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**Kenya endorsed to
seek UN Security
Council Seat**

2021-2022



KENYA
AU ENDORSED CANDIDATE FOR
UN SECURITY COUNCIL
2021 - 2022

**SUPPORT AFRICA
VOTE KENYA**



HIS EXCELLENCY
HON. UHURU KENYATTA C.G.H
PRESIDENT OF THE REPUBLIC OF KENYA
AND COMMANDER-IN-CHIEF OF THE DEFENCE FORCES

SINCE 1916

THE ULTIMATE CHOICE



Congratulations to the Kenyan Nation



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Over
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Control
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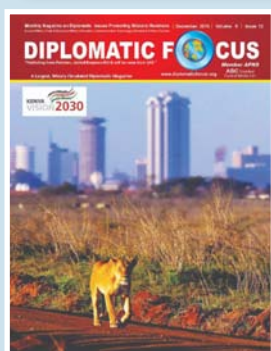
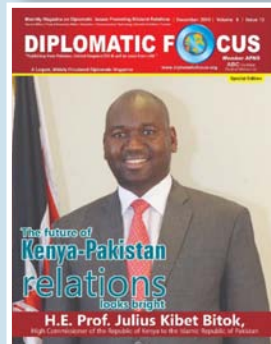


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Our previous Supplement of Kenya



Mian Fazal Elahi

Kenya is ranked 56 among 190 economies in the ease of doing business, according to the latest World Bank annual ratings. The rank of Kenya improved to 56 in 2019 from 61 in 2018. Ease of Doing Business in Kenya averaged 98 from 2008 until 2019, reaching an all time high of 129 in 2013 and a record low of 56 in 2019 (source: World Bank). Major industries include agriculture, forestry, fishing, mining, manufacturing, energy, tourism and financial services.

Economic prospects were showing positive growth largely because of expansions in the telecommunications, transport and construction sectors, and a recovery in agriculture. These improvements are supported by a large pool of highly educated professional workers. There is a high level of IT literacy and innovation, especially among young Kenyans

Kenya vision 2030 is very important. It aims to transform Kenya into a newly industrializing, middle-income country providing a high quality of life to all its citizens by 2030 in a clean and secure environment.

Pakistan and Kenya enjoy warm and cordial relations which are deep rooted in history. Both countries share similar views on most international issues and have been supporting each other at various international fora. Currently Pak-Kenya trade is dominated by Tea and Rice. Trade between Kenya and Pakistan has been growing steadily. Pakistan and Kenya have set up a trade committee for the promotion of bilateral trade which will also promote stronger socio-economic links between the two countries. Kenya, being a gateway to Africa, will be helpful in expanding Pakistan's trade relations with other African countries. There is a big potential for enhancing bilateral trade between the two countries.

Kenya is today celebrating 56th years of Independence. On the behalf of Pakistani nation, The "Diplomatic Focus" wish to extend heartiest greetings on the happy occasion of the National Day of the Republic of Kenya.

Congratulations Kenya! And Long live Pak-Kenya Relations!

The articles, columns, Opinions are published in Magazine in good faith. However, the contents of these writings may not necessarily match the views of the Editor/Publisher/Organization.



Mian Assad ullah

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

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HIS EXCELLENCY
HON. UHURU KENYATTA C.G.H
PRESIDENT OF THE REPUBLIC OF KENYA
AND COMMANDER-IN-CHIEF OF THE DEFENCE FORCES



Ambassador Monica Juma, DPhil, CBS, Cabinet Secretary, Ministry of Foreign Affairs



Hon. Ababu Namwamba, EGH,
Chief Administrative Secretary (CAS)



Amb. Macharia Kamau, MBS,
Principal Secretary



H.E. Uhuru Kenyatta C.G.H.

President of Republic of Kenya and Commander in Chief of Defense Forces

Ladies and Gentlemen, 'asalamu aleikum'. It is a great honour and privilege to have friends like you as we celebrate our 56th Independence Day. Today, Jamhuri Day, the people of Kenya commemorates yet again the selfless struggle to join a free world of self-rule and determination of our destiny. The people of Pakistan and Kenya share an immense colonial past. We collectively remember our forefathers who paid the ultimate price for future generations to have a place they could call home, where they could achieve their full potential.

In the last 55 years, Kenya has made impressive strides in the fight against: poverty, illiteracy, unemployment, disease and provision of essential services to its people. Today, Kenya boasts of its attractiveness to investors, tourists and international conferencing. Successful governments have raised the quality of life of our people making them competitive in the region and beyond.

Kenya/ Pakistan trade partnerships have grown greatly over the years. Much has Pakistanis enjoy Kenyan tea, Pakistan rice has found its way to Kenyan homes. In 2018/19 financial Pakistan was ranked the second highest export destination for Kenyan goods.

Kenya has been endorsed as the African Union candidate for the UNSC non-permanent seat for the year 2021- 2022. Kenya is therefore seeking for support from partner and international community. This will go a long way in finding solutions to global challenges and contribution to peace keeping efforts.

I'm proud to share that Kenya has dominated the middle and long distance marathons since the 1960s. This year all World records for long distance are safely back in Kenyans' hands. Eliud Kipchoge stunned all of us as he successfully ran the 42 km Vienna INEOs 1.59 Challenge in record time. Indeed, this proves that 'No Human being is limited'. Brigit Kosgey now holds the women

record after a beautiful race in the Chicago marathon. Kenya elite runners have dominated the major world marathons like New York, Boston, London and Berlin. The 800 and 1500 meters World Record are currently in the hand of Kenyans. Indeed, Kenya has produced more world-class athletes, more world record holders and more Olympic medalist in long distance running than any other country. Kenya has other heroes and heroines in other fields among them the legendary Professor Wangari Maathai, the first African woman to receive a Nobel Prize.

I take this opportunity to invite you to invest in Kenya as a gateway to a larger and growing East Africa Community and the COMESA market. Whereas my government has embarked on further improving the country's overall infrastructure and ensure a conducive business environment, the Kenyan youth have proved themselves to be highly trained and competitive human resource.

Long live Kenya/ Pakistan relations.



H.E. Prof. Julius Kibet Bitok PhD, MBS, High Commissioner, of the Republic of Kenya to Pakistan

On this day, Kenyans across the world will gather to celebrate 56 years of independence. Jamhuri Day, as we often to it, is a special moment in Kenya's calendar that gives us a sense of pride and honour. Kenya's Struggle for independence was a painful journey that claimed lives of many freedom heroes and heroines. Therefore 12th December, 1963 marked a culmination of that struggle and the republic of Kenya started off a journey of self-determination and equal participation in the international arena.

As we celebrate this day, Kenya is thankful to the international community for making Nairobi a United Nations Headquarters for both UNEA and UN-HABITAT, the only Head office in

the developing world. East Africa Community is proud to be the home to the Eighth (8th) Wonder of the world, courtesy to the unique annual wildebeest migration in the Maasai Mara- Serengeti stretch. Kenya also remains the home of the 'Big Five' and a variety of other wild and marine life.

Kenya has been endorsed as the African Union candidate for the UNSC non-permanent seat for the year 2021- 2022. Kenya is therefore seeking for support from partner and international community. This will go a long way in finding solutions to global challenges and contribution to peace keeping efforts.

Kenya and Pakistan enjoy warm cordial relations that stretch back to a common colonial past and ever growing trade ties. The two countries share an experience of the adverse effects of regional and trans-border terror activities. We believe that instability in neighbouring countries often spillover to adversely affect a greater region in the form of refugees and prolonged systemic conflicts.

Kenya trade statistics indicate that Pakistan has become one of the leading trade partner with a trade volume of USD 800 million per year. The dominant trade products are still, tea and rice.

Happy Jamhuri Day! Shukrani!



H.E. Prof. Julius Kibet Bitok PhD, MBS High Commissioner, of the Republic of Kenya to Pakistan

Since this is your 5th year in Pakistan how would you define Pakistan as a country and how much has it evolved?

I see Pakistan as a beautiful country with lots of development potential. Too often Pakistan is framed in the form of challenges instead of opportunities. Pakistan is richly endowed

with natural resources a growing middle class estimated at 40 million people which represent a powerful engine for change. The informal sector forms an essential part of the economy.

How would you describe Kenya - Pakistan relations?

Kenya- Pakistan relations are warm and cordial.

Both countries enjoy friendly ties based on historical /cultural ties that span several decades. The two countries cooperate in many fields including trade, investment, education, tourism, cultural diplomacy and wildlife.



Pakistan is one of the biggest importers of Kenyan tea- Are you satisfied with the current trade volumes also what other market segments does do you intend to target in Pakistan?

One belt one road is strategy to promote international economy in term of regional cooperation

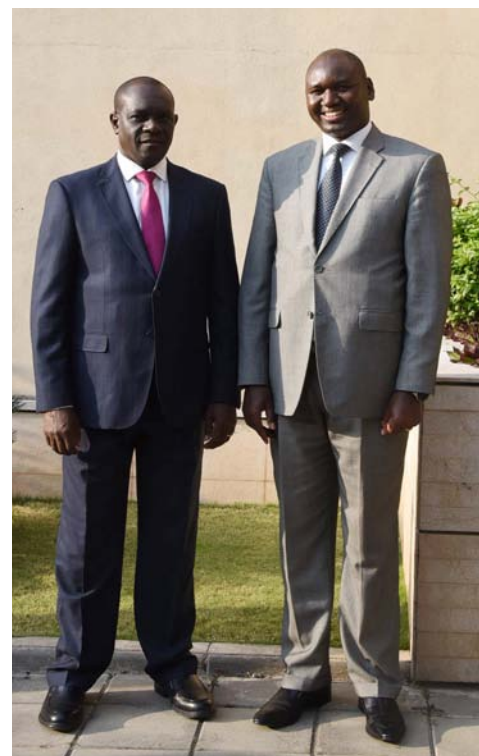
The current rate volume at indicated are quite impressive and we have launched plans to firm up our relations by next level and double the volume of the trade in next 5 years some of the undertaking to this and includes aggressive campaign online print media to engage in form and promote products that are easily available



Pakistan Chief of the Naval Staff Admiral Zafar Mahmood Abbasi called on Commander Kenya Navy, Maj General Levi Franklin Mghalu and also visited various naval institutions; a good gesture of in a renewed military cooperation.



Pakistan High Commissioner to Kenya Ms. Syeda Suqlain paid a courtesy call on Kenya High Commissioner in Islamabad before reporting to Nairobi.



in Kenya which includes coffee Horticulture products fruits vegetables flowers edible oil.

How do you expect Kenya- Pakistan trade to be affected by one road one Belt Project?

One belt one road is strategy to promote international economy in term of regional cooperation. It is implemented in a state capitalism model given its vast geographical coverage and the scope of economy. Construction of one belt one road project will take Kenya –Pakistan relations to new heights. It will provide more opportunities to Pakistan to access African market though Kenya as Kenya is considered gateway to Africa. The two countries are deciding to explore the potential of economic complementarities and constantly promote cooperation in fields such as agriculture, machinery manufacturing, energy, finance, Technology and infrastructure.

Do you think Pakistani businessman should invest in Kenya?

Definitely. There are about 30 Pakistan companies operating in Kenya. Kenya is the largest and most advanced economy in East and Central Africa. Its GDP accounts for more than 50 per cent of the region's total and in terms of current market prices. Kenya's strong growth prospects are supported by an emerging middle class and an increasing appetite for high-value goods and services. Kenya's favorable business environment and strong economy has allowed many companies to reduce operation costs and thus growing their profit margin. Investment in Kenya means access to east Africa largest economy, low risk business environment, political and macroeconomic stability and

relatively well established social as well as private structures.

In your view what strategies are essential in influencing foreign investment?

Any country interested in becoming a high middle-income entity needs to:

- Have macro-economic stability.

- Encourage Public Private Partnerships in investment for wealth creation
- Take advantage of regional economic blocks for foreign investment.
- Continue to replenish the investment environment, reduce the burden of doing businesses and harmonize tax laws.





Pakistan Minister for population met the Kenyan Deputy President.

- Invest in infrastructure development
- Have reliable supply of energy

Climate Change is a threat to both Pakistan and Kenya. How do you suggest both the countries can work together to overcome this obstacle?

Climate change is the most serious global challenge of our time. The integration of climate information into government policies is important because climate is a driving factor for most of economic activities in both Kenya and Pakistan whose economies depend on agriculture. In order to mitigate the issue

both countries should invest in Green Energy Development as well as other interventions in the transport and agricultural sectors.

What are your views on the Kashmir issue?

The Kashmir dispute has remains central in the relations between India and Pakistan. The conflict has robbed the Kashmir people of their basic human rights and inflicted immense suffering. There is need for an amicable solution to the issue and concerted commitment to end the cycles of violence. Kenya supports the quest of human rights for all as enshrined in the

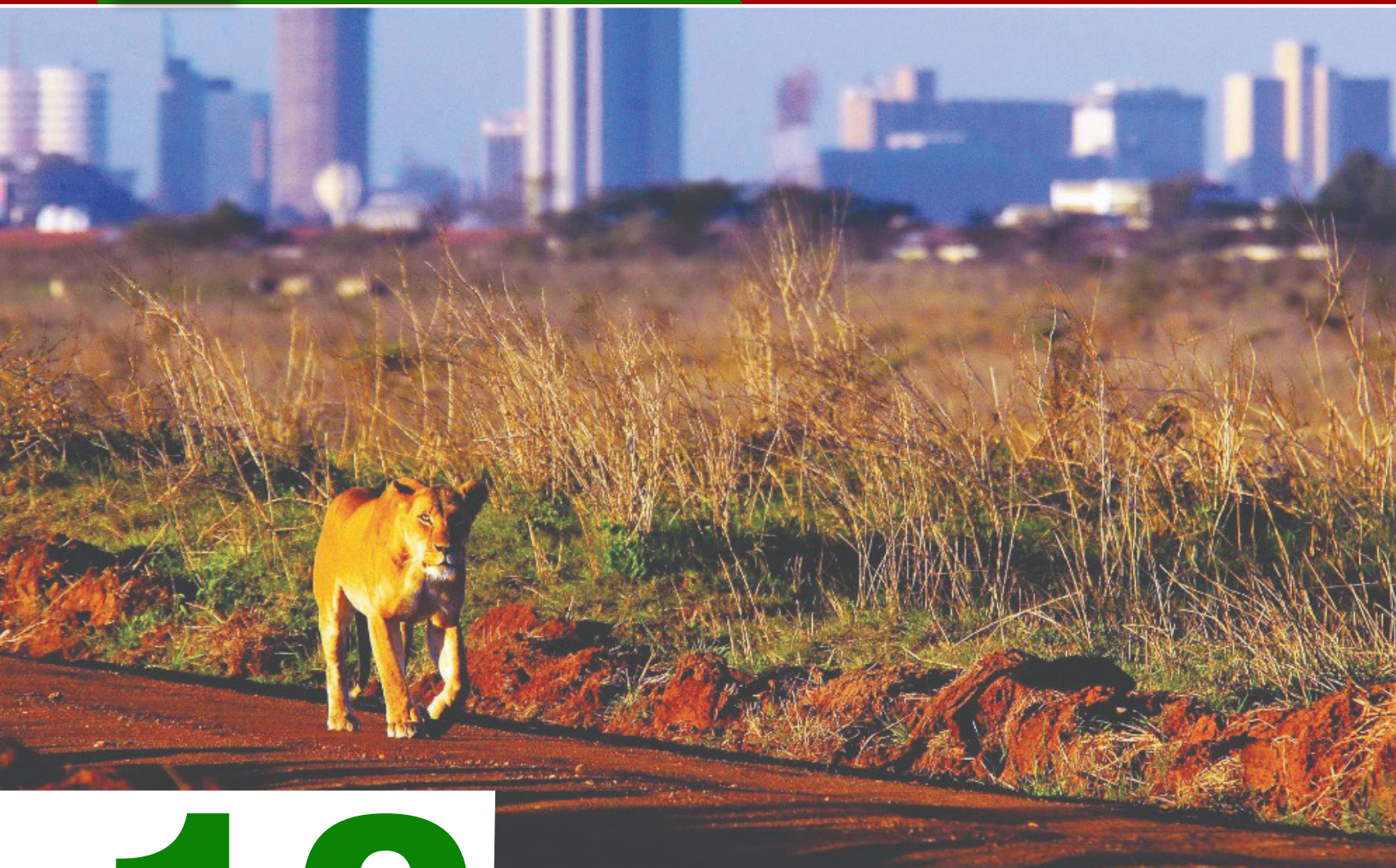
UN's 1948 declaration of Human Rights.

What message would you like to give your readers?

- Pakistan is a peaceful country blessed with great opportunities, a rich culture and friendly hardworking people.
- Welcome all to visit and invest in Kenya taking advantage of existing networks and ease of doing business.
- Pakistan Zindabad.

Thank you!





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REASONS WHY KENYA SHOULD BE YOUR NEXT HOLIDAY DESTINATION

1. You might spot the Big Five

Kenya is one of Africa's greatest wildlife watching destinations, as it is home to the Big Five i.e African lion, African elephant, Cape buffalo, African leopard, and white/black rhinos.

2. Witness the greatest migration on Earth

From mid-August to October, more than a million wildebeest migrate from the Serengeti in neighboring Tanzania to Kenya's Maasai Mara, accompanied by hundreds of thousands of Thomson's gazelle, zebra and eland. Despite the plethora of videos and photography of the migration available online, nothing comes close to seeing in person the mass movement of animals, lumbering, strutting and swaying in





one of the great wonders of the natural world.

3. Entry is simpler than ever

Kenyan authorities introduced an e-visa system in 2015, meaning Pakistani travelers no longer need apply for entry documents before travelling, or queue at the airport for all the right stamps. A single entry visa costs \$50 per person and the e-visa site is linked from the Foreign Office's Kenya travel advice page. Ensure that you use the official e-visa website (<https://www.ecitizen.go.ke/>) to avoid being scammed by fake providers.

4. It's ideal for safari first-timers

Kenya is one of the best countries in Africa for those on their first wildlife watching expedition. If you catch an overnight flight from Islamabad you can transfer to a light aircraft next morning and be in the bush in time for brunch. Such things are possible in Nairobi because Kenya's safari industry is backed up by an efficient tourist infrastructure with a dazzling choice of camps and lodges to suit all budgets. This is, after all, where modern safaris were invented back in the Twenties."

5. Big cats abound

The Maasai Mara is one of the best places in Africa to encounter big cats. "Cheetahs and lions roam the plains, waiting for the migrating wildebeest, and leopards pose in its riverside





fig trees. In fact, the animals are so associated with this region that the BBC chose the Mara for their Big Cat Diary TV series.

Kenya is renowned for its populations of big cats .

6. After a safari, flop on the beach

Kenya's geography means that it offers the perfect combination of fauna-and-flora spotting adventures in its dozens of mighty national parks, and opportunities for lying prostrate on white sand Indian Ocean beaches. Usually a 10-day safari-and-beach itinerary is recommended , with the first stop at Kicheche Laikipia Camp, home to the country's highest population of black rhino, as well as elephant, cheetah, lion, and leopard. Guests then move onto a beach hotel for a couple of days of watersports and relaxation.

A dhow punctuates the horizon along Kenya's Indian Ocean coast

7. The bird life will have you all a flutter

Kenya has more than 1,000 recorded bird species, including flamboyant crowds of pink flamingos whose massing makes for surreal photographs. They have been driven from Lake Nakuru in the past half decade because





The crumbling ruins of Gedi, a 12th century Swahili town.

11. It's home to one of the Queen Elizabeth's favourite hotels

Founded in 1932, Treetops is Kenya's oldest safari lodge, and Princess Elizabeth was in residence here when she was told of the death of her father, King George VI, prompting her ascendency to the throne. "For the first time in the history of the world," wrote big-game hunter Jim Corbett in the Treetops logbook, "a young girl climbed into the tree as a princess and climbed down as a queen."

Treetops

13. Tourism protects Kenya's people and wildlife

Indeed, sensible tourism can be an alternative to poaching and discourage people from engaging in it. If tourism dies in Kenya, then there is no one to support the people who make their living from it, and the rangers who protect the wildlife. So communities have to turn to wildlife for food – and are forced to go into the cities to look for work. Tourism here really does protect traditional ways of life, and cultures, and wilderness.





Responsible tourism helps support communities and conservation.

14. You'll come home with pretty mementoes

Kenya is home to many talented craftspeople who make covetable objects. Look out for Kitengela glass, which is made in the middle of the bush, and products from Ocean Sole, which pays local people to pick up old shoes washed up on the beach and turn them into toys. Also look out for beaded belts and shoes, which are sold across the country.

15. You can eat breakfast accompanied by giraffes

The famous Giraffe Manor is set in 12 acres of private land in a Nairobi suburb and allows guests to participate in sunset feeding sessions. Expect other impromptu feeding sessions: the herd of Rothschild giraffes will often poke their heads through the windows of the manor house for extra treats.

The local giraffes are certainly not shy

16. Or witness the Great Rift Valley

Maasai herders, herds of elephant, wide plains and dramatic escarpments all define the Great Rift Valley, which reaches through Kenya as part of a 6,000-km long scar that stretches from Jordan in the Middle East across Africa to





Mozambique.

The epic Rift Valley stretches all the way to Jordan

17. There's a national park called Hell's Gate

Named after a narrow crack in the cliffs, once a tributary of a prehistoric lake, this national park north-west of Nairobi is home to Fischer's Tower and Central Tower columns. Visitors can walk among buffalo, zebra, eland and Thomson's gazelle and see baboons scratching each other. Prepare to be rendered silent by the beauty of the Njorowa gorge's red sandstone walls.



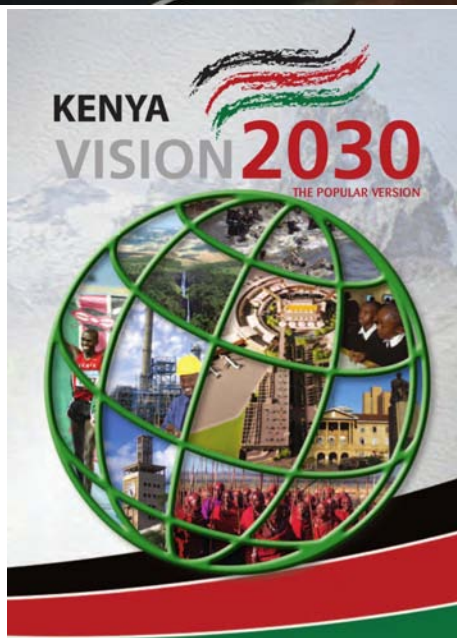


KENYA VISION 2030

Medium Term Plan III

Kenya Vision 2030 (Swahili: Ruwaza ya Kenya 2030) is the country's development programme from 2008 to 2030. It was launched on 10 June 2008. Kenya long term development blue print, Vision 2030 aims to transform Kenya into an industrialized middle income country offering a high quality of life to all our citizens. Developed through "an all-inclusive and participatory stakeholder consultative process, involving Kenyans from all parts of the country," the Vision is based on three "pillars": Economic, Social, and Political.

The Vision is being implemented through successive five-year medium term plans. This Third Medium Term Plan (MTP III) 2018-2022 succeeds the Second MTP (MTP II) 2013-2017 which implemented the policies, programmes and projects as outlined in the Jubilee Manifesto "Agenda for Kenya 2013-2017 and beyond". As with its predecessor, this Plan has been aligned



with the Jubilee Manifesto 2017, with particular focus on implementing policies, programmes and projects designed to achieve the "Big Four" initiatives. These are: Industrialization, Manufacturing and Agro-processing; Affordable Housing; Food and Nutrition Security; and Universal Health Coverage. Implementation of these four initiatives will not only support higher economic growth and faster job creation, but also reduce the high cost of living affecting many of our people. Kenya made considerable progress during MTP II period, most notably in development and modernization of infrastructure, improved security, human resource development, job creation, expanding access to affordable health care, and in modernizing our public services.

During this Plan period, Kenya will build on these foundations and successes to continue our country's transformation and modernization in



order to create more quality jobs, raise the living standards of every Kenyan, end inequality and lift more Kenyans out of poverty. Furthermore, government will continue developing national transport, Information Communication Technologies (ICT) and energy infrastructure to attract global industry and create high quality and hi-tech jobs. Government intends to maintain a stable macro-economic environment and pursue policies that support high, rapid and inclusive economic growth, ensure price stability and sustainable debt levels. Trade with traditional markets will be expanded and new markets for Kenyan goods and services will be established. In addition, the financial sector will be strengthened to ensure that entrepreneurs and investors are supported with affordable credit and other financial services. Employment creation is at the heart of my Second Administration. During the Plan period Government has put in place comprehensive





strategies and programmes to create at least 6.5 million jobs. This will be achieved by expanding the manufacturing sector to increase its contribution to Gross Domestic Product (GDP) from 9.2 per cent in 2017 to 15 per cent and increasing agro-processing to at least 50 per cent of total agricultural production. Kenya plan to accelerate growth in manufacturing through the establishment of Special Economic Zones and Industrial Parks, creating an additional 1,000 manufacturing SMEs and providing them with access to affordable capital, training and skills enhancement, access to markets and establishing at least one industry in each county. In the next five years Kenya will also put in place measures to create over 1 million online jobs for our youths through the on-going Ajira Digital Programme.

Government intends to strengthen the institutional framework to support creative arts so that the industry can generate wealth and jobs for the youth. The development of the oil and other mineral resources sector and expansion of infrastructure projects, including the targeted construction of at least 500,000 affordable houses across the country are further expected to increase job creation over the Plan period. Food and nutrition security will be largely enhanced through investments in irrigation, affordable farm inputs, and development of the Blue Economy.

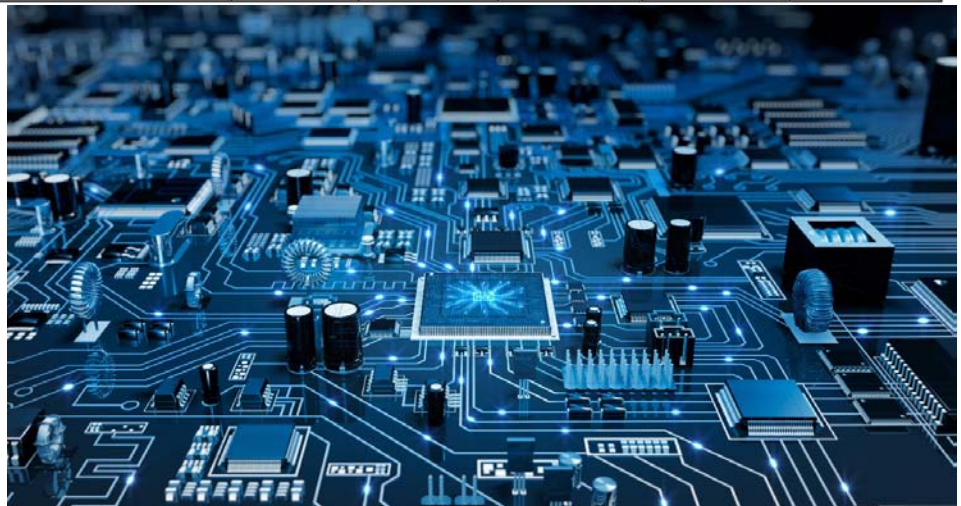




DATA PROFILE	2014	2015	2016	2017	2018
Total Population (millions)	43	44.2	45.4	46.6	47.6
Population growth (Annual %)	2.9	2.9	2.9	2.9	2.9
GDP (current US\$, Billion)	61.4	63.7	70.5	74.90	87.9
Gross national Income (current US\$, Billion)	60.6	63.1	69.8	71.87	87.18
GNI per Capita (current US\$)	1408.8	1427.2	1441.00	1538.4	1620
GDP per Capita (Current US\$)	1428.9	1442.7	1553.5	1559.47	1711
GDP growth (Annual %)	5.3	5.7	5.8	4.9	6.3
Inflation (annual %)	6.9	6.6	6.3	8.0	4.69
Market capitalization of listed companies (current US \$, Billion)	24.0	23.4	19.7	21.4	28.17
Market, capitalization of listed companies (%of GDP)	39.09	36.73	27.94	32.50	23.6
Mobile cellular subscriptions (per 100 people)	78.3	85.4	85.9	85.9	96.32
Internet users (per 100 people)	38.3	54.2	59.0	62.0	72
Adult literacy rate	78.7	78.0	78.0	78.0	79.0



Kenya will continue to give priority to inclusive and quality education to nurture a globally competitive workforce to drive economic growth and spur job creation. In this regard, we will restructure and modernise our education system to ensure that our graduates are competitive in the 21st century labour market. Measures will also be taken to expand and equip Technical and Vocational Education Training (TVET) institutions and polytechnics to improve the quality and quantity of the middle level workforce, while at the same time aligning the curriculum with industry needs. Government will ensure that every citizen has access to the best possible health care at the most affordable price, including enhancing health care programmes for mothers and children. Administration will also provide dignified support to the elderly and persons with disability through enhancing and expanding our social protection programmes.



In the course of implementing this Plan, Government will sustain the momentum in reforming our public sector through among others, digitization of all government services by expanding and delivery of e-government services, and strengthening policy, legal and institutional frameworks for devolution. In addition, Government will support the strengthening of the Judiciary, improving governance and the rule of law, and the fight against corruption. THIRD MEDIUM TERM PLAN 2018 – 2022 VISION 2030 call upon all Kenyans to remain united so that Kenya can move forward as one peaceful and prosperous nation with a common vision.





Kenya endorsed to seek UN Security Council Seat 2021-2022

SUPPORT AFRICA, VOTE KENYA



KENYA
AU ENDORSED CANDIDATE FOR
UN SECURITY COUNCIL
2021 - 2022



Kenya Minister of Foreign Affairs launching campaign for the UNSC Non-Permanent Member seat 2021-2022 in Addis Ababa

Kenya has been endorsed by the African Union as a candidate for the UN Security Council nonpermanent seat for the 2021-2022 term, in a vote held at the African Union headquarters in Ethiopia's capital Addis Ababa.

Kenya won the endorsement after a second round of voting by the Permanent Representatives Committee, garnering 37 votes against Djibouti, which got 13 votes. In the first round of voting held on Aug 5, Kenya fell short of a two-thirds majority threshold.

Following the endorsement, Kenya will be Africa's sole candidate for the nonpermanent seat race to be held in New York in June 2020. Niger and Tunisia were elected in June to serve in the UN Security Council for the 2020-2021 term, representing western and northern Africa respectively.

To win the seat, Kenya will have to get the support of two-thirds of the UN member states.

The UN Security Council, which is responsible for the maintenance of international peace and security, has 15 members. Its permanent members are China, France, the Russian Federation, the United Kingdom and the United States. The 10 nonpermanent members get elected for two-year terms by the General Assembly.

This endorsement is an affirmation that Kenya has remained true to the decision and

aspirations of the African Union and confirms that it is a safe and a dependable pair of hands. Kenya is committed to being a bold voice for Africa and shall steadfastly promote and defend the continent's position.

Given Kenya's foreign policy, which is strongly Afro-centric, the elections to the Security Council will give the country the opportunity to build consensus across regional and global matters that affect Africa.

According to the UN Security Council's rotation rules, the 10 nonpermanent seats rotate among the various regional blocs. The five

available seats are allocated as follows: two for Africa, one for the Asia-Pacific Group, one for Latin America and the Caribbean, and one for the Eastern European Group.

Initially, the AU had reached the UNSC candidature decision through consensus but Djibouti and Kenya failed to agree on who should step down, leading to the vote.

Since last year, President Uhuru Kenyatta has been lobbying for support of Kenya's bid to secure the UN Security Council seat, a move that would boost the country's position as a regional diplomatic hub.



KENYA
AU ENDORSED CANDIDATE FOR
UN SECURITY COUNCIL
2021 - 2022

KENYA'S TEN POINT AGENDA AT THE UNSC



Building Bridges



Peace Keeping & Support Operations



Regional Peace and Security



Countering Terrorism & prevention of extremism



Women, Peace and Security



Youth Empowerment



Humanitarian Action



Justice, Human Rights and Democracy



Environment & Climate Change Agenda



Sustainable Development Goals Agenda

**SUPPORT AFRICA,
VOTE KENYA**



Foreign Policy

Policy Objectives

Kenya's foreign policy seeks to pursue the following national objectives:

- a) Protect Kenya's sovereignty and territorial integrity;
- b) Promote sub-regional and regional integration and co-operation;
- c) Enhance regional and global peace and security;
- d) Advance the economic prosperity of Kenya and her people;
- e) Project Kenya's image and prestige;
- f) Promote international cooperation and multilateralism;
- g) Promote and protect the interests of Kenyans abroad; and
- h) Enhance partnership with the Kenya Diaspora and descendants.

Pillars of Kenya's Foreign Policy

Kenya's Foreign Policy rests on five interlinked pillars:

1. Peace diplomacy pillar;
2. Economic diplomacy pillar;
3. Diaspora diplomacy pillar;
4. Environment diplomacy pillar and
5. Cultural diplomacy pillar

Guiding Principles

The execution of Kenya's Foreign Policy and the conduct of her international relations are guided by the following principles:

- a) Sanctity of sovereignty and territorial integrity of the Republic of Kenya;
- b) Peaceful co-existence with neighbours and other nations;
- c) Resolution of conflicts by peaceful means;
- d) Promotion of regional integration;
- e) Respect for the equality, sovereignty and territorial integrity of states; and

- f) Respect for international norms, customs and laws.

Philosophy and Values

Kenya's Foreign Policy is guided and driven by a Vision of "A peaceful, prosperous and globally competitive Kenya" while the Mission is "To project, promote and protect Kenya's interests and image globally through innovative diplomacy, and contribute towards a just, peaceful and equitable world". The policy is inspired and guided by the following national values and aspirations of the Kenyan people as enshrined in the Constitution of Kenya:

- a) Unity in Diversity;
- b) Honour and Patriotism;
- c) Peace and Liberty;
- d) Justice and Equity;
- e) Quest for Prosperity; and
- f) Harambee Spirit (pulling together)



KEY ECONOMIC AND





SOCIAL INDICATORS



KENYA'S ECONOMY

Kenya's economy recovered from the effects of the persistent drought experienced in 2017 coupled with uncertainties associated with general elections held in the same period. Real Gross Domestic Product (GDP) is estimated to have expanded by 6.3 per cent in 2018 compared to 4.9 per cent in 2017. The growth was principally attributable to increased agricultural production, accelerated manufacturing activities, sustained growth in transportation and vibrant service sector activities. Agricultural activities benefited from sufficient rains that were well spread throughout the country. Similarly, the increased precipitation was a significant boost to electricity generation and consequently favourable to growth during the review period.

CHOOSE KENYA THE LAND OF INVESTMENT

Global firms are looking to make Kenya the pivot of the continental base while operation as they race to be part of Africa's growth story. Nairobi, Kenya Capital city is fast becoming the African home of choice for multinational companies, especially those in the service sector, looking to grow their presence in the continent.

In the last 5 years, Global heavyweight in the service industry such as IBM, Google PWC, advertising agencies WPP, Bharti Airtel, Nokia ,Siemens, Procter and gamble, Barclays and Standard Chartered have announced plans

to either set up regional hub in Nairobi or transform their Nairobi based local operation to serve sub-Saharan Africa.

Why Invest in Kenya?

- Strong democracy and political stability.

- The communication hub.
- Kenya is gate way to the Eastern and Central African region
- Liberalized and diversified strong economy.





- Kenya economic blue print vision 2030 is intended to transform Kenya into middle-income country by the year 2030.
- Unlimited opportunities for the investment across sectors and different countries.
- Skilled labor force and culture of entrepreneurship and innovation.
- Proven returns on investment and comparative cost of production.
- Well-established and vibrant private sector.
- Strong presence of leading multinational firms.
- A wide range of suitable tax treaties, trade investment and agreements.
- Memberships to the multilateral

investment guarantees agency, International Centre for the settlement of investment disputes and Africa trade insurance agency.

- Relatively well established social and political infrastructure.
- Presence of Institutions and structures for continuous improvement of business environment including quarterly presidential roundtables and committee.
- Ease of doing business 2019 ranked Kenya at position 56 from 61 in 2018. This underscores the reforms undertaken by government to improve business environment
- Compelling tourist prepositions making it possible to combine business and leisure.

A great place to live and work.

Market Access

- Kenya is sizable local market on over 47 million people and growing at about 2.9% annually.
- East African community (EAC) has an estimated population of 150 million people across 5 states (Kenya, Burundi, Rwanda, Tanzania and Uganda) backed by a customs Union and Common Market Protocol.
- Common Market for Eastern and Southern Africa (COMESA) comprises of 20 member states with a population of over 450 million.
- Tripartite free trade area between EAC, COMESA and SADC has been signed and offered a market of 600 million people.
- The African Continental Free Trade Agreement (AfCFTA) was signed in Kigali, Rwanda, on 21st March 2018. This allows for free movement of goods and services within the continent.
- African Growth and Opportunity Act allow duty in quota free access to the US market for over 6000 products.
- Economic Partnership Agreement with European country community provide preferential access to the larger EU market.
- Generalized system of preferences (GSP) provide access to various markets in the developed world and offers





preferential treatment with a wide range of products.

GLOBAL TRADE

Kenya is the world largest producer and leading exporter of black tea. The country is also ranked amongst the largest coffee producer in the World. Kenya is also lead exporter of Cut flowers to the European Union with the market share of 35%. Fresh fruits and vegetables feature on the growing list of Exports .Kenya's ten export markets are Uganda, Pakistan, Tanzania, Netherlands, USA, United Kingdom, Democratic Republic of Congo, United Arab Emirates, South Sudan and Egypt. Kenya's main exports are Horticulture, tea, petroleum

product, textile and apparel, coffee, tobacco products, iron, steel products, Pharmaceutical products, Essential oil, articles of plastic, among others.

KENYA PAKISTAN TRADE RELATIONS

Relations between Kenya and Pakistan remain warm and cordial. Exports from Kenya to Pakistan have increased from USD 396.6 Million in 2016 to USD. 600 Million in 2018. Imports from Pakistan to Kenya have continued to increase from USD 179.1 Million in 2016 to USD 215 Million in 2018.

Kenya's main export to Pakistan is tea, which accounts for over 80% of the total exports.

Other exports include hides & Skin, Onions, carbonates, sacks & bags and cut flowers. Pakistan's major exports to Kenya include rice, wheat, cotton fabrics (Woven) and veterinary products.

Apart from tea, other high-potential export commodities from Kenya to Pakistan include coconuts, dry nuts, mangoes, fresh flowers and powdered milk.

Several factors underpin trade between the two countries, including a strong commitment from the two nations to grow their ties. This is driven mainly by the fact that bilateral relations have become a key cog in transforming the two economies.



Interview of Dr. Faisal Khokhar

Honorary Consul of the Republic of Kenya and Executive Director, Remington Pharmaceuticals

How long have you been in the Pharmaceutical business?

I inherited passion for healthcare from my father. My family has invested significant time and resources to develop expertise in pharmaceutical business. I have been formally associated with pharmaceuticals for 20 years.

How do you keep on top of current trends in healthcare?

Healthcare is a fast moving industry. Technology is being used to find healthcare solutions which are constantly affecting global market dynamics. I think its critical to stay in touch with global breakthroughs in the industry and develop synergies to outpace the competition. I stay updated by attending medical

expos in USA, Europe, China and South East Asia. Healthcare publications are also great tool to track latest trends all over the world.

What are your interest apart from business?

Travelling around the world is part of the job and also a great way to recharge. I enjoy sports too.

What is the most challenging aspect of your



business?

In think most of today's businesses are facing the challenge to respond to rapid changes in technology. As like other fast moving technology industries pharmaceuticals also require continues up gradation of technology, plant equipment and human resources.

What are the vision and mission Remington Pharmaceuticals?

Our Vision is to be recognized as a leading pharmaceutical company at the forefront of innovation for patients from all segments of society with unmet medical needs. We are committed to restoring health and transforming the lives of patients through development of novel pharmaceutical products.

Our Mission is to develop first-in-class pharmaceuticals products that optimize health outcomes and improve patients' quality of life. Our strategy to achieve this mission is to:

1. Focus on research through collaborations with academia and contract research centers around the globe
2. Establishing a state of the art research & product development center in EU which will produce novel products for commercialization not only in Pakistan but also world at large.
3. Being a customer centric company where the focus of our activities is not the product – but where the focus is the unmet need of the customer.
4. To empower our employees at all levels by equipping them with real time information about the market and customers so that they can take rationale and reliable data driven decisions on their own.
5. To be the employer of choice in any community where we operate.

What are the main services you provide to your clients?

We are an ophthalmic specialty drug manufacturer since early 1980s and since then focused on bringing eye health to patients using innovative and cutting edge solutions.

We are a truly customer centric company. The culture we have built in our organization at all levels is to not sell our products or services directly. Our culture is to understand the needs of the customers and solve those needs using our products. So if you ask us what do we sell to our customers: we are not going to give you a list of products only; our services to our clients are much more than just selling a product! It is a disease management solution that we provide and focus is always on whether we have enhanced the lifestyle of the patient using our product range!

While the end users of our products are eye patients of different nature, but our direct clients are of

course doctors who have an in depth knowledge of human eye health. So we work closely with them to understand the needs of their patients, provide effective disease management solutions and keep bringing innovation to our products and services. We call it "Bringing value to Doctors" and it is important on two levels. One is the conversation that happens between the physician and the patient — the most critical for the brand — and two is the benefit of that information exchange for the patient ... and that's where we offer our services by working closely with the doctors.

What are the major steps you have taken to put the organization on modern lines?

We have a state of the art manufacturing which is supported by latest technological advancements in the field; and we continue to invest in technology. All our business processes are digitized; manufacturing processes digitized mostly by SAP while we also have custom made business process applications for sale force management and CRM.

But the main assets of our organization is not machines or soft wares; its humans. An independent survey done by a third party in 2019 showed that Remington is one of the best places to work for in Pakistan. Our name was among the top multinationals. At Remington, we work on the satisfaction of our employees by focusing on their career and personal development.

There's no good reason why HR departments should look like they did 20 years ago, but most of them in Pakistan still follow the same thinking. Technology has changed the world — and businesses — profoundly over the last two decades, and it continues to do so. We can't solve today's problems using yesterday's thinking. We realized quite early that it's time to make a change and add new roles to HR. So we added a few new roles to our HR team such as:

Manager Culture – who's role is to breakdown department barriers (as well as hierarchies) and bring people together

Data analyst – to do interesting data mining about our workforce

Performance management expert – normally HR would have a full team of talent management but you will not see them having performance management teams. Nurturing talent and channeling it to great performance should go hand in hand. So we decided to have a new role in our HR, performance management expert.

Some argue that the business is responsible for managing performance. And they're right.

But you cannot expect the business to be 100 percent self-sufficient to follow the latest and the greatest in the field of Performance Management, such as:

1. What are modern tools and ways of thinking about Performance Management?
2. How can you best align your company's

goals to the entire workforce?

3. How do you make performance management more continuous (instead of once a year)?

Succession manager - Many organizations lose valuable experience when employees leave. It pays to develop a radar for continuity and we done exactly that! We have a proactive, open and social succession strategy prevents ad hoc search for replacement.

What are the major projects running under the umbrella Remington Pharmaceuticals Industries?

Our strategic projects are mainly in three areas:

Internationalization: We are working on expanding our global footprint by placing our R&D and product development center in Europe; so that we are close to pharma innovation centers of the world.

To differentiate ourselves from the "me too" crowd, our focus is on bringing innovation and new research in our products and services. As a start we plan to establish a knowledge management center in EU or UK and a later stage establish a fully equipped R&D center there.

Digitization of our sales & marketing processes: We are investing considerably in technology to become a data driven organization. We believe that this is going to be our competitive advantage over other pharma manufacturers who don't empower their sales and marketing team by giving real time visibility of customer data.

As said earlier, we are developing our organization on modern lines. And to achieve this vision, we have done a number of things internally for our organization. Now we are working on more inclusive model and our new projects are all about digitizing the feedback of our customers. The feedback of our customers is very critical for our customer centric vision. We want to be able to readily capture the feedback and take action on it so that our customer feels important.

Diversification in therapeutic classes other than Ophthalmology: For growth, we are working on developing new products in therapeutic classes other than Ophthalmology. One of the new areas where we want to enter is Orthopedic & ENT.

What are the top three things that separate you from your Competitors?

1. We are truly customer centric organization and focus on satisfying customer needs instead of just selling our product
2. We are a modern organization not only because of investment in technology but also our HR systems
3. We are a data driven sales and marketing organization who empowers not only their internal customers but also the external customers by providing real time analytics on the data



BUILDING AND CONSTRUCTION

Kenya 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.



Remington Pharmaceutical
expresses best wishes and felicitations
on
56th Independence Day of Republic of Kenya

“Heartiest congratulations on the ‘Jamhuri Day’ of Republic of Kenya! We are pleased to be celebrating this auspicious day that marks the gaining of self governance for the Republic of Kenya. It indeed is a day of festivities, joy and pride for a nation that has risen for its rights and remained victorious in the face of challenges. We are proud to be collaborating with our Kenyan brothers for development in the areas of trade, education, health and culture that is of immense value to both countries. We share a history of strong ties with Republic of Kenya and encourage even stronger people-to-people connections between the two countries. The mutual respect and trust between us further strengthens our belief in the vast potential of our relationship and we look forward achieving great milestones for the larger benefit of people of Pakistan and Republic of Kenya.”



Dr Faisal Q. Khokhar
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