

PRESS STATEMENT ISSUED FOLLOWING THE 60TH ANNUAL GENERAL MEETING OF THE COAST BRANCH ON 15TH APRIL 2021

FKE Members

Members of the Press

The Federation of Kenya Employers held the 60th Coast Branch Annual General Meeting bringing together members from the Coast Region on 15th April 2021. This 60th AGM was conducted under the theme, "COVID- 19 and the World of Work" with the purpose of examining the status of enterprises in the region, carry out elections for the Branch and address urgent matters pertaining to the welfare of employers.

A. HIGHLIGHT OF ISSUES AFFECTING THE COAST REGION

The Covid-19 emerges as one of the greatest challenges facing the Coastal region since March 2020. This is mainly for two reasons, first is that the structure of the economy in the region relies heavily on tourism, hospitality and transport sectors - sectors adversely affected by the Covid-19 containment measures and secondly because the global supply chains that the Coast region links many interior regions to, have been weakened.

The issues affected include: increased borrowings, eviction from rental premises due to unpaid running costs, economic recession, increased cost of doing business, change in consumer behavior and in the worst case scenario, total business closure.

To support the tourism sector there is need for promotion of domestic tourism growth by repackaging tourism products to suit local market interests, promote regional tourism and enhance product development and diversification during this pandemic

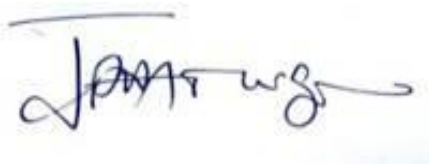
In his key note address Mr. Mohammed Hersi, the Chief Executive Officer, Pollmans Group of Companies noted the sharp revenue decline in the sector. "The impact of Covid-19 on tourism is unprecedented. The tourist numbers dropped drastically from 2,048,834 to a paltry 567,848 arrivals with Kenya losing Kes.80B of tourism revenue in the first six months since the first case was announced" he said.

Looking at our projections, chances of quick recovery are slim. In this situation, businesses must sit at the same table with policy makers and give their proposals as we develop post COVID-19 Recovery Strategy. This is the time to engage policy makers and take advantage of the Africa Continental Free Trade Area Agreement(AfCTA) to restimulate production and supply chains. There is urgent need to revive economic activity in the Coast region through open engagement with stakeholders on the measures that can support the industry and businesses to bounce back.

B. NEW LEADERSHIP

The Branch elected Dr. Sam Ikwaye, Executive Officer, Kenya Hotel Keepers and Caterers Association as the new FKE Coast Branch Regional President and Mr. Panjan Baskar, Managing Director, East African Storage Co. Limited as the Regional Vice President. Other persons elected to serve on the branch committee were: Mr. Abbas Nasser, Administrative Director, Mombasa Hospital Association, Mr. Jefferson Kefa, Human Resource Manager at Signon Group Limited both as Executive Committee Members. Other Members joining this team include; Mr. David Kisa, Managing Director, Kenya Bixa Limited, Mr. Robert Clarke, Estate Manager, REA Vipingo Plantation. Mr. Geoffrey Sitati, CEO, Tabasamu Sacco, Mr. Edward Mudibo, Managing Director, East Africa Tea Trade Association, Mr. Vinay Gudka, Managing Director, Blanket Industries Ltd and Mr. Daniel Ogutu, General Manager, Human Resource & Administration, Kenya Ports Authority.

We congratulate all the newly elected officials and wish them well as they start the journey of working with Employers for improved enterprise performance.



MRS. JACQUELINE MUGO
EXECUTIVE DIRECTOR & CEO

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