

Kenya

SEPTEMBER 2024

INFORMATION

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A very warm welcome to the third embassy newsletter edition of 2024!

The Embassy Team has not sat still! We were present at multiple events, such as the International Day of the Potato (Nyandarua), the International Flower Trade Expo (Nairobi) and the WaterWorX Regional Meeting (Naivasha).

We are also constantly on the lookout on how to strengthen the bilateral relationship between Kenya and the Netherlands, which already spans over 6 decades ([#60yearsofNLKE](#)). This included commercial finance initiatives and new partnerships to strengthen Kenya's Water and Sanitation Sector and connecting Kenyan SME farmers to export markets through Agrolistics.

In the Healthcare field, the Embassy has adopted an approach that integrates trade, investments and development cooperation as a platform that aims to advance Universal Health Coverage by enhancing access, quality, financing, and responsiveness within the Kenya healthcare system. In July, we had multiple meetings to facilitate this

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

Henk Jan Bakker
Ambassador

Agriculture News



Innovations Catalyzing Growth in Kenya's Potato Sector

The International Day of the Potato, celebrated on May 30th, highlights the global significance of this vital crop. This day highlights ongoing efforts and innovations to overcome challenges and enhance the productivity and sustainability of Kenya's potato sector. The event was centered around the theme "Harvesting Diversity; Feeding Hope." The Agricultural team sponsored the booths of some of the Dutch companies active in the potato sector.

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Driving sustainability in Kenya's flower sector

The International Flower Trade Expo 2024 in Nairobi highlights Kenya's flourishing floriculture industry and its crucial partnership with the Netherlands. This collaboration has driven innovation, productivity, and sustainability in the sector. Kenya's floriculture growth, backed by favorable climate and government support, faces challenges from climate change, but partnerships with the Netherlands continue to play a key role in addressing these issues.

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Taking on the False Codling Moth to Safeguard Kenya's Exports to Europe

The Embassy of the Kingdom of the Netherlands, led by Bart Pauwels, Agricultural Counsellor for Kenya and Tanzania, paid a courtesy visit to Dr. Paul Ronoh, Principal Secretary of the State Department for Agriculture. The meeting was convened to discuss the planned launch of the Market Access Project, which aims to intensify initiatives towards addressing the increasing prevalence of the False Codling Moth (FCM) in Kenya, which has increased interception at the port of import entry from 10% to 25%.

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Agriculture News



Enhancing Plant Variety Protection Through Capacity Building

Kenya's floriculture market is a critical segment of its agricultural sector, valued at USD 861.6 million in 2018 and projected to grow annually by 4.7% between 2020 and 2025. In 2020, the country produced 142,477.8 metric tons of fresh flowers, generating an impressive USD 1.09 billion. This vibrant industry not only boosts Kenya's economy but also provides direct employment to over 150,000 people and indirectly supports more than 500,000 through related goods and services. To sustain this growth, a robust plant variety protection system is essential

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Food Waste Reduction and Food Quality Living Lab Newsletter Issue 4 of 2024

FORQLAB, the Food Waste Reduction and Food Quality Living Lab, is dedicated to reducing food losses and enhancing food quality in Kenya's avocado and dairy sectors through collaboration, innovation, and policy reforms. In this edition, they highlight significant milestones and events that showcase the progress and impact of our efforts.

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Economic Affairs News



WaterWorX Regional Meeting

From June 24-26, 2024, the Embassy of the Kingdom of the Netherlands actively participated in the WaterWorX Regional Meeting held in Naivasha, Kenya. This significant event brought together representatives from 27 water utilities across 10 countries, alongside development partners and key stakeholders in the water sector. The gathering provided a critical platform to review progress, share insights, and chart the course for future collaborations aimed at enhancing water and sanitation services across the region.

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Commercial finance initiatives by the Netherlands and new partnerships to strengthen Kenya's Water and Sanitation Sector

On 18th May 2024, the Embassy of the Kingdom of the Netherlands, together with a delegation from the Inclusive Green Growth department of the NL Ministry of Foreign Affairs, embarked on a series of engagements aimed at advancing water and sanitation (WASH) initiatives in Kenya. This collaborative effort was bolstered by the involvement of key partners, including Aqua for All, OikoCredit, and Sidian Bank, all of whom share a commitment to fostering sustainable and scalable solutions in the sector through commercial and innovative finance.

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Economic Affairs News



Connecting Kenyan SME farmers to export markets through Agrologistics

On 4 July, the Embassy of the Kingdom of the Netherlands hosted a pivotal roundtable discussion aimed at unlocking the potential of Kenyan small- and medium-sized farmers by connecting them more effectively to agrologistical chains and export markets. This event, titled "Connecting Kenyan SME Farmers to Export Markets through agrologistics," took place at the innovative co-working space Ikigai Lower Kabete in Nairobi.

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Strategic Healthcare Partnership - Advancing Universal Health Coverage Through the Kenya-Netherlands Collaboration

Kenya and the Netherlands share a strong development and economic relationship. In the 2023-2026 Multi Annual Country Strategy, Life Sciences and Health is identified as a key sector for collaboration. To enhance partnerships, the Dutch Embassy in Kenya has adopted the Combi Approach, integrating trade, investments, and development cooperation to advance Universal Health Coverage by improving access, quality, financing, and responsiveness in Kenya's healthcare. This mutually beneficial partnership also promotes Dutch innovation and expertise.

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UPCOMING EVENTS



Naivasha Hort Fair (20-21 September 2024)

Now in its 21st year, the Naivasha Horti Fair is a premier event that celebrates the beauty and innovation within the horticultural industry. Set to take place from 20th to 21st September 2024, this year's fair will be drawing an impressive audience from across Africa and Europe to its display of latest products, services, and innovations from leading horticultural and industry players.

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Healthcare Trade Mission (14-18 October 2024)

Dutch companies looking to expand their footprint in Kenya or deepen existing partnerships are invited to join the Life Sciences and Health (LSH) Trade Mission to Nairobi and Kisumu from October 14-18, 2024. Led by high-level Dutch government officials, this mission offers an unparalleled opportunity to engage with Kenya's evolving healthcare sector and explore new avenues for collaboration.

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INFORMATION



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| vfsglobal](#) or call them on +254(0)205147913.

Due to an increase in worldwide travel, 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

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

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