



TALKING NOTES FOR THE CABINET SECRETARY, MINISTRY OF INVESTMENTS, TRADE AND INDUSTRY HON. REBECCA MIANO DURING THE INAUGURATION OF MAJOREL KENYA SOLUTION EPZ MOMBASA HELD ON WEDNESDAY, 18TH OCTOBER 2023 AT MAJOREL KENYA SOLUTION EPZ MOMBASA SITE

**Dr Mukhawana, Principal Secretary for State Department for Industry,
The Majorel Kenya Fraternity,
Distinguished Guests,
Ladies and Gentlemen,**

Good Morning!

I am pleased to join you during the inauguration of Majorel Kenya Solutions EPZ Limited new facility, indeed, an expansion of an existing and ongoing programme.

I take note of the eminent credentials of Majorel Limited with a mix of pride and satisfaction because though operational in multiple jurisdictions globally, you have chosen Mombasa as one of your operational bases. This choice puts a feather on Kenya in general and Mombasa in particular as a preferred investment destination in Africa. Thank you for signaling confidence in Kenya as suitable investment location to your peers and contemporaries globally.

The global upsurge in e-commerce presents Kenya with a unique opportunity to offer solutions to the growing demand for digital trade as

businesses embrace online options as the most viable and cost-effective method of engagement for business expansion and seamless worldwide customer attraction in the 21st century. My Ministry takes full cognizance of the emerging e-commerce preference as the world inches deeper into the Fourth Industrial Transformation.

Digital trade and e-commerce, if well structured, can accelerate economic growth, multiply job creation, increase export revenues, provide inclusivity and enable our youth to participate in and benefit from multiple global value chains.

Ladies and Gentlemen,

As we expanding our national digital superhighway and push for the last mile fibre-optic connectivity, we need to onboard more investors—both local and international—in the e-commerce space. That is how we shall absorb our increasingly IT-savvy youth into the workforce that will leapfrog Kenya into the desired Silicon Savannah of Africa status.

To make sure that the Silicon Savannah prospect is not a daydream, the Ministry of Investments, Trade and Industry is fully committed to continually improving Kenya's e-business and e-investment climate. To that end, as part of investment promotion, the Kenya Investment Authority has already established e-Regulations and e-Opportunities platforms to which a case management system has been installed to track, support and provide aftercare services to existing and potential investors.

The Special Economic Zones and the Export processing Zones under my Ministry are meant to make business set up a lot faster and the operating environment more efficient. Improving ease of doing business is indeed one of the foremost priorities of the Kenya Kwanza Government.

Ladies and Gentlemen,

To further support e-commerce in Kenya, my Ministry is in the process of reviewing the Export Processing Zone and Special Economic Zones legislative framework with a view to making it more attractive for innovative companies intent on setting up shop in Kenya. Enterprises in the Business Process Outsourcing arena stand to benefit more significantly from this initiative.

The Ministry is also facilitating enterprises to access business intelligence, reach more customers, cut costs, and in turn grow the economy. In the process, we are deliberately setting Kenya on a globally competitive path in investments, trade and industry.

That Majorel Kenya will undertake Business Process Outsourcing, Customer Relationship Management and Customer Experience Management for foreign firms in Romania, Netherlands and the European Union is a step in the right direction, indeed the direction into the desired future. I am glad, therefore, that the company is projected to create 496 jobs in its first year of operation and that it aspires to absorb up to 594 young Kenyans in its third year of operation. Lest anyone forgets, engaging our youth in gainful employment is in line with Kenya Kwanza's government's commitment to empower the upcoming generation.

Ladies and Gentlemen,

As a Ministry we stand firmly behind Majorel's efforts to create more opportunities for our youth. On our part as a Ministry, we shall work continuously towards making the environment in which your kind of business operates more and more conducive for other investors to come on board.

In conclusion, I encourage Majorel Kenya to scout around the country and see how viable it is to venture farther afield into Nakuru, Eldoret, Kisumu and other localities where our well-equipped youth can provide skills required to reach to an even wider client base worldwide.

Once again, congratulations to Majorel Kenya for adding a new facility to your Mombasa operation. The confidence you have shown in Kenya will certainly beckon others in the e-commerce world to join in.

Thank you and well done!