



THE KENYA DIASPORA AND LOCAL BUSINESS COMMUNITY



News and Updates

PRESIDENT KIBAKI URGES KENYAN DIPLOMATS TO MARKET KENYA AGGRESSIVELY

At a recent meeting of Kenya Ambassadors and High Commissioners in Nairobi, the President asked them to aggressively market the country abroad and show results for it.

He told the diplomats during their 14th Annual Retreat at Windsor Hotel that the Government planned an ambitious five-year roadmap for economic and social development that would cost Shs. 500 billion.

The President said the diplomats played a significant role in the roadmap since it was their responsibility to market the country abroad, lure investors and tap the talents of Kenyans currently based in the Diaspora.

The Government plans to invest Shs. 500 billion in six key sectors of the economy in the next five years. The investments will be in Tourism, Agriculture, Manufacturing, Wholesale and retail, Financial services and Business process outsourcing.

“These sectors are crucial in raising the country’s economic growth rate progressively towards the Government’s target of 10 per cent per year by 2012”, he said.

Foreign Minister Mr. Raphael Tuju said the objective of the meeting was to outline the role of diplomacy in realizing the Vision 2030.

“The Diplomats will consult on how to best promote and project the country’s national interest abroad as well as the welfare of Kenyans in the Diaspora”, Mr. Tuju said.

Meanwhile, Kenya Ambassadors and High Commissioners have been requested to draw the attention of Kenyans working, doing business or studying in their countries of accreditation to the Nairobi meeting in August 14-16, 2007 at the KICC.



For more details visit the official Kenya Diaspora Website: www.kenyadiaspora.go.ke