KENYA VISION 2030 AND MARKET & SOCIAL RESEARCH

MUGO KIBATI DIRECTOR GENERAL Kenya Vision 2030 Delivery Secretariat Thursday May 24, 2012

Contents

- 1) Summary and Overview
- 2) Architecture of Vision 2030
- 3) Market research & Vision 20304) Forward



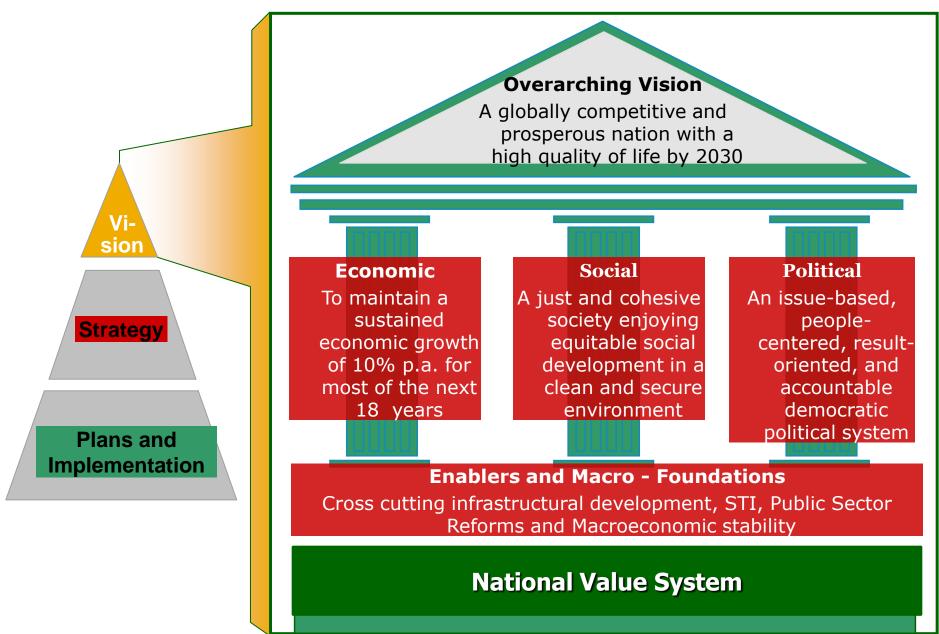
Vision 2030

There are 124 Vision 2030 flagships projects that have been identified to be implemented in all sectors and are spread all over the country.

Implementation of these flagship projects is key to the realization of Vision 2030 and ultimately the Kenyan Brand.

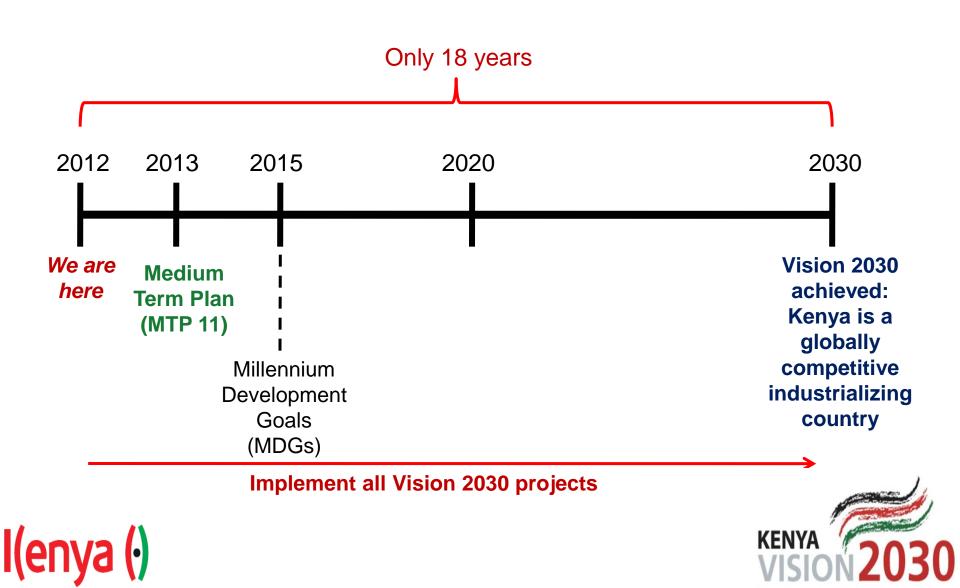
□ Vision 2030 flagship projects range from the tangible to intangible ones.

Overview of Vision 2030



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Ambitious timelines

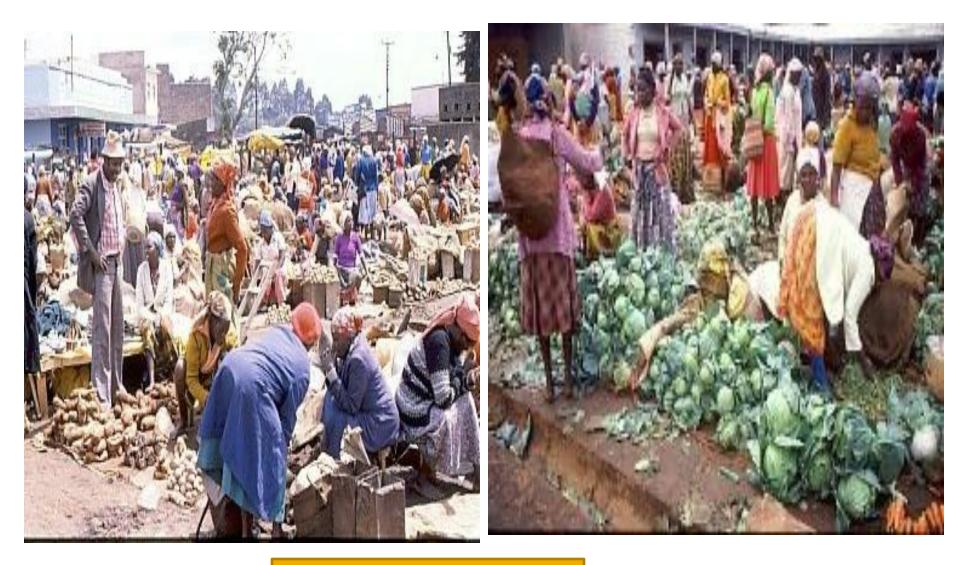


The Flagships

Transformational Projects







Mwingi Market 2010



Mwingi Market 2012



Vision 2030 in Action!







TYPICAL MODEL OF MUSEUM HILL INTERCHANGE



A104/A109 ATHI RIVER INTERCHANGE



REPLICA OF FLYOVER ACROSS GLOBE CINEMA ROUNDABOUT



Nairobi – Thika Highway Improvement Project





END PRODUCT: TYPICAL DIESEL ELECTRIC MULTIPLE UNIT FOR PROPOSED NAIROBI RAIL COMMUTER SERVICES



TYPICAL INTERIOR OF A MODERN DEMU COACH





2.4 Lamu Port Berth Design Layout

Bird's-eye View of First Three Berths of Lamu Port







Konza Technology City











Plate No. 4: View of the area detail on the railway yard land



Plate No. 1: An impression of the possible developments on the Proposed 'New City Square', with a multimodal station on the opposite side of the existing railway station



Plate No. 6: Proposed river revitalization and up gradation

Kenya - Africa

Global Context





Kenya – Africa /1

Of the 10 fastest growing economies in World, 7are in Africa

\$800 Billion Capitalization in the 3 largest stock markets in Africa (Johannesburg, Cairo & Casablanca) compared to Brazil's \$1.5 Trillion.

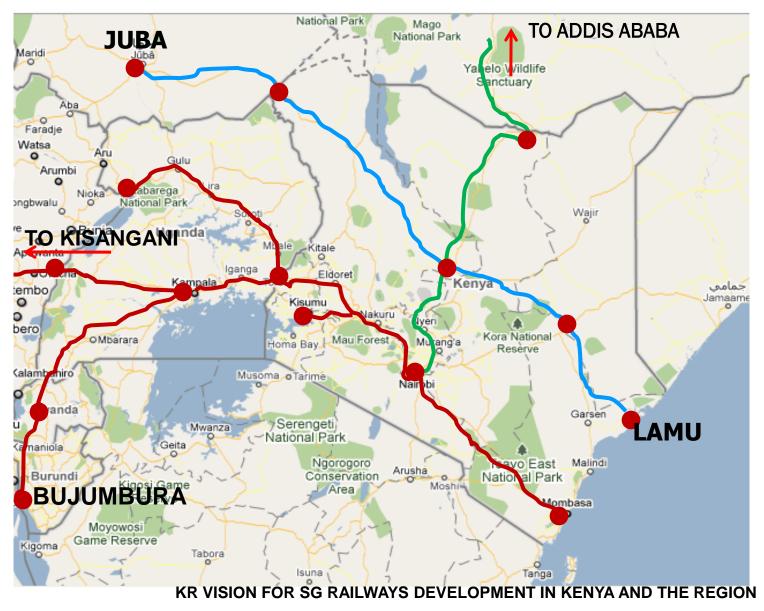
Africa – "Last Emerging Investment Frontier – Relatively undiscovered investment destination (3 markets).

Kenya – Africa /2

A Common Solution Approach: Kenya's Membership in RECs

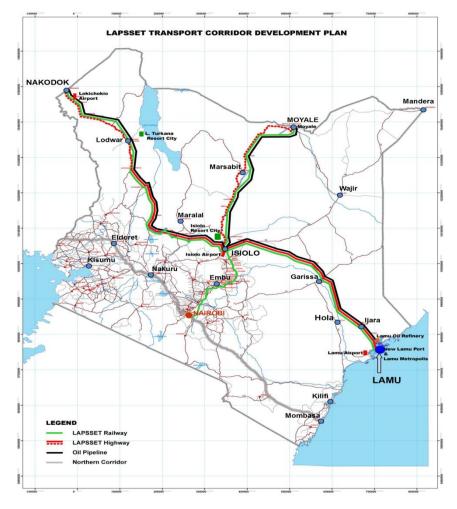
- Over the past nearly two decades, Kenya has actively participated in the implementation of the programs and projects of the various Regional Economic Communities (RECs) including;
 - ✓ The EAC,
 - ✓ COMESA,
 - ✓ IGAD &
 - ✓ more recently the CENSAD.

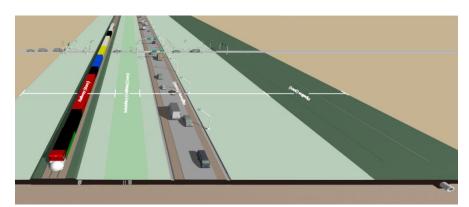
REGIONAL COMPETITIVENESS



2.6 LAPSSET Corridor Design Layout

(1) LAPSSET Corridor











The LAPSSET Corridor Route and The Great Equatorial Land Bridge



(i) High Capacity High Speed Standard Gauge

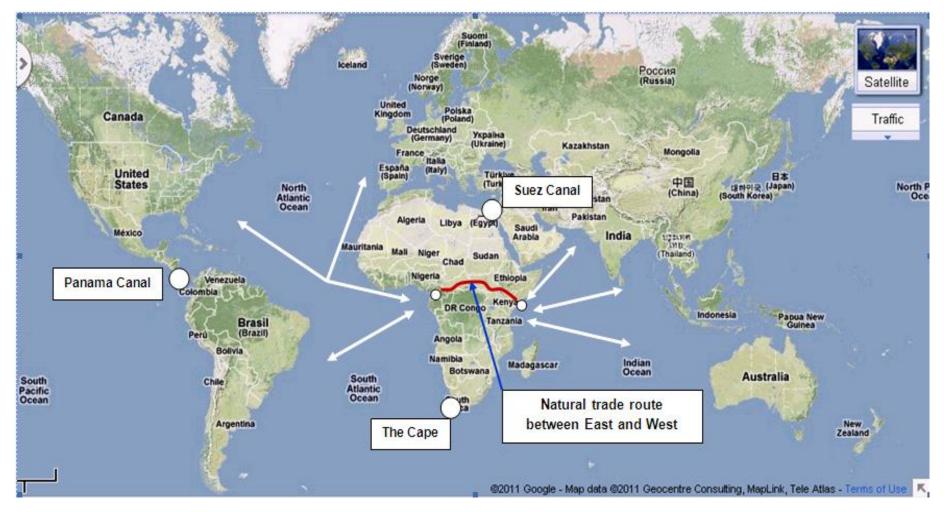
time of three (3) days

(ii) Total length is 4,200 Kilometres

(iii) Pouto Capacity 20 Million TELIs Dor Appum

Railway with transit

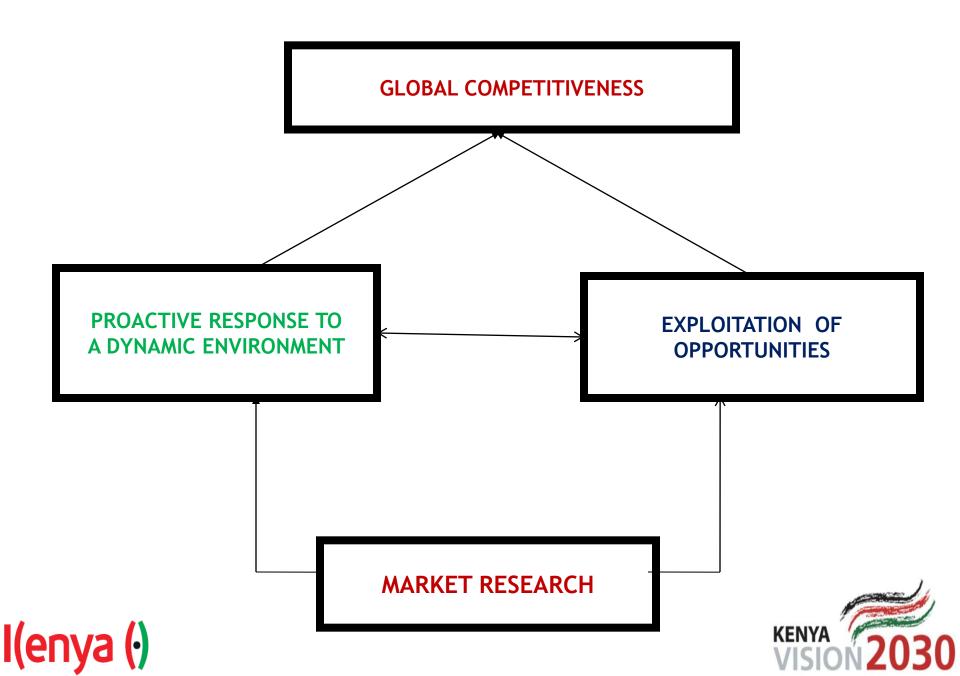
The LAPSSET Corridor Route and The Great Equatorial Land Bridge across Africa



Role of Research



The Role of Marketing in Vision 2030



Key consumers of Market Reseacrch Info □ Government/Public institutions Private sector investors Development partners (Due) diligence) Financial institutions County governments ☐ The Public!!!

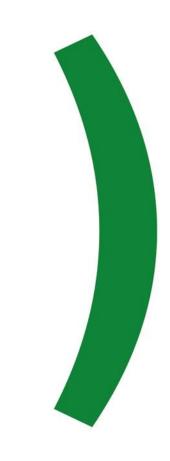


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Opportunities for Research under Vision 2030

- Manufacturing (SEZ)
- Transport
- Energy
- Education
- 🗆 Health
- Security
- Housing
- 🗆 ІСТ
- Environment
- 🛛 Tourism
- Housing
- Agriculture
- Youth Consumerism

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- As a long term plan, vision 2030 will require constant utilization of market research information inform strategic direction.
- Focus should be on issue-based development and leadership which requires evidence based decision making - research!







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