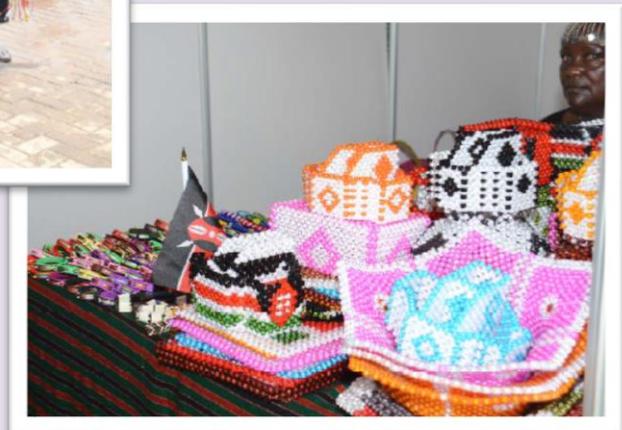


Overseas Reports

【Current Activities of a Former Participant】



GK-san sent KITA her report on the activity to realize the action plan at home in Kenya.



- 1) Makoto KOSUGI, Course Leader
- 2) Report by Ms. KINYUAH Gladys Karen Wangu
(Participant from KENYA)

Jun. 15, 2015

Training Division

Kitakyushu International Techno-cooperative Association

The Action Plan report from GK-san, who joined the JICA/KITA training from Kenya, has arrived.

Here we introduce the action plan status at home by Ms. GK, who had joined the JICA/KITA course of Capacity Development for Entrepreneurs and MSMEs Activation in African Countries (B),” in June 2014.

1. Introduction of the participant, who has given the report

Nickname	Photo	Name	Country	Period of JICA Training Course
GK-san		Ms. KINYUAH Gladys Karen Wangu	Kenya	2014/05/2 ~ 014/06/27



Above is the photo of the closing ceremony of “Capacity Development for Entrepreneurs and MSMEs Activation in African Countries (B)” course, June 26th, 2014

2. Message from Course leader Mr. Kosugi



The purpose of this course is the promotion of local industries in African countries, by which jobs are created, the local communities are activated and the poverty in the rural areas is eliminated. All the participants in this course were entrepreneurs and young elite aiming at the promotion of their local community at home. Ms. KINYUAH Gladys Karen Wang,

(We called her GK-san for the nickname) is among them, she was a female senior officer of the Ministry of East Africa Affairs Commerce & Tourism in Kenya. She had had a feeling of crisis for the low quality of the goods produced in the small and middle size enterprises and low ability of export in Kenya, and such a feeling of hers had driven her to deal with the promotion of local community, enthusiastically. GK-san is a very active person. She loves to go out or go shopping. While we were in Tokyo during the training excursion, she rushed to Akihabara after the training for shopping. It was GK-san who broke the ice and asked questions during the visits of companies or institutes. Apparently, she played a major role in the course group, leading the other participants. She had a lot of creative ideas. She set up a daily product process industry, which nobody had ever expected, in the work-study where stake holders for business raising were examined. When she was told an attractive information, she started to look for any likelihood of a new business, for example, by trying to visit the company where the information had come from. She was the first person who expressed high estimation for the efficiency of the solar lantern. It should be natural that there will be a lot of tasks to be solved before its spread will be realized. Her attitude to make use of any chances to realize the action plan is highly praised, and I would like to assist her, exchanging information with each other. We strongly hope that she will keep going to achieve her goal.

3. Letter from GK-san



~~~~~◆ **To realize Action Plan** ~~~~~

#### 1) ACTION PLAN STATUS

*I met Mr. Hotta from Panasonic in Nairobi- Kenya and we discussed about the Panasonic solar lantern. Before meeting him I had done a lot sensitization and promotion of the lantern/lamp among the slum areas and rural population. It was highly appreciated but the price was limiting. Very few people can afford USD 50 dollars which is the cost of one solar lantern. At the same time there is a lot of competition from other brands, which are selling from as little as USD 10 dollars to others for less than USD 40 dollars. These other brands are more advanced as they are able to charge 10 mobile phones at once while the Panasonic solar lamp can charge only one mobile phone at ago. The most competitive brand has three bulbs, meaning it can be used to light a three roomed house at once for 12 hours. One of the brands has also made arrangement with one of the mobile service provider, which facilitates buying on credit and repayments in small affordable repayments.*

*This means Panasonic solar lantern is not competitive in the local market. It's also not popular as it is made in China and Kenyans don't trust Chinese products. They think they are inferior. I discussed this with Mr. Hotta, but he confirmed they couldn't produce the lanterns in Japan due to labour availability challenges.*

**Note: Solar lantern**

- The lantern lights with charged solar energy. (Handy lantern)
- Panasonic has been making efforts to let the product known to the local people so as to raise the number of areas where the electrical appliances are fully used



#### 2) SO WHAT DID I DO WITH THE PANASONIC SOLAR LANTERN GIVEN TO ME BY DR. UENO?

*I donated it to a rural woman who recently confirmed to me the lamp has reduced her household expenditure, after saving over USD 15dollars per month, being the cost of paraffin for the lighting lamp. Her eyesight had also improved for using clean lighting.*

*So the Panasonic solar lantern is good but too expensive for the target population.*

### **3) ACTION PLAN ACHIEVEMENT TO DATE**

#### **~ Market Access for MSE products ~**

*My major issue was market access for the Micro & Small Enterprise (MSE) products. I wish to confirm that the East African Community, which comprises of Burundi, Kenya, Rwanda, Uganda and Tanzania held a one week exhibition in Kigali- Rwanda where about 1000 exhibitors (from MSE sector) from all the region participated. The MSEs were expected to display improved technology, innovation and improved quality products which could compete in the global market. The result was, MSE have been able to produce a vehicle from scrap metal, a stove that uses one piece of firewood and water and burns for 3 hours, (See photos below) among other high quality hand made products.*

*The exhibition steering committee which I chaired is supporting the introduction of a regional shop/centre in all the capital cities of East African Countries for displaying and selling of MSE products and also to develop a website specifically for online marketing for MSE products.*

#### **~ Sensitization of MSE on the knowledge gained during the training in Japan ~**

*When I came back from Japan, I didn't have budget for this activity but my director supported and approved the activity. I developed a concept paper on the same and the sensitizations were held this year (2015). Some the topics covered were:*

- i. How to produce quality and globally competitive products;*
- ii. Cross-border trade: custom regulations, requirements and cross border administrative procedures;*
- iii. Online marketing; and*
- iv. MSE financing options*

### **4) HOW TO INCREASE EXPORTS FROM KENYA**

*I continually encourage Kenyans to introduced One Village One Product (OVOP), so as to increase their exports.*

*I appreciate all the knowledge I gained at JICA. Thank you Director KITA Kyushu, Dr. Ueno, Mr. Kosugi and all the course facilitators.*

*Attached please find photos of what has be accomplished by MSEs in East African Community*

*Sincerely yours*

**Gladys Kinyuah (GK.san)**

~photos~



MSE vehicle from scrap metal



Hand woven beads office pen holders



Principle Secretary Ministry of Industrialization & Enterprise Development- Kenya admires some of the women hand crafts during the EAC Annual MSE Exhibition. You could help market some of these products in the Japanese markets.

