

Kenya: A vanguard of clean and sustainable energy production

By Tabu Irina
Ambassador of Kenya

Dec. 12, 2023, marks the 60th anniversary of the independence of the Republic of Kenya, *Jamhuri Day*. On this auspicious occasion, I wish to convey on behalf of the government of the Republic of Kenya and the people of Kenya residing in Japan, warm greetings and best wishes to Their Majesties the Emperor and Empress, H.E. Prime Minister Fumio Kishida, the government and the friendly people of Japan.

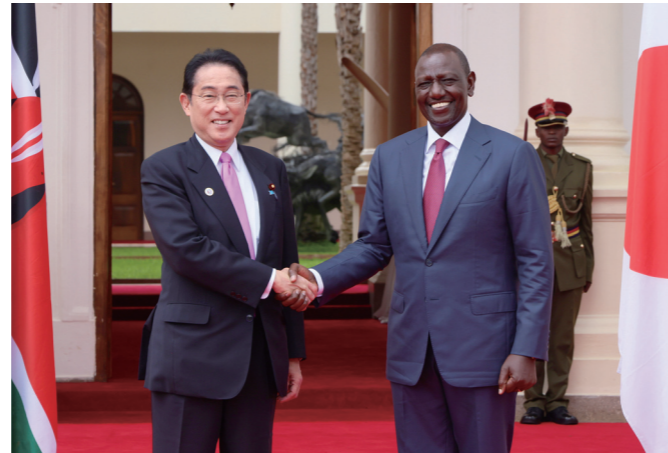


Tabu Irina

This year also marks the 60th anniversary of diplomatic relations between Kenya and Japan. Over the six decades the ties between the two countries have deepened and their bilateral cooperation continues to be strengthened, including through private-sector engagement — a key and critical driver of economic development.

Kenya's current economic development path is guided by the Bottom-up Economic Transformation Agenda (BETA) that seeks to leave no one behind in any aspect of development. The five priority pillars of the agenda are: **Agricultural Transformation; Micro, Small and Medium Enterprise (MSME) Economy; Healthcare; Housing and Settlement; and Digital Superhighway and Creative Industry.** The government of Kenya invites investors from Japan to take advantage of the investment opportunities that abound in these key sectors.

Doing business in Kenya makes sense. Kenya remains one of the most preferred investment destinations in Africa; is ranked 56 in the world for ease of



©Cabinet Public Relations Office of Japan
H.E. President William S. Ruto of Kenya receives H.E. Prime Minister Fumio Kishida of Japan at the State House in Nairobi on May 2.

doing business; and has indeed remarkable advantages and attractions for all investors, Japan included. Not only are investors operating in a liberalized economy, but they are also able to access regional markets of over 500 million consumers through Kenya's membership in regional economic blocs, the East African Community (EAC) and the Common Market for Eastern and Southern Africa (COMESA). Further, Kenya is ideally positioned to unleash Africa's power generation capacity through its focus on green energy and cost-effective sources of energy and with its well-developed physical, IT and financial infrastructure, Kenya is the region's leading logistics, financial and IT hub.

The Kenya market continues to be conducive to all

international investors including our friends from Japan. The government of Kenya has particularly introduced fiscal incentives — exemptions on levies charged on imported goods; preferential corporate tax rates; among other measures that continue to facilitate business in Kenya. Kenya has a steady and reliable supply of energy and is considered a vanguard of clean energy production with about 90% of electricity being generated from clean sources — geothermal (48%), hydro (33%) and wind (12%). Kenya's collaboration with Japan in the energy field has contributed immensely to the development of this sector.



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Kenya's geothermal power generation stands at 950MW, ranking Kenya as seventh in the world.

The top five export products from Kenya to Japan are titanium ore (used in the automobile and shipping industries in Japan), coffee, cut flowers and flower-buds, tea and nuts. These products are readily available in the local markets and consumers can attest to the high quality of Kenyan produce.

Kenya, like Japan, has a culture that is strongly linked with its traditions. Located on the equator, Kenya's temperate climate with year-round sunshine is world renowned, making a visit to any of the must-see tourist spots a memorable event. Ranging from the soft white sands of the Indian Ocean coast to the cool rainforests of Mount Kenya, Kenya's geography offers a wide range of vistas from which one can enjoy beautiful sunsets. We invite our guests from Japan to come and visit the Amboseli National Park and see the herds of elephants or enjoy scuba diving in the Watamu Marine Park as well as other world-famous touristic sites.



Courtesy of Embassy of Kenya
Shipton's camp overlooking Point Lenana (4,985m) of Mt. Kenya

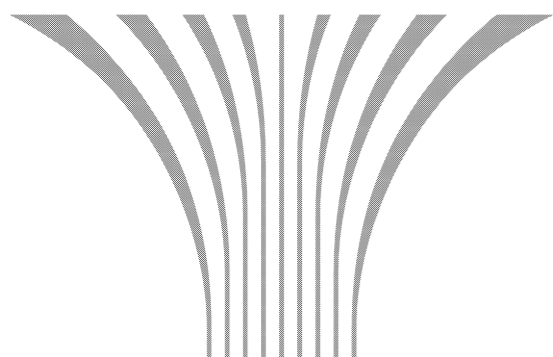
Karibuni Kenya — welcome to Kenya.

To my fellow Kenyans living in Japan, I wish you all a happy Jamhuri Day, a Merry Christmas and a prosperous New Year as we usher in 2024.

CONGRATULATIONS

on the Anniversary of the Independence of the Republic of Kenya and the 60th Anniversary of the Establishment of Diplomatic Relations between Kenya and Japan

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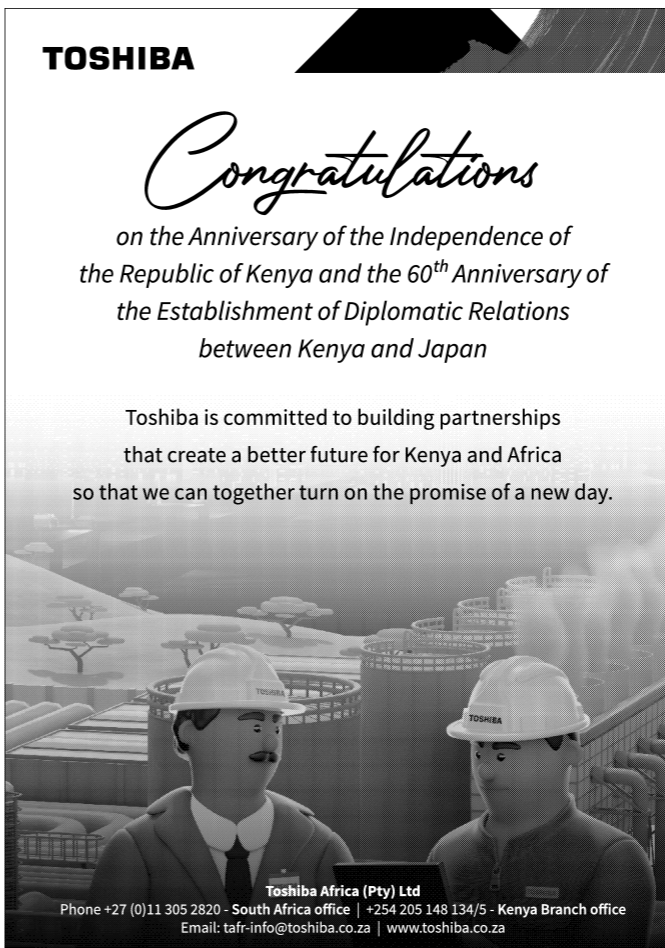
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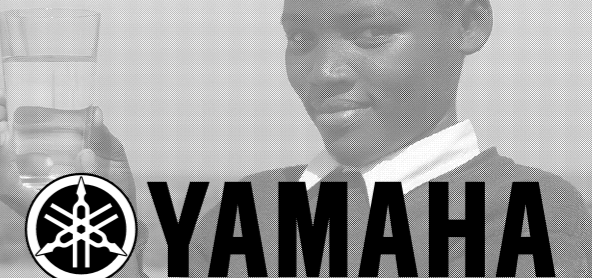
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