



REPUBLIC OF KENYA



KENYA INDUSTRIAL RESEARCH AND DEVELOPMENT INSTITUTE

Tourism and Green Investments: Fostering Green Innovation and Entrepreneurship that Promotes Sustainable Tourism in Kenya

Proceedings of the 1st KIRDI Annual Conference Held on 26th September 2023 in Kisumu

Compiled and edited by:

1. Ms. Rose Mboya
2. Mr. Simbi Mark
3. Mr. Winstone Asugo
4. Ms. Lilian Kathambi

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BRIEF ABOUT KIRDI

VISION: A world class center of excellence in industrial research, technology and innovation

MISSION: To undertake industrial research and transfer innovative technologies for social-economic development

OUR MANDATE

Kenya Industrial Research and Development Institute (KIRDI) is a national research institution established by the Kenya Industrial Research and Development Institute Act, 2022 and mandated to undertake the following functions:-Undertake research, development and innovation in industrial and allied technologies in; Civil engineering, Mechanical engineering, Electrical engineering, Chemical engineering, Textile technology, Industrial chemistry, Food technology, Ceramics and clay technology, Power resources, Mining technology, Natural products technology, Leather technology, Emerging technologies and Building materials technology; Advise the government on all aspects of industrial research, innovation, development, technology and policy; Develop an industrial research agenda based on indigenous technical knowledge, and contemporary and emerging issues; Collaborate with institutions of higher learning, professional and industrial associations, government agencies and industrial research institutions to advance technology, innovation and development; Disseminate and facilitate the application and commercialization of research findings and technological developments; Facilitate the implementation of government policies on industrial research and development; Establish industrial research and technology transfer centres; Collaborate with other organizations and institutions of higher learning in the development of industrial research training programmes; Establish and maintain an industrial technology depository; and Perform any other function related to industrial research, innovation, technology and development

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ABBREVIATIONS & ACRONYMS

CEC	County Executive Committee
CoG	Council of Governors
BAU	Business as Usual
GDP	Gross Domestic Product
ILPIP	Industrial linkages Policy and Intellectual Property
JOUST	Jaramogi Oginga Odinga University of Science and Technology
KIRDI	Kenya Industrial Research and Development Institute
KWRC	KIRDI Western Region Campus
LREB	Lake Victoria Economic Block
PPT	Pro-Poor Tourism
PWDs	Persons with Disability
SMEs	Small and Medium Enterprises
GDP	Gross Domestic Product
CMF	Common Manufacturing Facilities
KMFRI	Kenya Marine and Fisheries Research Institute
TUM	Technical University of Mombasa
KIPI	Kenya Industrial Property Institute
IPRS	Intellectual Property Rights System
R&D	Research and development
IP	Intellectual Property
ICDC	Industrial and Commercial Development Corporation
KDC	Kenya Development Corporation
TFC	Tourism Finance Corporation
TVETs	Technical and Vocational Education and Training
KEBs	Kenya Bureau of Standards

ABOUT THE CONFERENCE

The first KIRDI Annual Conference on Tourism and Green Investments: Fostering Green Innovation and Entrepreneurship that Promotes Sustainable Tourism in Kenya was held on 26th September 2023 at the KIRDI Western Region Centre and Kisumu Sports Ground in Kisumu. The Conference was organized by KIRDI in collaboration with the County Government of Kisumu and other partners. The conference and exhibitions was in celebration of the United Nations World Tourism Day celebrated on 27th of every year. The conference was part of the five day events during the Kisumu Tourism Week.

The event brought together over 100 participants drawn from National and County Governments, private sector, SMEs, universities, non-governmental organizations, research institutions, banking sector, insurance companies, private sector, general public and students.

The objective of the Conference was to facilitate discourses, share experiences and develop innovative and critical thinking around Sustainable Tourism and Green Investment. The conference was delivered through panel discussions, key note speeches, presentations and town hall model discussions by sharing experiences on how Tourism and Green Investments can be harnessed to spur sustainable tourism and economic development of the country. It presented an opportunities for SMEs in the tourism and green investments. It identified challenges that SMEs have in up-taking technologies from the academia and developing recommendations on ways to improve it and lessons from good practices across the all the sectors.

The broad issues focused on sustainable tourism and green investment and it involved discussion and dissemination of research findings, elaborate concepts and methods, share ideas and experiences among participants.

The presentation in the conference covered a wide range of topics: Leveraging on Agribusiness Opportunities to Enhance Growth of Tourism Sector, The Role of Academia in Enhancing SMEs Growth, Promoting Green Investment through Improved Hybrid Solar Dryer; SolCool dry Research, Innovation and Business Hub: Model for Sustainable Community Development through Organic Technologies Clustering, Sustainable Tourism in the Blue Economy, Utilization of Intellectual Property System for SMEs Competitiveness; Funding SMEs Growth and Investments; Tourism Safety and security, Sustainable and Ecotourism; Tourism and Climate Change and Medical Based Tourism; and the role of innovations hubs, business incubation and common manufacturing facilities in supporting the growth of SMEs.

Participants deliberated on the way forward and provided recommendation that would help strengthen sustainable tourism and Green investment; and up-take of technologies from universities and research institutions. To support growth of SMEs and industries, the institution will seek collaboration with various partners to ensure that the recommendations made by the participants are implemented.

CHAPTER 1: INTRODUCTION

1.1 Background

The County Government of Kisumu in collaboration with Kenya Industrial Research and Development Institute (KIRDI) and other partners, organized a one day conference on Tourism and Green Investment themed “*Fostering Green innovation and entrepreneurship that promotes sustainable tourism in Kenya*” held on 26th September 2023 at the KIRDI Western Region Campus (KWRC) and Kisumu Sports Ground. The conference provided a platform for exchange of views and ideas from industrialists, experts, academicians, SMEs and policy analysts that contribute in building strong foundations in Green investment to propel sustainable tourism and economic growth in Kenya.

The principle of sustainable development have continued to guide Kenya’s development Agenda where it has been entrenched in the country’s long-term economic blueprint, the Vision 2030¹. Key to attainment of the vision is to achieve an average Gross Domestic Product (GDP) growth rate of 10% per annum by 2030² and creation of a just cohesive equitable social development in a clean and secure environment. The vision sets a foundation for Kenya’s transformation to a Green economy pathway, where emphasis is on reduction of greenhouse gas emissions, creation of green jobs, fostering innovation in clean technologies and building a resilient and sustainable economy.

Kenya Green Economy Assessment Report shows that pursuing a green economy scenario will result in faster economic growth. By 2030, gross domestic product (GDP) could be 12% higher by taking a green growth pathway compared with continuing a business-as-usual (BAU) scenario³. This reflects the high positive spillovers from climate-related innovation, the savings and yield increases provided by a focus on resource productivity, and the ever-lower costs of many key low-carbon and climate-resilient technologies. That is why Kenyan government over-emphasized in the African Economic Summit 2023 through the Nairobi Declaration that accented on decarbonized, sustainable, and resilient world economy, driven by Africa's untapped potential and renewable resources⁴. An estimated 42% of Kenya’s GDP is derived from natural resource sectors, such as agriculture, mining, forestry, fishing and tourism⁵. A strong focus on preserving and enhancing the natural capital that these activities depend upon can ensure they provide sustainable, flourishing livelihoods for both current and future generations.

It is for this reason that KIRDI together with Kisumu County and other partners organized the conference to explore areas of Green investment potential in various sectors of the economy that can be exploited to enhance sustainable tourism and economic growth and realize attainment of Bottom up Economic Transformation Agenda. The conference was also in fulfillment of the KIRDI’s mandate on dissemination of research output and promotion of green industrial technologies. The conference provided a platform for promotion and exchange of views among stakeholders in the industrial space. During the conference, presentations were made, discussion were held, lessons and experiences shared, exhibitions displayed, and a final conference communiqué published.

¹ <https://kenya.un.org/en/download/78782/145917>

² <https://vision2030.go.ke/wp-content/uploads/2018/05/Sessional-paper-No.-10-of-2012-On-Kenya-Vision-2030.pdf>

³ <https://www.treasury.go.ke/wp-content/uploads/2023/01/Draft-Green-Fiscal-Incentives-Policy-Framework.pdf>

⁴ <https://www.un.org/africarenewal/magazine/september-2023/africa-climate-summit-nairobi-declaration-makes-strong-push-accelerated>

⁵ <https://wedocs.unep.org/bitstream/handle/20.500.11822/32300/GE.pdf?sequence=1&isAllowed=y>

1.2 Conference Objectives and Expected Outcomes

In view of the above, the broad objective of the Tourism and Green investment conference was to bring together state and non-state actors to discuss progresses made, challenges faced and the way forward in forging a common front to accelerate the gains in Green investment in Kenya.

1.2.1 Specific objectives:

- i. To discuss the role of innovation hub, business incubation and common manufacturing facilities in promotion of green investment.
- ii. To promote green investment in agribusiness sector.
- iii. To discuss the role of Blue economy in green investment promotion of SMEs growth.
- iv. To discuss the sustainability of tourism in the blue economy.

1.2.2 The conference generated the following outputs:

- i) Broader knowledge of the potential areas that can enhance Kenya's green investment
- ii) Lessons from good practices across the national and county governments as well as at regional and global level
- iii) Knowledge sharing for future research and analysis
- iv) Networking and partnerships with relevant stakeholders
- v) A communique with an in-depth assessment of the various thematic areas in sustainable tourism and green investment

1.3 Conference Theme: Fostering Green innovation and entrepreneurship

The theme selected for the conference captured critical aspects to consider while addressing issues on the sustainable tourism and green investment in Kenya.

Environmentally conscious businesses can simultaneously address the challenges of climate change and unemployment. Green entrepreneurship make economic development more sustainable while reducing on carbon emission, resilient to climatic and other environmental shocks, resource efficient and generates green investment, employment and income generation opportunities for Kenyans. Green tourism, also known as sustainable tourism, is a type of travel that focuses on minimizing the negative impact of tourism and promoting environmental conservation, cultural preservation, and social responsibility. Due to the contribution of green investment and sustainable tourism to economic growth and development, green innovation and entrepreneurship has received interest globally. Green investment is viewed as a pathway to sustainable economic growth. Discussions and presentations in this theme focused on the following sub-themes:

- i. The Role of Innovation Hubs, Business incubation and Common Manufacturing Facilities(CMF) in supporting the SMEs Growth
- ii. Opportunities in the Tourism Sector, tapping the under -utilized resources, existing challenges and opportunities for SMEs in the Blue Economy and Tourism Sector
- iii. Funding opportunities and attracting Investments for start-ups, growth and upscaling of innovations and entrepreneurship in Blue Economy, Agribusiness and Tourism

1.4 Conference Organization and Structure

The conference design brought together an audience from different disciplines to interact and network around the theme of fostering Green innovation and entrepreneurship in Kenya. The format included presentations on the various sub-themes outlined above, panel discussions and plenary sessions, interactive sessions, side-events and keynote addresses. KIRDI and its key partners had a chance to showcase their products and services in strategically located booths. The end of the conference was marked by the presentation of a communique which provided a summary of the deliberations as well as resolutions and recommendations.

Plenary sessions: The discussions on each plenary were guided by key presentations and panel discussions. The plenary sessions were informed by the thematic areas on the objectives set for the conference. At the end of each plenary session, key issues were drawn to feed into the discussions during the side event.

Town hall discussion: The town hall discussions were held at the Kisumu sports ground with the exhibitors as the participants and provided the highlights of the Conference deliberations and way forward. This session objective was to understand the challenges that SMEs have and how they can be addressed. The exhibitors were given opportunity to air out their views and suggestions.

Exhibitions: Stakeholders and partners from state and non-state organizations had a chance to exhibit their products and services, networking with conference participants and showcase innovations and technologies relevant to the theme of the conference.

1.5 Participants of the Conference

The conference participants constituted representation from members of the public, national and county governments, policymakers, development partners, private sector, universities and research institutions, Persons with Disabilities (PWDs), women and youth to dialogue and share best practices in providing Green investment that would promote sustainable tourism. A total of 93 participants, comprising keynote speakers, SMEs, presenters, KIRDI staff and university students attended the conference.



Image 1: Conference participants

CHAPTER 2: CONFERENCE PROCEEDINGS

2.1 Overview of the Conference “Setting Stage for Sustainable Tourism and Green Investment in Kenya”

The presentation was done by Ms. Rose Mboya, head of Industrial Linkages Policy and Intellectual Property (ILPIP) Centre KIRDI. She welcomed participants and delegates to the day’s programme. Ms. Rose gave an overview of the conference, while highlighting the major sub-themes of focus through the day’s event. The theme was selected on account that Kenya is currently revitalizing her tourism sector and promoting green/clean technologies. By embracing the global trend of green investment, Kenya is sending a strong message to the international community about its commitment to environmental preservation and sustainable development. This move is expected to attract interest and support from international investors who prioritize green initiatives and seek to make a positive impact on the world. As Kenya moves forward with its green investment and sustainable tourism, it sets a precedent for other nations to follow suit, contributing to a global effort to combat climate change and secure a better future for generations to come.

The conference was in line with KIRDI’s mandate on dissemination of research output and promotion of green industrial technologies.



Image 2: setting stage for conference

2.2 Leveraging on Agribusiness Opportunities to Enhance Growth of Tourism Sector along Lake Victoria Economic Bloc (LREB)

Dr. Arvinlucy Onditi: – Associate Dean Town Campus, Jaramogi Oginga Odinga University of Science and Technology (JOUST)

Dr. Onditi provided an overview of the Lake Region in relation to its population that is estimated to be of over 11 million. This constitutes about 25% of the total Kenyan population as per the 2019 census. She further indicated that, a larger percentage of food products that is consumed in Kisumu county come from other counties including fish.

She indicated that LREB has vast tourists' attraction sites such as nature and wildlife tourism; agritourism; water sports tourism, and cultural heritage and community based tourism. With tourism growing rapidly in the LREB region, there is an opportunity to integrate pro-poor strategies into the tourism agenda. Consumption of local foods is broadly recognized as an essential part of the tourist experience. In this context, linking pro-poor tourism initiatives with small-scale producers can have a pivotal role in fostering local rural agriculture, opportunities to purchase horticultural, livestock, grains, rooted plants, fruits among other agricultural products locally are often not exploited by restaurants and hotels.

Due to perceived poor quality and inadequate quantity of food products, as a result of

inefficiencies within local supply chains, for example local farmers are not sufficiently aware of restaurant and hotel requirements, health and safety regulations, and tourist preferences to match the required quality. On the one hand, small-scale farmers often cannot access credit to invest in upgrading production to meet such requirements, most hotel and restaurants perceive local products as inferior and unreliable preferring imported and wholesale goods.

She pointed out the various opportunities in the agricultural sector that are under exploited, for instance, sericulture, Mari culture, growing of sweet potatoes, honey processing, groundnut production (currently being imported from Zambia) amongst others. Sericulture- the production of silk and the rearing of silkworm. Its larvae is a delicacy as a snack; Mulberry tree- several opportunities along the value chain. Its fruits can be processed into juice, wine & gem. Leaves processed into beauty products and herbal medicine; Insect rearing: Black Soldier Fly (BSF) and Cricket for food and feed; Quail farming- high nutritional value of quail eggs and meat. Current production does not meet the market demand

The Kisumu County has a lot of opportunities such as favourable climate, stable rainfall pattern, land that is largely underutilised, large consumer base, low local competition, value addition and processing of nutritious composite flours e.g with omena, groundnut production and processing. green house production for tomatoes, green pepper, coriander, herbs and spice production and processing e.g ginger, garlic, onion, basil, Green vegetables production and processing; black night shade, cow peas, Fish production, processing and marketing, Poultry farming, dairy production and breeding: goats and cattle, grain aggregation and marketing, good transport infrastructure i.e road, rail and air transport, high youth population, endless opportunities in various value chains for instance, livestock (leather, meat, poultry, eggs, feed, and other emerging ones like silk worm, insect rearing etc).

The county has the following weaknesses and threats, low level of commercial farming, Rapid urbanization, dislike/attitude towards agriculture, poor breeds (livestock and crops)-like a cow which is the size of a he-goat, Poor agricultural practices, declining yields, Poor commercialization of value chains, Low adoption of emerging value chains e.g. hybrid seeds, livestock, feedstock, unfavorable regulatory environments, poor infrastructure (cold rooms, pack house, dryers, storage silos), heavy post-harvest losses especially by small holder farmers; unpredictable rainfall/ low rainfall in some areas, over reliance on rain fed agriculture, high inputs cost, flooding in some areas like Kano, Bunyala etc, weak marketing channels, crop diseases and pests, delayed harvesting by farmers which reduces crop quality and yield, and lack organized access to trading and individual credit facilities.

Dr. Onditi further presented on strategies for agriculture-tourism nexus as; Raising awareness and building capacity to attain a high level of consciousness, understanding and ability in support of the implementation of linkages between tourism and agriculture as critical start-up drivers

(Utalii na Kilimo Kwanza), Selecting regions that can serve as multipliers based on successful local experiences such as the growth corridors initiative, Public-private partnerships and destination level cooperation and action. The private and public sectors and destination stakeholders are key components in the implementation of pro-poor tourism (PPT) practices. Achieving the objectives of this strategy will rely on collective commitment, strategic partnerships, effective institutional arrangements and facilitating processes, effective promotion of pro-poor tourism and branding. This strategic theme focuses on the need for promotion of PPT products, experiences and destinations in the LREB region through an effective and robust marketing plans and branding.

2.3 Linking Research to Industries: The Role of Academia in Enhancing SMEs Growth

Rose Mboya: – Assistant Principle Research Scientist (APRS), Kenya Industrial Research and Development Institute (KIRDI).

Ms. Mboya provided a brief background and role of Kenya Industrial Research and Development Institute as a State Corporation established by the Kenya Industrial Research and Development Institute Act, 2022 (previously established under NCST Act, CAP 250 of 1979 and STI Act 2013) to undertake Research, Development and Innovation in industrial and allied technologies and disseminate research findings to support industrial development.

She made a presentation on promoting value addition for the export market. She noted that value addition should not only increase market value of the products but should also create unique products targeting niche markets. The supply chain should also be simplified and the costs of production lowered. Value addition should lead to increased, better quality and diversified yields.

The presenter highlighted on the challenges to industrial transformation/ value addition as lack of infrastructure, lack of skills /knowledge, market access barriers, quality below standards, high operational costs and unfriendly policies.

The presenter concluded by highlighting the capacity needs focusing on individual SME (technical skills and competencies), organizational capacity (strategy, leadership/ management, partnerships/collaborations, lobbying/advocacy), and enabling environment/policies (trade competitiveness; regulation; local, continental global trade; and taxation. On functional capability, the following were highlighted: power/reliable electricity, equipment, finance, insurance, communication infrastructure, and transport.

In conclusion the presenter highlighted key areas that KIRDI would be of support to industrialist and SMEs. These include:

- i. Support in engineering designs, material selection, machines assembly, fabrication and maintenance activities.

- ii. Product Standardization and Quality Assurance
- iii. Industrial Incubation where entrepreneurs with industrial ideas can be nurtured into viable enterprises.
- iv. Common Manufacturing Facilities: This is where facility is designed for start-up entrepreneurs that have ideas and lack a complete set of product equipment for commercial operations. The CMF model is designed for start-up entrepreneurs that have ideas and lack a complete set of product equipment for commercial operations
- v. Support on training and capacity building to enable industrial entrepreneurs to acquire knowledge and skills to adopt and apply outputs from industrial research and development.

2.4 Promoting Green Investment through Improved Hybrid Solar Dryer

Dr. Fredrick Ogutu: – Assistant Principle Research Scientist (APRS), Kenya Industrial Research and Development Institute (KIRDI)

The speaker acknowledged the vital role of energy in economic development, he further emphasized that energy was key driver for Industrial revolution in Kenya, the development blueprint, Vision 2030, recognizes energy as a key enabler. He noted that supply and cost of electricity has been key impediment in ensuring Kenyan goods are competitive in the market hence the need adopt renewable energy that can be reliable and affordable to different cadre of players in the industrial sector. Adoption of renewable energy, leads to the creation of green jobs, lowering of production costs as well as improving food security and healthcare, all while promoting the green economy. He expounded on the green technology (improved solar hybrid dryer) that KIRDI has developed to boost income of ago-industrialists in drying business and ensure products meet food safety requirements.

Dr. Ogutu provided brief description of Hybrid solar biomass greenhouse dryer components, which includes; drying chamber, drying trolley and trays, biomass furnace/ stove, gas to gas heat exchanger, air circulation system, Solar Pv system . The drying chamber is a greenhouse type with an enclosed structure, which traps short wavelength solar radiation and stores long wavelength thermal radiation to create a favorable micro-climate drying. The design of the dryer considered operations within the dryer hence made provision for ample operation space and food safety consideration to avoid contamination by operator or structure. Moreover, the use of food grade materials in the dryer construction ensured good manufacturing practices (GMP). The ease of cleaning of the dryer and components ensures ability to continuously ensure products comply with GMP.

He further expounded on the test results and performance of the system where it was noted the dryer is capable of drying most products by averagely 6 hours. The dryer had thermos-hygrometer

sensors to monitor the temperature and humidity of the drying chamber, from the results the dryer was able to achieve significant temperature and humidity difference compared to ambient conditions hence its ability to dry faster than open sun drying. He demonstrated on how products dried inside the solar dryer had better qualities compared to ones dried in open sun which can be attributed to the design.

His recommendations were: capacity building of dryer fabricators across the country to ensure supplies of this kind of dryer in the market as the basis for sustainable development in Kenya; establishing of solar dryer standard in Kenya and East Africa so that solar dryer can contribute to improved food safety and quality levels as well as customer satisfaction in the industry.

2.5 SolCool dry Research, Innovation and Business Hub: A Model for Sustainable Community Development through Organic Technologies Clustering

Dr. Linus Kosambo-KIRDI: – Assistant Principle Research Scientist (APRS), Kenya Industrial Research and Development Institute (KIRDI)

Dr. Kosambo provided an overview of Mari culture and how its gaining prominence in Kenya as natural fish stocks (e.g., tilapia in Lake Victoria) dwindle, a situation that has pushed Kenya to import fish.

The presenter highlighted on key challenges that led to innovation and development of sol-cool project. Some of challenges facing the fisher folk were lack appropriate technologies to process their fish and are therefore forced to sell their produce when fresh to dealers at uneconomical prices. Fishermen also practice poor handling techniques that negate the prospects of accessing high-end markets. These challenges provided opportunity to Kenyan institutions to partner with German Institutes and private firms to develop a technology package to utilize the latest advances in photovoltaics and drying technologies.

Dr Kosambo described the solar cooling-drying system for fish. The project introduced a containerized, stand-alone solar technology package consisting of a 100% cooling and drying system, for cooling technology. The SolCool drying system consists of two tunnel dryers measuring 2m wide and 24m long. One of the tunnel dryers is integrated to a hot water system for night time performance.

To produce high quality dried fish of premium nutritional value, texture and flavor, drying is done under standard conditions. Fish farmers will be trained on processing and quality assurance. Fraunhofer ISE and Innotech will partner with KIRDI, Kenya Marine and Fisheries Research Institute (KMFRI) and Technical University of Mombasa (TUM) to design, develop and transfer the proposed technology package.

2.6 Sustainable Tourism in the Blue Economy, Kenya Marine and Fisheries Research Institute (KMFRI).

Dr. Joseph Nyaundi: – Senior Research Scientist (KEMFRI), Kenya Marine fisheries research institute.

Dr. Nyaundi gave an introduction and mandate of the Kenya Marine and Fisheries Research Institute (KMFRI). He stated that KMFRI is a State Corporation established in 1979 by the Science and Technology Act, Cap 250 of the Laws of Kenya, which has since been repealed by the Science, Technology and Innovation Act No. 28 of 2013 which has recognized KMFRI as a National Research Institution under section 56, fourth schedule. KMFRI's mandate is to undertake research in "marine and freshwater fisheries, aquaculture, environmental and ecological studies, and marine research including chemical and physical oceanography", in order to provide scientific data and information for sustainable development of the Blue Economy.

Roles of KMFRI according to Legal Notice No. 7 of 1979

- a) Conduct multidisciplinary and collaborative research on fish ecology, population dynamics, stock assessment and general aquatic ecology;
- b) Collect and disseminate scientific information on fisheries and other aquatic resources and related natural products;
- c) Study and identify suitable species for culture including development, adoption and transfer of rearing technology and procedure;
- d) Study chemical and physical processes that affect productivity of aquatic ecosystems;
- e) Monitor water quality and pollution in fresh and marine water environments;
- f) Carry out socio-economic research on aspects relevant to fisheries, environment and other aquatic resources;
- g) Establish a marine and freshwater collection for research and training purposes;
- h) Offer training facilities to aquatic scientists;
- i) Conduct research on fish quality control, postharvest preservation and value addition technologies and
- j) Conduct research on blue economy.

The presenter highlighted the various opportunities that existed in the marine sector. He said that Kenya is blessed with many body waters including lakes, rivers and ocean that provides different type of fish for local consumption and export. He noted that most of the fish from Lake Turkana are exported to Congo. He further stated that some of the major challenges facing people in the fishing industry and especially in Turkana is preservation of the dried fish, most of the time the fishermen use un-orthodox ways to preserve the fish, which poses potential health hazards. Loss of fish due to bad weather for drying, export of the said fish difficult since most of them do not pass the HACCP test. He said there was need for Research institutions to work together and support the sector through value addition technologies, branding and packaging and knowledge on export. Other opportunities are the utilization of waste from fish such as scales, offals and bones that are currently just being thrown away for making other products.

2.7 Utilization of Intellectual Property System for SMEs Competitiveness

Mr. Reuben Langat: – *Kenya Industrial Property Institute (KIPI).*

Utilization of Intellectual Property Rights System (IPRS) for Competitiveness

Intellectual Property refers to creations of human mind. Such as inventions, literary & artistic works and symbols, names and images used in commerce. IPRS are a set of legal rights (monopoly) granted by national or regional governmental authority to creators of new ideas which are worth being protected. These are thoughts or ideas in the intangible form which can be converted into tangible products and protected as private rights known as Intellectual Property Rights. (IPRS). Intellectual Property empowers people through market exclusively for protected IPRS. Creators and innovators use IP to translate their ideas into assets. These intellectual properties create economic and social benefits that improve the lives of people everywhere. It's an enabler with the means to create jobs, grow enterprises, develop economies and add social vibrancy through entertainment by artists.

Branches of Intellectual Property Rights

Intellectual Property is divided into three categories:

- a) Industrial Property which includes patents for invention, trademarks, industrial designs and geographical indications.
- b) Copyrights which cover literary works such as novels, poems & plays, films, musical works, photographs, architectural designs, paintings, performing artists, producers of phonograms and broadcasters in the radio & television programs.
- c) Plant Breeders Rights are provided to breeders who develop new plant variety that is distinct, uniform and stable.

Intellectual property rights, allow the creator or owner of patent, trademark, plant variety or copyright to benefit from his works or investment.

The “Social Contract” implicit in the Patent System

A patent System grants the right to innovator to exclude others from making filing date in most of the jurisdictions. This protection is granted for 20years from filing date. Protection is per the country where it is sought as such it is based on the territory. For one to be granted a patent, the applicant must provide full disclosure of his invention.

The benefits of the intellectual Property Rights (IPRS) System

- a) It provides incentive to disclose without secrecy, thus preventing hold out of new ideas for the benefit of society.
- b) It gives an incentive to discover more thus enriching the body of knowledge to society.
- c) To recover R&D investments for the SME.
- d) Without a patent protection it is more difficult to license an invention to investors, manufacturers or distributors.
- e) IPRS is a useful negotiating tool during Mergers and Initial Public Offers.
- f) Patent protection can be used to raise funds from banks.
- g) IPRS enables Small and Medium sized companies to have exclusivity over the exploitation of their innovative products, their creative designs and their brands thus improving their competitiveness.

- h) IPRS facilitates licensing and acquisition.
- i) IPRS System is an important tool for business competitiveness and strengthen the position of products or services in the market place.
- j) It is a strategy to avoid infringement.
- k) A useful tool in identifying opportunities in international markets.

Industrial Design, that protects the ornamental or aesthetic aspects (outward appearance) of a product, is important in relation to packaging, containers etc. The part that gives special appearance to a product and catches the eye & interest the buyer. Industrial design help companies to differentiate their products with those of competitors – It thus enhances the brand image of the product e.g., Distinctive shape of coca cola bottle.

Registered Trademarks & Service Marks

Registration gives exclusive rights to prevent others from marketing identical or similar goods/products under the same or confusingly similar mark. Trademarks ensures that consumers can distinguish between products. Trademarks enables companies to differentiate their products. Trademarks encourages companies to invest in maintaining product quality. Registration can be used in court to seek compensation in case of infringement proceeding. Registration enables the owner recover investments used in promotion of the mark or brand through advertising.

Importance of Trademarks to Consumers

- a) They help consumers identify the origin of the products/goods or services.
- b) They act as an assurance of genuineness.
- c) They act as indicators of quality through association or use.
- d) It is a source of information
- e) The amount of promotional activities is a reflection of level commercial appeal to new consumers.

Importance of Trademarks to the Owners

- a) They maintain the goodwill in business
- b) It is a marketing tool and a basis for building a brand image and reputation.
- c) It helps in cementing customer loyalty and enhance market share, sales, profits through distinction & differentiation.
- d) Trademarks can be licensed & provide a direct source of revenue through royalties.
- e) Trademarks are crucial components of a franchising agreements
- f) Trademarks can be useful in obtaining finance

Conclusion

IPRS System is an important tool for business competitiveness and strengthen the position of products or services in the market place. Without intellectual property protection there is a strong risk that investments in Research and development (R&D), product differentiation and marketing will be wasteful. Intellectual Property (IP) enables Owners to have exclusivity over the exploitation of their innovative products and Services. The owners can enjoy the royalties through exclusive and non-exclusive license. The owners may assign or explore joint venture e.g., Franchise with other investors. The use of IPRS adds value to products through branding and packaging. Creative designs

and their brands, can be sold or licensed.

2.8 Funding SMEs Growth and Investments.

Mr: Daniel Okoth– Kenya Development Corporation (KDC)

Mr. Okoth gave the background of the organization and stated that Kenya Development Corporation Ltd is a Development Finance Institution which was established on 27th November 2020 to merge the operations of Industrial and Commercial Development Corporation (ICDC), Tourism Finance Corporation (TFC) and IDB Capital Limited. The Corporation is mandated to play a catalytic role in Kenya's socio-economic development by providing long-term financing and other financial, investment and business advisory services. Therefore, KDC plays an important role in addressing critical gaps for long-term funding that cannot be met by commercial banks in target sectors in Kenya and elsewhere. This is achieved through key programs such as Economic Stimulus Fund which was aimed at and stimulating economic growth and cushioning businesses in the tourism sector against the effects of COVID-19. The financing mainly targeted refurbishment and restructuring of business operations.

Debt Financing: is one of the ways of supporting the growth of industries by providing the much needed finances for upscaling. The corporation provides various types of funding such as; **project finance**(establish, expand, modernize, refurbish or diversify their businesses), **working capital (to finance daily operations)**, **Asset Finance**(as machinery, plant, equipment and non-P.S.V commercial vehicles) amongst others, for those interested in getting loans, equipment from third parties, the institution can provide guarantee

Equity Financing: this can be in the form of **ordinary equity** (KDC to invest in new or existing enterprises in the priority sectors by taking up shareholding)

Advisory services: the corporation provides a wide range of advisory services including: Business Plans; Feasibility Studies; Public private Partnership Advisory; Financial Syndication; Balance Sheet Restructuring; Business Valuations; Company Secretarial Services; Internal Audit Services; and ICT Services.

Going forward, Mr. Okoth saw the need for KDC to work with KIRDI in identifying possible paths for financing SMEs growth especially those incubated or utilizing the common manufacturing facilities at KIRDI.

2.9 Unlocking the Potential of Medical Tourism in Kenya: A health Destination beyond Treatment

Mr: Kenneth Njeru- Technical University of Kenya (TU-K)

Mr. Kenneth indicated that in recent years, medical tourism has emerged as a global industry, offering individuals the opportunity to combine healthcare with travel, creating a unique and transformative experience. In Kenya, a country known for its breathtaking landscapes and rich culture, medical tourism presents a promising avenue for growth and development. Kisumu, often celebrated for its abundant fish resources, is poised to promote health tourism, emphasizing fish as a healthy alternative to red meat. Beyond Kisumu, medical tourism in Kenya encompasses a range of specialized treatments and services that draw patients from abroad. These services may include elective procedures, cosmetic surgery, dental treatments, fertility treatments, orthopedic surgeries, and more. Kenya, with its growing medical infrastructure and skilled healthcare professionals, is becoming a hub for specialized medical treatments and wellness services. Making Kisumu an attractive destination for health-conscious individuals.

Inbound Medical Tourism to Kenya: Existing Opportunities

Kenya offers a variety of attractions for medical tourists. These include advanced medical facilities, highly qualified medical professionals, and the opportunity to recover in serene and picturesque locations. Furthermore, the country's cultural diversity and natural beauty offer a unique backdrop for medical tourism. Tourists can explore Kenya's national parks, beaches, and historical sites while receiving top-notch medical care.

Kisumu, situated on the shores of Lake Victoria, is renowned for its thriving fishing industry. This region can leverage its reputation for fish to promote health tourism by emphasizing the health benefits of fish as a lean protein source. Fish offers a healthy alternative to red meat, which is often associated with health concerns like cardiovascular diseases. Medical tourists can not only receive medical treatment but also immerse themselves in the culture and cuisine of Kisumu, enjoying nutritious and delicious fish-based meals.

In addition to attracting international patients, Kenya is also witnessing an increase in outbound medical tourism. Kenyan residents are seeking medical treatment abroad for procedures not readily available or accessible locally, or for a higher quality of care in certain cases. This trend is gradually shaping Kenya's role in the global medical tourism industry.

Challenges in Medical Tourism to Kenya

Despite its potential, medical tourism in Kenya faces several challenges. Firstly, promotion efforts are fragmented, with stakeholders often working independently. A cohesive approach that unites government agencies, healthcare providers, and the tourism industry is needed. Additionally, there is a lack of readily available and up-to-date information for potential medical tourists, making it

difficult for them to navigate the system effectively. Addressing these challenges is crucial to harnessing the full potential of medical tourism in Kenya.

In conclusion, medical tourism in Kenya, with a focus on promoting health-conscious alternatives and holistic experiences, presents a promising opportunity for growth and development. By addressing the challenges and fostering collaboration among stakeholders, Kenya can further establish itself as a leading destination for medical tourism, where healthcare is not just about treatment but also a lifestyle choice aimed at preventing illness and enhancing well-being.

CHAPTER 3: TOWN HALL MODEL DISCUSSIONS: HIGHLIGHTS OF THE CONFERENCE DELIBERATIONS AND WAYFORWARD

The town hall discussions were held at the Kisumu sports ground with the exhibitors as the participants. This session objective was to understand the challenges that SMEs have and how they can be addressed. The exhibitors were given opportunity to air out their views and suggestion.



Image 3. Town hall panel discussion

3.1 Session: Panel Discussion on Enhancing Research uptake by SMEs, What needs to be done to enhance Research uptake by SMEs and Industries

This session delved in understanding the SMEs and what they need to help uptake research outputs from research institutions. This session provided opportunities that the SMEs can leverage on to enhance their competitiveness through the use of the technical, financial and intellectual property that affects and supports SMEs.

Panelists

1. Dr. Linus Kosambo-KIRDI (Moderator)
2. Dr. Justine Onyango-KIRDI
3. Ms. Rose Mboya-KIRDI
4. Dr. Joseph Nyaundi-KMFRI
5. Mr. Patrick Otuo Wangudie-KMFRI
6. Mr. Reuben Langat-KIPI
7. Mr. Daniel Okoth-KDC
8. Mr. Kenneth Njeru-TUK
9. Mr. Alex Odundo SME- Jiko
10. SME in Biscuits and cakes
11. SME in Juice processing
12. Modesh Bakery, SME in Baking



Image 4: Panelist for town-hall discussion from Right to Left: Ms. Rose Mboya (KIRDI), Mr. Daniel Okoth (KDC), Dr. Joseph Nyaundi (KMFRI), Dr. Justine Onyango(KIRDI), Modesh Bakery(SME), Mr. ReuIen Langat(KIPI), Mr, Lucas Odhiambo (SMEs-Renewable Energy), SME in Biscuits making, SMEs in Juice processing, Dr. Linus Kosambo (KIRDI), Mr. Kenneth Njeru(TUK), Mr. Patrick Otuo (KMFRI).

3.1.1 Supporting Innovations from SMEs and the Youth

Most people do not take their ideas seriously and usually underrate them only to realize years later that the said ideas have ended up being produced into products and sold for instance the SME had started working on Electric Car in 1994, Power bank in 2004 but stopped. Only years later to realize that some other people took up the idea and developed them into products. It was noted by the SMEs that entrepreneurs are innovators but not all innovators are entrepreneurs. In order to support and nurture innovations, there is need to develop institutions where the public can submit their ideas, develop and nurture them. KIRDI Kisumu was seen to be strategically placed to be a bee-hive of nurturing innovations in the Western Region.

There are very many opportunities in Kisumu, for instance if it is not being made in Kisumu then that is an opportunity to produce the product. SMEs to be provided with 3phase and 4phase power since they are manufacturing products. Help Innovator penetrate the market Entrepreneurs to be resilient Incentives to support ideas Business men ready to support ideas. Medical Tourism- Cost is higher, mainly be go for elective surgery to India including our neighbours for some of the treatment that can be done in Kisumu Medical tourism does not necessary need to be going for treatment, even lifestyle food.

Nurturing New Ideas

The participants and panelist suggested the following:

- i. KIRDI to organize competition for young innovators and nature heir innovations
- ii. KIRDI to identify talents right from schools so that someone does not waste years in school when they can go directly to building their ideas
- iii. Innovations given very little funding
- iv. KIRDI Spare money to fund innovations from Technical and Vocational Education and Training(TVETs)

3.1.2 Intellectual Property Matters

- i. Patenting not taken seriously in Kenya
- ii. Cost of patenting high including requirements
- iii. Entrepreneurs not trained on investor preparedness, setting up and running a company
- iv. Kenyan to buy shares in technologies
- v. Most of the SMEs were not aware of Kenya Industrial Property Institute
- vi. You can sell your brands work on improving it
- vii. Registration of your products trade names even for outside the country

3.2 KIRDI's Services Incubation and Common Manufacturing Facilities

a) **Expansion of KIRDI to other regions: SMEs lauded KIRDI** for having supported many SMEs. However they noted that most of the times **the facilities are over occupied** and one has to wait for long before they are admitted. An SME narrated how she wanted some services from the KIRDI Nairobi offices and was informed that, the place was already full and she had to either wait for a longer period or use the Kisumu facilities. She was happy to use the Kisumu facility since it was not far from where she lives that is in the neighboring county. The SMEs confirmed that the entrepreneurs currently accessing KIRDI's services are very few compared to those in need of the said important services that have helped them to remain in the business and grow. And suggested that KIRDI offices should be in every county just like KALRO which is found everywhere.

a) **Awareness creation KIRDI's Services**

Many SMEs exhibitors did not know about KIRDI and the services they offer and were surprised that such kind of support existed in the country. SMEs encouraged KIRDI to Show off the great work it is doing by having Have a market day for SMEs to show case the technologies they have developed through the support of KIRDI, The Entrepreneurs to be KIRDI's ambassadors, more exhibitions programs, Need for Publicity- TV and Social Media.

SMEs added that apart from the social media KIRDI should get out of the offices and walk and talk to the SMEs, just like KALRO has extension officers that go the farmers to identify they needs and train them in new technologies, KIRDI's farmers are SMEs.

b) **Upgrade the equipment some are old and very slow:** some of the equipment are old and not working properly, KIRDI need to upgrade them.

c) **Small equipment that means:** SMEs have to repeat processes many times to get the required amount of production. This is time consuming and a bit costly since they have to retain their employees for longer period.

d) **Different production line:** for instance in the food section, you will find the same production line for various food products, this sometimes affects the next users products specialize when the equipment were not cleaned well. The SME complained of having a bad experience with her products that ended up having chilies, just because the equipment was not cleaned well. The SME suggested a need for KIRDI to have a different production line for such kind of products.

e) **Digital marketing:** Most of the marketing and sales are nowadays incorporated through the digital platform. The SMEs requested KIRDI to incorporate digital marketing as part of the SMEs training during the incubation and common manufacturing period.

f) **Platform;** KIRDI to provide a platform where all the SMEs that have passed through KIRDI

can interact and network, learn from each other but also gather new knowledge and ideas.

- g) **KIRDI's Business Model:** SMEs said that all big companies started in Industrial Area, **After KIRDI where do I go?**, KIE Sheds are taken, .The SMEs felt that KIRDI was just happy with the incubation services alone, after that they don't care or know where the SMEs they have supported go. They felt there is need for continuity so that we don't lose people along the way. They urged KIRDI to develop a complete business model, from idea to market and to growth. The partners KIRDI is working with should include funders of SMEs. That way they can know the progress or challenges their SMEs are having. Why give birth to a child, then you don't care what they do or where they go?

IPR protection: KIRDI to develop a document where SMEs sign to ensure that they don't steal each other's ideas during the business incubation and common manufacturing.

CHAPTER 4: EXHIBITIONS

The five day exhibitions attracted SMEs, Corporate institutions, government agencies and private sectors from different sectors and from different counties including Nairobi, Baringo, Siaya, Bungoma, Migori, Homa-Bay, Kisumu, Kisii and Nyamira, amongst others.

Identifying challenges with SMEs products

While the SMEs were exhibiting, the technical people from KIRDI, KDC and KIPi were walking and talking with the exhibitors regarding their products in terms of Branding, Packaging, Intellectual Property protection, Improvement of products, networking, financing opportunities for upscaling as such the model used was unique. The following were observed as challenges for SMEs products.

Branding, Packaging and Intellectual Property Issues

- i. Most SMEs did not have their products well branded,
- ii. Most SMEs had not registered their trademarks
- iii. Most SMEs were not aware of intellectual property

Quality of products

- i. Some SMEs had products that did not have KEBs certification and their arguments was that they did not know how to go about it.

- ii. Some products needed technical assistance as it was evidenced that they were not well constituted.

Specialization

Some SMEs had exhibited many different products and indication on lack of specialization. Such SMEs may need further guidance on need for specialization

Financing: Most of the SMEs were having financial challenges in expanding their business, the question kept coming out after KIRDI where next,

Summary: As technical people such exhibitions should not be used just to look at what is exhibited but to identify the challenges the products have and how KIRDI and other partners can assist the SMEs to improve on their products and enhance their competitiveness.

The SMEs agreed that this was one of its kind, since apart from selling they obtained technical advice and education from the experts.

Way forward

The SMEs suggested that the county government of Kisumu need to do a lot of publicity for such event to ensure all SMEs come and participate. The SMEs were happy that KIRDI had organized such event that was interactive since it provided educational opportunity to SMEs while they exhibit. They encouraged said model to be used in future exhibitions.

SMEs were very grateful that during the exhibitions, the technical staff, KIRDI, KIPI and KDC took their time to look at their products, identify gaps and provide relevant answers or directions on the next cause of action. As such it provided the SMEs with opportunity to interact with the technical staff and receive individualized services depending on the need identified. For instance most of the SMEs were having challenges in getting Kebs quality marks, branding, packaging, IP protection and funding opportunities. Through the said interactions, they now knew where to go next.

Kibuye market to be considered for Exhibitions next time. Exhibitions to be held frequently may be twice in a year and in different places and counties with the same model of conference and Town Hall Discussions used.

CHAPTER 5: LESSONS LEARNT, CONCLUSIONS AND RECOMMENDATIONS

5.1 Lessons learnt

Quality Standard

Many SMEs have challenges in getting quality mark for their products due to lack of information on how to go about it and sometimes poor constitution of the product.

KIRDI Services: Many SMEs are not aware of the services and support that KIRDI provides.

Intellectual Property issues: Many SMEs are not aware on how they can utilize Intellectual property to enhance their competitiveness.

5.2 Conclusions

SMEs agreed that KIRDI is doing a great job in supporting SMEs growth and has made them reach where they are. The conference, town hall discussions and Exhibitions. A lot of lessons learnt, experiences gathered and networks developed.

5.3 Recommendations

The team would urge KIRDI to look at the recommendations made by the SMEs and address them.

Despite the many challenges faced, the conference and exhibitions were very successful and should be encouraged. To encourage more SMEs to exhibit and attend the conference, the exhibition booths should be provided for free for the SMEs with the corporate paying for the same.

ANNEXES:

Annex 1: Photo Gallery- Exhibitions Photos



Kenya Marine Fisheries Research Institute (KMFRI)



Dada EPZ



CEC Trade Ms. Farida, county officials and members of public at the exhibition booths



SMEs exhibiting products



Viu travel



St Johns Ambulance



Deputy Governor: Dr. Owili, CEC Trade and other County Staff at KIRDI Stand



Governor Prof Anyang Nyongo giving speech



Dr. Owili Deputy Governor, Signing KIRDI's Visitors Book



H.E. Henriette Geiger, EU Ambassador to Kenya and Prof. Anyang Nyongo viewing products during the exhibitions



SMEs exhibiting their products





Annex ii Photo gallery for other Events

Kisumu City Run



Cecilia of KWRC participated in the Kisumu Marathon. Other KIRDI Staff cheering her.

World Tourism Day



UN World Tourism Day Procession



UN World Tourism Day Procession Entertainment



Stakeholders and members of public listening keenly to key note speeches by EU Ambassador and Governor Prof. Anyang Nyongo



Gala Dinner

Gala Dinner: After a hard work, Moment to thank Partners and Reflect on the Five Day Event



Annex iii: Conference Programme



CONFERENCE ON LINKING RESEARCH TO INDUSTRIES: INVESTING ON PEOPLE, PLANET AND PROSPERITY

KIRDI CONFERENCE
DATE: SEPTEMBER, 2023

Tourism and Green Investments: Fostering Green Innovation and Entrepreneurship that Promotes

Kisumu, Kenya September 26, 2023

PROGRAM

Day 2: September 26, 2023

8.30-9.00am	Registration of Participants <ul style="list-style-type: none"> • Documentary from KIRDI • Entertainments
9.00a.m-9.20a.m	Opening Ceremony <ul style="list-style-type: none"> • Representative from Kenya Development Corporation • Representative from County Government of the Kisumu • Dr. –Ing Calvin Onyango, Director General, Kenya Industrial Research and Development Institute(KIRDI) •
THEME I	INNOVATION AND ENTREPRENEURSHIP
Session 1 9.20- 10.20a.m	Panel Discussion: Fostering Innovation and Entrepreneurship: The role of Innovation Hubs, Business incubation, Common Manufacturing Facilities in supporting the SMEs Growth
	Moderator Dr. Linus Kosambo-KIRDI
	Ms. Rose Mboya, KIRDI: from ideas to the market (supporting innovation and entrepreneurship through Incubation Facility and common manufacturing facility) speaker from KIRDI Kisumu
	County Government of Kisumu- Entrepreneurship and Innovation Program
	Dr. Arvinlucy Onditi, JOOUST: Agribusiness Opportunities within Lake Region Economic Block (LREB)-
	Director General –Kenya Climate Innovation Council (KCIC): Supporting Innovations
	Dr, Fred Ogutu- KIRDI- Promoting Green Investment through Improved Hybrid Solar Dryer.
	Objectives This session will provide the participants with the many available opportunities in the innovation space to help move from ideas to products for a given market place.
	Questions and Answers

10.20-10.40	Break	Refreshments
Session 2 10.40– 12.00	Opportunities in the Tourism Sector: Tapping the Under -Utilized Resources: Existing Challenges and Opportunities for SMEs in the Blue Economy and Tourism Sector	
	Moderator	Mr. Eric of KCIC
	Speakers:	Dr. Linus Kosambo: SolCoolDry Research, Innovation and Business Hub: A Model for Sustainable Community Development through Organic Technologies Clustering
		Dr. Kaundi: Sustainable Tourism in the Blue Economy, Kenya Marine and Fisheries Research Institute(KEMFRI)
		Mr. Njeru: Potential of Medical tourism in Kenya-Mr. Njeru – Technical University of Kenya
		Mr. Rashid Hussein, Director-Zaira Tours & Travel
		Questions and Answers Sessions
Session 3 12.00-1.20P.M	Funding Opportunities and Attracting Investments for start-ups, growth and upscaling of innovations and entrepreneurship in Blue Economy, Agribusiness and Tourism	
	Moderator: Rose Mboya	
		Experiences from SMEs- Nutrimax
		Experiences from SMEs- Eco Power
		Experiences from SMEs- Kamida Enterprises
		Ms. Nora Ratemo, Director General, Kenya Development Corporation (KDC): Funding SMEs growth and Investment-Director General,
		Mr. Reuben Langat: Kenya Industrial Property Institute (KIPI); Utilization of Intellectual Property System for Competitiveness
1.20-2.00P.M	BREAK	
2.00-3.00pm		Wrap up and Wayforward
3.00 Onwards		Tour of KIRDI Kisumu Facilities

Town Hall Discussions

Day 1: September, 26th 2023

Session 4	Highlights of The Conference Deliberations and Wayforward	
	Documentary of the various institutions	
2.00-5.00pm	Planery Session: Highlights of the Conference Deliberations and Wayforward	
	Moderator	Dr. Linus Losambo
	Panelists	<ol style="list-style-type: none"> 1. Dr. Justine Onyango-KIRDI 2. Ms. Rose Mboya-KIRDI 3. Dr. Joseph Nyaundi-KMFRI 4. Mr. Patrick Otuo Wangudie-KMFRI 5. Mr. Reuben Langat-KIPI 6. Mr. Daniel Okoth-KDC 7. Mr. Kenneth Njeru-TUK 8. Mr. Alex Odundo SME- Jiko 9. SME in Biscuits and cakes 10. SME in Juice processing 11. Modesh Bakery, SME in Baking
	Questions and Answers	