

Kenya

INFORMATION

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DECEMBER 2023



A very warm welcome to the third embassy newsletter edition of 2023!

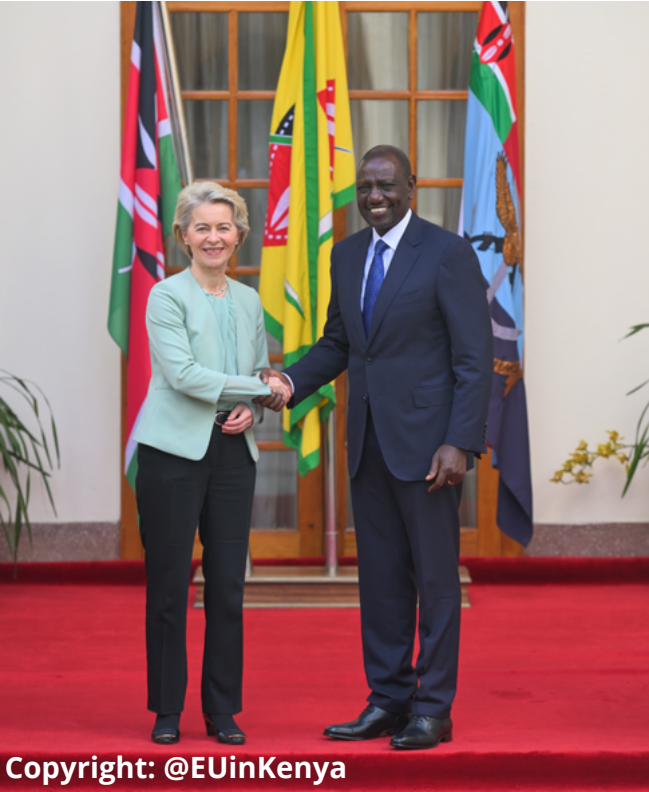
This newsletter covers a wide range of topics: after 8 years finally the Economic Partnership Agreement between EU and Kenya was signed on 18 December. A scene setter promising more trade and investment opportunities. Moreover, this edition informs about the promotion of biopesticides, various trainings the embassy organized in fruit fly management, potato and poultry health, empowering Dutch businesses, the successful port development trade mission, and so much more. Also make sure to check our upcoming events!

I would like to encourage you to reach out to us if you have tips to improve the Newsletter for upcoming editions.

For now I wish you happy holidays and a healthy 2024!

H.E. Maarten Brouwer
Ambassador

NEWS



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Signing of the EU – Kenya Economic Partnership Agreement

The recent signing of the Economic Partnership Agreement (EPA) between the EU and Kenya marks a historic milestone in this collaborative journey. The Economic partnership Agreement opens the door to Kenya's exports to Europe, eliminating tariffs on products like cut flowers, fruits, and vegetables. The agreement signifies more than just a trade deal, it's a commitment to sustainable economic growth, job creation, and enhanced cooperation between the EU and Kenya.

The Netherlands, as being the EU's biggest trading partner with Kenya, looks forward to witnessing the positive transformations that will unfold as this agreement enters into force.

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Biopesticides as a Solution to Changing Sanitary & Phytosanitary Standards Requirements in Horti and Floriculture Sector

The Embassy of the Kingdom of the Netherlands held a workshop to promote biopesticides at the 2023 Naivasha Horticulture Fair as a sustainable solution to evolving sanitary and phytosanitary standards.

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Training farmers on Fruit fly management in Embu County, for better yields, and positioning the mango sub-sector for EU markets

Kenya's vital fruit sub-sector faces challenges but holds economic potential. Mango production suffered a 2014 export ban due to fruit flies. Collaborative efforts, including awareness, Integrated Pest Management, and treatment methods, led to successful interventions, lifting the ban. The Netherlands embassy, Kephis, and the Embu County government aim to replicate these strategies, supporting farmers and promoting sustainable practices. Private sector involvement, such as Koppert's eco-friendly pest solutions, is crucial. The initiative targeted 3,000 farmers in Embu, fostering youth involvement along the value chain.

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Collaborative Training for Seed Potato Inspectors Aimed at Boosting Potato Production in Kenya

Potato is Kenya's second most important staple crop after maize, that contributes immensely to the food security and income of smallholder farmers. Despite its importance, crop yields range from 7 to 10 tonnes per hectare against a potential of over 40 tonnes per hectare. Many reasons are cited to explain this low yields. These include; inadequate quality seed of suitable varieties, seed recycling, low soil fertility, use of agro-chemicals, pests and diseases.

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Sowing Seeds of Learning: Agricultural Advisors Regional Conference 2023

The air was filled with anticipation as colleagues from Sub-Saharan and Middle East / Northern African Netherlands Missions gathered for the inaugural regional meeting in Nairobi, Kenya. Set against the backdrop of the green city in the sun, this learning event marked a significant milestone for the agriculture advisors promising a unique opportunity for collaboration and knowledge exchange.

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Poultry Health for Sustainable Production

Poultry farming in Kenya is not only an economic driver but also a source of nutrition, livelihood, and employment. Its multifaceted contributions make it a crucial component of the country's agricultural landscape, addressing both economic and social needs.

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Empowering Dutch Businesses: Insights from the 'Doing Business With Government' Roundtable



The Netherlands Business Hub Kenya, supported by the Embassy of the Netherlands, hosted a 'Doing Business with Government' seminar on October 5th. It aimed to inform Dutch companies about opportunities and processes for engaging with the Kenyan government. Representatives from the Kenyan Government discussed procurement procedures, investment promotion, and business climate improvements. The Embassy emphasized its role in fostering trade and investments, addressing bottlenecks, and supporting interventions. The seminar included insights from business owners and discussions on overcoming challenges in government-related business, promoting continuous engagement through advocacy platforms for ongoing improvements.

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Successful Trade Mission Port Development: Strengthening Kenya's international trade connections from gateway to gateway

In a groundbreaking collaboration, the Netherlands and Kenya unite for a successful Port Development Trade Mission involving 17 Netherlands companies. This alliance positions the Netherlands as a top 3 trade destination for Kenyan goods, witnessing a noteworthy doubling of exports to Ksh. 69.7 Billion in 2022. Focused on horticulture, the partnership addresses logistics, e-certification, and customs procedures, creating avenues for mango, avocado, and pineapple exports. Emphasizing sustainable pathways, the mission envisions a direct shipping line between Kenya and the Netherlands, advocating for strategic investments and increased trade volumes to establish a robust, multimodal transport system.

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NEWS

Ushauri
Mentorship Program

What?

- One year mentorship programme
- Paired to a young Kenyan entrepreneur
- Focused on skill building and networking
- Organized activities such as trainings and seminars

Who?

- Members of the Netherlands Business Hub
- Wanting to give back and to learn from young talented people
- Committed to one on one sessions with a mentee

Interested? Please reach out to the NLBH!

NLBH Mentorship Programme

Starting in January 2024, the Netherlands Embassy, in collaboration with NL Business Hub, is considering the launch of a mentorship program. This initiative aims to match 10 diverse Kenyan entrepreneurs with mentors for a year, offering a valuable opportunity to improve skills, knowledge, and connections. The program encourages mutual learning through one-on-one sessions and organized activities.

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Empowering Resilience: SLAMDAM Technology Unveiled in Rumuruti, Nanyuki

The recent deployment of SLAMDAM Technology in Rumuruti, Nanyuki, supported by the Embassy of the Kingdom of the Netherlands, is a significant milestone in advancing community resilience. Governor Joshua Irungu, alongside county officials, witnessed the unveiling of this innovative solution, serving as both a flood barrier and water storage system.

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NEDERLANDS NIEUWS



Terugblik op geslaagd LNV Attaché Netwerk event in Vijfhuizen

Donderdag 2 november vond het LNV Attaché Netwerk evenement plaats. LNV raden en LNV attachés (ook bekend als landbouwraden en -attachés) van over de hele wereld kwamen bijeen in EXPO Greater Amsterdam in Vijfhuizen om in gesprek te gaan met Nederlandse bedrijven, kennisinstellingen, belangenorganisaties en andere stakeholders in het internationale domein van landbouw, natuur en voedsel. Hoewel het buiten flink stormde, weerhield dat de gasten er niet van om vanuit alle hoeken van Nederland naar de bijeenkomst te komen. De opkomst was ondanks de weersomstandigheden dan ook boven verwachting. Meer dan 350 gasten werden bijgepraat of lieten zich voorlichten over kansen en mogelijkheden in het buitenland.

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AANSTAANDE EVENEMENTEN



Innovatiemissie Kenia: Verduurzaming veehouderij (18 - 21 maart 2024)

Werkt u als onderzoeker of ondernemer aan innovatieve én duurzame oplossingen voor de veehouderij? Wilt u samen met Keniaanse partners passende oplossingen voor de lokale context ontwikkelen? Ga dan mee op innovatiemissie naar Kenia!

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Financial Instruments

The Kenyan agriculture market is dynamic with many agribusiness opportunities. Most entrepreneurs, however, still face challenges such as limited access to business advice, talent, markets, and capital. These constraints are even higher for those who are young, female, or live outside of the metropolitan regions. One of the key challenges we have heard many times from companies, is access to finance.

To assist you in finding financial instruments that suit your needs, click on the links provided below;

[RVO Subsidies and Programmes](#)

[Financial Instruments](#)

Travel to the Netherlands

Are you going to IFTF 2023? Or are you planning a holiday in the Netherlands? Be mindful that visa applications are submitted at VFS Global. Check on [VFS Global](https://www.vfsglobal.com) | [vfsglobal](https://www.vfsglobal.com) or call them on +254(0)205147913.

Due to the easing of Covid travel restrictions worldwide, you may experience longer waiting times for appointments and the processing time may take longer than 15 days.

Companies who are a member of the [Orange Carpet service](#) can make an arrangement with VFS and will be treated with priority.



Information Embassy

To subscribe or unsubscribe to this newsletter, send an email to nai@minbuza.nl

Do not hesitate to contact us in case of questions, tips or trade requests;

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The Embassy of the
Kingdom of the
Netherlands in Kenya
wishes you

Happy Holidays and a
Healthy 2024

Flower still lives have been an inspiration for the visual arts for centuries. This modern version has even been set in motion. You can view it here:

<https://vimeo.com/439525297>

Artist: Eelco Brand

Work: AEA Movi, 2020, 3D animation

This work belongs to the art collection of the Dutch
Ministry of Foreign Affairs.

NL Netherlands