



Ms. Phyllis Wakiaga
Chief Executive Officer,
Kenya Association of
Manufacturers (KAM)
and Chair, Kenya Chapter
of the UN Global
Compact

Following the ratification and implementation of the AfCFTA protocols, the dynamics of intra-Africa trade have taken a new turn, and thus necessitating a re-look into how African countries trade with each other and how the regional bodies have adapt to the emergent business environment that has a direct bearing on manufacturers on the continent. This to a large extent informs what necessitated the complimentary Pan-Africa manufacturers Association (PAMA), with a goal of coordinating and easing the dynamics for manufacturers on the continent.

As part of addressing the emergent dispensation in the continental business environment, the East Africa Manufacturing Network, where KAM's CEO serves as secretary has spearheaded a tripartite agreement between COMESA, SADC and the EAC, that dovetails into the broader AfCFTA vision of easing and increasing intra-Africa trade.

The mandates of the Kenya Association of Manufacturers are broad and involve linkages and partnerships beyond the continent, with UN agencies like UNIDO, United Nations Industrial Development Organization that specialises in assisting countries in economic and industrial development. It also encompasses networking and providing leadership on matters of trade policy, investor incentives, energy,

27%

Percentage that Sub-Saharan
Africa boasts as world's highest
rate of women entrepreneurs

climate change management, strengthening factors of production and agro value chains, trainings and incubating of human resource by involving technical and vocation training institutions (TVETs) in addition to boosting SMEs (Small and Micro-Enterprises) sector.

During her tenure at the helm of KAM, Ms. Wakiaga has chalked a number of milestones to her credit including the strengthened partnerships with other international organisations like the Danish Association of Industries. She comes from a standpoint of appreciating the symbiotic relationship between manufacturing and all other sectors and functions of the society. Manufacturing touches on the key spheres of the socio-economic fabric of the society; health accessories and pharmaceuticals, building materials for real estate, transport tools in the logistics sector, agricultural produce value addition, communication equipment and security systems.

In the wake of the global Covid-19 pandemic, the manufacturing sector continues to play a very important role by manufacturing PPE kits, relevant medical accessories and tools like the PPEs and masks in addition to medication and vaccines. The manufacturing