and then through Mombasa. Indians were brought in large numbers to work on the Uganda Railroad. Merchants, artisans and others followed. Eventually, a vibrant community of persons of Indian origin emerged.

The Indian Diaspora in Kenya, estimated at around 250,000 in 1960s, today numbers approximately 70,000 persons. The community is well established in trade, industry and the professions. Many Indian professionals also work with MNCs and Indian companies in Kenya.

Source: www.mea.gov.in



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**Kenya Revenue Authority**  
Times Towers, Haile Selassie Avenue, Nairobi

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**Immigration Department**  
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**Federation of Kenya Employers**  
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E-mail: fke@arcc.or.ke  
**Kenya Association of Manufacturers**  
Peponi Road, Westlands  
P.O. Box 30225-00100, Nairobi.  
Tel.: 254 20 374 6005/7, Fax: 254 20 374 6028/30  
E-mail: kam@connect.co.ke  
Web: www.kenyamanufacturers.org

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**Port Management Association of Eastern and Southern Africa**  
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E-mail: pmaesa@africaonline.co.ke  
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**Tea Growers Association of Kenya**  
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**High Commission of India, Nairobi**  
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2248320, 2211164  
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dhcindia@kenyaweb.com (Dy. HOC)  
Website: www.hcinairobi.co.ke  
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Website: www.hcinairobi.co.ke

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**Honorary Consul of the Republic of Kenya**  
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and the quality of the workforce have been big assets for us. With further improvements in governance and the full realization of the benefits of the COMESA and EAC regional arrangements, we believe that Kenya could offer many new opportunities for investors, both foreign and local. Agriculture and infrastructure are two very promising areas.  
Dominique Peterhans, Managing Director, Nestlé Foods Kenya Ltd

