

APMA END OF YEAR NEWSLETTER-2024

In this issue; Key events in 2024.

A Year of Progress and Promise-A Message from the Chairman

As we approach the end of another year, I want to express my sincere gratitude to all members of our esteemed association. Your dedication, innovation, and collaborative spirit have been instrumental in driving our industry forward.

This year has been a period of significant progress. We have successfully;

- 1. Advocated for finalization of the automotive bill, which will now move to the public participation stage in the coming year.
- 2. Organized impactful industry events- Training of our members on the recordation program by the Anti-Counterfeit Authority, participation in the German African Business Summit in December.
- 3. Launched new initiatives to support growth of the association-We introduced a referral program for members and a category for Associate members (TVETs, Spare Parts Dealers and Garages).



APMA Chairman Mr. Ashit Shah (Right), was a special guest at the book launch by Industrialization PS-Dr. Juma Mukhwana on 11th December 2024.

As we navigate this exciting new era, our association will continue to play a vital role in:

- 1. Supporting our members through advocacy, education, and networking opportunities.
- 2. Driving innovation by fostering collaboration among industry stakeholders.
- 3. Promoting sustainability by advocating environmentally friendly practices.

I encourage all members to actively participate in the association's activities and contribute to our collective success. Together, we can shape the future of the automotive industry and ensure its continued growth and prosperity.

I wish you all a joyous holiday season and a prosperous New Year.

Sincerely,

Ashit Shah

Chairman



APMA members led by vice chairman and Managing Director, Numerical Machining Complex (NMC) Mr. George Makateto, far left, make a tour of the NMC facility after the AGM that was held at NMV on April 16, 2024.

1. Meeting With Anti-Counterfeit Authority on January 17, 2024

The APMA board held its first consultative meeting with the [Anti-Counterfeit Authority \(ACA\)](#) on January 17, 2024, at the ACA office at National Water Plaza. The purpose of this engagement was to introduce ACA to the parts manufacturing sub-sector, highlight the challenges faced by parts manufacturers due to counterfeit automotive components, address the safety risks these counterfeit products pose to end users, and develop a framework for collaboration between the two organizations in combating counterfeit automotive components.

A key outcome of this meeting was achieved when ACA conducted a training of APMA members on the recordation program on July 23, 2024.

APMA and ACA will continue to collaborate on more projects in the coming year.



Above; from right. Mr. Yusuf Ahmed – ACA Director Enforcement (DE), Mr. Nephath N. Njengwa - CEO Auto Springs East Africa (PLC) & APMA Treasurer, Dr. Robi Mbugua - ACA – Executive Director (ED), Mr. Ashit Shah-APMA Chairman, Ms. Rephah Kitavi – ACA Director Corporate Services (DCS), Mr. Alexander Alulu-APMA Secretariat, Mr. Moses Ogendi - Pinnacle Systems & Member of APMA and Mr. Henry O. Maina – ACA Deputy Director Research & Policy (DDRP).

2. APMA Website and Set up of Social Media Pages.

In order to enhance its online presence, APMA embarked on revamping the website during the first quarter of the year. A key feature of the new website is a dedicated page for members, where each member is listed with a link to the member's website, where applicable. This feature will enable visitors to APMA website be able to visit a member's website at a click of a button and could potentially increase traffic to our members' websites which could in turn translate to more business for our members.

At the same time, APMA social media pages were set up with the goal of updating followers on the association's activities and also as a secondary marketing tool for our members.

The website can be accessed through www.apma.co.ke.

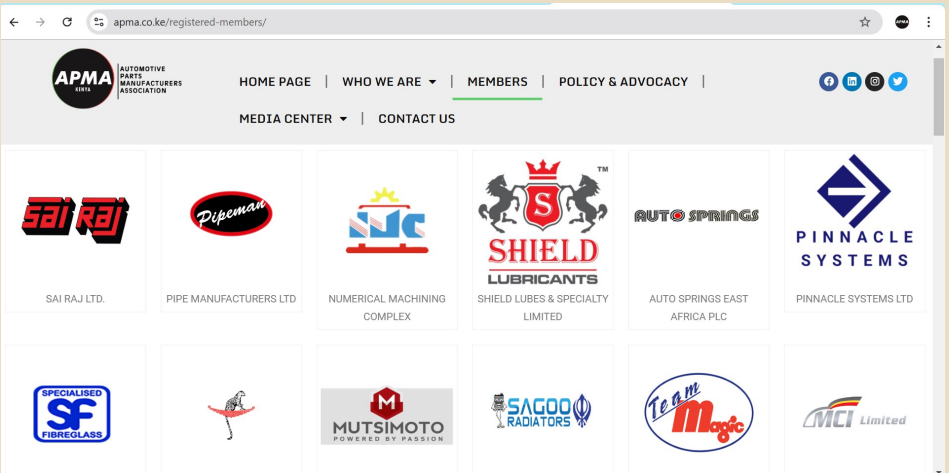
The following are links to our social media pages.

Linkedin [@APMA KENYA](#)

X (Formerly Twitter) [@ApmaKenya](#)

Facebook [@APMAKENYA](#)

Instagram [@apmakenya](#)



3. Participation in the 2nd Kenya Power E-Mobility Conference

APMA chairman Mr. Ashit Shah was a guest speaker at the second Kenya Power E-Mobility Conference & Exhibition held between 23 & 24 April 2024 at KICC.

The theme of the conference was “Accelerating the Adoption of Electric Mobility in Kenya” It brought together key stakeholders driving E-Mobility in Kenya and the region.

The panelists discussed Local Manufacturing and Assembly where they highlighted the opportunities and challenges in the local assembly of EVs, including quality control, the future/sustainability of local assembly and manufacturing and skills availability and gaps.



4. APMA Chairman's Interview on KTN

APMA Chairman Mr. Ashit Shah, alongside Mr. Henry Maina, Deputy Director of Research & Policy at the Anti-Counterfeit Authority, appeared live on KTN on May 9, 2024, at 6:00 pm to discuss the impact of counterfeits. The two speakers effectively addressed issues related to counterfeiting in the country, its effects on local manufacturers, and provided insights on how the public can protect themselves from purchasing counterfeit products.

The full interview can be accessed [here](#)



5. APMA Secretariat's visit to Tunisia

Between June 10-14, APMA head of Secretariat Alexander Alulu made a visit to Tunisia to attend the 7th Edition of the international forum "Financing Investment and Trade in Africa-FITA2024" The delegation from Kenya also comprised of Government representative from the Ministry of Investment, Trade and Industry, Kenya Association of Manufacturers (KAM), Mobius Kenya, Motor Cycle Assemblers Association of Kenya (MAAK) and the trip sponsors, GIZ Kenya.

The delegation also met with representatives of the Tunisian Automotive Association, which is an umbrella body comprising of over 280 companies in the automotive manufacturing sector.



The delegation also embarked on a study tour of Tunisian Automotive Manufacturers. Some of the Tunisian companies visited include;

Misfat Filtration-Oil, fuel air and cabin air filters for passenger cars and heavy-duty applications.

Coficab-Electrical Cables and Wiring Harness

SIA-Shock Absorbers.

Actia R & D-Motor Vehicle Electronic Equipment.

Dräxmaier- Vehicle systems



6. Participation in Review of KS 1515 Standards.

APMA Participated in review of KS1515 standards on Inspection of Road Vehicles together with other members of KEBS TC122. This took place between June 26-28 at Kyaka Hotel in Machakos.

The review took into consideration a host of issues that had been raised by Busia Senator Hon. Okiya Omtata in court.



7. Registration of Associate Members into APMA

In August, we successfully onboarded our first associate member, [Eastlands College of Technology \(ECT\)](#), who have joined APMA under the TVET category. The main goal of accepting membership from TVETs is to provide their students a platform where they can undertake a dual training mode.

This training approach equips students with job-ready skills and prepares them for the demands of the modern manufacturing industry. The collaboration with TVETs will, over time, become a key component of APMA's Corporate Social Responsibility efforts.

To be enrolled as an APMA member, the TVET **MUST** comply with the National Industrial Training Authority (NITA) and TVET Authority.

Other categories of Associate members who can join APMA are Garages and Auto Parts Dealers.

8. AfCFTA Seminar

APMA participated in a day-long African Continental Free Trade Area (AfCFTA) Seminar on 21st August 2024 at Golden Tulip Hotel in Westlands, Nairobi. The seminar was organized by [Kenya Association of Manufacturers](#) in collaboration with [GIZ Kenya](#). Participants were drawn from the Automotive Sector in Kenya.

The main theme of the seminar was for companies to learn on AfCFTA Rules of Origin and how Kenya will be trading with other African Countries once the AfCFTA agreement takes effect in 2033.

To capitalize on the opportunities presented by the AfCFTA, Kenyan manufacturers need to implement strategies that enhance the competitiveness of their products across the African continent. Achieving this will also require strong government support to create a conducive environment for manufacturing to prosper.



APMA Members make their submissions at the AfCFTA Seminar at Golden Tulip Hotel, Westlands on Aug 21, 2024. Top Left; Mr. Ashit Shah, Top Right; Mr. Preeth Jolapara, On the left, Mr. Nephath Njeng'wa and Above, Mr. Kennedy Kadima.

9. APMA Submissions in Public Participation

In July and August, APMA made submissions that were part of public participation in respect of the following.

- i. **Memorandum on the Road Maintenance Levy Fund 2024-** The Kenya Roads Board had proposed to increase the road maintenance levy from the current Ksh 18 to Ksh 25 per liter of petrol/diesel. This represents an increase of Ksh 7 per liter of petrol and diesel. The current rate was set in 2016. APMA submitted a memorandum opposing this move. However, despite the spirited efforts of the public to oppose the increment, it was later passed.
- ii. **Memorandum on Valuation of Imported Used Motor Vehicles.-** The Kenya Revenue Authority proposes to move away from Current Retail Selling Price (CRSP) in valuation of used motor vehicles to Transaction Value. This is to align Kenya with the decision of the East African Community (EAC) sectoral council on Trade, Industry, Finance and Investment (SCTIFI) where partner states were directed to use Free on-Board values for used motor vehicles.

10. Validation Workshop on the Kenya Quality Policy

The Kenya Quality Policy Validation Workshop was held on August 16, 2024 at Panari Hotel in Nairobi, and APMA was represented by the secretariat. The event was graced by incoming Cabinet Secretary Investment, Trade and Industry, Hon. Salim Mvurya.

The Kenya Quality Policy has been formulated within the framework of the national long-term policy blueprint; the Kenya Vision 2030. This policy is therefore important in informing realization of the vision of becoming “a globally competitive and prosperous nation with a high quality of life by 2030”.

The vision of this policy is **“A sustainable and effective Quality Infrastructure in Kenya for globally competitive products and services”**.

The mission of the policy is **“To Establish a Quality Infrastructure System in Kenya that fosters socio economic development and global competitiveness to ensure products and services in the country meet the market and consumer requirements”**.

11. MAAK Safety and Awareness Campaign

In October, APMA was invited to participate in a safety and awareness campaign organized by [Motorcycle Assemblers Association of Kenya \(MAAK\)](#). The campaign aimed to sensitize riders to observe road safety regulations in a bid to curb the rising number of road accidents attributed to the sector. APMA had an exhibition booth where members were allowed to showcase their products.



12. Participation in the German African Business Summit, 2024

The German African Business Summit (GABS) stands as Germany's signature business event in Africa. Every two years, GABS brings together leading business and government figures from Germany and Sub-Saharan Africa to foster and advance economic ties between Europe's largest economy and the world's fastest-growing region.

This year, the 5th Edition of GABS took place in Nairobi, Kenya between December 2-4, 2024. GABS 2024 provided a platform for high-level discussions, networking opportunities, and the establishment of sustainable business partnerships.

APMA participated by procuring an exhibition booth, supported by our partner, [GIZ Kenya](#), where members could showcase locally manufactured automotive components in front of a global audience. The exhibition booth also provided a platform for APMA to enhance visibility of our association, promote our brand, forge new partnerships and gain direct access to key decision-makers and industry leaders from both Africa and Germany.



13. Visit by Tunisia Automotive Association to Kenya

A delegation from [TAA - Tunisian Automotive Association](#) visited Kenya for a six-day experience-sharing visit from 2nd December to 7th December 2024. This initiative aimed to foster collaboration and exchange insights to unlock opportunities presented by the African Continental Free Trade Area (AfCFTA). The program also included visits to select automotive companies in Kenya.

The delegation paid a courtesy call to Dr Juma Mukhwana, PhD, CBS, Principal Secretary, State Department for Industry to discuss and address challenges affecting the competitiveness of Kenya's automotive sector and to explore available investment and trade opportunities in the automotive value chain. Emphasis was placed on creating a supportive policy framework to stimulate growth, foster innovation, and enable Kenya to fully leverage opportunities presented by the AfCFTA.

Kenya's automotive industry stands out within the region, ranking 5th in Africa after South Africa, Morocco, Tunisia, and Egypt. The industry has the capacity to produce 100,000 motor vehicles and 300,000 motorcycles annually. However, in 2023, production levels reached just 12,000 motor vehicles and 70,000 motorcycles, reflecting challenges that have impacted its performance.

On the other hand, Tunisia boasts a vibrant automotive sector contributing 4% to its GDP. It is among Africa's top three exporters of automotive components, specializing in electrical and electronic systems, chassis and body parts, engine components, textiles and leather designs, spare parts, industrial plastics, and rubber products.

The delegation made a study tour of several automotive manufactures in Kenya as par of efforts to gain deeper understanding of the Kenyan automotive space with the aim of fostering possible future partnerships and collaborations between Kenyan and Tunisian Automotive Manufacturers.



The delegation, accompanied by their Kenyan hosts, made a courtesy call to Dr. Juma Mukhwana, Principal Secretary, State Department for Industry, Ministry of Investments, Trade and Industry.



The delegation also made visits to APMA members Autosprings East Africa Plc, (left) and Numerical Machining Complex (NMC), right. Associated Battery Manufacturers (ABM) was also included in the study tour.

14. Outlook for 2025

We aim to build on our current and previous successes in the coming year by identifying strategic areas of benefit for our members such as;

1. Empowering our members to adopt Quality Management Systems (QMS).
2. Environmental, Social and Governance Compliance.
3. Data Collection and Analysis.
4. Business Development.
5. Supply to OEMs.
6. Introduction of a help desk for members.