



PRESS RELEASE

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MADE IN KENYA SECRETARIAT UNVEILS SPONSORS FOR 2021 4-DAY EXTRAVAGANZA

Nairobi, Kenya. 8th November 2021: The Made in Kenya Secretariat has today launched the Annual Made in Kenya Extravaganza that will take place from Thursday 18th November 2021 to Sunday 21st November 2021 at the Kenyatta International Convention Centre (KICC).

Kenyan SMEs play a critical role in the economy, constituting 98 per cent of all registered businesses. They contribute 33 per cent to the GDP, employ over 30 per cent of Kenya's youthful population (KNBS 2016) and account for 83.6 per cent of new jobs, according to KNBS 2019 Economic survey.

With the country recovering from the effect of the pandemic, the Annual Made in Kenya Extravaganza (MIKE) is a 4-day event for Kenyans to learn and engage with homegrown products and services primarily by Small and Medium-Sized Enterprises (SME's).

"The last two years have been incredibly tough for the private sector, Made in Kenya Extravaganza will provide a consumer-trade platform where local businesses involved in the production of homegrown goods can sell and generate revenue. We encourage Kenyans to come and support the many companies developing Kenyan brands. " said Head of Secretariat Made in Kenya Kamuzu Banda.

MIKE has partnered with several organizations to provide support for SME's including Kenya Export Promotion and Branding Agency (KEPROBA), Google, Tononoka Group, Homeboyz Entertainment Group and East African Educational Publishers (EAEP) among others.

"Google prides itself as an enabler of growth for businesses, during the 4 days extravaganza we will provide free digital training and tools to help your small business adapt, grow, and better serve their clients. Customers are online, so having a strong online presence is important — even if your business does not sell on the web. It is therefore critical to learn ways to strengthen your online presence with these easy-to-use tools," said Michael Murungi Government Affairs & Public Policy Lead for Eastern Africa.

SMEs are encouraged to sign up for the sessions via the MIKE website <https://www.mikextravaganza.co.ke>

The Annual MIKE is a platform for Kenyans to learn and engage with homegrown products and services. The Extravaganza will enable participants to identify and leverage opportunities for skills development and access to financing from both private and public sector players.

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