THE ROLE OF KENYAN DIPLOMATIC MISSIONS IN PROMOTING TRADE AND INVESTMENT: ASSESSING KENYA HIGH COMMISSION IN THE UNITED KINGDOM FROM 2015 TO 2020

BY

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A Thesis Submitted to the School of Humanities and Social Sciences in Partial Fulfillment of the Requirement for the Degree of Master of Arts in International Relations

UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

SUMMER 2021
DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution other than the United States International University – Africa in Nairobi for academic credit.

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This master’s thesis has been presented for examination with my approval as a university supervisor.

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DEDICATION

This thesis is dedicated to my parents for their unwavering support throughout my studies and for encouraging me to continue learning new ways and utilizing education as a tool. To my siblings Lilian, Pauline, Fred and Denis thank you for the tremendous support and keeping me focused.
ACKNOWLEDGEMENTS

I am extremely grateful to my supervisor, Dr. Aleksi Ylönen, for his constant support, advice, encouragement, and guidance throughout my research. This thesis would have not been possible without the support of my reader Dr. Francis Khayundi – your motivation in the subject matter did not go unnoticed. I also wish to thank my friends and colleagues, Sarah Hassan Ali and Abdi Fardhosa Osman who assisted me with analysis, discussions, and the moral support thought the Thesis – you are true gems.

I am grateful to all the participants who gave me their precious time insights during the interviews. In particular, the Kenyan High Commission in the UK and the Ambassador H.E. Manoah Esipisu, MBS, the Kenyan Embassy in South Korea, the Ambassador H.E. Mwende Mwinzi and Deputy Ambassador Mr. John Naitutai and the Kenyan Embassy in China, Deputy Ambassador Waweru Kimani.

I would also like to highlight the tremendous encouragement and assistance I received from Carolyne (Ciku), Maggy, and Fridah in data collection, Osani, and Cynthia, you were amazing in helping me stay dedicated. This thesis would not have been possible without the guidance and encouragement of my mentor and friend Professor Jane Kerubo, thank you for always reminding me that all is possible with smart plans and execution.

Lastly, the entire fraternity of the School of Humanities and Social Sciences for their unwavering support throughout my graduate studies to this point.
ABSTRACT

The role of diplomatic missions remains vital in outward and inward trade and investment promotion. Trade and investment are seen to be important through the role they play as a means of economic and political strategy. In Kenya, there is great potential for trade and investment promotion to the United Kingdom. It would be necessary to understand efforts structurally put in place by diplomatic missions to ensure the success of Kenyan-owned subsidiaries in international markets. Hence, this research examines the role of diplomatic missions in the promotion of trade and investment between Kenya and the United Kingdom focusing on a timeline of 2015 to 2020. The case study focused on analytical evidence of the Kenya High Commission in promoting trade and investment in the United Kingdom. The Neoliberalism theory which promotes a ‘laissez a faire’ approach is used to explain the demand and supply market forces that are in play to ensure minimal state interference in ensuring free and open trade between countries.

Kenya’s diplomatic missions abroad serve as key economic and commercial institutions that help Kenya to engage in trade and investment promotion. The Kenyan diplomatic missions require training and capacity building for the diplomatic staff. Kenya has had successful trade, investment initiatives, the period between 2015 to 2020 highlighted that Kenya, and United Kingdom, had a stable relationship in terms of trade and investment promotion.

Keywords: commercial diplomacy, economic diplomacy, trade, and investment promotion, diplomatic missions, Kenya, United Kingdom.
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LIST OF ABBREVIATIONS

AFCTA: Africa Continental Free Trade Area
CDR: Convention on Diplomatic Relations
EPAs: Economic Partnership Agreements
FTAs: Free Trade Agreements
FDI: Foreign Direct Investment
JETRO: Japan External Trade Organization
KAM: Kenya Association of Manufacturers
Ken Invest: Kenya Investment Authority
Ken Trade: Kenya Trade Network Agency
KEPSA: Kenya Private Sector Alliance
KEPROBA: Kenya Export Promotion and Branding Agency
KES: Kenya Shillings
KNBS: Kenya National Bureau of Statistics
KNCCI: Kenya National Chamber of Commerce and Industry
KOTRA: Korea Trade-Investment Promotion Agency
MFA: Ministry of Foreign Affairs
R&D: Research and Development
UK: United Kingdom
UN: United Nations
USD: United States Dollar
WTO: World Trade Organization
CHAPTER ONE: INTRODUCTION

1.1 Introduction
Trade and investment promotion was traditionally viewed to play an important ground for multilateral companies and promotion made by governments whose companies had significant economic and political muscle in the international system (Weiss 2005:723-749). As Kenya’s government agenda for trade and investment promotion continues to remain vital in rapidly changing international relations, Kenya remains a strategic partner and economic hub in East Africa. Today, numerous governments and private trade stakeholders have followed suit to ensure that trade and investment promotion is a strategic approach for the government and private sector during relations with different countries (Büthe & Milner 2008:741-762). As some countries strive to achieve trade and investment objectives, they are guided by their trade policy.

The pursuit of trade and investment promotion by governments is seen to lead to the establishment of public trade and investment promotion institutions that were created to fill gaps to investors and render personalized assistance to individual enterprises (Bremer et al., 1994, p.3). Diplomatic missions continue to promote trade and investment as mandated by a country’s foreign policy. Cooper, A., et al, (2013,) explains that foreign policy promotion derives its mandate from Hans Morgenthau’s definition of diplomacy, which involves the maximization of national power and extension of national interest. It is also important to note that national interest in diplomacy is defined in economic terms. Promotion of trade and investment in Kenya, as well as other states is important and done in part through its: diplomatic missions, state visits abroad, business delegation visits.

1.2 Background of the Study
Promotion of trade and investment is characterized under economic diplomacy as a process where countries seek external relations to ensure maximization of national gains in trade, investment, and other economic beneficial exchanges to enjoy bilateral, multilateral, and regional comparative advantage (Rana, 2007, p.1: Tavares-Lehmann, Toledano, Johnson, & Sachs 2016:68-74). Trade and investment remain key pillars to Kenya’s economic development as highlighted by the Kenya Vision 2030 of transforming Kenya into a middle-income industrializing country. Kenya’s trade and investment policies are outlined in the Kenya National
Trade Policy and the Kenya Industrial Transformation Programme (KITP). The Ministry of Foreign Affairs and International Trade Strategic Plan 2018/19 – 2022/23 (MTP 2018-2022), highlights that promotion of trade and investment involves securing markets for Kenyan goods and services at the bilateral, regional, and multilateral levels. According to the Ministry of Foreign Affairs (2021, p.2); Kenya has 56 diplomatic missions and 3 representative missions. These missions are in line with Kenya’s Foreign Policy based on five pillars, one of which is Economic Diplomacy, and in this category is Trade and investment categorized. The diplomatic missions extend Kenya’s capability of securing international markets.

Diplomatic missions’ code of conduct is emphasized by rules of conduct, a legal systemic rule that directs diplomatic relations and the diplomatic law administered as highlighted in the 1961 Vienna Convention on Diplomatic Relations (VCDR) (United Nations, 1963). The UN General Assembly under the Declaration on Principles of International Law further champions diplomatic relations. According to VCDR (1961), Article 3, lists the diplomatic missions’ functions as representing sending states, protection of sending states interests, negotiating with governments, promoting friendly relations economic, cultural and scientific relations, and reporting through lawful means developments in receiving state. Diplomatic missions perform and promote economic and commercial relations under the VCDR. In Kenya’s case, VCDR came into force in 1964 and was ratified in 1965 and according to the Kenya law organization. Kenyan diplomatic missions and staff are governed and mandated to follow the VCDR, which is on a mutual basis and reciprocity.

The United Kingdom (UK) and Kenya signed a Kenya-UK Economic Partnership Agreement on 8th December 2020, according to the UK Department of International Trade (2020:1-21). The agreement was ratified on 9th March 2021 by the Kenyan parliament. The agreement is set to be in place for 25 years investment between the UK and Kenya, according to Africa Legal Network. According to the Kenya Export Promotion and Branding Agency (KEPROBA) in 2021, the United Kingdom is the largest foreign investor, at 2.7 billion £ (385 billion KES) and over 220 British companies in Kenya.

Kenya’s trade statistics in terms of import and export trade exchange have seen a clear increase in the past years. According to the Kenya National Bureau of Statistics (KNBS) Economic Survey (2019, p.26), this was depicted in 2018, as follows: the value of imports rose by 2% to
1,760.2 billion KES, and export rose by 3.2% to 1,147.3 billion KES. The value of total trade transactions increased from 2,378.8 billion KES in 2018 to 2,403 KES in 2019 (Kenya National Bureau of Statistics) KNBS Economic Survey, 2020, p.121). According to the International Trade Centre (ITC) Trade Map, the United Kingdom is the fifth-largest importing market for all Kenyan exports in 2019, accounting for a 6.7 % market share. The United Kingdom is the 12th largest supplier. The aim remains to increase trade and for the product imported by Kenya in 2019, accounting for a 1.9 % market share. It is noted that there has been a 5 % growth in imported value from 2018-2019.

In terms of investment, Kenya has seen an increase in foreign direct investments. According to the Investment Map (2020:1-6), the United Kingdom was the largest investor, accounting for 44.54 % of the inflow of total investments in Kenya in 2017. In terms of outward investment, the United Kingdom was the 7th partner country to attract investment from Kenya in 2017, accounting for 4.9 % of the outflow of total investments. Besides, recently, in the local press, we have witnessed an increase in Kenyan companies like Safaricom, Kenya Commercial Bank (KCB), Equity Bank, Kengen, and other organizations looking to expand investments outside Kenya. It would be appropriate that these businesses benefited from the expertise of the diplomatic missions abroad.

1.3 Problem Statement
The Kenyan government has laid down the trade and investment agenda through the vision 2030 (Fourie 2014:540-562). It is emphasized by the current Big 4 Agenda in which Kenya seeks to become a regional economic hub. In doing so, there are numerous Kenyan import and export companies, who remain the background of both vision 2030 and Big 4 Agenda (Macharia 2019:172-183: Kivisi, 2019:88-95). These companies influence positively Kenya in terms of employment, tax payments, and advisors in Research and Development (R&D) and innovation; they have the capacity of increasing their investments outside Kenya. These companies continuously reach out to different diplomatic missions abroad and trade support agencies to assist in market intelligence, surveillance, and in retrospect to help create a successful environment for their companies abroad.

Currently, the existence of fifty-nine Kenyan diplomatic missions’ abroad (Ministry of Foreign Affairs official website, Missions abroad). This is of relevance as one of the pillars of the
Kenyan Foreign policy involves trade and investment promotion to and from Kenya. Trade and Investment by Kenyan diplomatic missions are highlighted in Kenya’s High Commission in the United Kingdom. The commission seeks to propose investment opportunities, offer the direction of trade, incentives, taxation, and market access (Kenya’s High Commission in the United Kingdom, 2021).

In this environment, Kenyan businesses maintain access to traditional means of trade and investment promotion. These firms fend and protect themselves in “hostile” international markets in terms of verification of partners, clients, looking for products, networking, and creation of subsidiaries, entry, and access to foreign markets, payments of suppliers, setting up subsidiaries, understanding tax and legal procedures, regulatory services. It would be ideal when Kenyan businesses are looking to ensure the promotion of their goods, products, and services; obtains a smooth transition. It is necessary to ensure that investors can obtain fair practices when they decide to expand to foreign markets.

1.4 Purpose of the Study
The research seeks to assess the role of Kenyan diplomatic missions in the promotion of trade and investment. A case study of Kenyan High Commission in the United Kingdom from 2015 to 2020 and what could be done to increase their results.

1.5 Research Objectives
The study outlines how Kenyan diplomatic missions abroad promote trade and investment and discover how they could improve their results. It describes the role that Kenyan diplomatic staff play in trade and investment attraction and renders recommendations for performance and improvement with the findings.

The research was guided by three objectives as follows:

a) To examine the role of the Kenyan diplomatic mission in the United Kingdom in promoting trade and investment.

b) To identify how the responsibility of Kenyan diplomatic staff in the United Kingdom influences the promotion of trade and investment attraction to Kenya.
c) To highlight the factors that led to the organization of the most effective business
delegations organized by the Kenyan diplomatic mission in the United Kingdom from
2015 to 2020.

1.5.1 Research Questions
The research sought to answer the following questions:

a) What is the role of the Kenyan diplomatic mission in the United Kingdom in promoting
trade and investment?
b) How does the responsibility of Kenyan diplomatic staff in the United Kingdom influence
promotion of trade and investment attraction to Kenya?
c) What are some of the factors that led to the organization of the most effective business
delegations organized by the Kenyan diplomatic mission in the United Kingdom from
2015 to 2020?

1.6 Justification and Significance of the Study
The study is important to the three main stakeholders. The first category comprises of the
Kenyan and United Kingdom diplomatic missions, the second justification is about policy
makers and lastly elaboration on how the study benefits the academia.

1.6.1 Kenyan and UK Diplomatic Missions
The study on the role of Kenyan diplomatic missions in promoting trade and investment is
relevant as it asses the role of the diplomatic missions, the responsibility of the diplomatic staff
in trade and investment promotion. The study further analyses the effective international
business delegations organized by the Kenyan diplomatic mission in the United Kingdom from
2015 to 2020.

1.6.2 Policy Makers
The study may enable policymakers on trade and investment issues to come up with adequate
and meaningful policies that can enable efficient realization of full potential by Kenyan
diplomatic missions by recommending improvements to the promotion of trade and investment.
The study will also help address gaps in the academic sector about trade and investment
promotion abroad, restoring the influence of Kenyan diplomatic missions both positively and
negatively and also creating a balanced view on trade and economic development, without a sole
diplomatic point of view. The study would be beneficial to the Ministry of Foreign Affairs, Ministry of Industrialization, Trade and Enterprise Development, Kenya Trade Network Agency (KenTrade), Kenya Investment Authority (Ken Invest), Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA), Kenya Export Promotion and Branding Agency (KEPROBA) and other stakeholders involved in trade, investment, import, and export promotion of Kenya.

1.6.3 Researchers and Academia
Lastly, the study complements existing literature on the role of diplomatic missions in economic development. This is attained by the study’s pursuit to answer the question on why the promotion of trade and investment is becoming more prevalent between Kenya and the United Kingdom from 2015 to 2020. It borrows from a recent trend from 2020 where Kenya and the United Kingdom signed a United Kingdom-Kenya Trade agreement that is expected to lead to the promotion of trade, SMEs. The United Kingdom Government expects that the Trade agreement will provide continued trading arrangements that include duty-free and quota-free market access (Department for International Trade, 2020; p.12). According to Kenya’s Ministry of Industrialization, Trade and Enterprise Development, the Kenya-United Kingdom agreement objectives include contribution to economic growth and development, promotion of regional integration, improve Kenya and other East African Community (EAC) trade policy capacity, implementation of the effective predictable regulatory framework of trade and investment (Ministry of Industrialization, Trade and Enterprise Development, 2020:16-27).

1.7 Limitations of the Study
The research on the role of Kenyan diplomatic missions in promoting trade and investment followed the travel restrictions and social distance measures as recommended by the World Health Organization (WHO) to manage the sanitary and health pandemic Covid-19. Secondly, the researcher relied on information from stakeholders mostly within Kenya and foreign missions abroad through virtual or online interviews. The researcher ensured verification of information through the establishment of a timeline guide that ensured continuity of the research subject and continuous follow-up of the research on the responses by stakeholders.
Thirdly, the researcher acquired official letters for undertaking formal interviews and recording of participants. The researcher obtained a letter of approval from the United States International University and a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI). As a mitigation, the researcher sought to remain nonpartisan to government officials and private import-export stakeholders during aggregation and making recommendations once data was analyzed.

1.8 Scope of the Study
The research covers the role of diplomatic missions’ trade and investment promotion. The researcher aims to understand objectively the role of the Kenyan High Commission in the United Kingdom from 2015 to 2020.

1.9 Study Organisation
The research was subdivided into chapters from chapters one to five. Chapter one includes the introduction, background of the study, problem statement, purpose of the study, research objectives, research questions, justification and significance of the study, limitations of the study, the scope of the study, and chapter organization. Chapter two discusses the literature review of the first, and second objectives, and the theoretical framework. Chapter three explains the research methodology, research design, study population, sample selection procedures, data collection techniques, data analysis, and ethical considerations. Chapter four examined the results or findings of the research. Finally, Chapter five highlighted the Summary, discussion, conclusions, and recommendations of the research.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction
This chapter seeks to analyze the empirical literature review and the theoretical framework. There is an examination of the role of Kenyan diplomatic missions abroad in the promotion of trade and investment. It further highlights the responsibility of Kenyan diplomatic staff in trade and investment attraction. The theoretical framework explains how neoliberalism as an international relations theory has influenced the role of Kenyan diplomatic missions in trade and investment promotion.

2.2 Diplomatic Missions Globally
Diplomatic missions existed since the 1648 Peace Westphalia treaty. The definition of diplomatic missions is outlined in article 2 of the Vienna Convention on Diplomatic Relations (VCDR); in contrast, the International Law Commission (ILC) does not consider it necessary to include a definition (Dembiński, 1988: 17-31). Diplomatic law is enshrined in the 1961 Vienna Convention that introduces different terminologies like diplomatic staff, administrative staff, diplomatic bag and courier, diplomatic status, diplomatic privileges, and immunities. Diplomatic law contains rules that are a self-contained regime that proposes the receiving and host state’s obligations regarding the facilities, privileges, and immunities to be accorded to diplomatic missions (Stanze, 2018:9-16).

Diplomatic privileges and immunities are destined to ensure the efficiency of the performance of the diplomatic mission’s functions. Diplomatic missions’ characteristics include the right of legation ‘ius legationis’ means that sovereign states have the right to accredit their envoys and be accredited by other states. It also involves the sending of diplomatic envoys and receiving envoys to receiving state. The head of state of a country mostly has the right of legation, which is governed by the 1961 Vienna Convention on Diplomatic Relations. (Dembiński, 1988: 17-31). The right of legation involves the active right of the state to send and the passive right to receive diplomatic missions and diplomatic representatives to continue the promotion of friendly relations. The right of legation remains consensual, and states are not obliged to maintain diplomatic relations with each other.
The act of accepting letters of credence by 11 ambassadors in 2020, was done by the current seating head of state and current seating president Mr. Uhuru Kenyatta in December 2020. During this time, Kenya had the presence of the Cabinet Secretary, Permanent Secretary of Foreign Affairs. The president of the Republic of Kenya depicted Kenya’s sovereignty by stating that, “We are grateful to our international partners and value the relationships that we have forged and that has played a big role in the development of our country.” (The Star, 2nd December 2020). The second element is that diplomatic missions have an international personality they are subject to international law. Thirdly, diplomatic missions require to have recognition of the state or the government in power (Dembinski, 1988: 17-31).

In regard to the diplomatic missions financing model, the numerous diplomatic missions are financed by their National treasury through the guidelines of the budget presented for the following year. African and Kenyan diplomatic missions are financed by the ministries of treasury from national budgets, which are part of the public domain of the citizens to access. They maintain the pretext of diplomacy as an interrelationship between states, international organizations and other international players (Kerubo, Chideya, & Dlamini-Mntambo, 2020).

2.2.1 Categories of Diplomatic Missions

Diplomatic missions have been in existence for decades of years. Their role varies depending on the country’s strategic national interests. Diplomatic missions extend the powers of countries as a Chargé d’affaires (c. d. c.) or Ambassador heads them. According to Berridge, James, and Lloyd (2012), an ambassador is described as the highest-ranking diplomatic official or diplomatic agent who is in charge of a diplomatic mission. There are two categories of diplomatic missions: High Commission, Embassy, or Consulate. Sometimes, in countries that do not have peaceful relations, it is often possible to find Representation by other countries.

There is an existence of different types of diplomatic missions. This includes Embassy, High Commission, Permanent mission, Consulate General, Consulate, Consular Mission, Legation, and Consulate headed by an honorary consul. Consular post means “any consulate-general, consulate, vice-consulate or consular agency”. Commonwealth country means, “any country to which, for the time being, section 95 of the Constitutions applies” (Kenya Law, Act No. Cap. 179, 2019).
There is the existence of virtual missions that is possible when a sending state creates an online website destined for the host state, has no permanent mission, and would like to disseminate information about itself to citizens of the targeted state. This is possible when a state either requires saving expenditure (the Maldives in May of 2007 set up the Second Life’s ‘Diplomacy Island’) and the second purpose is if there is a high risk to set up a permanent mission (the United States of America created a virtual Embassy in December 2011 in Tehran) (Eileen, 2016, p. 28).

2.2.2 Diplomatic Staff

Eileen (2016, p.13) elaborates that diplomatic missions are headed by the head of mission who is said to be a person given authority by the sending state to have control of the mission. The members of the mission include the head of mission, members of staff of the mission that includes the diplomatic staff, administrative, technical, and service staff of the mission. Diplomatic agents are defined as the head of the mission and diplomatic staff members of the mission. Diplomatic missions have different personnel who work in the diplomatic missions. The head of the mission can either be the ambassador or chargé d'affaires termed as the deputy chief of mission, deputy ambassador, head during the appointment of a new ambassador, or secretary of the embassy or legation’ (Berridge, James, & Lloyd, 2012, p.51).

The head of the mission ‘is the person charged by the sending State with the duty of acting in that capacity.’ The members of the mission are defined as ‘the head of the mission and the members of the staff of the mission’. The members of the staff of the mission are ‘the members of the diplomatic staff, of the administrative and technical staff and of the service staff of the mission’. The members of the diplomatic staff are ‘the members of staff of the mission having rank’. A diplomatic agent ‘is the head of the mission or a member of the diplomatic staff of the mission’. The members of the administrative and technical staff are ‘members of staff of mission employed in the administrative and technical service of the mission’ (Kenya Law, Act No. Cap. 179, 2019).
2.2.3 Privileges and immunities of diplomatic mission

Diplomatic immunity remains a principle of international law that protects diplomats, their personal belongings, official holdings, or foreign diplomatic missions from the local jurisdiction in the local courts (Aremu, 2016: 527-535). The concept is borrowed from the accordance of ‘special envoy status during the Greek and Roman empires’ (United States Department of State Office of Foreign Missions, 2018:1-14). Ross (1989:173-205) elucidates that additionally, diplomatic immunity is a fundamental principle of customary international law. The principle was developed with the aim of protecting representatives of foreign governments based abroad from retaliation in time of international conflicts and to promote civilized international relations.” The Vienna Convention on Diplomatic Relations further provides privileges and immunities is considered under various main categories, namely the diplomatic mission, the diplomatic official, diplomatic staff, and families (Moutzouris, 2007:45-59).

McClanahan (1984:163-173) observes that diplomatic missions and diplomats have privileges and immunities that include personal inviolability where they cannot be arrested or imprisoned. Inviolability of premises of the diplomatic mission in which the premises and property are immune to search and seizure. Diplomatic agents are exempted from criminal, civil, or administrative liability. The receiving state shall offer protection to official communication and official correspondence of diplomatic missions (Subramanian, 2017: 97-104). Nonetheless, diplomatic immunity and privileges are not assigned to diplomatic missions and diplomatic staff with the objective of avoiding liability in court processes; rather it is given to ensure the efficiency of diplomatic missions and effective realization of diplomatic staff roles while representing their sending states (United States Department of State Office of Foreign Missions, 2018:19-27).

Barker (2006, p.63) asserts that successful adoption of the Vienna Convention on Diplomatic Relations was hailed as the ‘landmark of the highest significance in the codification of international law’. In addition, it may also rightfully claim to be the most successful instrument ever drawn up under the aegis of the United Nations, thanks to the ‘high degree of observance’ among States parties. Carlsnaes, Risse-Kappen, and Simmons (2002: 15–35) acknowledge combined with the Vienna Convention on Consular Relations, these two instruments systematized for the first time the rules governing the immunities and privileges available to
foreign officials. The twin instruments are also known for their high amount of ratifications and the influence that they have on day-to-day conduct of international relations.

However, despite the codification of the above rules, which is largely based on the pre-existing customary international law, the scope of diplomatic protection offered thereunder has not been free from issues and controversies. In recent times, unfortunately, there has been a growing tendency amongst diplomats to abuse their status to commit acts prohibited by law and still claim immunity from legal process (Ross, 1989: 173-205). These have included reports suggesting the involvement of diplomats in the commission of international crimes, such as drug trafficking, organized crime and terrorism. The States-parties have aggravated this situation by selectively interpreting the rules in their favor, ignoring the fact that reciprocity is the basis for the successful functioning of diplomatic protection. There have been concerns about abuse of diplomatic privileges and immunities by various states (Higgins, 1985: 641-645).

2.2.4 Diplomatic Missions Responsibilities

The role of diplomatic missions is defined in Article 3 of the 1961 Vienna Convention on Diplomatic Relations that states that diplomatic mission functions consist of “representation of the sending State in the receiving state, protection of the interests of the host State, within the limits permitted by international law, negotiation with the government of the receiving state, ascertaining all lawful means conditions and developments in the receiving State, and reporting thereon to the Government of the Sending State and promoting friendly relations between the sending State and the receiving State and developing their economic, cultural and scientific relations” (Barker, 2006: 63-67).

The roles of diplomats are defined in the Vienna Convention of 1886, Neumann (2012:33-38) supports the role of intelligence or espionage in which the diplomats are ‘information gatherers who report to home countries’. Market intelligence is the gathering of information or a specific purpose or role for home countries. Rana (2007, p.53) supports that diplomatic missions remain the best informative source of information for home countries about the host country. The sources that diplomats could gather information from include: observation, newspapers, television, exchanges with locals and diplomats Smith (2011, p.65). Multiple sources of information help in the verification of information as Cornut (2015, p.394) argues that the diplomatic assumption on the reliability of information gathered depends on their background; it
also depends on their ability to collect information from multiple sources, and triangulation of the information.

2.3 African Union and African Diplomatic Missions

Diplomacy in Africa remains the responsibility of individual African states who are geographically located in the same continent. The African Union (AU) launched in 2002 (previously Organization of African Unity – OAU from 1963 to 1999, is a continental organization, which presently has 55 members. With 55 member countries, an elaborate institutional architecture, a broad policy agenda, and a high dependency rate on its former colonisers and main donors, the African Union (AU) is probably the world’s largest and most complex regional partnership configuration (Pharat, 2019:3-38). AU has played a critical role in the promotion of diplomacy in Africa. According to the AU website (2021), the organization’s charter outlines the key role include “promotion of unity and solidarity among African States, coordination and ensuring cooperation to achieve better life for people of Africa, defending sovereignty and independence, eradication of all forms of colonialism from Africa, and promotion of international cooperation and UN charter and Universal Declaration of human rights.” (AU, 2021). The AU’s encompasses the promotion of sustainable development in economic, social and cultural levels and integration of African economies.

In the diplomacy front, the AU ensure the development and promotion of common trade policies, trade and foreign relations. Today, The African Union maintains special diplomatic representation with the United States, and the European Union (Forti & Singh, 2019: 55-68). According to the Draft Protocol Amending the 2008 Protocol on Relations between the African Union (AU) and the Regional Economic Communities (RECs) (2019), the AU continues to work together with eight Regional Economic Communities (RECs) guided by the 2008 protocol on relations between the AU and RECs. The RECs are namely Arab Maghreb Union (UMA), Common Market for Eastern and Southern Africa (COMESA), Community of Sahel-Saharan States (CEN-SAD), East African Community (EAC), Economic Community of Central African States (ECCAS), Economic Community of West African States (ECOWAS), Intergovernmental Authority on Development (IGAD), and Southern African Development Community (SADC).

The AU continues the Pan African Vision “of ensuring a peaceful, prosperous and integrated Africa and its citizens” through Agenda 2063. Agenda 2063 is an advanced approach and effort
by African member States that are being launched through flagship programs. The programs include: moving towards an African passport to ensure free movement of people, reduction of war and conflict, implementation of the Grand Inga Dam project, establishment of a single African Air-transport Market (SAATM), creation of an annual African economic forum, formation of African financial institutions, Pan-African E-Network, African outer space strategy, investment of an African virtual and E-University, Adoption of cybersecurity, the establishment of Great African museum, and Encyclopedia Africana (AU, 2021,p.12). Despite the efforts to strengthen diplomatic approaches of the African Union, Pharat (2019:33-38) outlines that the attempts to improve the quality of the partnership in support of AU institutional reforms have been hampered by the financial constraints.

African Diplomacy within the African Union is mainly documented previously from a Peace and Conflict practice as numerous of the AU member States have been faced with conflicts, coups, and wars. In Kenya’s context, an AU (UN-supported mediation led by Kofi Annan together with former Tanzanian President Benjamin Mkapa, Dame Graça-Machel-Mandela was involved in the mediation of Kenya’s 2007 post-election violence that led to the creation of a coalition government (World Peace Foundation, 2017). The mediation in Kenya was a success for the African Union in terms of maintaining peace and promoting friendly relations between the State and its African citizens. The efforts of the former President of Ghana and Chairperson of the AU (20017-2008) Mr. John Kufuor who had sent an initial team led by Mr. Desmond Tutu and who personally reached out to Mr. Kofi Anan to become the Chief Mediator of the Panel of the mediation process that was officially announced on January 10th 2008 (Lindenmayer, & Kaye, 2009, p.12).


2.4 Kenyan Diplomatic Missions
Kenyan diplomatic missions’ role is articulated through the 2014 Kenya’s Foreign Policy. It guides Kenya’s foreign relations. In Kenya, the Ministry of Foreign Affairs manages diplomatic staff and missions. According to the 2014 Ministry of Foreign Affairs Kenya Foreign policy document, five pillars guide the key priority areas, namely: Economic, Peace, Environmental, Cultural, and Diaspora. Diplomatic missions’ abroad role seeks to assert a country’s national interests. According to Simon & Schuster (2012:92-99), national interests or raison d’état of states have been determined by material gains. In International Trade, Kenya’s capabilities are projected through commercial or economic diplomacy.

Historically, the role of diplomatic missions can be traced back as early as during the Westphalian system in 1648, evolving to modern states from Christendom, which helped highlight sovereignty states as the most important actor in international relations (Pigman, 2010:19-27). The diplomatic missions act as bridges to not only help states extend their national interests but also protect their survival in an anarchic world – bridging differences and averting conflicts that led to numerous and continuous wars. Trouillot (2001:31-36) and Neumayer (2006:41-48) support this argument as they both introduce the concept that states are always involved in a globalized world in which sovereign states are under constant attack.

Subsequently, the role of Kenya’s diplomatic missions also traces its origin from a governing institutionalized international law. During the Congress of Vienna in 1815, the Vienna Convention was established, becoming the guiding framework for Diplomatic missions in terms of their purpose and role (Denza, 2016, p.29). Diplomatic missions are outlined in the VCDR under Article 3. The general role of diplomatic missions includes representation and reporting to sending state, protection of nationals and state interests, negotiation with the government of receiving state, promotion of friendly relations, cultural and scientific relations, fostering military relations, promotion of public relations, and democracy, and human rights (Kleiner, 2009: 321-349). Kenyan diplomatic missions abroad are recognized and protected under this international law.

According to Article 31 to 39 of the 1961 Vienna Convention on Diplomatic Relations, diplomats enjoy diplomatic immunity where: a diplomatic agent enjoys immunity from the criminal jurisdiction of the receiving state, cannot be detained, arrested (sending state can undertake criminal jurisdiction). The diplomat is protected against participation as a witness
Diplomatic immunity applies to diplomatic premises and bag. If a diplomat is found to have committed offenses, can be declared *persona non-granta* (a diplomat must leave the host state). Furthermore, the diplomat’s role is protected in the 1973 UN Convention on the Prevention and Punishment of Crimes against Internationally Protected Persons, including diplomatic agents. Hence, it remains necessary for Kenyan diplomatic missions to continue promoting fair play, operating within their limitations, and scope.

Fakhoury (2017) asserts that it is relevant to note that the number of diplomatic missions present in a country indicates the relevance of the state in the international system (Small & Singer, 1973). It can be argued that numerous diplomatic missions indicate a country’s international friendliness. This in turn can help create attractiveness in terms of investment and boost trade. According to embassy pages in 2021, Kenya hosts 88 diplomatic missions and high commissions, 42 consulates, one of which is the British High Commission.

Bangura (2003) highlights that the foreign mission’s main role is to promote trade; however, not all missions successfully do so. He highlights that certain countries benefit more than others in trade and investment promotion. The idea of comparative advantage (includes two states gaining) and zero-sum gains (one state gains more than another). Kenyan diplomatic missions can be categorized in the latter construct where they achieve zero-sum gains in enacting their role of trade and investment if compared to some of their trading partners. There is the presence of foreign trade and investment office, hosted, and protected by the foreign diplomatic missions within the Kenyan territory. It is important to note that they are considered as a department of embassies whose role remains trade and investment promotion to attract both FDI and expand export markets abroad. Kenyan diplomatic missions abroad remain to have the same on implementing their role of trade and investment promotion as there is still the ‘previous’ use of commercial attaches to foster this role.

The literature review highlights that indeed Kenyan diplomatic missions abroad do have an important role internationally. It is of relevance to understanding specifically if the Kenyan High Commission in the United Kingdom from 2015 to 2020 has led to progress in trade and investment promotion for Kenya.
2.4.1 Promotion of Trade and Investment

Kenyan diplomatic missions realize trade and investment through commercial diplomacy. Commercial diplomacy could be defined as the business realm of economic diplomacy during which the government support realizing commercial goals and promote national interest. Van Bergeijk, G. P. A., et al., (2011:43-55) differentiates economic diplomacy from commercial diplomacy stating it makes use of political objectives (national economic prosperity to increase political stability) and tools in international negotiations whereas commercial is commercial gain. This is highlighted with the differentiation of economic departments and commercial departments in diplomatic missions; although both promote trade and investments, their motivations and objectives are separate. The tools used for commercial diplomacy could include trade promotion, investment, and business advocacy. It can be two levels, bilateral through (Free Trade Agreements) FTAs, Economic Partnership Agreements (EPAs), and multilateral by participation in the World Trade Organization (WTO).

Promotion of trade and investment by diplomatic missions can be traced to as early as the 1600s back four centuries before the time. This was important as businesses, bankers and companies expanded their activities abroad. According to Kleiner (2009:321-349), there are different initiatives by diplomatic missions to foster trade and investment promotion, they include market research, finding potential partners, relaying information on investment opportunities, meeting business individuals from home and host country, exhibitions, understanding the distribution channels, business environment, creating bridges by averting trade disputes, networking and business contacts, hosting launches of manufacturers from home country.

Promotion of trade and investment is usually measured; diplomatic missions must justify to their home countries the success story of companies abroad. According to Seyoum, B. (2009), the triumph of companies abroad could be accredited to the position of diplomatic missions, if there was high-quality work done on extensive market research, therefore, allowing for diversification, new opportunities, and growth of economies of scale hence leading to access to capital markets and risky transactions. The explanation clearly outlines the importance and role of diplomatic missions to Kenya’s economy.

The Kenyan diplomatic missions abroad are actively involved in the promotion of trade and investment. Numerous diplomatic missions have helped in improving Kenya’s attractiveness,
which has improved in terms of investor confidence and under brand Magical Kenya brand, promotion as a tourism destination and hub and sporting nation. In 2019, the inauguration of the first direct flight between Kenya and the United States of America was a new landmark to both importers, exporters, and trade support agencies. This meant an increase in the interconnectedness between the Americas and East Africa if not Kenya. To outline similar measures by the Kenyan diplomatic missions, analyzing different missions could be vital. Different diplomatic missions such as United Kingdom Trade and Investment offices that for two years sought to improve skills of senior management in London and at foreign posts by hiring staff with business and marketing experience could see these efforts. Similar to Kenya, Economic affairs have grown prominent owed to rapid integration and interdependence in the world. Effective international trade and investment promoting agencies abroad are portrayed as business-government collaborations. An inclusive agency for trade and promotion considers local and foreign business communities hence creating institutional expertise and a single growth process (Cooper, et al., 2013: 405-412).

2.4.2 The Role of Kenyan Diplomatic Staff
Diplomats like (ambassadors and papal legates and nuncios) stipulate the function of diplomatic staff from the 1815 Regulations of the Congress of Vienna in Article 2 give a ‘representative character or le caractere representatif’ as done. Diplomatic staff who can represent the sovereign state in the host state (Kleiner, 2009:329-349) can represent the diplomatic missions. According to Bergeijk et al, (2011:43-55), commercial diplomats can be civil servants or trained diplomats, representatives of chambers of commerce. Export Council of Australia (2015) highlights the role of ambassadors as being vital, as some countries have made deliberate effort to ensure trade and promotion through: lead campaigners to attract new business, attract investment and protect their home country’s economy through reputation.

Kenya ratified the Vienna Convention on consular services in 1965 and it came into force in 1967. It is relevant to ensure that Kenya leverages all opportunities to continue remaining attractive and competitive abroad. According to the Ministry of Foreign Affairs Strategic Plan of 2018 to 2022 (p.11), promotion of trade and investment is one of its mandates that entails “securing markets for Kenyan goods and services both in the traditional and emerging market for Kenyan goods and services. Kenya’s foreign relations and diplomatic engagement with the
African countries”. The Ministry of Foreign Affairs Strategy seeks to enhance the promotion of trade and investment through strengthening bilateral, regional, and multilateral economic cooperation, encouraging of foreign direct investment, promoting export of Kenyan goods and services, and promoting Kenya as a premier destination for international conferences and events. The Kenyan diplomatic staff is also guided by Kenya’s investment code governed by the 2004 Investment Promotion Act that seeks to ensure an attractive investment environment. This underlines the will laid down to ensure trade and investment promote the Kenyan trade and investment policy. The research on the promotion of trade and investment by the Kenyan diplomatic mission seeks to highlight the specific responsibility of diplomatic staff in trade and investment promotion.

Deriving from other diplomatic missions in the world, how other diplomatic missions choose their diplomatic staff is of relevance to Kenya’s case. It is noted that in the United States Department of Commerce officials practice commercial diplomacy making them use a ‘pro-active, entrepreneurial, and consultancy-like approach’. Trade is promoted and inward investment is left out. While analyzing the German model, trade and investment are promoted by Chambers of Industry and Commerce. The objective for diplomatic staff and the missions remains to deliver investment agreements and leverage sustainable partnerships. It is relevant to characterize the approach of Kenyan diplomatic staff in the United Kingdom have used from 2015 to 2020 to achieve trade and investment promotion.

2.5 Theoretical Foundation of the Study

The research incorporates Neoliberalism. These theories inform the theoretical foundations of the study to help outline the objective of the role that the Kenyan diplomatic missions and staff could play in enhancing trade and investment promotion.

2.5.1 Neoliberalism Theory

Neoliberalism is deemed a classic liberalism theory that sought to address economic depressions that had emerged in the 1930 Great depression. The founding assumptions of neoliberalism are attributed to Adam Smith as attributed in the Wealth of the Nations, 1776. Neoliberalism is highlighted by the concept of *laissez-faire* economic policies which promotes a free fair market that is governed by demand and supply: The market is self-regulating, and the government
should have an invisible hand, minimal intervention. According to Smith, the act of buying and selling driven by self-interest did promote collective good and was governed by the laws of supply and demand (Palmer, 2001:83). In the context of foreign Kenyan diplomatic missions, the role of the missions remains to promote Kenya’s economic national interests, one interest is: buy Kenya build Kenya. As the government invests in making Kenya an Industrialized economy by Vision 2030, the free trade market principles continue to govern Kenya’s motivation.

Neoliberalism highlights the importance of non-state actors who are motivated by policies of privatization, deregulation, entrepreneurial values, and consumerism. The free movement of people will lead to the exchange of goods and services to obtain quality.

As early as the 1600s, the role of particular non-state actors such as Multinational Corporations has been of relevance. The companies had a great financial muscle, they sought external markets. To protect their national interests, countries have led business advocacy to protect these companies that promote national interests. In the context of Kenya, business delegations abroad accompany the presidential visit. During the conflict in Sudan, the Kenyan government intervened on behalf of some Kenyan banks. This is crucial as some of the non-state actors have financial prowess above their countries; it is only wise that the state interests are represented abroad in the international system.

Neoliberalism promotes the creation of alliances as it acknowledges the presence of anarchy in the international system. Hence, states recognize that there is no central authority in governing their interactions; some states have absolute and relative gains and losses. As a result, there is some apprehension about lowering trade barriers because it could lead to a shift from economic to military power (Gupta, Pattullo, & Wagh, 2009: 104-115). The main essence of the creation of Diplomatic missions for Kenya relates to the projection of its national interests. The missions help to foster peace and also create economic gains during the promotion of trade and development. Kenya who is a member of the African Union forms a closer alliance and when it signed the African Continental Free Trade Area (AfCFTA). This is an alliance to foster trade in the African continent and ensure free movement of goods, services, and eventually people.

States that trade with each other leads to complex interdependence alliances and do not go to war with each other. As projected by Immanuel Kant, democracies do not go to war with each other; hence a state of perpetual peace continues to be protected. Alliances help to reduce conflict,
tension, and foster ties. Neoliberalism advocated for by John Williamson in a ten-policy reform paper dubbed the Washington Consensus where he promotes for: “imposition of a tight budget cut, reduction of public expenditure, tax reform, financial liberalization, competitive exchange rates, trade liberalization, promotion of foreign directs investment, privatization of state-owned enterprises (SOEs), Economy deregulation and protection of property rights” (Steger & Roy, 2010, p.47). The Williamson ideas have been relevant, as international organizations like the World Bank have taken to ensure the continuation of such measures in international relations.

As Kenya continues to promote trade and investment promotion, the countries Ministry of Foreign Affairs is ‘tied’ to the rules of neoliberalism when there is the borrowing of resources to further Kenya’s national interest. The budget cuts could affect the work and extend of the Ministry of Foreign Affairs as they obtain financial favors and tied aid. In contrast, it is important to note that authors like Chang (2003:21-32) portray neoliberalism as ‘born out of an unholy alliance between neoclassical economics and the Austrian-Libertarian tradition’. Chang (2003:21-32) acknowledges the existence of neoliberalism for a quarter-century. In the book titled ‘Kicking Away the Ladder- Development Strategy in Historical Perspective’ Chang (2003:21-32) adds that the dictation of policies as a guarantee to receive increased trade and economic gains is challenged as these are measures promoted by states whose industries benefited from protectionism and mercantilism practices and preach what they did not benefit from. The ‘one-size-fits-all’ model to industrial development is misleading and can be seen to cause the decline of growth in developing countries like Kenya.

Neoliberalism as a theory holds the assumption that free economic exchange drives individuals to self-interest pursuit of economic advantages and gains. The Kenyan diplomatic missions are an extension of Kenya’s interests and the individuals in business in the country. It is important to note that Economic gain (power) can be transformed into Military strength. The projection of power or national interests could be seen to drive countries to join both regional and multilateral institutions. In international trade promotion, the World Trade Organization (WTO), is the most crucial trading organism that dictates and proposes a rule-based multilateral regime. Kenyan diplomatic mission and representatives to Geneva, represent Kenya to the WTO. Kenya is also a member of international institutions, international groups to help shape its identity and protect its stand in the international system. The international institutions are based on Kenya’s quest to
maximize total economic gains. Kenyan diplomatic mission has helped to provide a negotiating platform for different Free Trade agreements, representation in different groups like the Sino-Africa Group.

2.6 Challenges and Gaps Identified in the Literature Review

There is a general presumption that trade and investment promotion is done by governments who require enabling a good business environment that should foster trade and increase investment. This is not normally the case as there are information and perception gaps about investment opportunities or the state of the investment climate. The Ministry of Foreign Affairs Strategic Plan of 2018 to 2022 report outlines one of the challenges faced by Kenyan diplomatic missions as inadequate funding for trade and promotion. Kenya faces new opportunities to achieve this, through “the recently launched Africa Continental Free Trade Area (AfCFTA) that presents an opportunity to be exploited for Kenyan goods; comprising of 55 member states of the African Union and estimates to be combined one billion people and more than 3.4 trillion USD.

The government’s priority to invest in relevant infrastructure remains necessary. There are information and perception gaps about investment opportunities or the state of the investment climate in Kenya. It would be interesting to understand if the Kenyan High Commission in the United Kingdom publishes or releases any yearly material on the state of investment to Kenya or the United Kingdom. The research on the role of Kenyan diplomatic missions in promoting trade and investment remains relevant. This is because different authors present their view that indeed: diplomatic missions do have a crucial role and the promotion of trade and investment is relevant. However, the literature does not explain in the context of Africa or Kenya if these diplomatic missions are relevant. The role adopted by the Embassy can be provided by private agencies and it offers to private companies. There are limitations and should be laid down with a clear agreement on the details of the transaction is the business of the contracting partners. Kleiner (2009:329-349) it is of relevance to inquire if diplomatic missions could be found in contexts where there is a necessity to interfere through political tools in ensuring the protection of awards to companies for financial and economic standing. The diplomatic mission must realize that indeed there are limitations of its role. The diplomatic missions could propose advocacy through general interest but are limited not to sell goods and promote trade and investment. The diplomatic missions and the home country businesspeople have distinct roles.
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction
This chapter consists of the methodology used in data collection and data analysis; it contains the following thematic subtitles: research design, study population, sample size, data collection techniques, data analysis, and ethical considerations.

3.2 Research Design
The research study employed a mixed approach research design, which encompassed both qualitative and quantitative research designs. The methodology used is descriptive, in the form of secondary data and primary data. In this study, the researcher used a case study approach, by assessing the role of Kenya High Commission in the United Kingdom from 2015 to 2020 and analytically analysing if it plays a role in the promotion of both outward and inward trade and investment attraction to Kenya.

3.2.1 Secondary Data
The study is based on secondary data obtained from existing literature including books, journal articles, policy papers, newspapers, official government and stakeholders’ reports, news magazines, websites on Kenyan diplomatic websites, Ministry of Foreign Affairs, and Ministry of Industry Trade and Cooperatives publications, UNCTADstat, World Bank, World Integrated Trade Solution (WITS), ITC Trade Map, UN Comtrade Database, Statista, Statcounter Global Stats, WTO, OECD, Globaledge, other scholarly reports on Foreign Direct Investment promotion for trade.

Firstly, in objective one the research employed information from the Ministry of Foreign Affairs, Kenyan embassy websites, along with analysing countries that Kenyan presidential delegations accompanied with business delegations have visited often and the correlation with investments from those countries. The research also obtained information of one of Kenya’s top trading countries the United Kingdom (Exports and import markets or inward and outward trade) from 2015 to 2020 and highlighted the role that the Kenyan High Commission in the United Kingdom achieved to ensure the promotion of trade and investment.
3.2.2 Primary Data

The study also involved the use of primary data through virtual interviews and local correspondence (Emails). This helped in obtaining reliable information, considering the experiences of the diplomatic staff in the Kenyan diplomatic missions. Following the Covid-19 and healthcare guidelines, it was necessary to adapt to virtual interviews.

The research examined the second and third objectives through expert interviews with officials from the Ministry of Foreign Affairs, Ministry of Industry Trade and Cooperatives, and Kenya Private Sector Alliance (KEPSA), which has signed Memorandum of Understanding (MOUs) with various foreign missions to help foster trade, credible partnerships, and organization of foreign delegations abroad. The research objectives relied on primary data from the diplomatic missions’ staff to understand measures taken to promote trade and investment. This was useful in understanding how Kenyans have been able to invest successfully abroad (by forming subsidiaries and actively traveling for business) and which actors have played a role in their success. The research also included officials from the Kenya Investment Authority (KenInvest) and Kenya National Chamber of Commerce (KNCCI). It also involved experts from Kenya’s foreign trade and investment departments in order to better understand how Kenyan ambassadors can leverage and ensure they play a role in trade and investment promotion to Kenya.

The researcher targeted at least Kenya High Commission in the United Kingdom to obtain 10 responses and a minimum of 5 for the thesis from the mission. The researcher required to re-verify the information with the Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA), Kenya Trade Network Agency (KenTrade), Kenya Investment Authority (Ken Invest), Kenya Export Promotion and Branding Agency (KEPROBA), Kenya National Chamber of Commerce (KNCCI) who organize business delegations abroad.

The objective of the study was to interview at least 10 Kenyan companies and to obtain a minimum of 5 responses from those who benefit directly from outward and inward trade promotion and investment. These companies would be relevant and be able to highlight the gaps; they could propose services and needs to inward and outward investment promoters and highlight the trade barriers encountered and could help countercheck the role of trade and promotion by foreign missions abroad.
3.3  Sample Size

The study used purposive or non-random sampling method. This included volunteers who agreed to participate in the research, and recommendations provided by the most reliable participants during the study. The sample size design included the use of random selection. The researcher gave an equal opportunity to choose the sample size, which should comprise of 10 responses and a minimum of 5 for the thesis from the Kenya High Commission in the United Kingdom. The research also chose from ten Kenyan companies who are involved in outward and inward trade and investment with the goal of obtaining at least 5 responses. The data obtained was verified with the Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA), Kenya Trade Network Agency (KenTrade), Kenya Investment Authority (Ken Invest), Kenya Export Promotion and Branding Agency (KEPROBA), Kenya National Chamber of Commerce (KNCCI), which organize business delegations abroad. This was an important step in the research because the data needed for analysis had to be accurate and detailed in order to produce comprehensive results.

3.4  Data Collection Techniques

The research included a mixed approach research design. The data collection technique for qualitative included interviews, documentary data, and the use of an interview guide as a tool to enable the researcher to obtain justification from numbers and figures. The interviews were recorded and transcribed.

3.5  Data Analysis

The research included the use of a computer system, the computer program was determined by the data obtained. The presentation of data was constituted in both descriptive and analytic through diagrams. The software used to analyse the quantitative and quantitative data was Microsoft Excel.

3.6  Ethical Considerations

The ethical consideration taken in to account and that were included: the researcher required to ensure informed consent of the interviewers in terms of publication of their responses. The researcher ensured confidentiality, privacy where and when requested to do so. The researcher engaged honesty and objectivity in their work. The research findings remained objective and not be tempered upon. The researcher remained non-bipartisan to both the public and private sector
participants. The researcher required a letter of approval from the United States International University (Institutional Review Board – IRB) and a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI).
CHAPTER FOUR: RESULTS AND FINDINGS

4.1 Introduction
The chapter provides results and findings from the perspective of the study objectives. The general objective of the study was to assess the role of Kenyan Diplomatic Missions in promoting trade and investment abroad while assessing Kenya High Commission on the United Kingdom from 2015 to 2020. The chapter results and findings are drawn from both secondary and primary data. The chapter begins with documenting secondary information on Kenya’s country profile in figures and outlining the bilateral trade in figures between Kenya and the United Kingdom. The data is presented in figures to outline the level of investment and trade both (export and import) between Kenya and the United Kingdom from 2015 to 2020.

The chapter continues to primary data by an introduction on the background of the profile about the respondents and then the major findings as per the research objectives, in three major themes: the role of the Kenyan diplomatic mission in the United Kingdom in promoting trade and investment, Kenyan diplomatic staff in the United Kingdom influences the promotion of trade and investment attraction to Kenya, and the factors that led to the organization of the most effective business delegations organized by the Kenyan diplomatic mission in the United Kingdom from 2015 to 2020.

4.2 Kenya’s Country Profile in Figures
Kenya’s country profile according to the UNCTADstat recorded a -3.5 % merchandise exports growth in 2019. International merchandise exports were at 5 906 M USD in 2015 and 5 839 M USD in 2019 while merchandise imports stood at 16 093 M USD and merchandise imports at 17 655 M USD in 2019. According to the Kenya National Bureau of Statistics (KNBS), the gap between imports and exports continued to 1.21 trillion KES in 2019 and 1.401 trillion KES in 2020. In 2021, the trade deficit narrowed in 2020 by 16.97 % (or 204.57 billion KES) due to the effects of Covid-19 that led to disruptions of global supply chains. The Central Bank of Kenya in January 2021 attributed the reduction in the trade deficit to reduced expenditure from lower oil import bills and strong performance of agricultural and remittances (Business Daily, 2021, p.10).

Kenya’s top export products in the export structure by product group in 2019 was: 44 % all food items, 31 % manufactured foods and 13 % agriculture raw materials. The top 5 export partners in
2019 were: Uganda (668 M USD), Pakistan (537 M USD), Netherlands (448 M USD), United Kingdom (431 M USD), and United States (404 M USD). The United Kingdom remains the 4th largest export market for products from Kenya (ITC, 2019). In regards to Kenya’s total trade in services in 2015 service exports stood at 4 638 M USD and 3 3 89 M USD in 2019 while service imports stood at 3 321 M USD in 2015 and 3 736 M USD in 2019 (UNCTADstat, 2019). In comparison, according to the International Trade Centre (ITC), in 2019 Kenya’s 5 importer partners or list of supplying markets for Kenya include China, India, United Arab Emirates, Saudi Arabia and Japan. The United Kingdom was the 12th importer in total Kenyan imports.

Kenya is the top ten recipient of investment if analyzed by the gross Official Development Assistance (ODA in USD million. Kenya ranked as the 9th largest recipient globally from 2018 to 2019 at approximately 1.670 M USD. The top ten donors of gross Official Development Assistance (ODA) in 2018 to 2019 is international development association 31 %, United States 21 %, Japan 7.1 %, United Kingdom 4.5 %, African Development Fund 3.8 %, France 3.4 %, EU institutions 2.9 %, Global Fund 2.8 %, Germany 2.6 %, and Sweden 1.43 %. The United Kingdom was the second-largest bilateral donor to Kenya in ODA. The bilateral Official Development Assistance (ODA) main sectors of investment are health and population 26 %, economic infrastructure and services 26 %, social infrastructure and services 17 %, humanitarian aid 9 %, production 8 %, multisector 5 %, education 4 %, and program assistance 3 % (OECD).

Kenya’s Foreign Direct Investment (FDI) in terms of FDI Inflows into Kenya are noted to have had a stable leading to an increase of + 4.4 % between 2015 to 2017. In 2020, there was a decrease of 16.4 % compared to 2019; this is attributed to the economic effects of the Covid-19 pandemic. Despite this decrease, Kenya received investment from the construction of the Lekki Free Trade Zone by Ariel Foods in Kenya estimated at 66 M USD and a Merger and Acquisition (M&A) deal from China Communications Construction Company that invested initially approximately 221 M USD as initial equity injection in the Lekki Deep Sea Port. A total capital injection investment is estimated at 629 M USD (United Nations Conference on Trade and Development, World Investment Report, 2021, P. 41).
According to figure 1, in terms of ranking within the East African region, Kenya has received the second-largest recipient of FDI Inflows from 2015 to 2018. The premier country in the region remains to be Ethiopia. It is interesting to note that in 2019, Uganda was the second largest and Tanzania the third largest recipient in 2020. FDI Outflows for East African economies remain fairly less, Kenya performed relatively well as it ranked third from 2015 to 2019. The leading countries remain Madagascar followed by Seychelles. In 2020, Kenya noted a reduction in FDI outflows; this could also be linked to the economic effects of the covid-19 pandemic. For further information on the FDI Inflows in Africa, please refer to Appendix II.

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<td>1 139</td>
<td>1 404</td>
<td>1 139</td>
<td>1 098</td>
<td>717</td>
<td>15</td>
<td>11</td>
<td>14</td>
<td>11</td>
<td>11</td>
<td>-7</td>
</tr>
<tr>
<td>Madagascar</td>
<td>436</td>
<td>451</td>
<td>358</td>
<td>353</td>
<td>474</td>
<td>359</td>
<td>82</td>
<td>90</td>
<td>106</td>
<td>118</td>
<td>102</td>
<td>102</td>
</tr>
<tr>
<td>Mauritius</td>
<td>216</td>
<td>379</td>
<td>480</td>
<td>461</td>
<td>471</td>
<td>246</td>
<td>100</td>
<td>28</td>
<td>89</td>
<td>98</td>
<td>57</td>
<td>26</td>
</tr>
<tr>
<td>Seychelles</td>
<td>195</td>
<td>155</td>
<td>192</td>
<td>120</td>
<td>144</td>
<td>122</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td>5</td>
<td>-2</td>
<td>10</td>
</tr>
<tr>
<td>Somalia</td>
<td>303</td>
<td>330</td>
<td>369</td>
<td>408</td>
<td>447</td>
<td>464</td>
<td>..</td>
<td>..</td>
<td>..</td>
<td>..</td>
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<td>..</td>
</tr>
<tr>
<td>Uganda</td>
<td>738</td>
<td>626</td>
<td>803</td>
<td>1 055</td>
<td>1 259</td>
<td>823</td>
<td>0.3</td>
<td>0.2</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>United Republic of Tanzania</td>
<td>1 561</td>
<td>864</td>
<td>938</td>
<td>972</td>
<td>991</td>
<td>1 013</td>
<td>..</td>
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4.3 Kenya and United Kingdom Trade and Investment relationship between 2015 to 2020

Kenya and the United Kingdom have a historical relationship before 2015. Kenya obtained its Independence from Britain in 1963. The relationship dates back to the 1800s, explained by Parkinson (2006), Kenya’s history and the United Kingdom dates back to the 1820s. The relationship continues to date with numerous state visits through to 2020 from both Kenya and United Kingdom. In the period of 2013 to date, state visits have been made by the current Kenyan president, Uhuru Kenyatta has visited the United Kingdom in 2013 (6th to 8th May), 2014 (April during the Investment Summit), 2017 (10th to 13th March), 2018 (16th to 22nd April during the Comonwealth Sumit). In retrospect, the state visits by United Kingdom’s Prime Minister visits were Teresa May in 2018 which was the first official visit by a Prime Minister in 30 years (UK Government, 2018). The current Prime Minister visited Kenya - Boris Johnson in 2017 as a top UK diplomat (Business Daily, 2017). In 2021, through a virtual meeting, the United Kingdom represented by Prime Minister Boris Johnson and Kenya represented by President Uhuru Kenyatta co-hosted the Global Education Summit an initative virtually in classrooms, the initiative that Kenya and the UK aims to raise 5 billion USD to help 175 million children from 87 low-income countries for quality education (Global partnership Education; CGTN, 2021).

In addition, in 2021, the Kenyan president Uhuru Kenyatta visited the United Kingdom in July of the same year to co-host the Global Education Summit with Prime Minister Boris Johnson. The visitation culminated with UK Foreign Secretary Dominic Raab announcement of £132 million of new UK investment in Kenya. There were also numerous Memorandums of understandings signed, one notable one was TheCity UK and the Nairobi International Financial Centre Authority, with an expected entry and investment from British insurer Prudential (Foreign, Commonwealth & Development Office, 27 July 2021). The official state meetings depict the strengthened relationship between Kenya and the United Kingdom over the years, this is not only in trade but also in other sectors as digital education, security, peace, development, healthcare.

Kenya’s other multilateral donors in terms of loan lenders include the African Development Bank, World Bank, EU while bilateral partners include the United States, France, China,
Germany, Scandinavian countries, United Kingdom, Japan among other lenders (The National Treasury and Planning, 2018, 2021).

Figure 2: Classification by Major Creditors

![Classification by Major Creditors](image)


Figure 2. above depicts the top creditors to Kenya at the end of June 2020. This are the World Bank (IDA), China, International Sovereign Bond (ISB), Commercial Banks, ADB/ADF, Bilateral lenders, IMF, France, Japan, and Multilateral lenders. The top financed sectors were Transport and Infrastructure, Energy and Petroleum, Water and Irrigation, Agriculture, Livestock and Fisheries. In terms of bilateral lending in 2020, according to the National Treasury and Planning and as noted in Appendix XII (Public and Publicly Guaranteed External Debt by Creditor (KES Million)), were China, Japan, Italy, Germany, Belgium, United Kingdom, Austria, Canada, United States, Netherlands, Finland, Denmark, and Others.

4.3.1 Bilateral trade between Kenya and United Kingdom

The United Kingdom was the 12th importer in total Kenyan imports. Kenya is the 71st supplier or exporter market to the United Kingdom. United Kingdom is the 5th exporter of Kenyan products.
Figure 3: United Kingdom’s exports to Kenya (Top 5)

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>87</td>
<td>Vehicles other than railway or tramway rolling stock, and parts</td>
<td>158,580</td>
<td>103,554</td>
<td>91,615</td>
<td>81,300</td>
<td>85,419</td>
<td>88,694</td>
</tr>
<tr>
<td></td>
<td>and accessories thereof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>84</td>
<td>Machinery, mechanical appliances, nuclear reactors, boilers; parts</td>
<td>100,086</td>
<td>57,571</td>
<td>102,757</td>
<td>180,530</td>
<td>79,844</td>
<td>42,451</td>
</tr>
<tr>
<td></td>
<td>thereof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>85</td>
<td>Electrical machinery and equipment and parts thereof; sound</td>
<td>45,479</td>
<td>30,904</td>
<td>31,677</td>
<td>44,682</td>
<td>32,496</td>
<td>31,951</td>
</tr>
<tr>
<td></td>
<td>recorders and reproducers, television</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Pharmaceutical products</td>
<td>47,982</td>
<td>39,143</td>
<td>55,509</td>
<td>32,679</td>
<td>34,952</td>
<td>22,144</td>
</tr>
<tr>
<td>48</td>
<td>Paper and paperboard; articles of paper pulp, of paper or of paperboard</td>
<td>13,123</td>
<td>15,334</td>
<td>11,430</td>
<td>15,860</td>
<td>24,694</td>
<td>19,582</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>552,487</td>
<td>418,849</td>
<td>443,197</td>
<td>513,805</td>
<td>441,577</td>
<td>337,721</td>
</tr>
</tbody>
</table>

Source: ITC Trade Map (figures in US Dollar)

Figure 3 elaborates that there is fluctuation in trade between the United Kingdom and Kenya. Analyzing the leading products indicated above, there has been a decrease between 2018 and 2020.

The main product sought out in Kenya include vehicles other than railway or tramway rolling stock, and parts and accessories thereof (HS 87). The cost of these products is depicted in the table above as it costs twice the second ranked product which is machinery, mechanical appliances, nuclear reactors, boilers; parts thereof (HS 84). There continues to be a dependency from Kenya for finished and technical products from the United Kingdom. This is also seen with investment and entry of vehicle companies like Land Rover, Range Rover, Jaguar, Rolls-Royce that are in the Kenyan market (Business Daily, 2018; 2021). The flow of trade between Kenya and the United Kingdom can be termed to promote the benefits of cooperation within liberalism as noted by Albert Hirschman doux commerce and Michael Doyle’s commercial pacifism. The concepts of the increased global economy lead to zero sum (game relative gains) to positive-sum
gains in which countries bring absolute gains to all involved in trade and investment promotion, these economies would seldom go to war with each other as Kant notes that democracies do not go to war. The influence of mutually shared role of prosperity in intra-county relations (Ravehill, J., 2008).

Kenya’s trade with the United Kingdom remains relatively a significant as the purchase of products remains fairly stable with significant decline noted in 2020. This could be attributed to the economic and social implications of the Covid-19 pandemic as Kenya’s overall importation partially, due to reduced customer appetite and purchasing power due to reduced expenditure and earnings from profits for businesses and income for consumers. Like the rest of the world, Kenyans diverted their attention to healthcare-related expenses due to the first-hand consequences of the pandemic.

**Figure 4: United Kingdom’s imports from Kenya (Top 5)**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>09</td>
<td>Coffee, tea, maté and spices</td>
<td>168,474</td>
<td>181,033</td>
<td>188,895</td>
<td>186,806</td>
<td>160,824</td>
<td>169,023</td>
</tr>
<tr>
<td>07</td>
<td>Edible vegetables and certain roots and tubers</td>
<td>114,899</td>
<td>107,669</td>
<td>105,188</td>
<td>120,096</td>
<td>99,490</td>
<td>101,365</td>
</tr>
<tr>
<td>06</td>
<td>Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage</td>
<td>79,580</td>
<td>71,309</td>
<td>70,669</td>
<td>77,871</td>
<td>67,557</td>
<td>67,712</td>
</tr>
<tr>
<td>26</td>
<td>Ores, slag and ash</td>
<td>121</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>13,921</td>
</tr>
<tr>
<td>95</td>
<td>Toys, games and sports requisites; parts and accessories thereof</td>
<td>9,082</td>
<td>6,619</td>
<td>7,172</td>
<td>8,041</td>
<td>8,811</td>
<td>12,672</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>404,455</td>
<td>398,881</td>
<td>405,565</td>
<td>453,563</td>
<td>380,947</td>
<td>419,985</td>
</tr>
</tbody>
</table>

Source: ITC Trade Map (figures in US Dollar)

Figure 4. shows that the number of imports from Kenya to the United Kingdom had a steady increase between 2019 and 2020.

The main products imported by the United Kingdom from Kenya include HS Code 09, which is Coffee, Tea, Mate and spiced, and HS Code 07 Edible vegetables and certain roots and tubers. The two categories remain relatively stable in terms of contribution to trade for Kenya as they
account for more earnings. In addition, during the Covid-19 pandemic, as the United Kingdom experienced effects of the Covid-19 pandemic, as an act of friendliness and in solidarity to the frontline workers, Kenya through its presidency, sent flowers to the frontline workers who were at risk of saving lives by the UK NHS health workers (Standard Media, 2020).

Trade between Kenya and the United Kingdom is also justified by the World Integrated Trade Solution (WITS) that indicated a detailed country analysis of Kenya’s export by partner indicating in 2018 that the United Kingdom represented 6.56 % of exports with 93.5 % by Vegetable, 2.7 % by food products, Miscellaneous at 2.16 % and Metals at 0.45 %. This country analysis justifies that the trade interest from the United Kingdom continues to favor vegetables and food products. It is important for Kenya to strategically brand and position its products competitively for the United Kingdom’s clients through packaging, marketing, and branding for the local clients who buy ‘made in Kenya’ with the perception of quality and standard. It is also relevant for marketing and advertising to be championed to the end consumers.

The idea of selling raw materials has been challenged by numerous authors who are convinced that lack of value addition leads to fewer trade terms for developing countries that rely heavily on these products unlike their counterparts which are well elaborated in the book ‘Kicking the Ladder’. Adam Smith also calls for the value addition of products to ensure competitiveness in international markets. Muller (2013: 42-51) in Capitalism and Inequality states should capitalism should lead to the transformation of economies to new knowledge, products, and modes of production and distribution. Walter Rodney highlights the role of African states such as Kenya remain at a disadvantaged point in terms of trade leading to dependency and underdevelopment paradigm where capital flows from colonies to metropoles (Higginbottom, 2019, p.9).

### 4.3.2 Investment between Kenya and United Kingdom

According to Kenya’s High Commission website (2021), “The United Kingdom is the largest European foreign investor in Kenya. Currently, there are about 100 British investment companies based in Kenya, valued at more than STG £2.0 billion. Significant British investors include Barclays Bank, Standard Chartered Bank, GlaxoSmithKline, ACTIS (formerly CDC Capital Partners), De La Rue and Unilever. The United Kingdom is Kenya’s second most important export destination. Kenya mainly exports tea, coffee and horticultural products, with
the country accounting for 27% of the fresh produce and 56% of the black tea market in the United Kingdom. On the other hand, motor vehicles, printed materials, machinery and chemicals form the bulk of imports from the United Kingdom. In 2013, exports from Kenya amounted to Kshs. 37.61 billion, while imports amounted to Kshs. 49.02 billion, with the balance of trade in favour of the United Kingdom.” Kenya’s High Commission in the United Kingdom (2021).

The Kenyan Ministry of Foreign Affairs echoes the role of the United Kingdom as a premier trade and investment partner to Kenya when it states that, “The UK is a critical development partner to Kenya, as well as the largest foreign investor in this country. Currently there are over 210 British companies based in Kenya valued at over STG £ 2.5 billion (Ministry of Foreign Affairs, 2017). The two official statements by Kenyan state of departments depict two scenarios: firstly, that United Kingdom’s businesses in Kenya have been increasing, hence an increase of foreign direct investment. Secondly, that trade between the two countries has also increased. The United Kingdom and Kenya remain strategic partners to each other both in terms of trade and in terms of investment. Kenya’s foreign direct investment is elaborated in Appendix: country fact sheet: Kenya. Foreign Direct Investment (FDI) overview, selected years (millions of dollars and per cent). That elaborates both inward and outward investment. Inward investment is reduced while outward investment is relatively stable except in 2020, which can be attributed to the Covid-19 pandemic’s economic effect. Foreign Direct Investment is protected under John Williamson’s 1990 Washington Consensus which states that it is important to relax foreign direct investment and proposes for the eradication of regulations and policies that restrict competition and o trade barriers for entry (The World Bank Research Observer, 2000).

4.4 Background Profiles of the Respondents
Out of the 15-targeted participants, fifteen responded translating to a 100 % response rate. In addition, all the twelve interview sessions that were successfully conducted qualified for analysis as illustrated in the figures and data below. The respondents comprised of the earlier targeted sample size through random selection. There was a high response rate in the study through continues follow up and communication with the respondents. According to Kiezebrink, Crombie, et. al (2009, pp. 243-261), high response rate in a study is attained by establishing
contact by phone. The researcher in the present study attained high response rate by directly reminding the interviewees about the research after four working days.

The researcher gave an equal opportunity to choose the sample size, which should comprise of 10 responses and a minimum of 5 for the thesis. The government official agencies involved in the research included representatives from the Ministry of Foreign Affairs both who had been previously employed in foreign missions outside Kenya like South Africa, Iran and other assignments. The Ministry of Trade representatives who were involved in the formulation of the Kenya – United Kingdom Economic partnership and Kenya – United States Economic partnership negotiations. The Kenyan High Commission in the United Kingdom also participated in the research delegated to a representative of the mission by the High Commissioner. Kenyan diplomatic missions that participated in the study include the Kenyan diplomatic mission in Canada, the Kenyan diplomatic Mission in South Korea and Kenyan diplomatic mission in China. The diplomatic missions remain relevant in the study period between 2015 to 2020, this could be attributed to the numerous business delegations and official state visits to the countries, which continue to promote trade and investment.

The private sector players also played a major role in the study as they were informants that helped verify the information given by the state departments and they helped in trade and investment for Kenya. The stakeholders who were interviewed include the Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA), Kenya Export Promotion and Branding Agency (KEPROBA), Kenya National Chamber of Commerce (KNCCI), and national coordinators at United Nations Conference on Trade and Development (UNCTAD). The relevant businesses interviewed that were directly involved in trade and investment promotion for Kenya included Small and Medium Size businesses that were involved in import or export to Kenya. They were represented by officials in the organizations who had participated in official business delegations outside Kenya to the United Kingdom, Germany, Turkey, South Korea, China, Canada and other countries. The organizations included Vertical Agro Limited, Organization of Women in International Trade (OWIT) International, Kenyan E-commerce exporters and importers based in the United Kingdom, SME Founders Foundation Association (SFA) that has over 11,000 members some of whom are involved in trade and investment promotion.
4.4.1 Age of Participants

In reference to age distribution, majority of the participants, namely, 40% of the respondents were aged 46 to 55 years then 30% were aged above 55 years. However, none was aged between 18 to 25 years. The findings demonstrate that the participants had matured in terms of reasoning capacity and had numerous years of experience over 7 years in international trade and investment, they had the relevant experience and were effectively able to respond to the interview questions through both technical, practical and shared experiences. The results are demonstrated in Figure 5.

**Figure 5: Age of Participants**

![Age of Participants](image)

Source: Data from interviews, 2021

Figure 5. above depicts that international trade and investment is a sector that takes numerous years to venture into both from a trade and investment side. The respondents interviewed had an average of over two decades (20 years) of experience in the field. Some of the respondents begun their businesses at the early age of 19 years as stated by the interview 1 below:

“I started my career earlier on at 19 years as a courier service provider where I engaged in Japan, Australia and the United Kingdom. This gave me the opportunity to understand suppliers and different staff abroad. I also transitioned and ventured into international business, international trade, tours & travel, hospitality, retail, business support, certified coach and business trainer. I do have over twenty five years of experience in international trade and business.” (Interview 1, 2021).
In international trade and business, longevity in career seems to enable diversification of talent and improvement of career and business at hand. It is of importance to note that another interviewer who stated that echoed similar sentiments:

“I have over 4 decades in international trade, approximately 40 years. I helped set up subsidiaries for the company in numerous foreign markets that include mostly in Europe that include locations like United Kingdom (London) and France. In addition, the Middle East is a crucial market where there is an office in the United Arab Emirates (UAE) (Dubai). There are future plans to open offices in Hong Kong, Japan and South Korea.” (Interview 2, 2021).

4.4.2 Professional Background

The study sought to identify the professional background of the participants by asking the questions: What is your professional background? How many years of experience do you have in your professional background field? It emerged that 54% of the interviewees had expertise in international trade and economics were experts in their professional fields. In the interview process, 23% of the respondents had both professional and technical training in international business and administration background. It is of relevance to note another 15% of the respondents had a background in administration or administrative roles and the other respondents accounting for only 8% of the total respondents had a background in journalism.

The research seemed to allude to the fact that two sub-sectors were of relevance in understanding international trade and investment promotion, this included a working both practical and technical experience in international trade, investment and business. Secondly, general information on international economics. This shows that international trade, investment is quite diverse, depending on a countries interest to another, the relevant trading products, and services should inform the key professional background. In Kenya’s case, horticultural products are the mostly exported outside Kenya, it is important for those in charge to have experience in international trade, business and investment in different sectors. A deep understanding of the import and export experiences is relevant and the different procedures in international trade to foster movement of goods and services. The respondents as stated below explain this:
“It is important for those involved in international trade to have a background in international business and international economics. It is of relevance to note that international trade is a sub-sector of international economics.” (Interview 5, 2021).

The background programs might appear to be diverse and different; they all converge to address key issues in international trade and investment, and the general landscape of global business. Moreover, those with trade and economics background mainly worked in the Ministry of Industrialization, Trade and Enterprise Development. According to Visser (2012:48-59), background of professionals within commercial diplomacy has continued to gain significant influence in the area of institutionalism. This highlights the importance of diverse backgrounds in international trade that help accomplish their key role of promotion of their economies abroad. The companies represented are also diverse in the different products offered.

**Figure 6: Professional Background**

![Professional Background](image)

Source: Data from interviews, 2021

According to figure 6. above, the professional background of a diplomat and international trade expertise personnel is of relevant as it enables them equip other stakeholders with relevant information of trade and investment. It is of significant that the key recommendation for diplomatic staff involved in trade and investment promotion included:
“In the international trade sector, it is important to note that numerous diplomat staff are political appointees. There is necessity to have experts in international relations and economics. The appointees ought to be merit based and based on meritocracy. They require relevant trainings in relevant areas that Kenya seeks to promote. It is important for them to be domiciled and hosted by the Ministry of Trade as opposed to the Ministry of Foreign Affairs. They require having information and expertizing of the country they have been sent to (host or receiving state). They also require to be able to handle sensitive and confidential information of the two countries.” (Interview 5, 2021).

4.4.3 Years of Experience

The total cumulative years of experience remains important to the study as the respondents are able to show their understanding in the area of study. It is important to note that majority; approximately 5 participants accounting for 43% of the participants had worked for 11 to 15 years. The second category was 29% of the respondents who had over 20 years of experience. Thirdly, those who had experience between 16 to 20 years who represented 14% of the respondents and those with less than 10 years of experience.

Figure 6. Challenges the notion that sufficient experience in international trade and investment promotion is necessary for international trade. It is relevant to understand that experience is important as it promotes documentation and improvement in strategic engagement for both public and private sectors. The experienced workers do not necessarily contribute to being objective or not in trade and investment promotion. A key measure for objectivity would be the number of successful missions hosted through business delegation. It could be confirmed that the participants had accumulated sufficient technical expertise and knowledge to address the questions posed in the interview as shown in Figure 6. The participants also had relevant trainings over the years and had witnessed different international trade and investment promotion cycles.
International trade and investment is a sector that requires numerous years of experience, hence it is a long-term based career for those looking to venture into it. In addition, international trade and investment requires a long-term strategy to help set up businesses and network to effect changes in the international realm. Profoundly, it is relevant to note that from different jobs advertised in 2021, one by the Kenya Export Promotion and Branding Agency (KEPROBA) for a Manager in Export Market Development & Promotion, Grade 3 the relevant candidate is to have an average of 10 years in business, marketing and commerce (Standard Media, 2021).

4.4.4 Professional Status and Involvement within International Trade and Investment Promotion

The findings regarding professional involvement within international trade and investment indicated that 38 % had engaged in international trade. The interviewees had both professional and technical based experienced in different sectors in international trade and investment.

The respondents, accounting for 31 % stated that they had participated in Expo trade fairs. The relevant exhibitions include and not limited to World Export at Dubai Expos trade fairs.

Figure 8: Professional Involvement within International Trade and Investment Promotion

![Bar chart showing professional involvement within international trade and investment promotion.]

Source: Data from interviews, 2021

The respondents also noted that:

“I have participated in international delegations organized by different stakeholders. It was previously held by the Export Promotion Council (currently Kenya Export Promotion and Branding Agency - KEPROBA) in Germany (Berlin). During the exhibition, I showcased Kenyan goods and products. We met the diplomatic mission representatives that helped set up (business-to-business) B2B Meetings. Secondly, I attended an international exhibition organized by the International Trade Centre through She Trades program in Turkey, which was held in 2016 – 2017 that had numerous countries present. Thirdly, I also in a capacity-building mission in Canada (Ottawa) where I learnt on Canada’s interests in Kenya.” (Interview 1, 2021).

There was a similarity in response from another respondent who stated that: “I have participated in different and traditionally obtained business contacts during international trade fairs. I have visited different countries while accompanying official presidential business delegation.” (Interview 2, 2021).
Modern trade shows brings together suppliers (exhibitors) and target group (visitors) with the objective of showcasing, marketing, promoting products and services to buyers. The trade shows can be local, regional, national or international in nature. Trade shows are depicted as playing Signiant role in globalization as they help in export promotion and internationalization of firms’ strategies (Bathelt, H., et. al., 2014: 4-7). Capacity development and supervising trade material exhibitions represented 15 % of the respondents. The relevant professional involvement that the respondents were involved within international trade and investment promotion involved identification of traders and businessmen, this is identification of new business and contacts, involved in direct export of products and services, training businesses on certificates of origin, relevant inspection and testing procedures by Kenya Bureau of Standards to authenticate that standards required by target market had been achieved. The participants also noted of their involvement in the World Trade Organizations (WTO) missions in order to oversee the implementation of the trade facilitation agreement. One respondent noted that:

‘‘Yes, I have opened numerous subsidiaries abroad for my company. This is mostly in the horticulture sector for markets that require fresh and frozen fruits and vegetables in over 20 countries. The company has production sites in Kenya and Tanzania, and marketing offices in the UK, European Union and Dubai.’’ (Interview 2, 2021).

The Second responded noted the importance of capacity building for members include: “Our organization is involved in advocacy and topical issues affecting businesses. We engage with different ministries through a stakeholders forum during which previously discussed issues are escalated to the NCIC ‘Mkenya Daima Initiative’ that is chaired by the Minister of Interior and attended by different permanent secretaries. There is also presence of the speakers’ roundtable to discuss policy and the presidential roundtable that is held annually together with the judicial roundtable. There is engagement with the East African Business Council (EABC) to help influence policy and business.” (Interview 5, 2021)

The two respondents depicts the necessity of international trade and investment promotion to involve a multifaceted and multi-stakeholder approach stated in which the mandate of the diplomatic missions involves, providing due diligence for both Kenyan and foreign investors and trade agents. It was also agreed that the commercial attaches served a critical role in steering trade development by Kenyan abroad missions, specifically through the promotion of trade and investment and provision of logistical and administrative activities of international trade and
investment. Naray and Kostecki (2008, pp. 16-38) noted that commercial attachés are involved in business facilitation activities in the field of trade, investment, tourism, country image, and promotion of science and technology (S&T).

In the context of Kenya, trade promotion involved, a preference for trade promotion in agricultural products namely tea and coffee which are currently Kenya’s major export horticultural products to export markets. In regards to business promotion, trade promotion organizations (TPOs), chambers of commerce or consultants who work in co-operation with attaché or under their supervision undertake trade and investment promotion. The main institutions involved and with a professional status within international trade and investment promotion were Kenya Chamber of Commerce that helps to establish trade links, The Kenya Export Promotion and Branding Agency (KEPROBA), Kenya Investment Authority, Key Government Ministries such as Trade and Industry, Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA). Kenya’s involvement in trade and promotion remain a deliberate effort that is managed and represented through both private and public approach. It is also based on efforts made through exhibitions, official delegations and events undertaken to promote Kenyan products and services.

4.5 **Kenya’s Diplomatic Missions Trade and Investment Promotion Agenda**

In order to effectively actualize its mandate, the Kenyan high common in the United Kingdom has stationed highly competent staff to oversee its day-to-day operations. For seamless service delivery; the commission operates under for main organs; the office of the high commissioner headed by the high commissioner; supported by two Administrative Attachés and a social secretary. The second arm entails deputy head of mission office under the leadership of Deputy High Commissioner with a personal assistant. The diplomatic arm is led by the Minister Counsellor I; whom the defense advisor supports; Education Attaché; minister second secretary; three counsellors 1 and one Financial Attaché. In total, the commission has 18 fulltime staff to overseas implementations of its day-to-day business.

To bolster its potential in attracting international trade, Kenya’s High Commission's in the in London is concurrently accredited to Switzerland. In terms of hours of operation, the High Commission operates from Monday to Friday and may be closed on British and Kenyan public
holidays. For smooth operation of travel procedures for prospective investors; the high commission of Kenya in London provide a range of consular services such as visa and passport processing as well as document legalization.

Besides, the Kenyan common in the United Kingdom has strived to streamline the processes of accusing Kenyan visa. The High Commission in London issues different categories of visa ranging from: single entry visa meant for tourists, businesses and visits. Diplomatic Official Visa is for the people travelling on official duty. The Multiple entry visas may be issued on application for British Citizen only. Other citizens will have their applications referred to immigration headquarters for processing Transit Visa allows for a short stop-over or overnight stay only while the East African Visa allows for Multiple Entry for tourists, to the Republic of Kenya, Uganda and Rwanda. Furthermore, with the Referred Visas For members of certain countries must have their visas approved by the Director of Immigration Services. The commission has also managed to tap into the potential of Kenyans Living in the United Kingdom. This has been facilitated through enhancing continuous remittance to their families; relatives and businesses in their home country. Interestingly, a study conducted by Department for International Trade (2020: 5-21) revealed that Investment and development in Kenya. Four in ten respondents had initiated investments in Kenya, primarily in retail, property and agriculture.

The first study objective focused on establishing Kenya’s diplomatic missions’ trade and investment promotion agenda. In this objective, the participants were asked to state their level of understanding on Kenya’s Trade and Promotion Agenda. The respondents largely agreed that, traditionally, diplomatic trade fairs had been relevant and visitation through the president’s official business community was attracting fortunes for local enterprises. Kenya’s trade and investment promotion agenda was referred to as follows: “Kenya to use trade as a tool to increase its GDP, increase Economic Growth, ensure income equality, Wealth creation, assertion in the international market. This in turn helps improve the trade balance of trade and Diplomacy.” (Interview 3, 2021).

“Trade promotion of Kenyan interests outside with international marketing and specific relationships with all countries through the missions.” (Interview 5, 2021.) “Kenya’s trade promotion involves selling Kenya outside. Looking for market, investment to Kenya. This is done
through Trade Attaché. Kenya’s investment promotion involves linking for investors to Kenya (create linkages) or create Avenues for foreigners to invest in Kenya. Promoting Export Service especially for Kenyan companies that are going outside: Safaricom in Ethiopia, Kenya Commercial Bank (KCB) and Equity Bank to Democratic Republic of Congo (DRC).” (Interview 10, 2021)

It is noted that 15% of the participants stated that the role of Kenya’s Trade and Promotion Agenda was to market Kenya’s products abroad through memorandum of understanding. One of the respondents noted that it is of importance for the diplomatic missions to have a good understanding of their host country if there are any binding agreements that the two countries are involved in from a trade negotiations perspective at the multilateral, regional and bilateral levels as well as working in a Kenya Mission abroad. Some of the respondents noted the following:

“It is important to have a trade desk in diplomatic missions abroad that will propose what Kenya has to offer as there are approximately 500 to 1000 export companies in Kenya products like: leather, Macadamia, tea, horticulture…” (Interview 2, 2021).

Kenya’s trade and investment agenda is drawn directly from the Kenya’s vision 2030 that states that “it is a long-term development blueprint to ensure Kenya becomes a globally competitive and prosperous country that has high quality life.” It is built on four thematic pillars namely: Economic (sector agnostic from agriculture, manufacturing, infrastructure), Social, Political and Macro Enablers (Vision 2030).

The core functions of the Vision 2030 are stated as follows: “Formulation, implementation, coordination, monitoring and reviewing of international trade policies; Formulation and implementation of Export Strategy; Promotion of Bilateral, Regional and Multilateral trade relations; Coordination of Kenya’s participation in Multilateral and International trade negotiations; Undertake policy analysis and research on economic and international trade issues; Promote inflow of investments; Promote technology transfer; Coordinate trade and related negotiations; Coordination of inward and outward trade and investment missions; Promotion of Kenya as leading tourism destination; Ensure transparency, compliance and enforcement of the trade laws/regulations and agreements; Co-ordinate trade matters concerning, WTO, UNCTAD, ITC and other International Trade Organizations (ITOs) including negotiations and implementation of the relevant trade related decisions emanating from ITOs; Dissemination of relevant business information to the business community; Coordination of
regional trade matters: EAC, COMESA, EAC-EU, AGOA, ACP-EU, IOR-ARC and IGAD among others; Protection of domestic producers/industry from unfair trade practices; Promotion of public, private sector and civil society organizations’ participation in international trade matters; Analyses global trade and economic trends and emerging socio-economic issues; Coordination of Dispute Settlement matters arising from Multilateral, Regional and Bilateral trade; and Coordination of the operations of trade and Brand Kenya promotion agencies. (Vision 2030).”

It is also drawn from the Kenya National Trade Policy and Kenya Industrial Transformation Programme (KITP.) The ability to ensure market access for Kenyan goods and services continues to be ensured by the Kenyan government through the East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA), Trade Free Trade Areas (TFA), African Continental Free Trade Area (AfCFTA), The African Growth and Opportunity Act (AGOA), European Union (EU). Kenya’s involvement in United Nations Conference on Trade and Development (UNCTAD), World Trade Organization (WTO) and The Tokyo International Conference of African Development (TICAD) conferences depicts Kenya’s commitment to trade and investment. In addition, Kenya has also expressed her prowess in attracting investment through participation in different delegations with numerous countries, including the United Kingdom, France, Israel, Ethiopia, Norway, United States, South Korea, China, South Africa, Egypt, Botswana, Germany, Iran, Turkey, Germany, Tanzania, India, Denmark, Sweden among others. (Tralac, 2017).

Kenya’s Ministry of Foreign Affairs has developed policy documents with the aim of improving its approach and engagement with the rest of the world, including The United Kingdom. One of these documents is the Kenya Diaspora Policy. The broad objective of this policy is to empower Kenyans abroad to effectively make greater contribution to the development of the country. The second framework is the Kenya missions’ strategic plan which guides the Ministry of Foreign Affairs and International Trade in achievement of the objectives of the Cultural Diplomacy as set out in the Kenya.

The additional legal instruments that guides the ministry’s agenda; in the management of Kenya’s international trade relations and the promotion and protection of its interests overseas to contribute to the country’s Development plans including vision 2030. These policy documents include; Trade Descriptions Bill, 2020; Draft National Automotive Policy - February 2019;

Furthermore, a quarter of the respondents hailed that the Kenya Chamber of Commerce for establishing trade links for Kenyan enterprises. The Kenya Chamber of Commerce objective involved enabling businesses to be competitive through promotion, protection and development of commercial partnerships. In March 2021, a milestone in the Chambers relevance was achieved through the opening of a Chamber’s office in Sharja, United Arab Emirates (U.A.E) (Africa Inc., KNCCI, 2021).

On the other hand, another 14 % cited promotion of export of the country’s goods and services, review of export policies and forging of new partnerships as a relevant tool for diplomatic missions. This is noted when the respondents state that: “The diplomatic missions are eyes of businesses from Kenya out there. They need to know Kenya and the country they are hosted in. They require to bridge the two countries. It is important for exporters, importers and investors to get in touch with them prior to visiting the host country. In the case for the Kenyan diplomatic mission in Germany it held a very well organized business to business session. They really helped link the attendees with trusted people. The diplomatic missions require to have an arm of due diligence on whether the companies are not physically present in the country, a background check and due diligence is relevant in companies looking for trade and investment.” (Interview 1, 2021)

Another opinion echoed on the relevance of prior information included: “There is need for the business to be informed in advance the president’s program to travel with business community so as to ensure better preparation by business community.” (Interview 2, 2021). It is relevant to
accept that presidential visits change due to the risk assessment to ensure adequate security through confidentiality is given to the organizing teams.

Therefore, the information on the presidential visits is subject to change until the last minute, however, the business delegation accompanying the president tends to remain relatively the same. In this regard it is important to give the relevant business delegation prior information on the trade travels by the president or his representatives to ensure efficiency in their preparation for official foreign travels to promote trade and investment. This will allow the trade missions to prepare in advance, tailor make presentation for their business to business appointments and also to ensure they strategize on their impact to internationalize.

Respondents on the role of diplomatic missions also outlined that: “Diplomatic missions remain relevant now that we cannot move out or travel for business due to Covid-19 restrictions or sanitary measures. It is quite important to note that on the other hand, other countries can come into Kenya but we cannot travel. The role of the ambassador is pertinent in addressing these issues on double standard to trade and investment. In Dubai, I have managed to continue business through the Chamber of Commerce. The diplomatic mission’s role remains pertinent as in my case, Kenya’s United Kingdom diplomatic Mission helped intervene 5 years ago when there was a trade issue that involved there was a trade issue with residues.” (Interview 2, 2021)

The trade and investment agenda remained relevant to Kenya’s economic development as it was depicted by 14% of the participants who indicated that Kenya’s trade and investment agenda aimed at opening up new markets for Kenya’s products at global level and attracting relevant foreign direct investment. The promotion of Kenyan Export Market was done through a government agency, the Kenya Export and Branding Agency (KEPROBA), whereas the Kenya Investment Authority (KenInvest) headed investment. The relevant government ministries involved in trade and investment promotion include Ministry of Industrialization, Trade and Enterprise Development and Ministry of Foreign Affairs.

The private stakeholders that liaised with the diplomatic missions included the Kenya Chamber of Commerce (KNCCI), Kenya Association of Manufactures (KAM) and Kenya Private Sector Alliance (KEPSA). Kenya through its diplomatic missions had also maintained an active voice in the international market arena (including regional trade). Additionally, respondents indicated that they engaged in trade promotion of Kenya’s interests with international marketing and
strengthening vital relationships through respective foreign missions. The respondents indicated that they engaged in trade promotion of Kenya’s interests through strengthening vital relationships through respective foreign missions. The participants further engaged in the provision of policy guidelines on internal and external trade and market analysis tools for identification of export opportunities. There were those who were involved in encouraging local businesses to invest in great packaging materials, marketing materials.

Generally, majority of the respondents played an active trade and investment role as they were actively engaged in promoting Kenya’s exports, attracting potential investors into the country and facilitating flow of foreign direct investment. The trade agencies that include The Kenya Export Promotion and Branding Agency (KEPROBA) were significant in conducting situational assessment of the investment climate in the country and advising the Kenyan diplomatic abroad appropriately on investment dynamics in the country. The respondents further noted that it was the mandate of The Kenya Export Promotion and Branding Agency (KEPROBA) to develop a database of exports that Kenya could export for aggressive marketing in international markets. One respondent echoed this: “The Kenya Export Promotion and Branding Agency (KEPROBA) requires to have a list of exports that Kenya can propose and these products should be marketed aggressively abroad. There is necessity to know what Kenya has competitive advantage and edge in.” (Interview 2, 2021).

The second question sought to establish the entities that facilitated participant’s success while on trade mission abroad. The participants indicated state agencies involved in trade and investment. Majority of the participants, 57% revealed several state and non-state actors directly involved in the promotion of trade and investment in the country. In terms of ministries, Ministry of Foreign Affairs and Ministry of Industrialization, Trade and Enterprise Development were the major partners. Government agencies and state departments were also tasked with ensuring effective climate for trade and investment in the country. These included; Kenya National Chamber of Commerce and Industry, Kenya Export and Promotion Brand Agency, Utalii College, KenInvest, Kenya Tourism Board.

The second category focused on the promotion of investment where it was revealed that the diplomatic mission built partnership with foreign companies that directly engaged in Kenyan market. The relevance of dissemination of information on Kenyan exports, consolidating of investor profiles, conducting market sensitization to the investors, developing investment
linkages in the country and facilitating promotion export service for Kenyan multinational brands such as Safaricom, Kenya Commercial Bank and Equity Banks. In most cases, the mission initiated trade negotiations and made follow-ups with host country investors. Besides, organizing investment forums to showcase investment opportunities in collaboration with business associations and relevant Ministries and Departments; they also facilitated inbound and outbound investment missions abroad.

However, 27% of the participants also highlighted their perception involving performance of the above dockets. Interestingly, promotion of trade received a weak rating of 2 out of 10. The basis for such underperformance was linked with the lack by concerned agencies to offer adequate support to investors, administrative challenges and inadequate technical capacity of the personnel in charge. It was also noted that those mandated with steering trade promotion agenda were not conversant with the latest information on market trends. This could have been useful in guiding prospective investors in making informed decisions about the country’s trading environment. Fifteen percent of the respondents cited low or lack of proper budgeting for Kenyan missions abroad which halted the international trade ambitions.

“If diplomatic missions are to be graded on a rate of on a scale of 1-10. 2 rating. They do not assist in trade delegations directly. They propose Administrative role and do not have technical capacity. They are not conversant with trade market intelligence that is relevant.” (Interview 4, 2021). The above comments depict a scenario in which the diplomatic missions are both praised depending on areas of coverage and repelled in areas of lack of capacity to give recommendations to business delegations interested in both countries. The reactiveness of the diplomatic staff plays a critical role on understanding their host country, establishing different trade and investment related initiatives.

The third category of major actors in the facilitation of trade and investment in Kenya comprised of the alliances majorly formed by private stakeholders. This entailed the Kenya Private Sector Alliance (KEPSA), Kenya Association of Manufacturers (KAM). In particular, The Kenya Export Promotion and Branding Agency (KEPROBA) was vital in the supply of exhibition materials during international trade fairs. The last vital category included the diplomatic missions abroad, which represented Kenya’s trade and investment agenda in foreign countries.
The participants were further asked to describe the role of Kenyan diplomatic missions abroad. In the first category, they were expected to describe their role in regarding the promotion of trade. The following theme emerged better market research, developing of key strategic partnerships, and timely dissemination of market information, strengthen market intelligence, enhancing publicity of locally produced goods and services, identifying new market opportunities Kenyan produce abroad, and the critical role that was majorly assigned to Trade Attaché. In addition, 14% of the participants noted that the mission was ideal in providing necessary contacts between Kenya and host countries.

Trade and Investment remains a multifaceted sector that not only requires information, rather numerous sources of information to give credibility to the end users. It is relevant to note in Kenya’s sake, trade and investment promotion is not only done through government, which represents the public sector, it is also done through the private sector that is represented by associations, private companies and other stakeholders that have interest and benefit from trade and investment promotion. It is noted that some of the participants stated that: “The relevant organizations that helped in the organization of trade and investment exhibitions included: 1. Ministry of Foreign Affairs. 2. Ministry of Industrialization, Trade and Enterprise Development. 3. The Kenya Export Promotion and Branding Agency (KEPROBA). 4. Diplomatic missions abroad. 5. Government agencies and Ministries and departments. 6. Private sector players: Kenya Private Sector Alliance (KEPSA), Kenya Association of Manufacturers (KAM).

Among other relevant organizations that previously played a critical and active role.” (Interview 12, 2021).

The study also sought to establish the justification behind success of foreign trade and investment agencies in Kenya compared to the country’s missions abroad. In essence, the question was aimed at comparing these missions to Kenyan diplomatic missions abroad. The participants stressed that foreign missions were well funded compared to the Kenyan diplomatic missions attracting investors. Furthermore, favorable policies in Kenya would make it easy for foreign missions to set up business operations in the country. The aspect of agility also emerged with Egyptian Embassy in Kenya being cited as one of those foreign missions that adopted aggressive marketing campaigns to promote their products in the country. Nonetheless, 18% of the respondents argued that they could not draw direct comparison between the two divides of missions since the foreign entities were much aggressive. One of the respondent gave the
example of the Kenyan Mission in South Korean as one which had demonstrated some level of commitment in marketing Kenyan brands.

Mathews (2013: 18-27) asserts that The East African region is becoming more attractive as a ‘frontier market’ putting Kenya in the spotlight as a gateway to the region. Correspondingly, 14% of the participant’s exuded confidence in Kenya’s diplomatic missions on the basis that they managed to organize trade fairs for Kenyan companies abroad. According to 61% of the participants revealed that foreign missions in Kenya were mainly drawn from developed countries – The United States, part of Asia, Arab World, and Europe dominated the list of investors. Similarly, foreign missions were well developed in terms of capacity in implementing their agenda with Kenya. A relevant example is noted that, according to the Chinese Ministry of Commerce (2020), there are at least 30,000 Chinese in Kenya. Among whom, 100 small Chinese businesses with skilled personnel are working in the import and export trade in Kenya. In terms of the number of experts, Kenya has approximately 20 trade attachés and 5 trade officers worldwide. The relevance on capacity to the trade missions remains a relevant outlook, as stated that: “Generally where I have worked the staff compliment is about 10 to 15 Diplomats and on average only one or two are involved in trade and investment promotion and also the head of Mission who is overall.” (Interview 12, 2021). In addition, it is also noted that: “Mostly one trade offices assisted by local staff. They trade extensively in the country. They arrange trade fairs in the country of posting and meet businessmen.” (Interview 9, 2021).

This alludes to the perception that trade and investment requires resource in terms of staff capacity from the home country, relevant staff that can be effective in trade and investment promotion whom are seconded by host country. The relevant staff could be experts in international trade and investment as they would be able to understand the international market to help Kenyan goods and products penetrate international markets in trade and investment promotion. In addition, inadequate funding is stated it difficult to realize Kenya’s trade and investment objectives. Conventionally, such disparities m limits chances of direct comparison between Kenya and the foreign partners in the area of trade and investment. Respondents also alluded to the concern that entities tasked with promoting Kenyan brands in international markets had remained relatively the same over a long period of time; rendering them less effective in addressing present-day dynamics in international trade is that these agencies have
remained more or less the same but there is a close working relationship. The main challenge is funding of promotional activities at the level of the agencies and the Missions.

Another responded stressed that: “In my opinion understanding government policy is key to trade and investment promotion in the sense that the role of Government is to facilitate trade. One must be in a position to understand host Government policies affecting business and their consistency with international rules and obligations. General understanding of Kenya’s macro-economic environment, government policies is critical for one to be able to promote trade and investment. Entrepreneurial skills are good for the private sector doing business. (Interview 12, 2021)”

In addition, inadequate funding is also noted as a causal effect that makes it difficult to realize Kenya’s trade and investment objectives. Some of the respondents’ mention budget as a factor of performance as stated below: “Improvement on budget and staffing capacity in diplomatic missions so as to improve the effectiveness of Kenyan diplomatic missions abroad and their role and performance in attracting trade and investment.” (Interview 7, 2021). Another respondent stated that: “It is relevant to ensure the appointment of trade or commercial attachés, increase budget for trade and investment in missions and provide training for diplomatic staff.” (Interview 4, 2021).

It is of relevant to look at the Kenyan budget to trade and investment promotion. As noted in Appendix IX: Kenya Public Administration and International Relations sector report for medium term expenditure framework (MTEF) sector report 2015-2021, the Foreign Relations and Diplomacy received the most budget followed by General Administration and Planning and Support Services, then Economic Cooperation and Commercial Diplomacy and then, foreign policy Research, Capacity Development and Technical Cooperation. It is of relevance to note that the annual sector budgets were expected from 2020/2021 through to 2023/2024. This is depicted from Table 1 to 5 of the MTEF. (The National Treasury and Planning 2014 - 2020).

The government of Kenya continues to invest in terms of budget for the diplomatic staff, it is relevant to note from the medium term expenditure framework (MTEF) sector report Economic Cooperation and Commercial cooperation received the least budget. This is an important issue as from one country to another the budget could be necessary or unnecessary, hence a standard rate on budget is ‘safe’ in terms of the government through the National Treasury to give to all
diplomatic missions. The budgets could possibly be standardized through a unified matrix, depending on the following year’s objective for each diplomatic missions in terms of trade and investment promotion. As the financial year is planned before the actual expenditure year for the diplomatic missions.

A possible detail on the matrix allocation of the budget can be: First, an Official presidential or state business delegation visitation – this could help the diplomatic missions lobby on the right participants for the visit and ensure adequate preparation for the visiting delegation; secondly, Relevant Exhibitions where ‘buy Kenya will be exhibiting’ – as noted by the respondents, some have participated in numerous trade exhibitions abroad, not only those organized by diplomatic missions but by other agencies – they remain a relevant method of trade and investment promotion for relevant stakeholders; thirdly, trade facilitation through research and development – there is necessity to invest in market intelligence and promotion of ‘Kenyan trade and Investment Agenda’ through a thorough research and development (R&D) venture that could enable both the visiting and local businesses operating in Kenya to seek diplomatic missions help in research for new markets.

The diplomatic missions are the ‘bridge’ between the host and sending States, it is undisputed that they must be well invested in market intelligence and country culture. As stated by the respondent on comparison of Kenyan diplomatic missions to foreign missions based in Kenya, it was noted that: “I have worked with the Embassy of Ireland based in Kenya and they remain very strategic in finding opportunities and are willing to engage with local people. They do have a Women’s SMEs program in partnership with Kenya Private Sector Alliance (KEPSA) and Potato Building Sector Project in Kenya that begun in 2018. There is a sense of clear mission objective and possibly the question of being well funded compared to the Kenyan diplomatic missions. However, three key competencies are included in the interaction: 1. Clear Vision 2. Local Engagement; and 3. Resource capacity. It is relevant for the Kenyan diplomatic missions to ensure a clear understanding of the cultural dynamics, business development and trade and how to run a business.” (Interview 1, 2021).

The clarity of Kenya’s vision is already highlighted in the trade policy documents and especially in the Vision 2030. The best fit solution to be proposed is to effectively utilize the limited budget given to key trading partners to Kenya both from a trade and investment promotion perspective. Secondly, continuous engagement with the locals to ensure market intelligence on trade and
investment and information on primary source data for research & development for Kenyan businesses on new emerging markets that are important to explore. In addition, movement of resource capacity both in terms of trade and promotion to the relevant markets that are priority to Kenya for a particular year on rotation basis, enabling other markets to obtain strong support to support Kenya, giving an almost equal chance to foreign markets and Kenyan diplomatic missions in trade promotion. The cooperation of modern techniques that require less budgets such as a hybrid model of trade and investment promotion through leveraging technology. This could be through the use of virtual trade shows and virtual webinars for trade and investment promotion. The virtual trade shows are currently a model some of the respondents were open to as they already employed to use during the covid-19 pandemic in which some have not travelled since 2019. The necessity of the missions remain almost critical in such periods where authenticity of the trade and investment partners cannot be done with distance between the potential partners.

Conventionally, such disparities limits chances of direct comparison between Kenya and the foreign partners in the area of trade and investment. Nonetheless, the presence of foreign agencies has brought more insights and learning experiences that can enable cross-learning model by local actors and Kenyan diplomatic missions. According to Juma (2018, pp. 1-5), Kenya is operating in a period of rapid transition in international relations as exemplified in the unprecedented political and socio-economic dynamism within the global system. Naray (2008, pp. 16-38) further notes that most competitive countries, such as the USA, Germany, United Kingdom, Finland, Japan and Singapore, are all maintaining modern and well performing business support services to assist business development.

In conclusion, Kenyan diplomatic missions do play a critical role in market intelligence and dissemination of information to visiting business delegation during host country. In addition, the diplomatic missions are an investment of the sending country. The Kenyan diplomatic missions should be given necessary support in helping redefine the trade and investment mission, this is through the specific trade and investment needs of the host and sending country; the solution must be tailor made to ensure flourishing relationship between the two countries.

4.6 Kenya’s Diplomatic Staff in Trade and Investment Promotion
The second objective of the study aimed at analyzing Kenya’s diplomatic staff in trade and investment promotion. The first interview question focused on identifying relevant skills for diplomatic staff in promotion of trade and investment. The categories of skills relevant to the diplomatic missions include the use of soft skills such as negotiation, communication, decision making; professional based skills like partnership development, marketing, competency in international trade law, relationship management skills, research, data analysis and interpretation, and knowledge in international trade matters also remain relevant in their role.

Some the respondents, approximately 16 % acknowledged demand for economics, business, knowledge on the terms of trade, international currencies, and understanding of international logistical matters. This was supported by a respondent who stated that: “In my opinion understanding government policy is key to trade and investment promotion in the sense that the role of Government is to facilitate trade. One must be in a position to understand host Government policies affecting business and their consistency with international rules and obligations. General understanding of Kenya’s macro-economic environment, government policies is critical for one to be able to promote trade and investment. Entrepreneurial skills are good for the private sector doing business” (Interview 12, 2021).

Another 14 % of the respondents stressed the value of wide knowledge of Kenya’s tourism sector and local companies that trade with host companies in respective areas of trade specialization. Some concerns were raised over the competency of commercial attaches considering that the appointment was largely political with meritocracy receiving less significant consideration.

However, one of the participants was quite optimistic: “We currently have a good permanent secretary of trade in Kenya and current Minister Madame Betty Maina. The position was previously held by Mr. Kiptoo and Ministry of Foreign Affairs (MFA) by the current permanent secretary Ambassador Weru. There is need for the business to be informed in advance the president’s programme to travel with business community so as to ensure better preparation by business community.” (Interview 2, 2021). This observation echoed the remark made by another respondent that diplomatic staff played important role in trade, investment and tourism
promotion of the country. “Diplomatic staff plays an important role in trade, investment and tourism promotion.” (Interview 2, 2021).

Additionally, participants were required to share their experiences and perceptions towards their mandate in the promotion of trade and investment. Participants singled out Germany, Turkey and the United Kingdom as one of the leading countries in international trade matters efficiency in terms of their experience in business delegations that they had previously participated in from 2015 to 2020. This was not the case for all participants as others did not hold the same experience.

“In regards to the performance of Kenyan diplomatic missions would score a rating of 3 if the rating on their skills is between a ranges of 1-10 on their skills. The commercial attaches or officers in International Trade in the Kenyan diplomatic missions had only 1 business personnel. In addition, it is relevant to interview the diplomatic missions and ask how many trade officers are attached to Kenyan diplomatic missions? Once the term over, they are sometimes not replaced. This can depict the classic eventualities within the Kenyan diplomatic missions. In addition, the trade commissioners remain to be political appointments to date, hence they can be termed as ‘are not trade friendly’ or versed with current issues on International Economics and International Trade. In a previous mission, for a delegation that visited Germany, on a scale of 1-10, the Kenyan foreign mission in Germany would have ranked 1 out of 10. This is because the delegation that visited seemed to know more about the business environment than the diplomatic staff”. It led to the team having to do its own research and was able to liaise with local associations to ensure a successful delegation. There is necessity for improvement in terms of helping in market survey or research and improvements on knowledge of the host country.” (Interview 4, 2021).

The respondents’ feedback on if the diplomatic staff are relevant, highlights that diplomatic staff were critical in identifying market segments for Kenyan companies abroad. They also noted that agencies involved in trade and investment had the alternatives of developing marketing strategies for Kenyan products and services abroad, and that the Kenyan government needed to prioritize the role of the personnel tasked with promoting trade and investment in the foreign markets. This observation is in agreement with Mukiljya (2019) who notes that for Kenya to emerge as a key investment destination in the international market, the principle of economic diplomacy is a necessity. There is need for refresher courses on matters of international trade was raised, as
personnel should be equipped with requisite knowledge and market skills (Mukilya, 2019, pp. 6-10).


Another observation on commercial attachés was that a number of the Kenyan diplomatic commercial attachés were neither specialized nor effectively trained on matters of trade and investment. The issue of ambassadorial mandate also emerged with one of the respondents giving an illustration of how the Kenyan Chamber of Commerce based in Dubai and the Kenyan High Commission in the United Kingdom strived to resolve trade related issues over five years ago. This finding imply that problem solving or dispute resolution in international trade are at the core of trade and investment in diplomatic missions abroad in order to enhance their key mandate in Vienna Convention on Diplomatic Relations (VCDR) 1965, of fostering friendly relations between states.

Diplomatic missions are also involved in both commercial and economic diplomacy. Commercial diplomacy is executed by the commercial attaché who helps home country’s businesses especially small and medium sized businesses (SMEs) find market information, export finance, promotion of inward and outward trade and investment, maintaining business contacts with Chambers of Commerce, Business Associations, Engaging with Public and Private Stakeholders, organizing trade missions, and preparation of official head of State business delegation visits. It is common for economic diplomacy to involve commercial diplomacy in its role for trade and promotion (Berridge, James, and Lloyd, 2012, p.60).

The other question focused on identifying the number of staff and their role in the respective participant’s diplomatic missions. The participants, approximately twenty–three percent indicated that diplomatic staff worked as a team on achieving a common goal of marketing Kenya abroad. On the hand, approximately 43 % participants noted that in most cases there is
one trade official assisted by a local staff. Their mandate largely involves organizing for trade fairs in the host county and meeting potential investors. The participants pointed out that the majority of staff in foreign missions ranged between 3 and 15.

Another respondent added “generally where I have worked the staff compliment is about 10 to 15 Diplomats and on average only one or two are involved in trade and investment promotion and also the head of Mission who is overall.” (Interview 12, 2021).

The sentiments that the narrow staff size implies the reason behind unsatisfactory performance from the country’s foreign missions considering the intensive tasks they are expected to execute are echoed by a respondent who states that, “Big foreign missions have the financial muscle. They cannot compare the service rendered on Kenya and invest abroad. It is important for the Kenyan diplomatic missions to offer technical know-how on investment and export. There could be approximately 20 trade attachés, 5 trade officers worldwide. There is not enough funding therefore the ability and muscle to ensure that enough is done. The idea of comparison is like comparing Burundi versus Kenya. Which country is being compared? There is need to protect the interests of Kenya. The Kenyan diplomatic mission cannot be compared to foreign diplomatic missions. It is relevant to investigate on Kenya’s budget allocation which is in public record of the state department of trade to help you understand on the resource allocation.” (Interview 12, 2021).

Collectively, although all of the participants argue that there exists a reduced capacity and resource, in terms of diplomatic staff and budget in the Kenyan diplomatic missions, it is relevant to analyze in the context of the United Kingdom where a number of business delegations have been hosted by the two states; as mentioned by the respondents who participated in business delegations from 2015 to 2020 and other missions globally. It is important to note that similar business delegations are hosted in Kenya by foreign missions to facilitate trade and investment promotion. In this regard, it would be the Kenya – United Kingdom trade and investment promotion, where stakeholders like the British Chamber of Commerce were mentioned to have played critical role in fostering partnerships.

In the case of Kenyan diplomatic missions, an addition of resource would not necessarily translate to increased trade and investment for Kenya. There are different factors at play that include the Kenyan image in trade and investment promotion. Trade and investment, remains an image game where the trade and investment stakeholders are interested or shown why they
should utilize their resources into Kenya and not another country. The issue of political climate, in Kenya during the electioneering period, there seems to be a cycle of continuous economic effects pre- approximately 8 to 6 months before the election and post- approximately, 6 months to 1 year after the election. One of the respondents clearly states that, “In order for Kenyan diplomatic missions to operate better, it is of relevance to analyze all factors at play. 1. A focus on Trade within the East African Community (EAC) which is currently in decline for Kenya as it became categorized as a Middle income country. Kenya needs to reduce its ‘big brother role’ and foster its state interests when interacting with fellow EAC members. There is political goodwill from some members while others have the behavior of ganging up against Kenya in negotiations. The reciprocity measures in Trade and not always witnessed as in the case of Tanzania where free permits are mentioned and non on the Tanzanian side. 2. The Ease of doing business is sky rocketing. It is mentioned in the World Bank report that Kenya ranked 56th in 2020.

On the other hand according to businesses based in Kenya, they find it expensive to do business in Kenya which is 3 times more expensive to neighboring Burundi where investors from Kenya prefer to take some of their businesses. The processes are quite vigorous and lack of enough incentives. In terms of investment, the cost of living in Kenya is relatively higher than Rwanda and Burundi where the governments help set up the investments. Kenya also suffers from corruption that continues in the business sector, especially manufacturing. This leads to high cost in products. Kenyan investors have begun investing in Tanzania and Uganda, especially in maize products. It is necessary to highlight if the ease of business is improving in Kenya, for who is it improving? Kenyan or foreign investors?” (Interview 5, 2021).

Cornut (2015, p.394) notes that the size of the embassy in terms of capacity ‘big’ or ‘small’ embassies and resources does not lead to better analysis of situations in host countries. In his view, small embassies that have fewer diplomats understand better their host countries if analyzed with the limited resources they have in comparison to larger embassies. This could help expound the questions raised by the respondents on the budget. Does a higher budget in terms of resources, both manpower and monetary resources equal increased efficiently or productivity of the missions?

Cornut (2015, p.394) disputes this general view. It is relevant to have improvement in capacity for the diplomatic staff through trainings, the Kenyan diplomatic missions should have a merit
Based system of receiving investment based on ‘performance indexes’ to be established by the Ministry of Trade or Ministry of Foreign Affairs on the successful initiatives launched in trade and investment and voted by the business delegations that went for the visitations and also the success stories obtained through partnerships in trade and investment promotion. This should not be used as a tool to check on effectiveness only, as the best trade and investment partnerships worth millions and billions of Kenya Shillings do take time. The period of one to three years should be taken into account as numerous diplomatic staff serve for one term approximately four years.

4.7 Trade and Investment Kenya and the United Kingdom Initiatives

The last specific objective aimed at analyzing trade initiatives and investment between Kenya and United Kingdom. Therefore, participants were asked to share their opinion on the Kenya-UK Economic Partnership Agreement. Furthermore, the participants were expected to deduce whether the forged partnership would foster or inhibit trade and investment promotion. They added that traditional ties between Kenya and UK was instrumental in steering the success of this agreement.

“The Kenya – UK Economic partnership will foster trade and investment (and is good) for Kenya. It is important to open the markets for Kenyans. It is necessary to sign the agreement. There will be direct tangible gains. The idea of protecting the infant manufacturing industry versus consumers. How long has the infant industry been protected for? We tend to protect inefficiency. Do we only think of the manufacturers or businesses? What about the consumers, who should protect them?” (Interview 10, 2021). “The EPA is important in fostering trade relations between Kenya and the UK. First, it ensures that there will be no trade disruption while the agreement enhances market access for Kenyan production. This will allow further diversification and value addition.” (Interview 12, 2021). “The Kenya - UK Economic partnership will foster to some extent. UK is definitely at an advantage compared to Kenya in terms of who gains more.” (Interview 13, 2021).

This therefore signaled that traditional industries such as horticulture, coffee, and tea, needed much attention since they attracted high trade and investment promotion into the country inters of revenue, income, job creation, Gross Domestic Product (GDP) contribution into the country. They remain the backbone as depicted in figures 2 and 3 above of Kenya’s main exports to the United Kingdom and some other foreign markets.
Those who maintained optimistic positions alluded that the agreement would promote trade and development in Kenya. It is stated that it should lead to open market opportunities which would expose Kenya to the global market, Kenyan products being competitive in the United Kingdom could create consumer appetite in other markets, demand and competitiveness. It is relevant to also note that other participant also argued that membership in the vast commonwealth community was a major boost to Kenya’s trade potential, due to the preference with in the member states who are in total of 54 states located in Europe (United Kingdom being a member), Asia, Africa, Americas and the Pacific. However, there were those who held divergent views on the benefit of the Kenya – United Kingdom Economic Partnership Agreement. They were concerned that the UK was at an advantageous position in terms of gains to trade, as it had already developed. They argued that the balance of payment between the two countries remained significant with Kenya recording a negative aggregate.

Respondents echoed contrasting opinions that: “The Kenya-UK Economic partnership agreement was particularly important. Kenya would have had a disadvantage with trade with the UK because of import tariffs. The EAC route of signing an agreement was slow and Kenya would not have had preferential terms. However, Kenya needs to improve the business environment to ensure competitive. The agreement does not help Kenya if others have similar offer, Kenya can lose out. There is need for commodities and services to become competitive to other countries.” (Interview 3, 2021). “The United Kingdom was undertaking a separation from the European Union (EU). Due to historical reasons, the UK had previously good relations in trade agreements for products like horticulture, coffee tea…” (Interview 4, 2021). “The Kenya – UK Economic Partnership tends to favor the UK than Kenya in terms of trade and development the balance of payment works against Kenya in the economic partnership.” (Interview 6, 2021).

“Has the Kenya - UK dialogue that is said to have been set up working already? Some companies growing beans in Kenya feel frustrated, as there are no airplanes to export their products. There remains strict standards imposed and said to use high chemicals NTA. There are also other trade related barriers. Kenya still does not know how to negotiate.” (Interview 2, 2021).

Besides, participants were required to indicate whether they knew anyone who ever took part in a business delegation organized by Kenyan diplomatic mission from 2015 to 2020. Some of the respondents revealed that they had no actual data of the number of experts who took part in the
recent business delegations. Notwithstanding, some recalled interactions with the United Kingdom during the bilateral trade agreement with Kenya. In presence was the cabinet secretary and the principal secretary for trade and industrialization. They further revealed that the agreement-signaling affair with Britain was quite successful. Two of the participants have attended both the Kenyan High Commission’s in United Kingdom organized trade mission and others organized by the British High Commission in Kenya, they rated them as very successful missions that led to partnerships and investment in their end. Other participants stated that they had participated in different missions located in Europe, Asia, Africa and America.

The participants were also expected to indicate how they would like to benefit from Trade and Investment between Kenya and the United Kingdom. The responses given by the participants stated that removal of trade and investment related barriers to entry for Kenyan agricultural products to the UK market would be a great milestone and investment issues. The Economic Partnership Agreement (EPA) is important in fostering trade relations between Kenya and the UK. First it ensures that there will be continuity of trade, hence, no or less trade disruption. It also seeks to enhance market access for Kenyan and UK produce in both countries. This would allow further diversification and value addition, this is one key ways that Kenya could grow in trade and investment promotion. The participants identified access to quality products at affordable rates, smoothening of travel VISA for Kenyans with motive of engaging in trade with UK firms, and developing emerging export market frontiers such as agribusiness and mobile money.

Moreover, tariff exemption for Kenyan produce and job creation opportunities were also identified as the attracting force for Kenya to implement the Kenya - UK EPA. Similarly participants called for the need to develop more comprehensive national strategy for medium to long-term projections. This was necessary since the country already had policy documents like: Export Strategy, Market Set up (National Strategy).

There was necessity for implementation of the documentation in future diplomatic missions in trade and investment promotion. Some respondents stated as follows: “I know of a number of Missions organized by both the Mission and the British High Commission and they have been very successful in building partnerships in trade and investment...We have a lot of strategy documents that should be harmonized and fully implemented to realize Kenya’s potential.”
“(Interview 12, 2021). “There is need for policy to be more pro-activeness versus reaction in trade and investment promotion. We need structured trade and investment promotion and visibility of private sector which never hears about opportunity. We require an organized country strategy for 5 years or 10 to 20 years. We already have policy documents like: Export Strategy, Market Set up (National Strategy). There is need on focus from companies.” (Interview 2, 2021).

According to the World Investment Report 2021, other than the Kenya – UK Economic partnerships, it is relevant to note that the UK is currently involved in eight other agreements, according to the report terms them as ‘limited investment provisions and compared to the national treatment as opposed to the multilateral trading benefit of most-favored-nation (MFN) treatment. The other agreements include : EU–United Kingdom Trade and Cooperation Agreement (TCA), United Kingdom–Viet Nam Free Trade Agreement (FTA), Moldova–United Kingdom Strategic Partnership, Trade and Cooperation Agreement, Singapore–United Kingdom FTA, Egypt–United Kingdom Association Agreement, North Macedonia–United Kingdom Partnership, Trade and Cooperation Agreement, Japan–United Kingdom Comprehensive Economic Partnership Agreement (CEPA) and Ukraine–United Kingdom Political, Free Trade and Strategic Partnership Agreement.

The UK also negotiated other agreements that allow for promotion and cooperation on trade and investment that include Turkey–United Kingdom FTA, Fiji–United States Trade and Investment Framework Agreement, Kenya–United Kingdom Economic Partnership Agreement, and Côte d’Ivoire–United Kingdom Stepping Stone Economic Partnership Agreement (United Nations Conference on Trade and Development, World Investment Report, 2021, P. 123). This depicts that it is not only with Kenya that the UK sought a preferential economic agreement it occurred with other states in order to protect its economy in the Brexit post-economy.

The last question sought whether the participant had been involved in trade and investment between Kenya and United Kingdom. All the stakeholders indicated that they did have direct involvement with the Kenya - UK trade and investment promotion either through business delegation visits or association activity with the UK. The responses differed when asked if they were directly involved because such trade missions were primarily implemented by the top leadership in the respective government and private sector trade and investment docket.
In conclusion, Kenya and the United Kingdom remain relevant partners in trade and investment promotion. The trade between the two countries is set to improve between the two countries though the Kenya – UK EPA. This is only possible if there is political and economic goodwill from both public and private stakeholders and there is a collaborative effort to address the bottlenecks and justification on the debate of comparative versus relative gains in trade. If the Kenya – UK EPA is well enacted not only by government but also rather by private sector whom are the direct beneficiaries; it would be easy for other EPAs like the ongoing one with the United States. Trade and Investment is also a long-term strategic objective, an average of 5 – 7 years would be an ideal period to analyze the merits and demerits of the EPA. Social implications like technology transfer could help Kenya if the right type of investment is attracted to ensure competitiveness and adaptability in Kenya’s Trade and Investment Promotion. This is in coherence with a respondent who stated that: “United Kingdom’s intent to invest in Kenya would be the most beneficial as it would ensure technological transfer (technology, business process, efficiency, push exports up, knowledge). Transfer quality products to global competition.” (Interview 3, 2021).

4.8 Chapter Summary
The chapter provides results and findings regarding the role of Kenyan Diplomatic Missions in promoting Trade and Investment abroad. The findings demonstrated that Kenya’s diplomatic missions abroad do engage in trade and investment promotion when analyzing Kenya’s country profile in figures. The Kenya and United Kingdom Trade and Investment relationship between 2015 to 2020, had a stable relationship in terms of trade impact and trend. There is existence of bilateral trade between Kenya and United Kingdom, both in terms of export and import of goods and services. In terms of investment, Kenya remains a key recipient of ODA globally, in relation to the United Kingdom it remains an important investor in Kenya.

The Kenyan diplomatic missions require training and capacity building for the diplomatic staff, as they already have over 10 years of experience in their professional field. Kenya’s diplomatic missions understand clearly the countries trade and investment promotion agenda, however, there are numerous policy documents, and there is necessity for harmonization and clear vision to be implemented. Kenya’s diplomatic missions abroad were engaged in the marketing of the country’s products, promotion of the country’s exports, as well as development and review of new trading partnerships.
The Kenyan diplomatic staff require key competencies that include and not limited to international business, international trade, international economics, trade negotiation, marketing, business processes. They also require new methods of trainings through technology adaption in trade and investment promotion in order to acquire market intelligence methods that could be shared to potential trade and investment stakeholders. Kenya’s diplomatic staff in abroad missions were expected to possess a wide range of knowledge in key economic areas, strong competency in both hard and soft skills, competency in international trade matters, as well as the ability to demonstrate high relationship management and partnership building skills.

In conclusion, there have been successful trade and investment initiatives and those that have not been successful. The successful ones were attributed to preparation, well organized international business delegations. Trade and investment promotion requires a deliberate and tailor-made response of proactiveness from the Kenyan stakeholders. The participants remained confident in the newly established Kenya-UK Economic partnership Agreement trading though it would lead to comparative versus relative gains in trade. The participants held that the relationship would open up Kenya to the international market. The next chapter presents conclusion, and recommendations of these findings.
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
Diplomacy is used to manage the goals of foreign policy focusing on international trade and investment. Specifically, Kenya has fostered her relationship with the United Kingdom in matters of international trade. This is achieved through the established embassy and consular services located in London. Based on the motive of foreign policy agenda, Kenya has deployed diplomatic tools in attracting top UK-based firms for foreign direct investment. This is the last chapter of the study. It draws conclusion from the presented findings upon which recommendations for policy action are made.

5.2 Summary
The study is committed to a bilateral commercial exploration of the trade and investment ties; opportunities and challenges of Kenya as it engages the UK for the period 2015 and 2020. To this end, it employed the eclectic method of enquiry, adopting a combination of qualitative and quantitative methods of data collection. The study engaged staff at the Kenyan high commission to United Kingdom. In addition, the study relies heavily on secondary data sourced from journal articles, textbooks, newspapers and magazines and other relevant materials including government gazettes. The Kenyan High Commission in London is one of 84 Kenyan diplomatic and consular representations abroad. The study observes that Kenya’s overseas missions fall into two broad categories, namely, the diplomatic and consular missions and are of varying sizes. These missions have been at the center of mixed fortunes; success and failures in the trade and investment sphere.

Kenya’s diplomatic missions understand clearly the countries trade and investment promotion agenda, however, there are numerous policy documents, and there is necessity for harmonization and clear vision to be implemented. Kenya’s diplomatic missions abroad were engaged in the marketing of the country’s products, promotion of the country’s exports, as well as development and review of new trading partnerships. Kenya’s diplomatic staff in abroad missions were expected to possess a wide range of knowledge in key economic areas, strong competency in both hard and soft skills, competency in international trade matters, as well as the ability to demonstrate high relationship management and partnership building skills.
5.3 Conclusion

5.3.1 Role of the Kenyan diplomatic mission in the United Kingdom in promoting trade and investment.

Kenya remains East Africa’s strong trade and investment hub, it also plays a stable role in Sub-Saharan Africa, being the premier in the financial technology services industry. Kenyan diplomatic missions abroad are relevant in promoting Kenya’s trade and investment interests. Their key challenges outlined include and are not limited to the implementation of Kenya’s trade and investment as a collective strategic vision, universally and unequivocally by all relevant stakeholders involved in the trade and investment promotion. Kenya also has internal challenges on how to attract trade and investment by achieving zero tolerance for endemic challenges that include corruption, high cost of doing business, and political problems.

The Kenyan diplomatic missions, both in the United Kingdom and other missions remain relevant in trade and investment promotion as they are termed to be the ‘eyes’ or ‘bridge’ in foreign markets in which during Covid-19 there was the restriction of Kenyan travelers to numerous countries. Their role in trade and investment is pertinent, the Kenyan diplomatic missions’ effectiveness through producing tangible results from investments by the government and retrospect b the citizenry of Kenya are a good measure for how effective the Kenyan diplomatic missions are and justification to any increase in financing to the Kenya diplomatic missions. The opportunities to serve to remain to be at the discretion of the political class who appoint and vet the representatives sent to Kenyan diplomatic missions.

The diplomatic missions’ staff understand their call to service for the Republic of Kenya and observe friendly diplomatic relations while respecting their privileges, immunities, and responsibilities as clearly outlined in the Vienna Convention on Diplomatic Relations (VCDR) 1961 on the core of diplomacy to promote friendly relations among states. The diplomatic staff in Kenyan diplomatic mission understand their role in promoting market intelligence in host countries through cultural understanding and local engagement, it has not however been the case in most of the Kenyan diplomatic missions.
5.3.2 Influence of responsibility of Kenyan diplomatic staff in the United Kingdom on the promotion of trade and investment attraction to Kenya.

In analyzing Kenya’s trade and investment prowess (involvement of Kenya in trade and investment internationally), Kenya is a strategic and significant partner in Africa to numerous countries from Europe, Asia, America, and Africa. Kenya internally has the presence of organized trade and investment associations that include: Kenya Trade Network Agency (KenTrade), Kenya Investment Authority (KenInvest), Kenya Chamber of Commerce (KNCCI), Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA), Kenya Export Promotion and Branding Agency (KEPROBA), Ministry of Trade, Ministry of Foreign Affairs (MFA) among other organizations.

There is ‘individualism’ in the nature of trade and investment that occurs in Kenya, this is depicted with the creation of a KNCCI office in Dubai. There is presence of organization of trade missions individually by the relevant trade delegations through the associations which relay on similar member associations in foreign countries that Memorandum of Understanding (MOU)s have been signed together with similar bodies in foreign mission.

This is not a faultfinding conclusion; it is very pertinent to note a common, that the collective ‘Buy Kenya – Build Kenya’ could be sold by a singular organization. It can have the representation and help desks ‘trade officers’ for each association in Kenya, this would help sell effectively and regulate numerous parties reaching out to similar parties in foreign countries and help effectively solve and ensure progress in their different visions in the internationalization of Kenyan goods and services.

Indeed there is the existence of Memorandum of Understanding (MOU)s with almost all if not most of the trade associations of Kenya and others abroad. In order to ensure long-term vision is one common strategy, that it is clearly enacted. The current Kenya Export Promotion and Branding Agency (KEPROBA) and Kenya National Chamber of Commerce (KNCCI) should be two entities equipped with the mandate of marketing and engaging with the global markets in partnership with the infrastructure of provided by the Kenyan Foreign Missions abroad. This will help monitor partnerships, ensure credibility and establish favorable efforts of transparency and accountability for all Kenyan trade and investment interests.

Regardless of great strides made by Kenyan diplomatic missions, through the diplomatic staff in host countries through organization of trade missions and provisions of market intelligence, there
has also been the experience from participants on traveling for business to host countries having to find their own market intelligence. This created challenges to the business travelers as they could not ascertain if the potential trade and investment partners were credible as they did not fully understand the cultural aspect of the visiting countries. The diplomatic missions and some participants argued that there was less investment from the Kenyan government in economic and commercial diplomacy, indeed this was confirmed in Appendix IX on Medium Term Expenditure Framework (MTEF 2015 - 2020) if compared to the other sub-sectors like foreign policy and general administrative expenditure.

It already costs the Republic of Kenya a significant share of the national budget to run and maintain the Kenyan foreign missions, hence it is relevant to create a performance basis for the missions, some of the respondents stated that the ambassadors have the authority that remains unregulated and the necessity for performance reviews. The performance reviews and trade and investment client satisfaction could be an effective matrix to countercheck on the relevant work, the future work to be done to ensure effective resource allocation in terms of trade attaches, or increased budget allocation.

5.3.3 Factors leading to most effective business delegations organized by the Kenyan diplomatic mission in the United Kingdom from 2015 to 2020.

The role of diplomatic missions remains pertinent, more so in a post-Covid 19 world in which there are self-imposed by sovereign states in international relations with other states. The idea of globalization seems to be engulfed in the state – interests of might as opposed to collaboration in different sectors like vaccination distribution, freight spaces, travel restrictions, which have affected Kenyan businesses and personnel in terms of both economic and social implications. The study noted that some of the Kenyan business people did not travel outside Kenya since 2019 due to the Covid-19 restrictions even though they had offices in foreign countries. The businesses resorted to the use of technology that is said to be an interim solution. The effectiveness of the Kenyan diplomatic missions to help ‘bridge a gap’ of lack of physical contact will play a critical role in Kenyan diplomatic missions abroad.

The Kenya – UK Economic Partnership Agreement (EPA) is seen to foster trade to the country that is technically and has the infrastructure to enact and implement the agreement. The spirit, outlined in the objectives of the EPA is relevant to both Kenya and the UK. The UK to have
comparative gains by the Kenyan participants in the EPA as the UK has already achieved development while Kenya is a developing country. The two countries might in terms of resources and infrastructure cannot be compared. In addition, it is relevant for Kenya – UK EPA to accommodate the private sector to steer the implementation of the EPA as it deemed to be a brainchild of the government that is deemed slow and bureaucratic in implementing trade deals. The private sector could help leverage key advantages and strategically boost Kenya’s competitive advantage to allow for comparative gains in Kenya’s economy.

In summary, the research understood some of the challenges that the Kenyan diplomatic missions encountered and the bottlenecks that the business associations and individual businesses faced in efforts to ensure Kenya’s Trade and Promotion Agenda is achieved. It requires a multifaceted, multi-stakeholder approach to inter-relay on each other and ensure effective measures are enacted in all the realms of trade and investment promotion in Kenya. The Kenyan diplomatic missions if require comparison in terms of the role of the diplomatic missions, should be compared to similar missions in terms of capacity and not to foreign missions that are financed both in terms of staff and budget allocations to achieve different state interests to that of Kenyan diplomatic missions.

5.4 Recommendations

5.4.1 Role of the Kenyan diplomatic mission in the United Kingdom in promoting trade and investment.

Currently, Kenyan diplomatic missions remain the most effective instruments of trade promotion in foreign countries they are hosted. A strategic approach on the key trade exports is needed and future trends are necessary to ensure trade and investment are effective in the host countries. This will ensure that the market information received remains relevant and is well utilized by the Kenyan businesses on the interesting markets to ensure outward investment, the best for inward foreign direct investment (FDI), and the most effective tailor-made and credible partnerships for the Kenyan business environment. In addition, market intelligence remains relevant especially for the relevant products needed and during with seasons. In terms of investment, there will be improvement by the government on Kenyan information abroad and implementation of synergies for creation of an investor-friendly environment to increase FDI.
The Kenyan diplomatic missions require relevant techniques of marketing Kenya during the post-Covid era. Digital platforms that include webinars, seminars, online marketplaces, hybrid model of physical and representational exhibitions, virtual organization of business to business meetings could help introduce new markets, re-emphasize partner markets, and capitalize on foreign economic or commercial relations between Kenyan partners. It is important to foster digitalization of services, this could help reduce the cost and also create new avenues for engagement with trade officers located in the home country who could market the diplomatic missions trade and investment promotion services and offer support virtually. As explained that there is the existence of new ways of communications through the use of digital tools like the internet, the creation of websites has become essential in communication today. (Cooper et. al., 20, p. 513). Digital diplomacy, mostly through the use of online platforms like Twitter has led to countries engaging in Trade promotion and Investment to a wider range of stakeholders in real time.

5.4.2 Influence of responsibility of Kenyan diplomatic staff in the United Kingdom on the promotion of trade and investment attraction to Kenya.

In terms of responsibility of Kenyan diplomatic staff in promoting trade and investment, missions could leverage partnerships with African diplomatic missions that already have a footprint in numerous countries to ensure the production of effective market information. According to Neumann (2012:33-38), the diplomatic mode of knowledge production is relevant in economic diplomacy. These could help create collaborations for engagements during similar re-grouped business delegations like the China-Africa business delegation, Africa-United States Summit, and any other country-continental engagements to ensure leveraging to find mutually beneficial partnerships.

Thirdly, Kenyan diplomatic missions should ensure clarity of hiring of the diplomatic staff. This should not be an exemption, the diplomatic missions can be appointed by the Ministry of Foreign Affairs and the trade attaches from the Ministry of Trade. These appointments should all be based on meritocracy and with relevant training given at the Kenya School of Government prior to the posting on the culture, responsibilities, and trainings on Kenya’s trade and promotion Agenda. The diplomatic staff should be able to hold joint meetings with different institutions to understand the interests and expectations of Kenyan businesses. This could be done together with the ambassador to ensure there is open, transparent communication and an opportunity to work
on strategic, step by step, and quarterly tangible objectives on trade and investment promotion. This would help bridge the information and effectiveness bridge for Kenyan trade and investment agencies and Kenyan diplomatic missions. There is a necessity for the establishment of trade promotion infrastructure is that can be identified as “interventions by government to address market failures (coordination challenges, asymmetric information) and government letdowns that limit export participation and performance, including traditional export promotion and special economic zones (SEZs), industry coordination bodies, standards and certification, and innovation (Guilherme & Farole, 2012, p.50).”

Kenyan diplomatic missions do have numerous hurdles like budgets. There is a necessity for investments both technical and institutional reformation investment. The technical investment should include protecting the right to quality access of talent, right skills with adequate knowledge of the commercial attaches on: trade-related, investment, strategy, and Economic plan. The budgets given should be based on the evaluation of how many missions and investment has been attracted into Kenya. The institutional reform would involve working on the reporting authority for commercial attaches. The Ministry of Foreign Affairs could send and coordinate individual commercial attaches moreover, it is increasingly necessary to have a collective approach in which a public-private Agency where The Kenya Export Promotion and Branding Agency (KEPROBA) can be allowed to remain semi-autonomous to ensure coordinated effort in trade and investment. The assessment of the agency should be in line with Kenya’s Vision 2030. A clear strategy should be implemented by policy think tanks through a design thinking survey based on the opinions of proposed beneficiaries. The training of diplomatic mission staff should encompass training on negotiations, analysts, scouting for opportunities.

In this respect, the Kenyan government must take pro-active actions at empowering the overseas missions. Apart from ensuring that the missions are staffed with competent hands, the training programme for diplomats should be reviewed to give them the necessary knowledge to practice the art and science of diplomacy because they are at the front line of her foreign policy implementation. Similarly, the missions should also be well funded by the government to meet their ever expanding tasks and responsibilities, just as Heads of Missions should be prudent in managing available resources at their disposal.
5.4.3 Factors leading to most effective business delegations organized by the Kenyan diplomatic mission in the United Kingdom from 2015 to 2020

Regarding the last research question, Kenyan diplomatic missions require and need increased investment in trade promotion and investment, this could be done through reduction of expenditure in sectors where the financing is not well utilized. Official stakeholders that can check on the role of the diplomatic missions can give the financing based on performance and a co-created model. In addition, the diplomatic missions can be given support in terms of specialized trade officers who can be hosted in the diplomatic missions and sent from KEPROBA and KNCCI. These diplomatic staff could help improve the capacity of the trade and investment missions and help improve Kenya’s market intelligence capacity.

It is also of relevance for the research to further study different trade and investment agencies (foreign and African) on their financing models for trade and investment activities as some are fully financed by the sending State and others are co-financed by trade and investment companies that seek services outside Kenya. The rate of financing can be decided by the representing authority. This is of relevance as a co-financing model of (50 % government and 50 % trade delegations visiting).

Kenyan businesses that already set up globally have the muscle financially to obtain relevant information in trade and investment, the services given to the private market research institutions could be sub-contracted to a state institution on a co-financing mission, based on credible information with fewer expenses. This is explained through market intelligence which is relevant as stated that, “diplomatic missions in their analysis of markets have two options either to analyze information for an international view, based on international media and development reports that often deemed the truth-tellers or provide accurate information or alternatively, ‘localization’ which alludes to the reliance on local information, during which the diplomats tend to embrace local opinions compared to promotion of their country interests (Malone, 2012, p.228).”

In brief, EPAs whether either UK or US remain relevant for Kenyan businesses, the process of negotiation and the spirit of enacting are what raises inquiries into the relevancy of such agreements. The government must negotiate bilateral agreements as it has the sole social contract
with its citizenry, however, it must also ensure efficiency by involving the business sector or private stakeholders in the negotiation and implementation. They remain the primary and direct beneficiaries of those affected by trade and investment Agreements.

Kenya must continue trade and promotion in a strategic, resourceful and visionary manner to ensure the Vision 2030, Big 4 Agenda, and all policy documents are updated and implemented. What is pertinent is to ensure trade and investment promotion is at the core of Kenya’s goal. Kenya needs to flourishes to become a trade and investment hub in the African continent with competitive companies like Mpesa in the fintech realm, innovation, and a startup ecosystem, and improvement of other relevant sectors like agriculture, education, manufacturing that could have a multiplier effect on Kenya’s development, economy and the African continent.

5.5 Recommendation for Further Studies
The study was tailored on the Kenya-United Kingdom bilateral commercial ties. The discussion might have ignored some factors that shape the relationship between the two countries. First, United Kingdom is currently facing political some degree of political isolation from the larger European Union since the passing of the Brexit vote. This political development has serious implications on how UK engage the rest of the world; more so strategic historical allies such as Kenya. As a result, further studies might incorporate such moderating factors. Another area that need to be examined is the industry specific collaboration as the world accelerates towards knowledge-based economy. Thus, it will be interesting to examine how the two countries foster their economic ties for mutual gains in emerging economic segments. Kenya-United Kingdom bilateral trade ties span over decades; a historical analysis of these developments citing challenges and opportunities could provide a better framework to strengthen this connection. Lastly, Kenya is facing stiff competition from regional actors such as Tanzania; Rwanda; Uganda and even Ethiopia in matters pertaining FD. A comparative assessment of Kenya-Britain relationship in the end should be examined; considering that, the UK exposed to multiple options in terms of investment strategic partners in the Horn of Africa.
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APPENDICES

APPENDIX I: RESEARCH INFORMED CONSENT / ASSENT FORM

RE: REQUEST TO PARTICIPATE IN A RESEARCH STUDY

I am a student at the United States International University Africa undertaking a master’s in International Relations (MIR).

As partial fulfillment for my degree, I am conducting a research on assessing the role of Kenyan Diplomatic Missions in promoting Trade and Investment abroad. Given your unique position and experience of international trade/Ministry of Foreign Affairs/Trade and Investment Promotion Agency, you have been selected as one of the respondents. Your role in this study will only involve answering the questions in the interview guide, which will be directly asked by the interviewer through phone call or virtual interview for 30-45 minutes. The questions to be asked will relate to your experience and opinions in your area of specialization.

The purpose of the study is to gain insight of the role of Kenyan Diplomatic Missions in promoting trade and investment abroad, with a view to enhancing, strengthening and ensuring efficiency in Kenyan Diplomatic Missions abroad. The outcome of the research will help create a policy that ensures improvement and development of trade and investment for Kenya.

The main methods of data collection are confidential interviews involving trade and promotion stakeholders. The researcher will not proceed with the study until she has been cleared by the USIU-Africa Institutional Review Board (IRB) and the National Commission for Science, Technology and Innovation (NACOSTI).

In case you as the participant of the research have any concerns regarding the questions or require further complementary information regarding the research being conducted by the researcher (Joyce Bitutu). Please feel free to ask for clarification and reach out to the researcher (Joyce Bitutu) via email: joycebitutu@rocketmail.com or via telephone: + 254 702 577 7131. In addition, the IRB department of USIU-Africa can be contacted via email: irb@usiu.ac.ke.
All the information rendered in the interview are deemed important and useful in this research. There are also several questions regarding demographic information. Please feel free to tick where applicable.

As a participant of this research, by signing this form, you confirm and give consent to being digitally audio recorded for the duration of our interview. This research is aimed at allowing you to provide details about the subject area as openly and comprehensively as you can. Please note that any information you give will be treated with confidentiality and at no instance will it be used for any other purpose other than for this research project. Signing the consent form acknowledges that you have read and understood the purpose of the study and are consenting to **participate without coercion**. Please note that there shall be no compensation either monetary or otherwise for the study. Participation in this research is based on a **voluntary basis**.

I confirm to have read all information provided on the research. I understand that I am free to withdraw at any time from the research. I am informed that I will receive a copy of this consent form.

**Participant**

Sign Date

1. ........................................... ...........................................

**Researcher**

Sign Date

1. ........................................... ...........................................

Your assistance will be highly appreciated.

Thank you for your indulgence.
APPENDIX II: INTRODUCTORY LETTER/EMAIL

Dear Sir/Madam,

RE: REQUEST TO PARTICIPATE IN A RESEARCH STUDY

I am a student at the United States International University Africa undertaking a master’s in International Relations (MIR).

As partial fulfillment for my degree, I am conducting a research on assessing the role of Kenyan Diplomatic Missions in promoting Trade and Investment abroad. Given your unique position and experience of international trade/Ministry of Foreign Affairs/Trade and Investment Promotion Agency, you have been selected as one of the respondents. Your role in this study will only involve answering the questions in the interview guide, which will be directly asked by the interviewer through phone call or virtual interview. The questions to be asked will relate to your experience and opinions in your area of specialization.

This research is aimed at allowing you to provide details about the subject area as openly and comprehensively as you can. Please note that any information you give will be treated with confidentiality and at no instance will it be used for any other purpose other than for this research project. Your assistance will be highly appreciated.

Thank you for your indulgence.

Kind Regards,

Joyce Bitutu (Researcher)
APPENDIX III: INTERVIEW GUIDE

The purpose of this research is to assess the role of Kenyan Diplomatic Missions in promoting Trade and Investment abroad.

I would like to ask you some questions about your professional background and some experiences you have had while working within the international trade and investment promotion fields. Please note that any information you give will be treated with confidentiality and at no instance will it be used for any other purpose other than for this research project.

I hope to use this information to contribute to vast knowledge of trade and investment promotion and the Economic and commercial diplomacy policy of Kenya.

The interview should take about 30-45 minutes. Your time is highly appreciated and valued.

Section 1: Demographics Information of Participant

Please tick or circle clearly the answers that best apples to you.

Please state your gender

Male [ ] Female [ ] Other [ ]

Please indicate the age range that is applicable to you

18-25 [ ] 25-35 [ ] 36-45 [ ] 46-55 [ ] 55 + years [ ]

Section 2: General Information (Professional Background)

<table>
<thead>
<tr>
<th>Question presented to participant</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1. What is your professional background?</td>
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<tr>
<td>2. How many years of experience do you have in your professional background field?</td>
<td></td>
</tr>
</tbody>
</table>
3. How have you been involved as a professional within international trade and investment promotion?

Section 3: Kenya’s Diplomatic Missions Trade and Investment Promotion Agenda

4. What is your understanding on Kenya’s Trade and Promotion Agenda?

5. During the organization of trade missions/business delegations abroad, or when looking for trade and investment which organizations help you succeed?

6. In your view, how would you describe the role of Kenyan diplomatic missions abroad?
   a) Regarding promotion of trade.
   b) In terms of investment promotion.

7. There has been an increase in trade & investment agencies in Kenya for the past 5 years; this entails promotion of trade in foreign missions into Kenya. How would you compare these missions to Kenyan diplomatic missions abroad?

Section 4: Kenya’s Diplomatic Staff in Trade and Investment Promotion

8. As countries globally seek to remain competitive in trade and investment promotion, some choose to employ diplomatic staff with entrepreneurial, business related skills. Which skills are important for diplomatic staff in promotion of trade and investment?
9. What has been your experience with diplomatic staff while abroad? If not, what is your perception of their role in promotion of trade and investment?

10. If you work or have worked in a trade mission, how many diplomatic staff are there in your mission? What specific roles are they involved in for promotion of trade and investment?

Section 5: Trade and Investment Kenya and the United Kingdom Initiatives


12. Have you, or do you know anyone who has participated in a business delegation organized by Kenyan diplomatic mission from 2015 to 2020? If not, was it organized by the British High Commission in Kenya? How was it successful?

13. How would you like to benefit from Trade and Investment between Kenya and the United Kingdom?

14. If you are a business, have you been involved in trade and investment between Kenya and the United Kingdom? How was your business performed between 2015-2020? Explain.

Section 6: Conclusion

15. Would you have any recommendation on how to improve the effectiveness of Kenyan diplomatic missions abroad and their role and performance in attracting trade and investment?
16. Are there any practical or policy recommendations you would like to ensure is enacted to ensure successful implementation of Kenya’s trade and promotion agenda?

17. What incentives and trainings can be given to diplomatic staff in order to increase their productivity in trade and investment promotion?

18. How can the government of Kenya ensure it improves the role of diplomatic missions through the diplomatic staff?

19. In which ways do you propose that the Kenyan diplomatic staff and missions can increase productivity to ensure better delivery of services?

I appreciate the time you took for this interview; I should have all the information I need. I shall also send to you a copy of the finalized research on completion. Thank you again.
APPENDIX IV: PARTICIPANT DEBRIEF NOTE/FORM

RE: REQUEST TO PARTICIPATE IN A RESEARCH STUDY

Dear Sir/Madam,

Thank you for participating in the research study: THE ROLE OF KENYAN DIPLOMATIC MISSIONS IN PROMOTING TRADE AND INVESTMENT: ASSESSING KENYA HIGH COMMISSION IN THE UNITED KINGDOM FROM 2015 TO 2020.

This study is being conducted by the lead researcher Joyce Bitutu Onsongo, a master’s student in United States International University Africa (USIU-Africa) Masters in International Relations (MIR) as a partial requirement for the completion of her Master’s thesis.

The purpose of the study is to gain insight of the role of Kenyan Diplomatic Missions in promoting trade and investment abroad, with a view to enhancing, strengthening and ensuring efficiency that would see an improvement and development of trade and investment for Kenya. All information given is entirely anonymous and confidential. The privacy of the data given will be respected and not given to any outside parties or used outside the research being conducted.

In case you as the participant of the research have any concerns regarding the questions or require further complementary information regarding the research being conducted by the researcher (Joyce Bitutu). Please feel free to ask for clarification and reach out to the researcher (Joyce Bitutu) via email: joycebitutu@rocketmail.com or via telephone: + 254 702 577 131. In addition the IRB department of USIU-Africa can be contacted via email: irb@usiu.ac.ke.

The interviews are recorded as digital audio files. If you do not consent for a recording to be used, please state this to the researcher via one of the communication channels within three days.

In addition, if you would like to withdraw your consent from participating in this research, please contact the researcher via the contact details above.

I would like to thank you for the support and help rendered.

Best Regards,
Joyce Bitutu (Researcher)
## APPENDIX V: TIMELINE

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## APPENDIX VI: BUDGET

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<th>COST (KES)</th>
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<td><strong>Total Budget 33,000 KES</strong></td>
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APPENDIX VII: INTRODUCTION LETTER

National Commission for Science Technology and Innovation
P. O. Box 30623, 00109,
Nairobi, KENYA.

2nd June, 2021

Dear Sir/Madam

REF: PERMISSION TO CONDUCT RESEARCH- JOYCE BITUTU ONSONGO
STUDENT ID NO 656431

The bearer of this letter is a student at United States International University (USIU) –Africa and is pursuing Master of Arts in International Relations.

As part of the program, the student is required to undertake a dissertation on “The Role Of Kenyan Diplomatic Missions In Promoting Trade And Investment: Assessing Kenya High Commission In The United Kingdom From 2015 To 2020” which requires the student to collect data. The proposal has been subjected to ethical review and positive verdict given by the Institutional Review Board.

Kindly assist the student with the research permit and should you have any queries contact the undersigned.

Yours Sincerely,

Prof. Amos Njuguna,
Dean – School of Graduate Studies, Research and Extension
Tel: 0730 116 442
Email: amnjuguna@usiu.ac.ke
APPENDIX VIII: INSTITUTIONAL REVIEW BOARD (IRB) LETTER

REF: USIU-A/IRB/181-2021

TO: JOYCE BITUTU ONSONGO

Dear Sir/madam,

RE: THE ROLE OF KENYAN DIPLOMATIC MISSIONS IN PROMOTING TRADE AND INVESTMENT: ASSESSING KENYA HIGH COMMISSION IN THE UNITED KINGDOM FROM 2015 TO 2020

This is to inform you that IRB has reviewed and approved your above research proposal. Your application approval number is USIU-A/IRB/181-2021. The approval period is 2nd June 2021 – 2nd June 2022.

This approval is subject to compliance with the following requirements:

i. Only approved documents including (informed consents, study instruments, MTA) will be used.

ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by IRB.

iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to IRB within 72 hours of notification.

iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to IRB within 72 hours.

v. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.

vi. Submission of an executive summary report within 90 days upon completion of the study to IRB.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) https://research-portal.nacosti.co.ke and also obtain other clearances needed.

Yours sincerely,

Chair, IRB
This is to Certify that Miss. Joyce Bitutu Omoso as United States International University Africa, has been licensed to conduct research in Nairobi on the topic: THE ROLE OF KENYAN DIPLOMATIC MISSIONS IN PROMOTING TRADE AND INVESTMENT: ASSESSING KENYA HIGH COMMISSION IN THE UNITED KINGDOM FROM 2015 TO 2020 for the period ending: 09/June/2022.

License No: NACOSTI/P/21/1100

Applicant Identification Number: 466838

NOTE: This is a computer generated License. To verify the authenticity of this document, scan the QR Code using QR scanner application.
APPENDIX IX: NACOSTI RESEARCH PERMIT P. 2

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is Guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014

CONDITIONS

1. The License is valid for the proposed research, location and specified period
2. The License any rights thereunder are non-transferable
3. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies
5. The License does not give authority to transfer research materials
6. NACOSTI may monitor and evaluate the licensed research project
7. The Licensee shall submit one hard copy and upload a soft copy of their final report (thesis) within one year of completion of the research
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice

National Commission for Science, Technology and Innovation
off Waiyaki Way, Upper Kabete
P. O. Box 30623, 00100 Nairobi, KENYA
Land line: 020 4007000, 020 2241349, 020 3310571, 020 8001077
Mobile: 0713 788 787 / 0735 404 245
E-mail: dti@nacostii.go.ke / registry@nacostii.go.ke
Website: www.nacostii.go.ke
APPENDIX X: KENYA PUBLIC ADMINISTRATION AND INTERNATIONAL RELATIONS SECTOR REPORT FOR MEDIUM TERM EXPENDITURE FRAMEWORK (MTEF) SECTOR REPORT 2015-2021

Table 1: Analysis of Resource requirements versus allocation by Programmes and Sub Programmes (KSh. Million) (2014, p.69)

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### Table 2: Analysis of Resource requirements versus allocation by Programmes and Sub Programmes (KSh. Million) (2015, pp.125-126)

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Table 3: Analysis of Resource requirements versus allocation by Programmes and Sub Programmes (KSh. Million) (2016, pp.154-155)

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APPENDIX XI: COUNTRY FACT SHEET: KENYA. FOREIGN DIRECT INVESTMENT (FDI) OVERVIEW, SELECTED YEARS (MILLIONS OF DOLLARS AND PER CENT).

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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Africa</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Inward</td>
<td>16.2</td>
<td>25.3</td>
<td>28.7</td>
<td>28.6</td>
<td>27.7</td>
</tr>
<tr>
<td>Outward</td>
<td>1.7</td>
<td>1.3</td>
<td>1.2</td>
<td>1.2</td>
<td>1.2</td>
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<td></td>
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<tr>
<td>Inward</td>
<td>24.8</td>
<td>39.3</td>
<td>37.6</td>
<td>38.7</td>
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<tr>
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<td>4.4</td>
<td>17.1</td>
<td>14.8</td>
<td>13.1</td>
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<tr>
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<td></td>
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</tr>
<tr>
<td>Inward</td>
<td>23.6</td>
<td>32.4</td>
<td>31.1</td>
<td>32.5</td>
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<tr>
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<td>23.3</td>
<td>22.6</td>
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<td>42.4</td>
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<tr>
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<td>30.6</td>
<td>39.6</td>
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APPENDIX XI: COUNTRY FACT SHEET: KENYA. FOREIGN DIRECT INVESTMENT (FDI) OVERVIEW, SELECTED YEARS (MILLIONS OF DOLLARS AND PER CENT).

### Cross-border merger and acquisition (M&A) overview, 2005–2007 average, 2018–2020

(Millions of dollars)

<table>
<thead>
<tr>
<th>Region/economy</th>
<th>Sales (net)</th>
<th>Purchases (net)</th>
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<tbody>
<tr>
<td></td>
<td>(Pre-crisis annual average)</td>
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<tr>
<td>Kenya</td>
<td>146</td>
<td>43</td>
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<td></td>
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<tr>
<td>Angola</td>
<td>83</td>
<td>-</td>
</tr>
<tr>
<td>United Republic of Tanzania</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>East Africa</td>
<td>344</td>
<td>629</td>
</tr>
<tr>
<td>Africa</td>
<td>8 306</td>
<td>1 570</td>
</tr>
<tr>
<td>Developing economies*</td>
<td>82 005</td>
<td>124 265</td>
</tr>
<tr>
<td>World*</td>
<td>729 178</td>
<td>815 726</td>
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</table>

### Announced greenfield investment project overview, 2005–2007 average, 2018–2020

(Millions of dollars)

<table>
<thead>
<tr>
<th>Region/economy</th>
<th>As destination</th>
<th>As source</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Pre-crisis annual average)</td>
<td></td>
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<tr>
<td>Kenya</td>
<td>247</td>
<td>1 775</td>
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<tr>
<td>Angola</td>
<td>2 741</td>
<td>4 688</td>
</tr>
<tr>
<td>United Republic of Tanzania</td>
<td>785</td>
<td>684</td>
</tr>
<tr>
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<td>4 134</td>
<td>11 087</td>
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<tr>
<td>Africa</td>
<td>62 195</td>
<td>77 104</td>
</tr>
<tr>
<td>Developing economies*</td>
<td>412 385</td>
<td>554 319</td>
</tr>
<tr>
<td>World*</td>
<td>744 467</td>
<td>982 455</td>
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</table>


*Excluding Caribbean offshore financial centres.
APPENDIX XII: FOREIGN DIRECT INVESTMENT (FDI) OVERVIEW (P.1)
### FDI Flows, by Region and Economy, 2015–2020 (Continued)

<table>
<thead>
<tr>
<th>Region/economy</th>
<th>FDI Inflows</th>
<th>FDI Outflows</th>
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<tbody>
<tr>
<td>Guinea-Bissau</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Liberia</td>
<td>627</td>
<td>453</td>
</tr>
<tr>
<td>Mali</td>
<td>275</td>
<td>356</td>
</tr>
<tr>
<td>Mauritania</td>
<td>502</td>
<td>271</td>
</tr>
<tr>
<td>Niger</td>
<td>529</td>
<td>305</td>
</tr>
<tr>
<td>Nigeria</td>
<td>3,064</td>
<td>3,453</td>
</tr>
<tr>
<td>Senegal</td>
<td>409</td>
<td>472</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>252</td>
<td>138</td>
</tr>
<tr>
<td>Togo</td>
<td>258</td>
<td>-46</td>
</tr>
<tr>
<td>Central Africa</td>
<td>8,294</td>
<td>5,403</td>
</tr>
<tr>
<td>Burundi</td>
<td>7</td>
<td>0.1</td>
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<tr>
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<td>427</td>
<td>664</td>
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<tr>
<td>Central African Republic</td>
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<tr>
<td>Chad</td>
<td>560</td>
<td>245</td>
</tr>
<tr>
<td>Congo</td>
<td>3,803</td>
<td>1,612</td>
</tr>
<tr>
<td>Congo, Democratic Republic of the</td>
<td>1,674</td>
<td>1,205</td>
</tr>
<tr>
<td>Equatorial Guinea</td>
<td>233</td>
<td>54</td>
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<tr>
<td>Gabon</td>
<td>961</td>
<td>1,244</td>
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<tr>
<td>Rwanda</td>
<td>380</td>
<td>342</td>
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<tr>
<td>Sao Tome and Principe</td>
<td>15</td>
<td>31</td>
</tr>
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<td>East Africa</td>
<td>7,717</td>
<td>8,302</td>
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<tr>
<td>Comoros</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Djibouti</td>
<td>124</td>
<td>160</td>
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<tr>
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<td>54</td>
<td>54</td>
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<td>1,139</td>
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<td>Madagascar</td>
<td>450</td>
<td>451</td>
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<tr>
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<td>216</td>
<td>379</td>
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<tr>
<td>Seychelles</td>
<td>195</td>
<td>152</td>
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<td>Somalia</td>
<td>303</td>
<td>330</td>
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<tr>
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<td>626</td>
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<td>864</td>
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<td>6,976</td>
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<td>413</td>
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<tr>
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<td>Zambia</td>
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<td>623</td>
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<tr>
<td>Zimbabwe</td>
<td>421</td>
<td>372</td>
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APPENDIX XIII: PUBLIC AND PUBLICLY GUARANTEED EXTERNAL DEBT BY CREDITOR (KES MILLION)

Appendix IV: Public and Publicly Guaranteed External Debt by Creditor (Kshs Million)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>1. BILATERAL</td>
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<td>AUSTRIA</td>
<td>717</td>
<td>743</td>
<td>1,030</td>
<td>513</td>
<td>578</td>
<td>1,803</td>
<td>1,399</td>
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<td>BELGIUM</td>
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<td>6,142</td>
<td>7,469</td>
<td>9,938</td>
<td>10,208</td>
<td>11,591</td>
<td>11,975</td>
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<td>1,349</td>
<td>1,270</td>
<td>809</td>
<td>538</td>
<td>409</td>
<td>111</td>
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<tr>
<td>DENMARK</td>
<td>1,992</td>
<td>1,437</td>
<td>1,541</td>
<td>1,356</td>
<td>1,175</td>
<td>875</td>
<td>604</td>
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<tr>
<td>FINLAND</td>
<td>94</td>
<td>71</td>
<td>269</td>
<td>1,712</td>
<td>1,642</td>
<td>1,796</td>
<td>1,427</td>
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<td>22,559</td>
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<td>31,669</td>
<td>34,655</td>
<td>37,277</td>
<td>35,479</td>
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<td>1,101</td>
<td>622</td>
<td>654</td>
<td>125</td>
<td>36,293</td>
<td>37,244</td>
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<td>84,515</td>
<td>79,017</td>
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<td>91,456</td>
<td>101,886</td>
<td>135,229</td>
<td>151,685</td>
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<td>NETHERLANDS</td>
<td>2,702</td>
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<td>2,350</td>
<td>1,753</td>
<td>1,079</td>
<td>343</td>
<td>55</td>
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<tr>
<td>UK</td>
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<td>1,467</td>
<td>992</td>
<td>650</td>
<td>463</td>
<td>60</td>
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<td>USA</td>
<td>4,542</td>
<td>4,462</td>
<td>4,035</td>
<td>3,497</td>
<td>2,947</td>
<td>2,089</td>
<td>1,580</td>
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<td>CHINA</td>
<td>80,859</td>
<td>252,039</td>
<td>313,127</td>
<td>478,607</td>
<td>559,071</td>
<td>661,059</td>
<td>719,359</td>
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<tr>
<td>OTHERS</td>
<td>13,341</td>
<td>13,756</td>
<td>31,385</td>
<td>36,963</td>
<td>53,822</td>
<td>107,534</td>
<td>113,451</td>
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<tr>
<td>TOTAL</td>
<td>289,914</td>
<td>445,056</td>
<td>798,841</td>
<td>722,568</td>
<td>829,846</td>
<td>996,059</td>
<td>1,074,257</td>
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<tr>
<td>ADB/ADF</td>
<td>102,118</td>
<td>161,532</td>
<td>179,227</td>
<td>197,490</td>
<td>204,776</td>
<td>229,638</td>
<td>263,749</td>
</tr>
<tr>
<td>EEC/EIB</td>
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<td>20,625</td>
<td>21,073</td>
<td>20,399</td>
<td>19,455</td>
<td>17,241</td>
<td>16,796</td>
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<tr>
<td>IDA/IFAD/IBRD</td>
<td>371,374</td>
<td>407,294</td>
<td>488,330</td>
<td>540,515</td>
<td>516,774</td>
<td>608,989</td>
<td>921,341</td>
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<td>IMF</td>
<td>83,282</td>
<td>86,150</td>
<td>84,847</td>
<td>77,637</td>
<td>71,588</td>
<td>49,208</td>
<td>110,605</td>
</tr>
<tr>
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<td>9,030</td>
<td>9,204</td>
<td>8,347</td>
<td>2,795</td>
<td>9,319</td>
<td>9,138</td>
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<tr>
<td>TOTAL</td>
<td>597,340</td>
<td>620,871</td>
<td>492,908</td>
<td>844,389</td>
<td>815,388</td>
<td>914,395</td>
<td>1,321,629</td>
</tr>
<tr>
<td>3. COMMERCIAL BANKS</td>
<td>234,799</td>
<td>276,937</td>
<td>432,377</td>
<td>711,893</td>
<td>906,389</td>
<td>1,095,754</td>
<td>1,102,294</td>
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<tr>
<td>4. EXPORT CREDIT</td>
<td>16,452</td>
<td>16,628</td>
<td>16,628</td>
<td>15,303</td>
<td>16,725</td>
<td>16,932</td>
<td>17,631</td>
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<tr>
<td>GRAND TOTAL</td>
<td>1,135,505</td>
<td>1,423,252</td>
<td>1,796,198</td>
<td>2,294,153</td>
<td>2,568,299</td>
<td>3,023,139</td>
<td>3,515,811</td>
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Source: National Treasury