

Workshop on City Investment Promotion

Kisumu, Kenya - 8 and 9 July 2008

The Millennium Cities Initiative (MCI), together with the Kenya Investment Authority (KenInvest), organized a capacity-building workshop on city investment promotion for city officials. The two-day workshop, held at the Imperial Hotel, Kisumu was attended by over 50 local officials from **Kisumu, Bondo, Muhoroni, Nyando, Yala, Siaya, Ugunja and Garissa**, among them a total of 18 city/town councilors. In addition, a number of representatives from local NGOs, business associations and local private sector used the opportunity to participate in the workshop.



Above: Dr. Maggie Kigozi, CEO, Uganda Investment Authority, explains a point during the capacity building workshop

The faculty of the workshop was made of **Susan Kikwai**, Managing Director, KenInvest; **Maggie Kigozi**, Managing Director, Uganda Investment Authority (UIA); **Russell Curtis**, Acting Head and General Manager: Key Accounts, Durban Investment Promotion Agency (DIPA), South Africa; **Joerg Simon**, Senior Investment Adviser, MCI, Columbia University; **Jim Geisel**, Director, KPMG Business Performance Services, seconded to MCI; and **Gideon Mailu**, National MDGs Coordinator, Ministry of Planning, National Development and

Vision 2030, Kenya.

The objective of the workshop was to equip officials of municipal administrations/councils, agencies and other local government bodies, who have directly or indirectly to do with potential as well as already established investors, with skills in investment facilitation and promotion with a special focus on the Millennium City of Kisumu, Kenya. Thereby, the workshop contributed to strengthening the capacity of the authorities. In this regard, sharing the experience of KenInvest, UIA and DIPA in regional and city investment promotion was of utmost importance. The different sessions were followed by an active discussion and exchange of opinions by those in attendance.

In addition, the workshop discussed a way forward in promoting the city of Kisumu and its investment opportunities. MCI's Senior Investment Adviser, Joerg Simon, outlined the activities MCI is proposing to undertake, together with the city of Kisumu and KenInvest, in attracting more investment into Kisumu. Special focus will be given to disseminating the information on **commercially viable investment opportunities** and pro-active targeting of potential investors in sectors like agriculture, agro-processing, tourism, water transport to name only a few. MCI will also continue to strengthen Kisumu's capacity in attracting, facilitating and retaining investors. One component of this activity is the preparation of a handbook of **investment promotion** which can be replicated in other medium-sized cities.

The participants evaluated the workshop as a successful event which should be organized on regular basis as this would enhance interactions and sharing of ideas between the various stakeholders.

The Workshop on City Investment Promotion was made possible by the Government of Finland; the Ministry of Planning, National Development and Vision 2030, Kenya; and United Nations Development Programme (UNDP) Kenya.