



## Access to Market and Investment Opportunities in Kenya POST COVID-19

<b>Date</b>	19 November 2020
<b>Venue</b>	ZOOM: <a href="https://seda-pta.zoom.us/webinar/register/WN_7hPXhun_ShOk1JwolkJAAw">https://seda-pta.zoom.us/webinar/register/WN_7hPXhun_ShOk1JwolkJAAw</a>
<b>Purpose of the session</b>	The objective of the webinar will be to share Kenyan government policies and incentives for investment in Business with an emphasis on Manufacturing and Trade
<b>Facilitator</b>	Liya Cherian: Specialist (Export Development)

ITEM	SUBJECT	RESPONSIBILITY/ PERSON(S)	PURPOSE	TIME
1.	Opening	Mr. Koenie Slabbert (Acting) Executive Manager: Enterprise Development Department (Seda)	Noting	14H00 - 14H05
2.	Welcome	Ambassador Jean Kamau High Commissioner of Kenya in South Africa	Noting	14H05 - 14H10
3.	Key Note Address: <ul style="list-style-type: none"> <li>• Areas of comparative advantage in Kenya as far as trade and industry is concerned,</li> <li>• Government policies that are meant to enhance trade and industry in Kenya</li> <li>• Government support to business/industrialization</li> </ul>	Ambassador Johnson Weru Principal Secretary (State Department for Trade and Enterprise Development)	Presentation	14H10 - 14H25
4.	<ul style="list-style-type: none"> <li>• Linkages and Support to Foreign Traders and Investors</li> <li>• Trade opportunities access to markets (B to B and B to C)</li> </ul>	Mr. Richard Ngatia MD & CEO: Megascop	Presentation	14H25 - 14H45



5.	<ul style="list-style-type: none"><li>• Background of industrial development in Kenya</li><li>• Areas of opportunities</li><li>• Challenges</li></ul>	Mr. Job Murithi Head: Policy Research and Advocacy (Kenya Association of Manufacturers)	Presentation	14H45 - 15H00
6.	Q&A Session	All	Clarification	15H00 - 15H25
7.	Vote of Thanks	Mr.: Ambrose Makgwale Manager: Programme Management (Seda)	Noting	15H25 - 15H30