

Kenya National Day Special

Tapping into Africa's green energy market

TABU IRINA
AMBASSADOR OF KENYA



Dec. 12 marks the 60th independence anniversary 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

Kenyans residing in Japan warm greetings and best wishes to Their Majesties Emperor Naruhito and Empress Masako, H.E. Prime Minister Fumio Kishida, the government and the friendly people of Japan.

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

Kenya's current economic development path is guided by the Bottom-up Economic Transformation Agenda that seeks to leave no one behind in all aspects of development. The five priority pillars of the agenda are: agricultural transformation; the micro-, small- and medium-enterprise economy; health care; housing and settlement; and the digital superhighway and creative industry. The government of Kenya invites investors from Japan to take advantage of the opportunities that abound in these key sectors.

Doing business in Kenya makes sense. 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 to regional economic blocs, including the East African Community and the Common Market for Eastern and Southern Africa.

Additionally, Kenya is ideally positioned

to unleash Africa's power-generation capacity through its focus on green energy and cost-effective energy sources. Given its well-developed physical, information technology and financial infrastructure, Kenya is also 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 also provided fiscal incentives, notably exemptions on levies charged on imported goods and preferential corporate tax rates, among other measures that continue to facilitate business in Kenya.

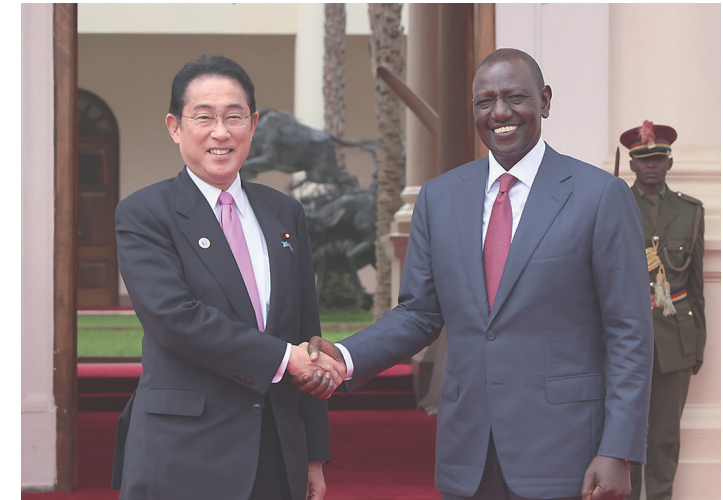
The top five export products from Kenya to Japan include titanium ore, which is used in Japan's automotive and shipping industries, coffee, cut flowers and flower buds, tea and nuts. These products are readily available in the local markets and consumers can attest to the high quality of Kenyan produce.

Kenya, like Japan, has a culture that is strongly linked with its traditions. Situated 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, the country'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 Amboseli National Park and see the herds of elephants or enjoy scuba diving in Watamu Marine Park as well as other world-famous tourist sites.

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.



Prime Minister Fumio Kishida poses with President William S. Ruto in Nairobi on May 2.
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A Toyota Fortuner moves down an assembly line at a Toyota Tsusho factory in Mombasa.
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