



KAJIADO COUNTY  
GOVERNMENT

# INVESTOR HANDBOOK

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Welcome to Kajiado County, the home of abundant investment opportunities



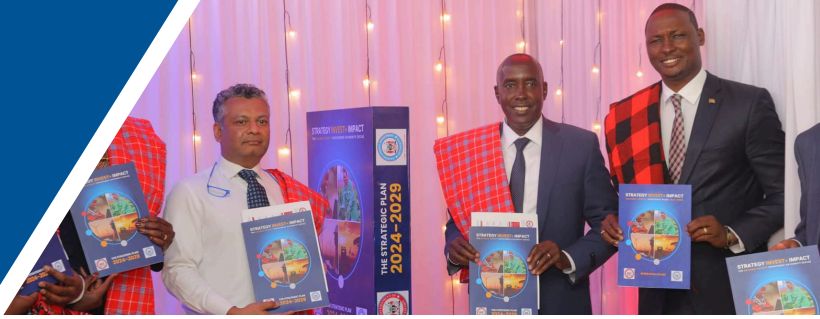
*A Magnet For Responsible Investment*

# OUR AGENDA

- ① Livable Town
- ② Modulated Pastrolism
- ③ Climate - Proofed Environment
- ④ Equitable Access To Quality Education

# TABLE CONTENT

1. About Kajiado County
2. Why Invest in Kajiado
3. What makes Kajiado a competitive Investment destination?
4. Investment Opportunities in Kajiado
5. Doing Business in Kajiado



# FORWARD

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Kajiado County is committed to creating wealth and bettering the livelihoods of her residents. It is recognized that this can only be achieved through envisioning a transformed and sustainable Kajiado through enhancing climate proofed physical environment, modulated pastoralism, livable towns and equitable access to quality education.

Kajiado County is mainly an agricultural county with its main economic activity being pastoralism. Hitherto, the county is endowed with a renowned cultural heritage world class sites diversity of wildlife, forests and in abundance is the unexploited mineral reserves and these are the resources that the county government wishes to explore through economic activities that will improve the lives of its residents. Kajiado County Investment Authority together with the other county departments will drive the agenda of the transformed and sustainable county.

To this end, the recognition is that for a sustainable comparative advantage exploitation of resources at the county, there is need for a comprehensive exploitation of the resources available and therein need for a coordinated approach to investor attraction, facilitation and retention. This handbook serves to inform you potential investor, about investment opportunities in Kajiado county. To support the information contained in this handbook, a ready team of dedicated and experienced investment advisors is at hand and ready to guide you at the county offices. Their contact information is provided at the back of this handbook.





# ABOUT KAJIADO COUNTY

## 1.0 About Kajiado

Kajiado County being a metropolitan county is set to become the destination of choice for agriculture, manufacturing, mining, tourism among other investment areas to be exploited. The county boasts of being a key supplier of livestock for further processing noting that the inhabitants are pastoralist in nature. The county and its residents are proud of having home, captivating sceneries', breathtaking valleys and most of all the Amboseli as the main tourism gem not for getting the rich cultural heritage that has been used so often as the nation's identity framework. Motivated by the collective aspiration for a more inclusive and just self-reliant society, the Kajiado county mantra "**A transformed and sustainable Kajiado**" is anchored on the long national development blueprint, The Kenya vision 2030. Like Kenya Vision 2023 along other SDG goals, The Kajiado county vision of "A transformed and sustainable Kajiado" aims at creating an enabling environment for socio economic transformation for the people of Kajiado by sustainably exploiting both its comparative and competitive advantages to create wealth for its residents. The county is divided into five sub counties which are also the parliamentary constituencies namely, Kajiado Central, Kajiado South, Kajiado West, Kajiado East and Kajiado North. These five sub counties are home to 25 electoral wards.

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## 1.1 Geographical Location

Kajiado county is one of the fourty seven counties pursuant to schedule one of the constitution of Kenya (2010). It borders the Republic of Tanzania to the South West, Taita Taveta County to the South East, Machakos and Makueni Counties to the East, Nairobi County to the North East, Kiambu County to the North and Narok County to the west. Further, the county covers approximated area of 21,900.9 square kilometers.

Kajiado County main physical features include plains, valleys as well as sporadic volcanic ridges and hills. Lake Magadi has the lowest altitude of 595 metres above sea level while Ngong Hills in Kajiado North has the highest altitude of 2357 metres above sea level. The landscape within the county is divided into Rift Valley, Athi Kapiti Plains and Central Broken Ground. The Rift Valley is a lengthened depression on the western side of the county running from North to South. The floor of the Rift Valley in the county is broken by volcanoes, where the steep walls form plateaus and plains structurally forms features such as Mount Suswa and Lake Magadi.



## 1.2 Demographic Features & Demographic Dividend

The Kenya Population and Housing Census Report 2019 recorded the total county population of 1,117,840 persons with male and female population being 557,098 and 560,704, respectively. This reflects an inter-census population growth of approximately 38.5 percent from the 2009 census.

The total county population was 1,117,840 persons (Kenya Population and Housing Census Report 2019), with the male population being 557,098 and female population being 560,704. Sub county population distribution indicates that Kajiado North has the highest population at 306,596 persons as per the 2019 census and projected at 339,679 in 2022. Kajiado Central indicates the lowest population figures at 161,892 in 2019 census and projected at 179,319 in 2022. The total intersex population was reported highest in Kajiado north with a total of 38 persons in the county during the 2019 census.

The county has an expansive population structure with a wide base and a very narrow top. The county's sex ratio is 1:1 across all ages. The population of children ages 0-4 years is the highest reporting about 14 percent of the total county population. This indicates that the county has a high birth rate. A larger proportion of the population is youthful between ages 15 to 29 years. These accounts for 34 percent of the total population reflecting a high rate of dependency with a low population of the middle-aged population. The population aged 65 years and above is 2.1 percent of the total population.



# WHY INVEST IN KAJIADO COUNTY

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Guided by the CIDP 2023-2027 the County Government of Kajiado has undertaken the following notable interventions in an effort to create a friendly trading environment.

## **2.1 A conducive Investment Climate**

The County Government of Kajiado in anticipation of investments has created a facilitative environment for investors as envisaged in its investment policy. This has been achieved by way of zoning industrial land through county spatial plan, improvement of infrastructure such as road network and developing enabling environment investment policies among others.

## **2.2 Establishment of Kajiado County Investment Authority**

The County Government has established the Kajiado County Investment Authority to attract and promote the participation of the private sector in the county development. This will provide a one-stop point for investors interested in investing in Kajiado County.

## **2.3 Existence of a Database of Bankable Investment Opportunities**

This coupled with an informed team of inhouse investment advisors will make it easy for you to make an investment decision that is both safe and sound.

## **2.4 Proximity to Enviably Transport Lines**

The county boasts having as one of its infrastructures the northern corridor that connects it to Tanzania. Kajiado county also has one of the longest rail line stretches that serve cargo transportation to Uganda. In addition, the annuity program road infrastructure from Kajiado South to Suswa has made transportation of goods and services a lot easier.

## 2.5 Convenient Availability of Raw Materials

Kajiado county enjoys climatic conditions suitable for the production of livestock and livestock products, vegetables, fruits. In addition, the county boast of raw material such lime, gypsum and iron ore that can be exploited further in order to grow the Gross County Product. To date Kajiado County is home to two tile manufacturing establishments and one cement factory.



## 2.6 Infrastructural Development

### 2.6.1 Energy Infrastructure and Development

The sector has increased access to affordable and reliable energy, in which by 2022 a hundred (100) households and institutions were using alternative renewable sources of energy against the set target of 30 households and institutions. This has been achieved through establishment of partnerships on green energy and training of county residents.



### **2.6.2 ICT**

Information and communication Technology (ICT) contribute significantly to the economic growth of the country and acts as a catalyst for the growth of other sectors. In order to facilitate the ease of doing business in the county, the ICT subsector facilitated county departments in creating an effective and efficient work environment through providing internet connectivity. The sub sector facilitated about 60 percent access to government services by providing support and installation of systems especially in the management of lands data, revenue collection, building plan approvals and health information management. Additionally, connectivity within the county linking the sub-counties to the county headquarters was enhanced through the Local Area Network (LAN) and Wide Area Network (WAN).

### **2.6.3 Transport**

The county has 907.98 Km of roads registered under Kenya National Highway Authority (KeNHA). Of these, 416.76 Km are paved while 491.22 Km are unpaved. Kenya Rural Road Authority (KeRRA) has a total of 388.2 Km registered roads out of which 4.54 Km are paved while 383.68 Km are unpaved. Kenya Urban Roads Authority (KURA) has a total of 4.75 Km of paved roads with 267.76 Km being unpaved. The County Government manages 33.21 Km of paved roads and 4240.45 Km of unpaved roads. In total, Kajiado County has a road network of approximately 5842.36 Km.

The County Spatial Plan prioritizes for construction of new roads in all marginalized areas, acquisition of specialized road equipment, enhancing collaboration with the national government agencies and improving and maintaining urban infrastructure i.e. roads, bridges, walkways, bus parks.

The standard gauge railway (SGR) project presents new opportunities for rail transport in Kajiado County. The second phase of the project currently ongoing from Nairobi to Malaba passes through Kajiado North Sub County with a captivating tunnel, the second-longest in Africa between Embulbul and Ngong. Part of the scope of the second phase of the project is to build intermediate freight exchange and passenger stations at Ong'ata Rongai, Ngong towns in Kajiado North Sub County. Coming in on phase three of the SGR project is to have commuter services extended to Kiserian.

The county spatial plan proposes for the construction of an SGR link between Kajiado town and Nairobi and also upgrading of Magadi rail to SGR standard. The county has eight (8) airstrips with each sub-county having at least one. The airstrips include; Kajiado, Ngong, Oloitokitok, Oloitokitoshi, Magadi, Kalema, Daraja and Amboseli airstrips. The County Spatial plan proposes for the upgrading of Oloitokitok and Kajiado airstrips to carry heavier traffic and upgrade all airstrip runways into bitumen standards.

### **2.6.4 Access to Adequate Land**

Kajiado County has an average population density owing to the growing urban centres. This means that there is a growing population that needs to be serviced with goods and services. Population density growth is contributed by rapid urbanization and industrialization in some of the urban centres and towns, such as Rongai, Ngong, Kiserian and Kitengela. With this population trend, the county will experience increasing demand for housing, waste disposal, water, and other social amenities, hence the need to invest in programmes and projects that will ease the increasing demand. Kajiado West, Kajiado South and Kajiado East have a lesser population density hence an opportunity for agricultural, industrial, tourism and green energy investments

### **2.6.5 Recreational Facilities**

Kajiado county has been identified as one with a wide range of tourist attractions including historical sites, parks, scenic lakes, geomorphosites and cultural heritage. The county has great potential in game, sports and heritage tourism whose potential is marginally tapped. There has been limited community involvement in conservancy with high incidences of human-wildlife conflicts. The county spatial plan prioritizes the gazettement and protection of major heritage assets within the county. Also, the plan proposes for the development and marketing of niche tourism products, opening up, conserving and developing infrastructure to the tourism attraction areas and sites accompanied by provision of complementary services such as lodges. Further, the plan advocates for the packaging and promoting of the Maa culture for tourism, setting up of cultural centers in each sub-county and promoting conservation tourism and marketing of the olorgesailie museum. In addition, the plan prioritizes for the protection and gazettement of all distinct hills with sporting potential, packaging Maasai cultural centers for visitation, supporting women arts and culture businesses (such as beadwork) and enhancing community participation in conservation of wildlife habitat and environmental conservation

### **2.6.6 Institutionalization of unique and impactful community Empowerment Initiatives**

The end result of these empowerment initiatives will be to enhance incomes thereby creating demand for the value added products and in the end grow the county's Gross County Product which ultimately improves the residents income per capita





# WHAT MAKES KAJIADO A COMPETITIVE INVESTMENT DESTINATION?

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## 3.0 The Competitive Advantage of Kajiado Arises

Investor friendly Environment: Kajiado County being a cosmopolitan county and given its strategic location, has strategic linkages with key players in the private sector to help foster lucrative business relations as well as voicing private sector concerns including Kenya National chamber of commerce (KNNCI), Kenya Association of Manufacturers (KAM), Federation of Kenya Employers (FKE), and the Kenya Private Sector Alliance (KEPSA)

- The county government has signed multilateral and bilateral trade agreements which will benefit investors in the county.
- Kajiado County Investment Authority can provide industry-specific insights on business start-up and aftercare assistance, as well as strategic linkages to local, regional and global markets for investors.
- The County Government has established Kajiado County Investment Authority that enables investment entry and establishment to Kajiado County by facilitating entities through the One Stop Shop center to minimize the administrative burden in investors.
- The County Government has set aside land for industrial investment. This will be offered to investors freely for investments.
- The County Government has established a County Aggregation and Industrial park whose sole purpose support the growth of key agricultural commodities, such as beef, milk, honey, tomato, onion, leather amongst others in the county. Kajiado County has also opted for the CAIP model in an effort to modernize agriculture and increase value addition that will be beneficial to investors.
- Investment follow infrastructure and to this end roads, electricity, green energy and affordable housing are the county governments top priority.

# INVESTMENT OPPORTUNITIES

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## 4.1 Opportunities in Agri-Business

The agriculture and livestock sector employs about 75 percent of the total population and provides nearly 40 percent of the county's food requirements. The sector is the most important driver of economic growth within the county. Opportunities in this sector are outlined according to each sub-sector.

### 4.1.1 Crop Production

- Horticulture is gaining prominence, especially tomatoes, bulb onions and kales, floriculture is popular within the areas of Isinya, where greenhouse farming is used. This is mainly done under irrigation in green houses. This can be expanded to improve agricultural productivity and incomes for the farmers.
- The main food crops grown in the county are; Maize, Beans, Potatoes, sorghum, finger millet, cow peas, green grams and Vegetables. Kajiado South Sub County is the main producer of maize for subsistence and commercial purposes.
- The spatial plan prioritizes for the modernization of agriculture, promotion of irrigated agriculture, diversification of crops produced, enhancement of the agricultural extension services, value addition and agro processing, promotion of aggregation centers, formation of agricultural cooperatives, support to high value, drought resistant and nutritious crops for climate change mitigation, distribution of assorted seeds and promotion of agriculture smart technologies.



## 4.1.2 Livestock Production

- Livestock keeping is the main source of livelihoods and a major economic activity in the County. The main livestock breeds are sheep, goat, beef and dairy cattle, commercial chicken, indigenous chicken, donkeys, pigs and camel. Livestock products in the County include beef, milk, skins, and hides.



- The average annual milk production per year is 10,356,823(2022) liters, beef production is 3,764,389 Kgs, chevon production is 2,674,113 Kgs, poultry production is 345,600 and egg production is 1,440,000 trays. There are very few value additions ventures in the County.
- The spatial plan proposes interventions in improving local breeds, hay production, conservation, and utilization by setting aside 10,000 acres for hay production and conservation, development and strengthening of livestock value chains, support to Community-Based Organizations (CBOs), linkage of the livestock subsector to the water subsector.



## 4.2 Energy Resources and Natural Gas

- Kajiado County has potential sites for gas in the eastern branch of the Rift Valley where geological fissures may have led to hydrocarbons seepage to near the surface.
- The County has a gas-strike location in the oil exploration block T14 called the Magadi Basin, which was duly allocated to the National Oil Corporation of Kenya (NOCK). The block stretches from the Tanzania border at Lake Natron to the upper parts of Nakuru County.

## 4.3 Investment Opportunities in Hospitality, Tourism & Culture

Kajiado county boasts of a rich cultural heritage that has been acclaimed both locally and internationally. This cultural heritage is the bedrock of the very existence of the local residents. With the cultural heritage various interests arise in terms of protecting the maasai heritage as well as showcasing the same in a more structured manner.

Investments in cultural centers then come in handy for both local and international tourists to appreciate both raw and refined heritage of the maasai people. This is the only way generations to come will appreciate their place of birth and know what their forefathers stood for in culture. The construction of maasai ornaments is such one area where preservation of bead patterns ought to be protected and this can be done through investments in cultural centers. The following are in Investment areas that suffice;

- Opportunities for Private-Public Partnerships between the county government and private investors are plenty.
- Investment in camp sites, game lodges and other hospitality amenities will for sure attract good returns on investment.



## 4.4 Mining and Industrial Development

§ Kajiado County is endowed with such minerals as natural gas, limestone and marble and gypsum; other extractive resources are sand, ballast, gravel and soda ash.

§ The extent and actual locations of some of the minerals available in the county is yet to be established. Investors in exploration and mapping of these minerals are welcome.



# DOING BUSINESS IN KAJIADO COUNTY

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## **5.1 We have the following as the main types of businesses in Kenya:**

- Registered Companies (Private and Public)
- Branch offices of companies registered outside Kenya
- Partnerships
- Sole Proprietorships; and
- Societies

## **5.2 What you need to register a company in Kenya**

- Reserve a company name and get it approved by the registrar of companies.
- Prepare the Memorandum and Articles of Association.
- Complete various forms including statement of nominal capital, particulars of directors and shareholders, situation of registered office and certificate of a lawyer involved in the formation of the company.
- Stamp the memorandum of association and articles of association and the statement of nominal capital at the lands office together with payment of stamp duty on nominal capital.
- File all the forms together with one stamped copy of the memorandum of association and articles of association with the registrar of companies. You will then be issued with a certificate of incorporation by the registrar of companies. For public companies, in addition to the certificate of incorporation, the registrar will issue a trading certificate. In June 2014, the Government of Kenya launched a service where Kenyans can now search and reserve names for their businesses and companies instantly using their mobile phones as opposed to going to the registrar of companies.

## **5.3 Opening a branch office of and overseas company an overseas company wishing to open a branch office in Kenya should deliver the following to the registrar of companies.**

A certified copy of the charter, statutes or memorandum and articles of association of the company, or other instruments defining the constitution of the company, a list of the directors and secretary of the company, giving the full names, nationality and other directorships of the company in Kenya.

A statement of all existing charges entered into by the company affecting properties in Kenya, names and postal addresses of one or more person's resident in Kenya authorized to accept, on behalf of the company, services of notices required to be served on the company, full address of the registered or principal office of the company in its home country and full address of place of business in Kenya.

## 5.4 Register with the Kajiado County Investment Authority and the Kenya Investment Authority.

You can reduce the bureaucracy you face in relation to licensing, immigration and negotiating tax incentives and exemptions from the relevant authorities by registering with the KCIA One stop shop. In order to do this, you will need to:

- Engage legal advice in Kenya and register your business.
- Fill the Investment Enquiry Form and put together a business proposal through the Investor profile form. The Investor Profile Form contains the following information:
  - Administrative and contact information
  - Investment snap shot
  - Investment Information
  - Product offering description
  - Markets and customers
  - Business Model
  - Competitors
  - Institutional and Legal Framework
  - Financial forecasts
- Submit profile for + Certificate of incorporation + business plan+ Articles and memorandum of association to KCIA

You will then be issued with an Investment Certificate and memorandum of understanding, outlining your obligations as an investor, after your project has undergone an Environmental, Health and Safety impact assessment depending on the sector. This investment certificate qualifies your business for various county and national incentives that may include but not limited to;

- Fiscal incentives such as capital deductions, investment allowances, tax credits and exemptions
- Waiver of levies
- Land for Investments
- Partnerships with government and key business-friendly stakeholders
- Skill and training

## 5.5 Land for Investments

Given Kajiado County's land mass, there exists adequate land for which investors can take advantage of. The County spatial plan has also demarcated land use by sector thereby making it easy for investors depending on the sector they are in, to choose their investment location from an informed position. Additionally investors who would wish to enter into public private partnerships, Kajiado county will offer land as equity for the investor to operationalize their investment proposal.

## 5.6 Getting Electricity

Kenya Power and Lighting Company is the sole distributor of electricity in Kenya. Currently, one is required to fill Electricity Application forms (Link to KPLC application form) and pay a refundable deposit. Power is billed in Kenya Shillings per Kilowatt hour. Other charges in electricity bills include Fuel Costs Adjustment charge, Foreign Exchange Adjustment charge, Value Added Tax (VAT), Rural Electrification levy and Energy Regulatory Commission levy charged per Kilowatt hour

## 5.7 Access to Finance

All businesses require working capital to operate, to grow and compete successfully. Promoting access to finance for small and medium-size firms has been on the agenda of Kenya's government. Apart from the credit facilities offered by mainstream banks the county is home to a number of MFIs. Some of the financing opportunities backed by the government and are accessible at the national level, include:

- The Women Enterprise Fund, established in August 2007, provides accessible and affordable credit to support women start and/or expand business for wealth and employment creation.
- The Uwezo Fund that enables women, youth and persons with disability to access finances to promote businesses and enterprises at the constituency level.
- The Youth Enterprise Fund Development Fund which was established to reduce unemployment among the youth aged between 18 to 35 years by strategically focusing on enterprise development as a key strategy tool that will increase economic opportunities for, and participation by Kenyan youth in nation building.
- The Hustler fund is a digital financial inclusion initiative designed to improve financial access to responsible finance for personal, micro, small, and medium-sized enterprises in Kenya. The Hustler Fund was created to offer seed capital to members of the informal sector in our community. This is to be coupled with a number of initiatives aimed at growing these businesses into formal Micro, Small and Medium Enterprises.
- The National government offers several tax based incentives mainly covering exemptions from duties and VAT on capital equipment and machinery to be used in the investment project. Other incentives include capital deductions and investment allowances. More details can be accessed at <http://www.kra.go.ke>

## 5.8 User Charges & Fees

At the County level, every business must be licensed to operate within the county. Business licenses are obtained from the sub-county or County Head Quarters. Other taxes include Land Rates and Land Rent that are based on the assessed value of the land. KCIA has developed an ease of doing business map that shows all levies applicable based on the sector that the investor seeks to invest in. The county recognizes that When launching, the investor/entrepreneur needs information about all relevant business fees and levies classified into general that cut across business sectors and special one that apply on special circumstance or sectors. Further information about compliance requirement and calculation of fees to enable planning is very critical.

## 5.9 Paying Taxes

The Kenyan tax system comprises both direct and indirect form of taxes. These include Income Tax, Customs and Excise Duties and Value Added Tax (VAT). The Government of Kenya, through the Kenya Revenue Authority, requires all companies and all workers to pay taxes. These taxes can be filled online on [www.kra.go.ke](http://www.kra.go.ke). Corporate taxes and Income taxes are payable at the corporate rate by companies and unincorporated organizations and associations (including partnerships, sole proprietorships, and interest and dividends paid by designated cooperative societies) that have taxable income as defined by the Income Tax Act.

The income of a partnership or a sole proprietorship is not taxable on the business entity but is taxed on the individual partner or the proprietor. Each partner of a partnership and a sole proprietor is therefore required to declare his business and professional income as part of his personal income and pay tax according to his respective personal tax bracket.

The County Government is guided for levies by the county government finance act, which guides on the imposition and variation of certain fees, charges fees, levies, rents, and rates for services other revenue-raising measures by the county government and for related matters.





*A Magnet For Responsible Investment*



**CULTURE**



**AGRICULTURE**



**HOSPITALITY**



**ENERGY**



**MANUFACTURING**



**REAL - ESTATE**



**MINING**



# KAJIADO COUNTY INVESTMENT AUTHORITY



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