

Evidence Dialogue on SME Development in Kenya

*Crowne Plaza Hotel, Nairobi, Kenya
October 29, 2019*

7:30 AM - 8:30 AM	<p>Arrival & Registration</p>
8:30 AM - 8:40 AM	<p>Welcome Remarks <i>Phebeans Oriaro, Country Director - Innovations for Poverty Action</i></p>
8:40 AM – 8:50 AM	<p>Opening Remarks <i>Henry Rithaa, Director General/ Chief Executive Officer - Micro and Small Enterprise Authority</i></p>
8:50 AM - 9:00 AM	<p>Remarks <i>Charles Waithaka, Board Chairman – Micro and Small Enterprise Authority</i></p>
9:00 AM - 9:15 AM	<p>Remarks <i>Dr. Francis O.Owino, PhD, Principal Secretary – State Department for Industry</i></p>
9:15 AM - 9:30 AM	<p>Keynote Address <i>Hon. Peter Munya, MGH, Cabinet Secretary - Ministry of Industrialization, Trade and Cooperatives</i></p>
9:30 AM - 9:50 AM	<p>Session 1: Access to Finance Access to finance is traditionally reported as one of the major impediments to SME growth in the developing world. Previous studies have shown how small variations in the lending process could lead to improved lending outcomes for financial institutions and entrepreneurs. The session will feature a presentation on some of the key learnings on the topic and discuss how recent innovations in SME lending, particularly those leveraging technological advances show promise in expanding access to credit for a growing number of SMEs. The session will conclude with a moderated discussion on the application of these learnings in the Kenyan context and identify the direction for future work.</p> <p>Research Presentation by Bilal Zia, World Bank Group</p>

9:50 AM - 10:45 AM	<p>Panel Session 1: Access to Finance</p> <p>Session Chair: Linda Onyango</p> <ul style="list-style-type: none"> • Henry Rithaa, Director General/Chief Executive Officer - MSEA • Duncan Oyaro, Project Manager, Innovations - Financial Sector Deepening • Robert Masinde, Chairperson - Digital Lenders Association • Habil Olaka, Chief Executive Officer - Kenya Bankers Association • Q&A
10:45 AM - 11:15 AM	<p>Tea Break</p>
11:15 AM - 11:40 AM	<p>Session 2: Improving the Management of SMEs</p> <p>The effects of management practices on firm performance are increasingly understood and a growing body of evidence is exploring how variations in program quality and curriculum can affect the success of programs aimed at raising managerial skills. This session will explore key lessons from evaluations on training, consulting and mentoring for MSME managers and owners and discuss how soft skills programs and more customized interventions are complementing traditional approaches. This session will conclude with a moderated discussion on the application of these learnings in the Kenyan context and identify the direction for future work.</p> <p>Research Presentation by Elizabeth Koshy, Innovations for Poverty Action</p>
11:40 AM - 12:30 PM	<p>Panel Session 2: Improving the Management of SMEs</p> <p>Session Chair: Nobby Macharia</p> <ul style="list-style-type: none"> • Joan Kamau, Head of Sales East Africa - African Management Institute • Onesmus Masinde, Trade, Research and Policy Manager - Kenya National Chamber of Commerce & Industry • Millicent Janet Otom, Chief Enterprise Development and Marketing Officer - National Industrial Training Authority • Victor Ogallo, Head of Policy Research Analysis and Public Private Dialogue - Kenya Private Sector Alliance • Alice Waweru, Entrepreneurship Portfolio Lead - TechnoServe • Q&A
12:30 PM - 1:30 PM	<p>Lunch Break</p>

1:30 PM - 1.50 PM

Session 3: Access to Markets

Reaching new markets often provides the opportunities that SMEs need to be able to scale up and grow. Access to domestic and international markets can enable SMEs to purchase quality inputs at good prices, sell their products to a reliable buyer, and acquire new technologies and knowledge to improve production or move up in the value chain. This session will explore key lessons from evaluations that have expanded MSME access to new markets and the benefits that have accrued in the process. The session will conclude with a moderated discussion on the application of these learnings in the Kenyan context and identify the direction for future work.

Research Presentation by Nathan Fiala, University of Connecticut

1:50 PM - 2:45 PM

Panel Session 3: Access to Markets

Session Chair: Allison Stone

- *Director, State Department of Trade*
- ***Phyllis Wakiaga***, *Chief Executive Officer - Kenya Association of Manufacturers*
- ***Susan Kigwi***, *Partnerships & Resource Mobilization Assistant, Youth Enterprise Development Fund*
- ***Samuel Matonda*** - *Director Business Development, Marketing and Trade, MSEA*
- **Q&A**

2:45 PM - 3:00 PM

Recap of Lessons Learned

Phebeans Oriaro, *Country Director- Innovations for Poverty Action*

3:00 PM - 3:15 PM

Way Forward and Closing Remarks

Henry Rithaa, *Director General/Chief Executive Officer- Micro and Small Enterprise Authority*

3:15 PM - 5:00 PM

Networking Reception

(Guest can leave at their own pleasure)