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**H.E. PROFESSOR JULIUS KIBET BITOK**

High Commissioner of Kenya to The Islamic Republic of Pakistan

Happy  
**53rd**  
Independence Day  
to the  
**Kenyan Nation**



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# Happy Independence Day



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Congratulations  
on 53<sup>rd</sup>  
National day of Kenya



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**Special Supplement**  
on 53<sup>rd</sup> National Day of  
the Republic of Kenya

Special Feature Report by:  
**Mian Fazal Elahi**  
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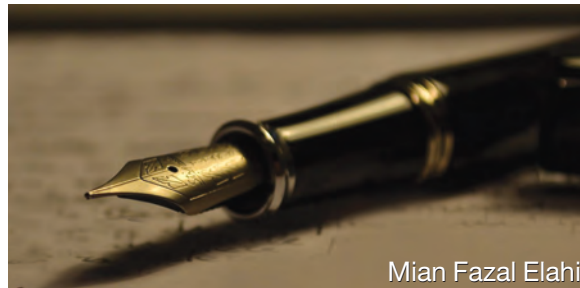
October 2016



September 2016



August 2016



Mian Fazal Elahi



Relations between Pakistan and Kenya were first historically established in the 1960s when Pakistan expressed its support for Kenya in getting independence from British rule. In March 2016, High Commissioner of Kenya, Professor Julius Kibet Bitok has said that trade volume between Pakistan and Kenya currently stood at around \$600 million but there was a huge potential and efforts must be made from both sides to increase the existing volume to somewhere in between \$1 to \$2 billion in the next couple of years. Current trade between the two countries is limited to traditional items only as Kenya has been mostly importing Basmati Rice from Pakistan whereas Pakistan usually imports Tea from Kenya.

Kenya has an important strategic location and Pakistani business community can benefit from this which gives easy access to different markets in Tanzania, Uganda, Rwanda, South Sudan, Mozambique and many other important countries in the region. Furthermore, Kenyan investors has also the opportunity to invest in Pakistan because due to CPEC project, this country has gaining and exploring new business opportunities for international trade. Pakistan is going to become the gate way of international trade and business. Both countries has huge potential in import and export trade. Pakistan can export its pharmaceutical and surgical items, sport goods and farm machinery whereas exporters can also approach the Kenyan market of 150 million people for increasing exports of Knitted and Non-Knitted Articles of Apparel and Accessories.

Jamhuri Day is a national holiday in Kenya, celebrated on 12 December each year, the date of Kenya's establishment as a republic which happened on 12 December 1964. On the behalf of Pakistani nation, The "Diplomatic Focus" wish to extend heartiest greetings on the happy occasion of the National Day of the Kenya.

### Important Announcement

It has been announced for the general information that Mr. Mian Assad Ullah has been appointed as Editor In Chief of the Monthly "Diplomatic Focus" for the UK/EU Edition. He is entitled to participate official /non-officials diplomatic engagements, events, national days, social evenings/gatherings, press conferences/interviews and can be contacted for all kinds of stuff including articles, supplements and advertisements etc). It is requested to all Diplomatic missions and government high officials of UK, please contact with Mr. Mian Assad Ullah on His mailing address, 4 Ipswich Road, SW17 9RH, London. Cell number: +44-7961005954/ 2087694850, Email: uk.diplomaticfocus@gmail.com, assadmian1@gmail.com



Mian Assad Ullah

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**H.E. Uhuru Kenyatta**  
The President of Republic of Kenya



# **H.E. William Ruto**

Deputy President of Republic of Kenya

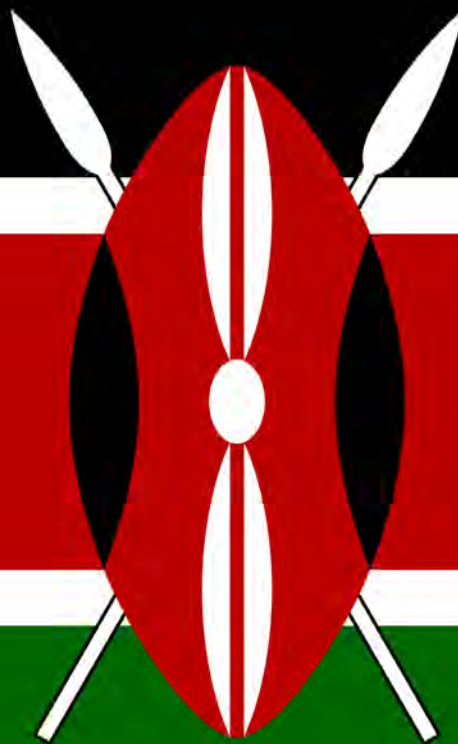


# MESSAGE



**H.E. PROFESSOR JULIUS KIBET BITOK**

**High Commissioner of Kenya to The Islamic Republic Of Pakistan**



## 53<sup>rd</sup> anniversary of the independence of the Republic of Kenya

I wish to extend our Warm welcome to this year's 53<sup>rd</sup> anniversary of the independence of the Republic of Kenya, the home of safari.

I am one and half year through my tour of duty in our Mission and happy to note that Pakistanis are a warm, welcoming and industrious people with a passion for stronger relations for business, tourism, friendship and political partnerships among others.

The two countries have continued to enjoy cordial bilateral diplomatic relations for the last 53 years. We have a common historical background as former British colonies. The Kenya-Pakistan relations have mainly been driven by trade and investments with US \$700 Million trade volumes annually. This is largely tea exports from Kenya and Kenya's rice imports from Pakistan. There exists huge trade potential between the two countries in various other sub-sectors including Kenya's premier

horticultural products of cut flowers, fruits and vegetables, a premier tourism destination and dairy products. Pakistan has the potential to expand her export of pharmaceutical products, surgical equipment textiles, wheat and agricultural machinery among others.

Given Kenya's geo-strategic location as a hub in the East Africa region with Nairobi as a gateway, it is a critical launch pad for any investments in the African market. Kenya hosted the Global Entrepreneurship Summit, WTO, UNCTAD, TICAD VI and High level Meeting corners. Kenya also be hosted the first-ever World Trade Organization 10th Ministerial Conference in the developing world since its inception in Marrakesh, Morocco in 1995. These are symbolically important as they point to the fact that Kenya is a preferred investment destination. There is a huge potential in investment on several fronts: agricultural, ICT sector, Manufacturing with a number of

several multinational Corporations that have set up their Africa Headquarters in Nairobi.

The Republic of Kenya has been engaged with The Government of the Islamic Republic of Pakistan on several fronts including:

A revived Joint Ministerial Commission Meeting coming up soon, engagement on Defence matters especially with NADRA Department in the fight against terrorism. Special thanks go to the Home Based Officers led by the Deputy Head of Mission and the entire local staff.

Thank you again.

Long live Kenya-Pakistan relations.

Friends forever.

Pakistan-Kenya Zinda bad.



## Exclusive Interview



The future of  
**Pakistan- Kenya**  
relations looks bright

**H.E. PROFESSOR JULIUS KIBET BITOK**

High Commissioner of Kenya to The Islamic Republic Of Pakistan

**Q. Your Excellency! First of all we are grateful for giving us time. After that, I would like to learn a bit about your early life and education.**

I was born and brought up in Eldoret, Kenya. After high school I joined Moi University, Kenya to pursue my bachelor's degree and a year later enrolled for MBA in Finance at the University of Nairobi in Kenya. While teaching at Moi University, I enrolled for my PhD in Moi University for course work, did my dissertation at Oklahoma University and graduated in 2011.

**Q. When did you start your career and in which position? And kindly share with us information about your career.**

I began my career as tutorial fellow in the School of Business and Economics in Moi University, Kenya in 2004. I rose through the ranks from tutorial fellow to lecturer, then senior lecturer and finally became an associate professor of finance at Cooperative University of Kenya. I have taught and supervised both undergraduate and graduate students in the University.

**Q. Your Excellency! The mutual bilateral trade volume of Kenya with Pakistan is about \$ 600 million, which is less than their actual potential? What would you suggest to enhance the trade volume between both countries?**

The current trade volume (approximately USD 650 million) as indicated is far from satisfactory.

We have launched plans bilaterally and at firm level to double the volume of trade to over 1 Billion USD in 5 years. Some of the undertakings to this end include:

Aggressive campaigns online and print media to engage, inform and promote products that are easily available in Kenya besides tea. They include: coffee, horticultural produce-fruits, vegetables and flowers, edible oils, tourism among others.

The Mission has a transformative agenda to enhance exchange of trade delegations, attendance of shows and exhibitions in each other's' countries.

On a bilateral level, Pakistan will be hosting the Joint Ministerial Commission in 1st quarter, 2017 here in Islamabad. During that forum, a number of MOUs, bilateral agreements are expected to be signed.

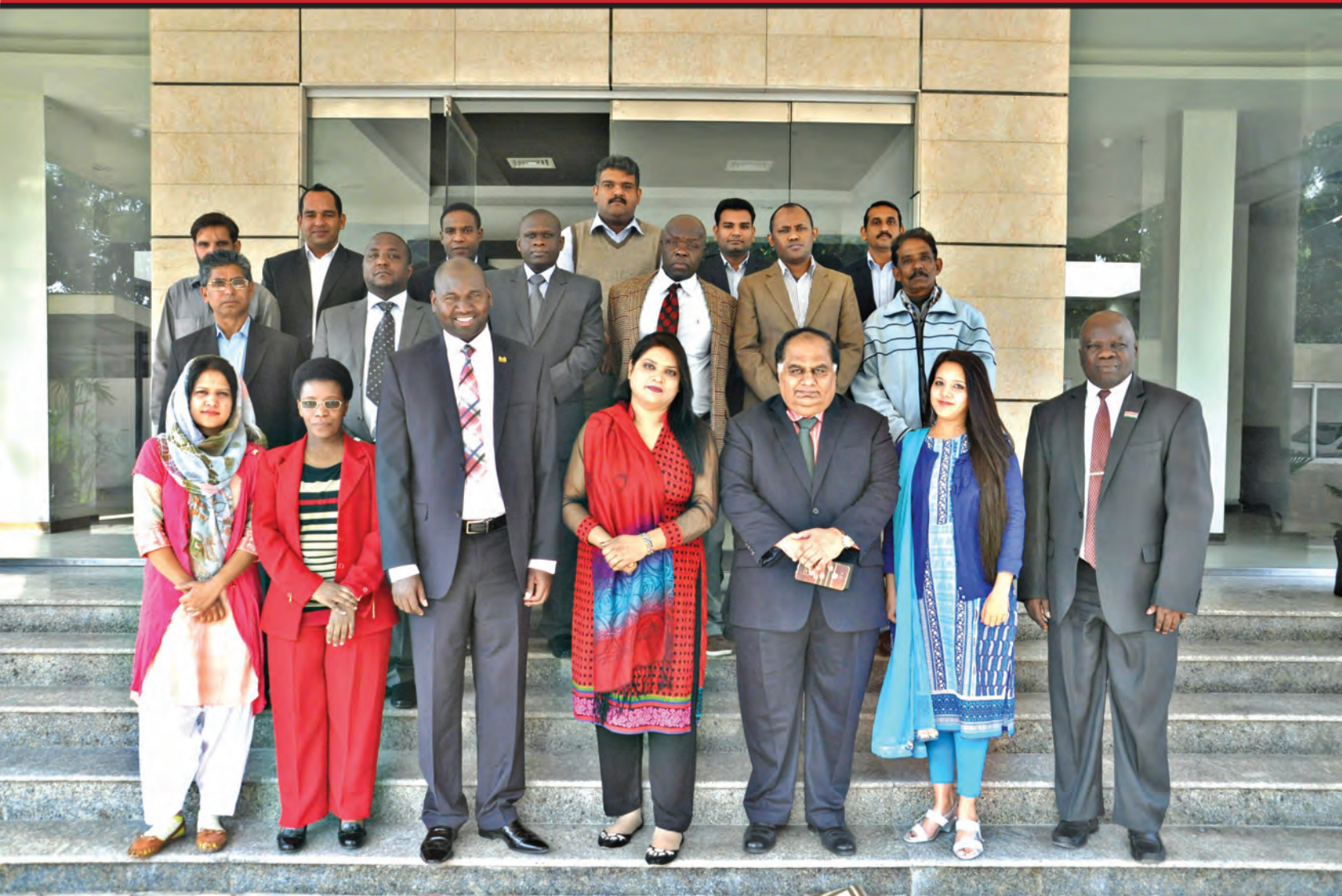
On the side lines of the JMC, we also intend to have the first ever, Kenya trade & investment Conference in Pakistan. A lot of people-to-people contacts and B2Bs will be held. Presentations will be made by senior Government Officials. It is an important Forum through which clarifications, deals and enhanced relations can sprout.

Kenya has relaxed the visa regime. Pakistanis get visa at port of entry. Even better still, one can get it online by simply visiting the website [www.immigration.go.ke](http://www.immigration.go.ke)

**Q. Pakistan is a big importer of Kenyan tea while Kenya is a big importer of Pakistan rice. What are the other products Export/import between Pakistan and Kenya?**

The Mission will soon be mounting aggressive





campaigns online and print media to engage, inform and promote products that are easily available in Kenya besides tea. They include: coffee, horticultural produce-fruits, vegetables and flowers, edible oils among others. Kenya on the other hand is interested in directly sourcing agro machinery, Pharmaceuticals, surgical instruments, sports goods in addition to the textiles, rice and wheat that we are already importing in huge quantities from Pakistan.

**Q. Your Excellency! What is your point of view on the matter of increasing import duty on Pakistani rice by Kenya? Kindly share your views on this matter?**

The issue of import duty on rice is a bilateral issue that is receiving the attention required. It should be appreciated that Kenya belongs to a customs union within the East African Community. It is our hope that this issue will be handled in the forthcoming JMC in Islamabad.

**Q. Your Excellency! Recently you visited Faisalabad, and Gujrat Chambers of Commerce and Industry. What was the feedback you received after visiting those Chambers of**

**Commerce and Industry? Is there any exchange of delegations expected to take place between Kenyan and Pakistani Chambers of Commerce and Industry in the near future?**

We want to aggressively engage with the Pakistan Business community. This year alone I have visited more than 5 branches of the Chambers of Commerce and Industry and a lot

Pakistan can take advantage of Mombasa port in several ways. It can be participate in construction of and running of 2nd Container terminal. It can participate in the import-export trade at Mombasa port.

more individual Companies in sectors of interest to Kenya in: Rice, surgical instruments, textiles, Pharmaceuticals etc. We are at an advanced stage of preparations for Kenya's participation in the first Kenya Pakistan Trade and Investment Conference to be held on the sidelines of the Joint Ministerial Commission, early 2017. All these are efforts aimed at strengthening the bilateral relations. A number of branches have also expressed their wish to sign MOUs with Kenya National Chamber of Commerce and Industry and organize exchange of delegations. We hope this will be done soon.

**Q. Pakistan and Kenya have long excellent diplomatic relations. Is there any likelihood of Kenya to sign (FTA) and Preferential Trade Agreement (PTA) with Pakistan?**

Signing of Free trade area, preferential trade area, are matters that will be considered during the scheduled JMC as will other MOUs that have been dormant in draft for consideration for a while now.

**Q. Your Excellency! Cultural ties also play an important role in bringing nations together. How**



**do you see the role of cultural cooperation and collaboration and what step would you suggest to further enhance cultural ties?**

Cultural ties between people cement the respect for human relations between two people's cultures. Kenya has a rich cultural heritage with 42 distinct communities from which the people of Pakistan can equally learn. At the same time Kenyan's can learn a lot from the rich cultural heritage spanning millions of years by the Pakistani people. The rich Maasai culture could be a source of knowledge at the global level. We shall begin exchanges on a small scale by having the Maasai dance during last year's Independence Day on 12th December 2015. We intend to bring over a professional cultural troupe from Kenya during this year's Jamhuri day on 12th December, 2016. In the long run, however, we shall mount cross country sporting events, marathons and an exposure of Kenyans to cricket game in which Pakistanis are excellent global players.

**Q. A large number of Kenyan students are studying in different institutions of Pakistan.**

**In which fields are these scholarships offered by Pakistan to Kenyan students?**

Kenya students are spread all over Pakistan universities. Kenya students get their scholarships in the field of Engineering, Medicine, dental surgery, and pharmacy, total students on scholarships in Pakistan are over 60. This is a gesture for which the Kenya Government is grateful but would wish to get a bigger quota

**Q. Your Excellency! Kenya has a very strong economy in Eastern Africa while its economy is 9th in Africa. Would you like to share with us the secret behind the development of its economy?**

Kenya has been aggressive in the region in terms of opening up the trade environment for business. It has the following benefits for investors:

The Export Processing Zones Authority extends all benefits that accrue to investors in the zone including tax free holidays among other benefits. A wide market access with

total population in the country (44 million people) and 140 million people in the East Africa Community countries or COMESA total population of 470 million people

Preferential trade treatment: Kenya has bilateral and multilateral trade agreement with several countries and regions. An investor in Kenya will therefore have access to accessing the EAC, COMESA and AGOA markets with goods and services

Three regional economic communities of EAC, COMESA and SADC have eventually integrated into one free trade area. This will lead to the realization of the dream of Africa being a single market and one economy. As this huge market shapes up, Pakistan should be an active participant.

Kenya is politically stable country with five year term of regular elections. The environment is therefore predictable and good for investors

The Presence of County Governments-47 in total avails a ready internal market for investors for investors who wish to invest in the country's



regions. Kenya constitution guarantees against expropriation of private property and there are no foreign exchange controls on repatriation of capital, profits and interest

All the above are instruments and tools that the Government of Kenya lays at the disposal of investors who wish to take advantage to invest/trade

Kenya is strategically located. By investing in Kenya, one is able to access the countries in Kenya's hinterland: Uganda, Rwanda, Burundi, Dem.Republic of Congo, among others.

**Q. Tourism Industry in Kenya plays an important role in the GDP of Kenya. The Government and tourist industry organizations have taken steps to address security issues and reverse negative publicity i.e establishing tourist police unit and launching marketing campaigns in key tourist source markets. What steps would you suggest for progress of Pakistani tourist industry?**

Kenya has well established tourism sector, a top foreign exchange earner for the economy. Kenya can share and offer a lot to improve the

tourism infrastructure of Pakistan with Kenyan counterparts. This sub-sector will best be explored by engaging the stakeholders in the sector in Pakistan. We intend to mount a road show in the shortest time possible to advertise what Kenya can offer as a premier destination. Last year Pakistan sent over 5000 tourist to Kenya. Going forward, discussions are under way to re-launch the Kenya Airways flight to Karachi that was stopped a few years ago.

**On a bilateral level, Pakistan will be hosting the Joint Ministerial Commission in 1st quarter, 2017 here in Islamabad. During that forum, a number of MOUs, bilateral agreements are expected to be signed**

Kenya tour operates will be participating in key tourism events in Pakistan and vice-versa.

**Q. Trade and industrial exhibition of a country promotes business ties with the host country. Is there any plan of single country trade and industrial exhibition of Pakistani products in Kenya or vice-versa?**

Kenya has specifically planned to launch "solo exhibitions" in Pakistan aimed at specific sub-sectors e.g Kenya tea day in Pakistan. In my engagement with Chambers of Commerce and Industry, we resolved to be circulating complete annual calendar of events in various sectors in Kenya. We have also been updating their Kenya counterparts on relevant shows and exhibitions in Pakistan through the Export Market Development Program.

**Q. Your Excellency! Both Pakistan and Kenya have pleasant relations for almost 56 years when Pakistani expressed its support for Kenya in getting independence from British rule. How do you see the bilateral ties between the two nations over the years?**

The future of Pakistan- Kenya relations looks



bright. I intend within my tour of duty to promote bilateral relations between our two brotherly countries.

**Q. Kenya is East Africa's financial and technology hub and a gate way to the region with most imports and exports going through the busy Mombasa port. How can Pakistani businessmen utilize this strategic position of Kenya for their business?**

Pakistan can take advantage of Mombasa port in several ways. It can be participate in construction of and running of 2nd Container terminal. It can participate in the import- export trade at Mombasa port. Pakistan can also participate in Public Private Partnerships (PPP) development of port, roads and railway network in the region connecting South Sudan, Ethiopia and final connection of East and West Africa.

A wide market access with total population in the country (44 million people) and 140 million people in the East Africa Community countries or COMESA total population of 470 million people

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The above regional economic communities have eventually integrated into one free trade area thus realizing the dream of Africa being a single market and one economy. As this huge market shapes up Pakistan should be an active participant.

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**Q.Any message your Excellency wishes to convey to readers of 'Diplomatic Focus' and especially to the youth of Pakistan?**

I encourage the youth of Pakistan to venture into a wide range of opportunities in Kenya in diverse areas such as ICT, tourism and forge long-term partnerships with their Kenyan counterparts.

**Q. Your Excellency! What do you say about our magazine "Diplomatic Focus"?**

Diplomatic Focus is widely read magazine in Pakistan and all over the world. I congratulate the Editor of the "Diplomatic Focus" for the good work they are doing in the diplomatic community by giving them the latest updates in the diplomatic circles.



# World leaders' visit Kenya put her in global map

Kenya has played host to various regional and world leaders since the beginning of the year.

The Indian Prime Minister's Narendra Modi is the latest of the high profile visits by foreign dignitaries in the recent past.

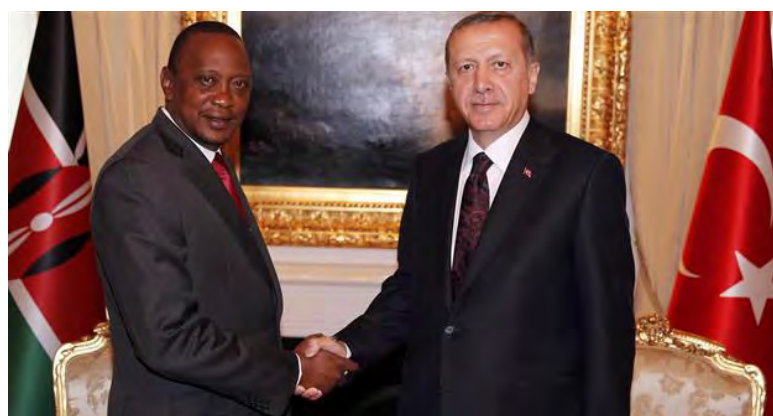
Just before Modi's visit, President Uhuru Kenyatta hosted Israeli Prime Minister Benjamin Netanyahu who was in the country for a three-day State visit.

But before then, Kenya also played host to high profile heads of states including Nigerian President Muhammadu Buhari, South Korean President Park Geun-hye and US President Barack Obama.

In June this year, Turkey's Prime Minister Tayyip Erdogan and his Ethiopian counterpart Hailemariam Desalegn also made state visits to Kenya.

During these visits, Kenya has entered into different deals to boost her political, socio and economic profile and she woos investors.





Each leader visiting Kenya has offered unique areas of partnership, which include trade, security, energy, education, ICT, agriculture, health among others.

Prime Minister Netanyahu's visit for instance focused on using technology in improving agriculture and also on areas how to assist Kenya deal with security issues. In agriculture, Israel has given out Sh3.5 billion grant for the training of youths yearly for six years to enhance Kenya's capacity to manage irrigation.

The training, which will focus on irrigation engineering, will equip 100 trainees yearly for six years with

skills to manage the Sh7.2 billion Galana/Kulalu Food Security Project — a joint initiative between Kenya and Israel.

While Netanyahu's visit centered on security and technology, his Indian counterpart visit revolved around health, Education, trade, ICT and knowledge transfer, Energy, Defense, Tourism, Immigration, Sports and Agriculture.

The visits came after those of other dignitaries like US President Barack Obama, Chinese Prime Minister Li Keqiang, Italian Prime Minister Matteo Renzi, President Recep Tayyip Erdogan of Turkey and Pope Francis.



## GES-2015

# Kenya's MICE tourism segment on the rise



### 6th GLOBAL ENTREPRENEURSHIP

President Obama elevated entrepreneurship to the forefront of the United States' engagement agenda during a historic speech in Cairo in 2009. Since 2010, when the U.S. hosted the first Summit in Washington, D.C., GES has expanded to a global event, subsequently hosted by the governments of Turkey, the United Arab Emirates, Malaysia, and Morocco. The 2015 Global Entrepreneurship Summit was held in Nairobi, Kenya, on July 25-26. The Summit was the sixth annual gathering of entrepreneurs at all stages of business development - business leaders, mentors, and high-level government officials - demonstrating the U.S. Government's continued commitment to fostering entrepreneurship around the world.

Stronger brand recognition, an improved security climate and higher capacity are driving growth in Kenya's meetings, incentives, conferences and exhibitions (MICE) tourism segment.

Kenya has seen a steady rise in MICE tourist arrivals over the past few years. In 2015 the country hosted 117,630 foreign arrivals taking part in MICE activities, representing a 13% increase on the 2014 total, and 15.6% of the total number of international tourist arrivals for the year.





# UNCTAD 14

## Nairobi, Kenya



## Theme

From decision to action:  
moving toward an  
inclusive and equitable  
global economic  
environment for trade  
and development





# TICAD VI SUMMIT

The Sixth Tokyo International Conference on African Development (TICAD VI) was held at the Kenyatta International Convention Centre (KICC) from August, 27th-28, 2016. It was of great significance being the first time for TICAD to be held on the African Soil – thus enhancing the principles of African ownership and international partnership that underpins the TICAD Process

The Summit was a huge success, bringing together 32 Heads of State and Government from Africa, the Prime Minister of Japan, co-organizers and over 18,000 accredited participants. It also attracted over 300 top business executives, over 1700 business representatives from Japan (out of a total of 4000 registered participants) and more than 2000 participants from Africa. About 74 side events were also held pre and during TICAD VI

The theme of TICAD VI  
was  
**‘Advancing Africa’s  
sustainable Development  
agenda: TICAD  
Partnership for Shared  
Prosperity.’**

all aligned to the main theme.

Hosting this unique gathering for Kenya was a major stamp of international approval, and a manifestation of Kenya’s leadership in Africa’s transformation Agenda.







# KENYA:



Kenya lies on both sides of the equator on the eastern coast of Africa. The country's port of Mombasa serves most of the Eastern and Central African landlocked countries, including Burundi, Ethiopia, and parts of Northern Tanzania, Rwanda, Sudan, Southern Sudan and Uganda. Kenya's major trading partners are the member states of the EAC, COMESA and the European Union (EU) and the countries of Japan, China, the United Arab Emirates (UAE) 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 which has a population of over 150 million and a combined GDP of US\$ 150 billion, and COMESA with a population of over 440 million and a combined GDP of US\$ 630 billion (according to COMESA Regional Investment Agency). Kenya occupies an area of 582,646 square kilometers. Agriculture is the dominant sector of the economy. Horticulture,

agro-processing, fishing and livestock hold substantial potential for further development, while natural attractions such as mountains, lakes, rivers and game parks, combined with a climate that ranges from the tropical to temperate offer tremendous opportunities for tourism. Kenya has some of the best natural game parks, white sandy beaches, Mount Kenya and various lakes that make it a one-stop tourist destination for persons wanting to enjoy the best of what Africa has to offer. On the political front, Kenya is a multi-party state.

# INTRODUCTION



The new Constitution of Kenya was promulgated on 27th August 2010, and provides a structure for a Government based on the essential values of human rights, equality, freedom, democracy, social justice and the rule of law. The Constitution in its preamble recognizes that the people of Kenya are committed to nurturing and protecting the well-being of the individual, the family, communities and the nation.

Kenya is the leading economy in Eastern Africa. Its strategic location, coupled with a well

developed business infrastructure makes it a natural choice for investors. Many regional and international organizations have designated Kenya as their regional hub. Kenya is located on the eastern part of the African continent and is bordered by Uganda, Tanzania, Sudan, Southern Sudan, Ethiopia and Somalia. Nairobi is a major transport hub for Eastern Africa with Jomo Kenyatta International Airport (JKIA) acting as the nucleus of regional air transport. The airport has connectivity to key African, European, Asian and Middle Eastern cities. In the near future, there is a strong possibility

to increase this connectivity to key cities in Northern America. Mombasa, the principal seaport of Kenya, serves as a major distribution hub for the landlocked neighbouring countries. Investing in Kenya provides access to the larger regional markets of the East African Community (EAC) which has a population of over 140 million and a combined Gross Domestic Product (GDP) of US\$ 75 billion, and the Common Market for Eastern and Southern Africa (COMESA) with a population of over 440 million and a combined GDP of US\$ 360 billion.



# FOREIGN RELATIONS

Kenya is a signatory to bilateral, regional and international trade agreements that aim at facilitating and increasing trade. The agreements provide certain preferential treatment that investors benefit from doing business in Kenya. Trade agreements where Kenya is a signatory include Regional Trade Agreements (EAC and COMESA); Non-Reciprocal Market Access Arrangements (The African Growth and Opportunity Act (AGOA)), ACP/EU Cotonou Partnership Agreement and Generalised System of Preferences (GSP); Bilateral Trade Agreements with a number of other countries; World Trade Organization and Intellectual Property Rights.





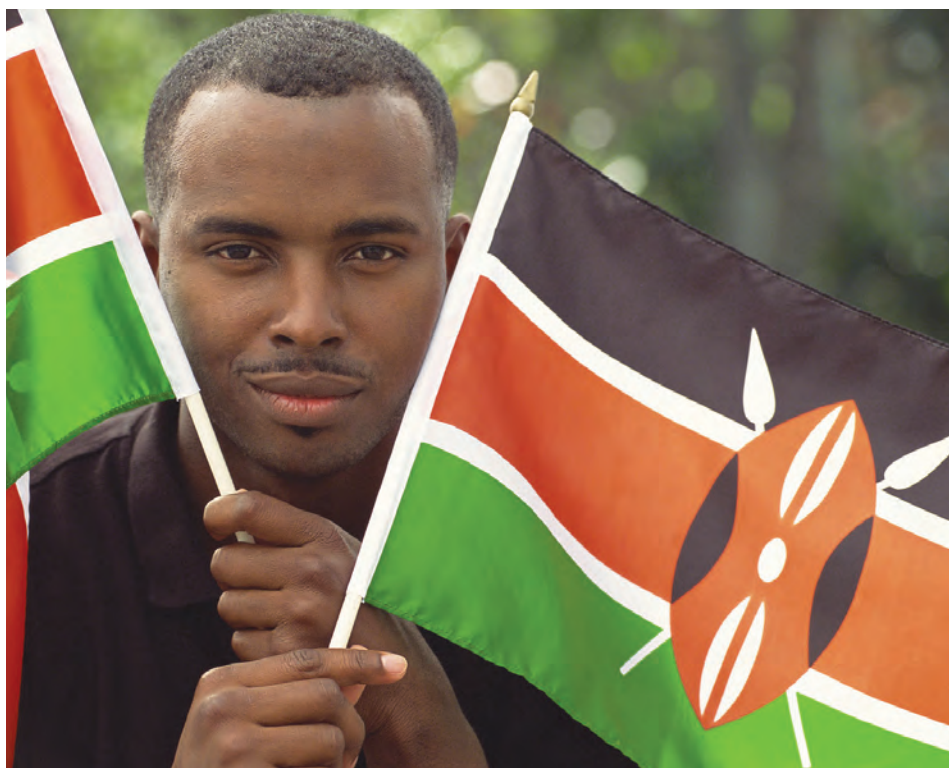
# VISION 2030 AND THE ECONOMY

Kenya is taking a variety of steps to creating an enabling environment for both foreign and domestic investments. This is in line with the Government's Vision 2030. The overarching vision under the Vision 2030 is to make Kenya "a globally competitive and prosperous nation with a high quality of life by 2030". Underlying the vision are 3 pillars namely:

**Economic:** To maintain a sustained economic growth of 10% p.a. over the next 25 years.

**Social:** To create a just and cohesive society enjoying equitable social development in a clean and secure environment.

**Political:** To create a democratic political system that is issue-based, people centered, result-oriented, and accountable to the public.





# Air Transport



**K**enya has a number of airlines that offer safe and efficient domestic flights between the major cities and towns including Nairobi, Mombasa, Kisumu, Eldoret, Malindi and Kakamega. Commercial and charter flights are also available to the other smaller towns including northern Kenya and game

parks. Kenya air travel is convenient and flight times between the major cities are approximately an hour. Kenya has three international airports namely JKIA in Nairobi, Moi International Airport in Mombasa and Eldoret International Airport in Eldoret. Nairobi is a popular East and Central

Africa air-traffic hub as it directly connects most major cities in this part of Africa with cities in Africa, Europe, Asia, Middle East and various Indian Ocean Islands. In the near future, there is a strong possibility to increase this connectivity to key cities in North America.

# Road Transport



The country's transport sector, and in particular the roads sub-sector, plays a key role in facilitating the marketing of agricultural produce, transportation of cargo, development of industries and import-export trade. Roads are also critical in facilitating the provision of social services in health and education. The road network in Kenya at independence was 45,000 kilometers (kms) out of which only 2,000 kms were paved, while the rest was mainly earth. In order to support the country's development objectives, the Government embarked on a programme of upgrading the roads to bitumen standards and improving rural roads to gravel standards. According to the Kenya Roads Board, the current road network has been increased to 160,886 kms comprising 11,189 kms of paved roads and 149,697 kms of unpaved roads. The speedy and timely rehabilitation of the country's road network is one of the goals outlined in the VISION 2030.



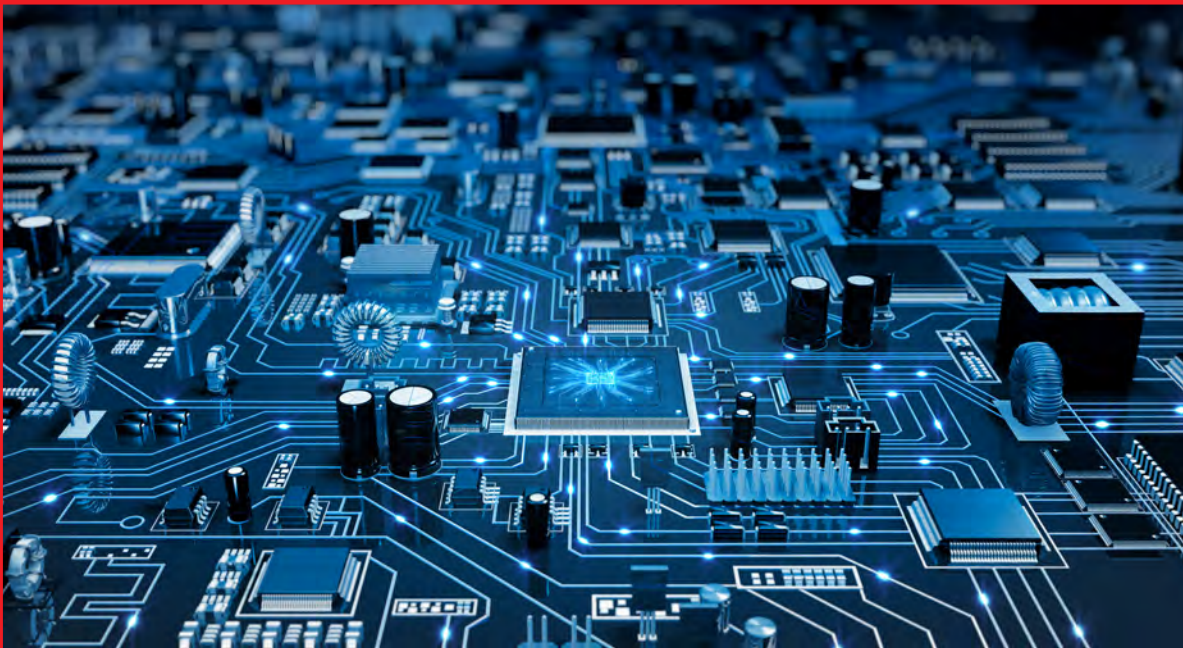


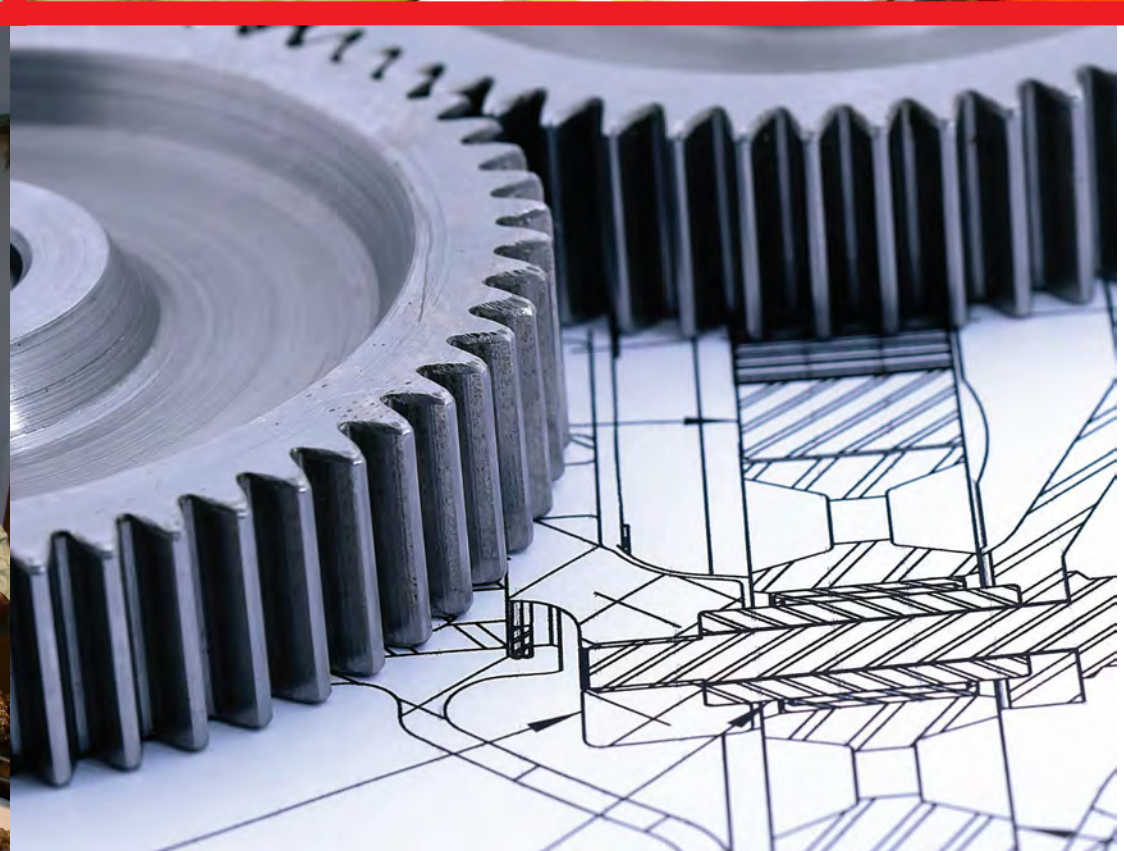
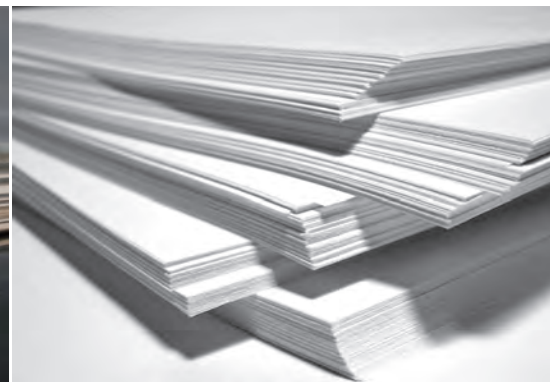
# MANUFACTURING

**M**anufacturing, contributing to 10% of GDP, plays an important role in adding value to agricultural output and providing forward and backward linkages. Over the years, the sector has been supported

by a vibrant domestic demand as well as the regional markets. A wide range of opportunities for direct and joint-venture investments exist in the manufacturing sector, including agro-processing, manufacture of garments,

electronics, paper, chemicals, pharmaceuticals, metal and engineering products for both domestic and export markets.







# AGRICULTURE





Agriculture is the mainstay of the economy, providing livelihood to approximately 75% of the population. The sector contributed approximately 21% to GDP. There is considerable scope for diversification and expansion of the agricultural sector through accelerated food crop production, value addition through processing of agriculture produce and increase of non-traditional exports. Intensified irrigation and additional value added processing are marketable areas for investments. Less than 20% of the land is suitable for cultivation, of which only 12% is classified as high potential (adequate rainfall) agricultural land and about 8% as medium potential land. The rest of the land is arid or semi-arid with a potential for cultivation through the use of irrigation systems.



## Power and Energy

The largest share of Kenya's electricity supply comes from five hydroelectric power generating stations at dams constructed along the upper Tana River. Hydro-power constitutes around 60% of the total electricity generated in Kenya. The 5 stations combined have an installed capacity of more than 400 MW. There are also several small hydro stations with a combined generation output of 40 MW. Kenya's commercial sector depends heavily on oil for its energy needs, which has serious foreign exchange implications. The sector provides for opportunities especially Public Private Partnerships (PPP) in the areas of electricity generation and alternate sources of energy both for commercial and domestic consumers.



# Telecommunication

In the last decade, Kenya has undergone a transformation in the Information Communication and Technology (ICT) sector which has had a profound impact on Kenya's social and economic structures. ICT has been the main driver of Kenya's economic growth over the last decade. Since the year 2000, the sector has outperformed some other segments of the economy, growing by 15.9% in the year 2010. The last 3 years has seen the landing of 4 under-sea fiber optic cables, which will increase to 5 by this year-end. This is a significant move for a country which up to early 2009 relied solely on satellite communication for connectivity. The transport and communications sector contributes to 13% of the GDP. The ICT sector in Kenya has influenced global trends by pioneering products like mobile banking and mobile money transfer. With 4 players in the mobile communication sector, the number of mobile subscribers in Kenya has exceeded 20 million. With the proposed development of an ICT and a financial services centre on a 2,000 hectare development in Konza (60 kilometers from Nairobi), the Government of Kenya has created a vision to develop Konza into one of the most successful cities in Africa, competing economically and culturally with the best cities in the world. This development offers significant opportunities to global players in the ICT, Business Process Outsourcing (BPO), financial services and providers of support services to these sectors.

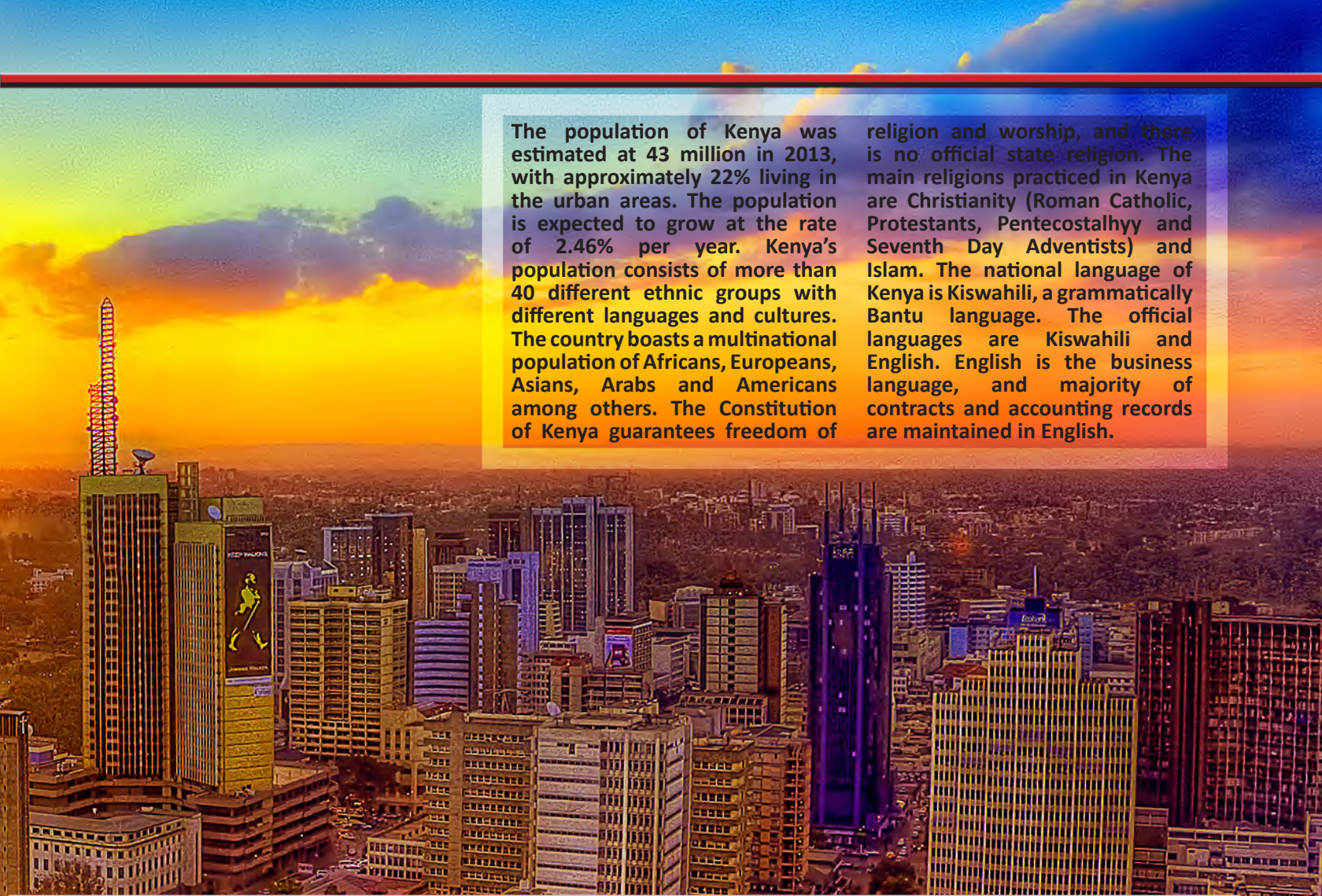


# POPULATION AND LANGUAGE



The population of Kenya was estimated at 43 million in 2013, with approximately 22% living in the urban areas. The population is expected to grow at the rate of 2.46% per year. Kenya's population consists of more than 40 different ethnic groups with different languages and cultures. The country boasts a multinational population of Africans, Europeans, Asians, Arabs and Americans among others. The Constitution of Kenya guarantees freedom of

religion and worship, and there is no official state religion. The main religions practiced in Kenya are Christianity (Roman Catholic, Protestants, Pentecostally and Seventh Day Adventists) and Islam. The national language of Kenya is Kiswahili, a grammatically Bantu language. The official languages are Kiswahili and English. English is the business language, and majority of contracts and accounting records are maintained in English.





# BUILDING AND CONSTRUCTION

**K**enya has a well developed construction industry. Quality engineering, building and architectural design services are readily available. The industry is currently

on an upward trend. With increase in population, opportunities exist in construction of residential, commercial and industrial buildings, including prefabricated low-cost

housing.





# FINANCIAL SYSTEM

**T**he banking sector was liberalised in 1995 and all exchange controls were lifted. The Central Bank of Kenya (CBK) is responsible for formulating and implementing the monetary policy, fostering liquidity and solvency and overseeing the proper functioning of the financial system. The banking industry in Kenya is governed by the Companies Act, the Banking Act, the Central Bank of Kenya Act and the various Prudential Guidelines issued by the

CBK. The banking sector comprises 44 banking institutions. Most banks operate under the traditional banking model where interest on loans is their principle source of earnings. Loans and advances are the principal assets largely funded from customer deposits. Until recently when the Government introduced long-term bonds with maturities of up to 30 years, most savings and investment products had short to medium tenures of 5 to 7 years.

This model negatively affected the growth of medium and long-term lending products which were required for projects with long gestation periods, especially those in the infrastructure and real estate development sectors

The concept of Islamic Banking is growing in Kenya and there are now 2 dedicated Islamic Banks, with others offering Islamic Windows.



# TOURISM





Tourism is Kenya's third largest foreign exchange earner with over one million visitors annually.

The tourism industry is growing as a result of the liberalisation measures, diversification of tourist generating markets, continued Government commitment to providing an enabling environment and successful tourism promotion campaigns. Kenya is also becoming a hub for regional and international conferences. The negative foreign press which in most cases overplays the security concerns in Kenya continues to negatively impact the sector. Enormous opportunities exist for investment in film production; recreation and entertainment facilities including conference tourism, cultural tourism, cruise ship tourism, aviation/tour and travel tourism and eco-tourism.





# Kenya Welcomes Tourists for Safari



**K**enya is a dream land for the perfect destination of adventure, relaxation, culture and sport. Then imagine all these places within the borders of a single country. Kenya is a place where each day brings new sights, sounds and experiences and not any two days are the same. The word “safari” was born in Kenya, where it simply means a “journey”. But this journey is unlike any other. Whatever anyone is seeking he will find in Kenya. No other country on earth can offer a visitor much to see and do. Kenya presents savannah rich with

big game, timeless cultures unchanged by the modern world, prime beaches and coral reef, equatorial forests and mighty snow capped mountains, searing deserts and cool highland retreat, an exotic history and a fascinating modern culture and endless opportunities for adventure, discovery, relaxation and so much more than anyone ever expected.

## Kenya Wildlife Safari

Kenya is the home of the Safari, every year Kenya attracts visitors from all over the world.

The boundless wilderness and big game of this region has long attracted adventure seekers from all over the globe. No other African country can boast an incredible range of landscapes, unique geographical features and species. Kenya offers the visitor a chance to experience a natural world unchanged by the passage of time. The Kenyan wilderness is home to an endless array of ecosystems, the staging ground for natural cycles of life, death and regeneration as old as the planet itself. This great range of habitats means that





there is plenty to explore and plenty of species to encounter. This land of endless potential for wildlife enthusiasts, from great migratory herds of the open savannah to an incredible abundance of wildlife, from the depths of a tropical rainforest to the depth of the Indian Ocean teeming with fish, this is a world of

natural wonders.

A safari to the wilds of Kenya is a journey into nature at its purest. Everywhere you look there is profusion of life. Kenya has numerous national parks, game reserves and wildlife conservation areas. Nairobi is a modern city with a

difference. Just 20 minutes from the bustling city center, the travelers can find themselves face to face with lions, rhino, buffalo and herds of zebras, giraffes, wildebeests and more. This is not an urban zoo, but the great wilderness of Nairobi National park, where game lives wild and free within the sight of the city. Unlike





any other city in the world, Nairobi has always been committed to protecting the wilderness that surrounds it. This has created a unique environment where the sight of a rare black rhino crossing the plains before the city skyline is commonplace. Here, the visitor within a few free hours in the city can take a safari into the great Kenyan wilderness. See lions on the hunt, rest by a river full of hippos and crocodiles, take in a spectacular sunset and be back for dinner in one of the city's finest restaurants. This is all possible in Nairobi. The Maasai Mara game reserve is widely considered to be Africa's



greatest wildlife reserve. The Mara comprises of 200 sq. miles of open plains, woodlands and riverine forest. The Mara is part of a massive ecosystem, contiguous with the plains of the Serengeti, which stretches across the border into Tanzania. The prime interest for most visitors obviously is to see wildlife. The sheer volume and variety of the Mara will certainly not disappoint. If visiting the Mara from July through October, visitors should take the opportunity to witness one of the world's finest greatest natural spectacles, the great Wildebeest migration from Serengeti.





Each year, the promise of rain and fresh life giving grass in the north brings more than 1.3 million Wildebeest together into a single massive herd. On the southern plains of the Mara the herds make a spectacular entrance in

a massive, surging column of life that makes a breathtaking spectacle. One of the best vantage points is on the banks of the Mara River, to see the herds making their mass crossings through the wild, crocodile infested waters. The herds

of the Mara attract plenty of predators.

This is the best place of all of Kenya to see lions whether on the hunt or at rest in family groups. Lions are a very common sight throughout the





reserve. Cheetahs and leopards are also often seen here, as are Hyenas and small predators such as Jackals. A safari through the Mara lets the visitor experience several different habitats in a single day. On the wide-open grasslands you can travel through huge herds of Zebra, Giraffe and Topi. The attendant predators are a continual presence among the herds. Around the waters of the Musiara swamp, elephants can be found seeking refuge from the heat. Traveling along the banks of the Mara and Talek there are excellent river views of hippos and crocodiles, while the riverine forests abound with birdlife and monkeys. The Mara has been

recognized as one of the Seven Wonders of the World.

The other parks- Serengeti, Tsavo National park, Amboseli, Naivasha and Meru are all known for their uniqueness in wildlife. A wildlife safari along the Kenyan coast takes the traveler through many worlds - elusive elephant herds in deep forests, nesting turtles, river estuaries full of crocodiles and hippo and the territory of some of Africa's rarest birds. Off shore, the waters of the Indian Ocean are a treasure trove of marine life. Whether you want to snorkel or scuba dive, the extensive reef systems are

yours to explore....

## **Kenya Culture Safari**

Kenya has over 40 different ethnic groups, cultures, countless languages and dialects and one of the most richly diverse social tapestries on earth. The main groups are the Bantu, Nilotes and Cushitic people. The main tribes are Kikuyu, Meru, Mijikenda, Kalenjin, Luhya, Luo, Kamba, Kisii, Maasai, Somali, Swahili and Turkana. Kenya's official language is English. The national language is Kiswahili. Both languages are taught and spoken throughout the country.





A large proportion of the population is Christians found mainly outside the coastal and eastern provinces. Muslims make up nearly 30 percent of the population and are found in the coastal areas and eastern side of the country. The rest is a combination of other minority religions such as Hindus, Buddhists and those who follow their ancestral beliefs.

To travel in Kenya is to experience a unique cultural mosaic as old as creation. Meet the Swahili sailors of the coast, visit the thorn-enclosed villages of the Maasai, walk alongside

Samburu warriors in the northern wilderness, Somali camel herders in the North or with the Luo, Master fishermen of Lake Victoria in the west. Despite this diversity, we remain a peaceful harmonious nation united by a common Kenyan culture, a strong proud people who warmly welcome the world to our beautiful country. One word is heard all over Kenya -‘Karibu’. This means ‘welcome’ and in Kenya it is a greeting, an invitation and a blessing.

## **Kenya Beach Safari.**

The Kenyan coast holds rare beauty, flaunting a distinct shade of blue Indian Ocean outlined with white sand beaches. The ocean embraces glistening coral reefs, reflecting life and beauty.

If you are looking for the perfect beach break, then look no further. Picture yourself on soft white sand in the shade of palm trees, where the turquoise waters of the Indian Ocean shimmer on the horizon as waves break on a distant reef.





# EAST AFRICAN COMMUNITY



The EAC is the regional inter-governmental organisation of the Republics of Kenya, Burundi, Rwanda, Uganda, the United Republic of Tanzania and the Republic of South Sudan, headquartered in Arusha, Tanzania. The Treaty for Establishment of the East African Community was signed on 30th November 1999 and entered into force on 7th July 2000 following its ratification by the original three partner states - Kenya, Uganda and Tanzania. The Republic of Rwanda and the Republic of Burundi acceded to the EAC Treaty on 18th June 2007 and became full Members of the Community with effect from 1st July 2007. The Community has a

population of over 140 million, a combined GDP (nominal) of US\$ 75 billion and covers a land mass of over 1.82 million square kilometres. The EAC operates as a Common Market under a Common Market Protocol signed in July 2010 which provides for:

- Free movement of persons
- Free movement of workers
- Right of establishment
- Right of residence
- Schedule on the movement of services
- Schedule on the movement of capital.

The countries operate a common customs procedure which provides for a Common External Tariff (CET) on imports from third countries and duty-free trade between the member states.



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