

PACESETTERS INTERNATIONAL AWARDS

Awards for Top Firms & Institutions

12TH International Awards GALA DINNER

JUBILANT STEWARDS OF AFRICA
2026
INDUSTRY LEADERSHIP AWARDS
ORGANIZER
PACESETTERS INTERNATIONAL AWARDS

Date: 30th October 2026

Time: 9:00 AM - 5:00 PM

Venue: Glee Hotel Runda
along Northern Bypass Nairobi

18+ COUNTRIES PARTICIPATING

Pan African Business Summit, Expo & Awards



HARAMBEE

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United SMEs
Association of Kenya
United for Diaspora, divided we beg

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12TH PACESETTERS INTERNATIONAL AWARDS

ORGANIZED BY

PACESETTERS INTERNATIONAL RESEARCH AND CONSULTANCY LTD & ITS PARTNERS

PACESETTERS INTERNATIONAL AWARDS BRIEF

- The Pacesetters International Awards (PIA) is an annual Industry leadership Recognition survey initiated by Jubilant Stewards of Africa (JSA), a Public Benefit Organization, to celebrate industry leaders for their innovation, quality products, services, creating jobs, leadership by example, growing the economy and transforming the society.
- Pacesetters International Awards seek to encourage organizations and individuals to go beyond the call of duty in their service to humanity. These awards don't just look at excellence as being top in the industry but look at the processes involved and how organizations go out of their way to serve humanity. It also purposes to promote best practices and ethics in industry leadership. The awards are based on the Organization Performance Index (OPI) where processes and systems are scrutinized and benchmarked against globally acceptable standards.
- The winners are competitively chosen through a thorough process that partly involves a public vote and a panel of judges.
- Pacesetters International Awards recognize and celebrate the key players in various categories of the sector who have over the years achieved outstanding results and made positive contributions in the industry growth.
- At the end of the survey the nominees converge for Gala Dinner where the awards are presented to the winning industry leaders.



AWARDS BRIEF CONTINUED

- The award winners are notified at least 4 weeks prior to the award ceremony. They receive an invitation including the specific award, venue, date, and time.
- The Pacesetters International Awards seeks to contribute to the growth of the African economy.
- The 2026 survey has been conducted and the nominees will be contacted by our communication team.







Entrance red carpet with stations



Entrance red carpet with stations



Award Categories

The Pacesetters International Award recognizes the following categories;

- Businesses
- Governments and agencies
- Individuals

The Pacesetters International Awards has honoured outstanding businesses, institutions, and individuals across Africa.

Past awardees include CRDB Bank Plc Tanzania,Safaricom PLC, University of Nairobi, Nation Media Group, Ena Coach, Kevian Kenya Ltd, Maasai Mara University, Movidna Engineering Services - South Africa, Amenfiman Rural Bank limited Ghana, Press Cane Limited Malawi and Vision 2030 Movement Zimbabwe, among others.

Our awards have also been supported by leading partners such as Nation Media Group, telecommunication giant Safaricom PLC, Zoho Corporation, and Quipbank Trust Ltd.

We continue to celebrate excellence and innovation across various sectors.



SOME OF THE PAST AWARDEES AND PARTNERS





































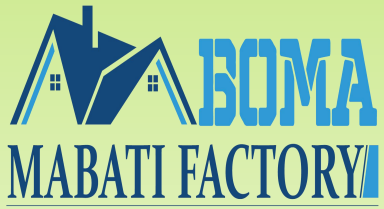














SOME OF THE PAST AWARDEES AND PARTNERS

















































Companies/Businesses

- Pacesetters International Awards are held annually to recognize institutions that are leading in their industry in terms of;
- Brand visibility
- Sales, profitability, revenue, and other financial data
- Number of employees
- Growth/ physical expansion
- Success of a product line
- Increased market share or tapping into new markets
- Business Ethics - Integrity and customer care service
- The Pacesetters International Award committee ranks the companies using a growth index formula to level the playing field among businesses of all sizes. This considers both revenue growth for a period of three years and employee growth over the same period.
- Organizational growth, however, means different things to different organizations. The award considers this organizational growth.



GOVERNMENTS, PUBLIC SERVANTS AND NON-GOVERNMENTAL INSTITUTIONS

- The Pacesetters International Award looks at contributions of governments, their agencies, public servants, and non-governmental organizations in the economic, social, and political transformation of societies with a view to transforming or improving human welfare development.
- PIA pays special attention to various interventions geared towards raising income in improving people's well-being and economic capabilities as well as social and political reorganization. This, therefore, means a case in which people are well fed, clothed, and have access to clean water, quality education, affordable healthcare, sanitization, and security alongside leisure.
- Those who have contributed to socio-economic development with indicators, such as;

✓ Expanding entitlements and capabilities for the people

✓ Improving human welfare

✓ Advancement in science and technology

✓ Improvement in democratic values, principles, and freedoms

✓ Increasing consumer choice in the market

✓ Enhancement of the provision of basic needs; water, clothing, education, and security

✓ Social equity, justice and rule of law.



Individuals

- PIA recognizes the most exceptional young community leaders in the Region.
- The Pacesetters International Award will honor individuals who are excelling in their careers, giving back to the community, and raising the profile of their country. The individuals must be of;
- Organized or initiated community projects
- High integrity
- Extra millers with seasoned initiatives
- Gifted differently
- Tangible impacts
- Unquestionable character





Uniqueness of The PIA Awards

- The Pacesetters International Award is very different from other awards.
- Other awards just look at profits and industry leadership without considering business ethics in achieving the said success.
- Unlike other awards, Pacesetters International Award cut across different sectors;
- It will consider;
- Individuals
- Businesses
- Governments & NGOs
- NGOs





Judges

- The Pacesetters International Award committee judges have the following qualifications;
- ✓ Professionals Respected in their industry
- ✓ Admirable achievements
- ✓ Professionals of unquestionable integrity and character
- ✓ Judge independently and fairly and are not seen to be biased towards any candidate or company.
- The committee chair will implement a voting system in case the judges cannot come to a unanimous decision and a clear criterion for how the winner will be chosen in each category.
- Contrary to most awards held in Africa, the Pacesetters International Award will have a “People’s Choice” award or category where those attending the event will choose their winner. This will give the attendees an element of control and ensure that they’re invested in the night.



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Venue

- ✓ The Pacesetters International Awards 2026 shall be held at a Hotel in Nairobi Kenya on 30th October 2026 from 6:00 PM – 10:00 PM EAT.
- ✓ The Pacesetters International Awards 2025 was held at Swiss Lenana Mount Hotel- Nairobi Kenya on the 12th of September 2025 from 6:00 PM – 10:00 PM EAT.
- ✓ The Pacesetters International Awards 2024 was held at Argyle Grand Hotel Nairobi, next to Jomo Kenyatta International Airport.
- ✓ The Pacesetters International Awards Continental Chapter 2023 was held at Serena Hotel, Dar es Salaam on the 15th of December 2023 from 5:00 PM - 9:00 PM EAT.
- ✓ The Pacesetters International Awards Eastern African Chapter 2023 was held at Weston Hotel on the 30th of June 2023 from 6:00 PM - 9:00 PM EAT.
- ✓ The Pacesetters International Awards 2022 was successfully held at Panari Hotel on the 30th of June 2022 from 6:00 PM - 9:00 PM EAT while the Pacesetters International Awards East African Chapter was held at Serena Hotel Kampala Uganda on 15th December 2022.
- ✓ The Pacesetters International Awards 2020 was held on 17th December at Ole Sereni Hotel Nairobi and the Pacesetters International Awards Kenya 2021 was held at Panari Hotel (same date same time).



THEME

ALIGNING RESULTS



JUBILANT STEWARDS OF AFRICA (JSA)

Impacting Lives

Value Addition

- In addition to the giving of awards the event will offer added attractions.
- We don't guarantee that everyone will walk away with a gong, but they will certainly leave the award gala feeling the ticket price was worth it nonetheless.
- We will facilitate networking
- The opportunity to meet the great and the good of our industry sector will undoubtedly be a big attraction for guests.
- We will have breaks where the attendees can mix and mingle.
- As well as a pre-dinner drinks reception, there will be a stand-up dessert buffet after the ceremony to get everyone talking.
- We will also give away goody bags to all those attending. (The bags will contain the sponsor logo and other marketing kits from the sponsors).











Entertainment

- Our guests will come for a show, we guarantee that we will give them one!
- Simply reading out a long list of award winners' names and watching as they have their photo taken can be boring for non-winners
- We will liven up the proceedings with creative AV and an engaging compere.
- Music, video, and light will all come together to create a spectacle.
- We will include impressive technology such as projection mapping or even holograms (budget permitting!).
- This will take the audience on the edge of their seats!









Award Songs

- The songs to be chosen for the Pacesetters International Award ceremony will have a big impact on the ambiance.
- Music will be used to introduce speakers, announce winners, and celebrate a category or company collecting their prize.







Raffle Run

- Yes, the primary aim of the PIA event is not to raise money for charity, but we won't miss the opportunity to do something good for our community.
- We will hold a raffle or auction with donated prizes. This will offer sponsors the chance for a shout-out, while at the same time raising money for a worthy cause.
- We will announce on the night how much has been raised to accelerate the feel-good factor or save the good news for follow-up communication.







‘PARTY AFTER PARTY’

- Once the official business is out of the way, it’s time for everyone to let their hair down and hit the dance floor.
- We will book a great band that’s guaranteed to get the crowd buzzing
- In addition to a band – if our budget will stretch to it – we will arrange some visual entertainment such as a high-energy dance group or aerial performers.
- This helps to hold attention between judging rounds and make the PIA ceremony an event in its own right, even outside of the award-giving.







Social Media Promotion

- We will make use of social media since it offers the perfect platform to both build excitement about the PIA award ceremony and share all the headlines on the night.
- Using different media, we will offer the winners extra glory
- We will set up a dedicated hashtag for the awards so that our guests can join the conversation and share pictures and news from the evening.
- This sort of ‘social proof’ will signify that PIA awards are a not-to-be-missed event and create buzz for next year.



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Sponsors Value

- We will ensure that the sponsors get VALUE for their money.
- The sponsors will appear in our adverts as agreed.
- They will be allowed to exhibit during the award and get special mentions and coverage in the media.
- Brand the event with rollup banners and giveaways merchandise to the attendees
- Interviews with the media covering the event
- Plus, all the benefits the award winners will enjoy





Media Appearance Highlights

- https://www.the-star.co.ke/news/2026-07-25-african-institutions-and-professionals-to-be-honoured-in-nairobi
- https://newvisionapp.page.link/e8CE
- https://www.the-star.co.ke/news/2024-08-22-kenyan-firms-top-list-of-international-awards-to-be-held-in-nairobi/
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- https://www.youtube.com/live/lcJycRqKm74?si=h8n2pQOQNZOgJbdL
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- https://www.capitalfm.co.ke/news/2023/06/leading-firms-in-10-east-african-countries-to-be-honoured-in-nairobi/
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- https://theexchange.africa/tag/pacesetters-awards-east-africa/
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- https://www.newvision.co.ug/category/business/impactful-businesses-in-eac-to-be-awarded-in-NV_217251_062026
- https://thetimes.co.ke/2025/08/29/pacesetters-awards-2025-nairobi-to-host-africas-biggest-celebration-of-smes-and-innovation/
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Media Appearance Highlights





Africa's top firms honored in international awards

Kenya's leading institution of higher learning, The University of Nairobi, giant bus company Ena Coach, Healing Tree Eye and Laser Hospital, AMCCO Properties, Aquamist, Kevian Kenya, SUN FM and TV Zambia, German Institute of Professionals Studies are among the leading firms and institutions in Africa honored in major International SMEs and Mid-sized institutions in the international awards dubbed Pacesetters International Awards which was organized by Jubilant Stewards of Africa and Pacesetters International Research and Consultancy Ltd as well as United SMES Association of Kenya.

The awards bring together various entrepreneurs and professionals drawn from different countries in Africa. The Pacesetters International Awards, now a premier industry recognition platform, are based on a comprehensive Performance Index (OPI), where processes and systems are scrutinized and benchmarked against globally acceptable standards. The awards not only recognize excellence but also promote best practices and ethics in industry leadership. The awards have been previously been held in Kampala and Dar Es Salaam among other places. This was the 7th Pacesetters international awards while the 8th Pacesetters International Awards shall be held in Pretoria South Africa in April 2025.

University of Nairobi emerged Pacesetter in Research and Development Excellence, Ena Coach Kenya was named the Pacesetter in the Transport and Parcel Company category, while AMMCO Properties emerged as pacesetter in Real Estate, Healing Tree Eye and Laser Hospital as fastest growing eye and laser hospital in Kenya and, Kevian Kenya and Aquamist Kenya Ltd were honored for setting Pace in Beverage Distribution. Go Electric Ltd Rwanda emerged Pacesetters in Electric Vehicles in the region.

Some of the firms that were feted included City Walk, Admission World Consult Limited Ghana, Little Pesa Limited, Mwananchi Credit Limited, Insight Security Limited Tanzania, Royal Mabati Factory Limited, Movidna Services (PTY) Ltd of South Africa, BrighterMonday Kenya, Comfort Homes Limited, Rani Ramchandani, Pettmall Shelter Limited, Vision 2030 Movement Zimbabwe, ASA International Kenya Limited, Meru's Village HopeCore International, German Institute of Professional Studies, DTI Group, Risiih Investment Limited, Digital Driving School, Robisearch Limited, UTU Cars Africa, Senaca East Africa Ltd, Evmak Tanzania, Dukanikwetu Electronics, Opportunity International Savings and Loans Limited Ghana, Momzy Network, My Wood Timber Co. Ltd, Certified Homes, Bama Diaspora Realty Limited, Browny Supreme Suppliers. **[Gerard Nyele]**

> *"The awards bring together various entrepreneurs and professionals drawn from different countries in Africa."*



Top African firms honoured in Nairobi ceremony

The much-anticipated Elite Brands Awards International was successfully held on December 13 2024 in Nairobi. The event brought together various companies and individuals from across Africa, spotlighting excellence, innovation, and leadership across diverse industries. Organized by Jubilant Stewards of Africa, the awards recognize organizations and individuals who not only excel in their respective industries but also demonstrate an unwavering commitment to making a positive impact on society. The prestigious awards celebrate both operational excellence and process-driven approaches that prioritize humanity, ethics, and social responsibility.

Jared Oundo, Executive Director of Jubilant Stewards of Africa said that the awards reflect a deep commitment to recognizing industry leaders who go beyond the expected to make meaningful contributions to their sectors and communities.

"We are honored to host the Elite Brands Awards International here in Kenya. This event is not just a celebration of individual and organizational achievement; it is a recognition of the tireless work and dedication that drives progress across various industries. It is an acknowledgment of those who continuously push boundaries, innovate and challenge the status quo to create lasting and meaningful change in our societies and also disrupt the equilibrium in the



region. Next year we will be hosting another A sector Based Awards which includes the Education Sector, Real Estate Sector, Health Sector, finance and banking & finance Sector and Fintech & Tech sector," said Mr Oundo.

The Elite Brands Awards International relies on the Organiza-

assess companies' processes, systems, and impact, ensuring that awardees meet globally acceptable standards. Awardees are selected based on extensive research and industry benchmarks, with the final winners demonstrating both business acumen and dedication to societal growth. The event also served

ing discussions and networking, bringing together government officials, entrepreneurs, and media representatives. Attendees were able to exchange insights and celebrate the remarkable achievements of the award recipients, further solidifying the role of the awards in promoting best practices and eth-

Zelipher Wairimu, Administrator Kevian Kenya, expressed her gratitude for the recognition, calling it a significant milestone for his company. "To be recognized among the esteemed industry leaders is both humbling and inspiring. This award is a significant milestone for us and serves as a reminder of our tireless dedication to quality and innovation. We are proud to be recognized as one of the leading food and beverage producers of the year in Kenya during elite brands awards as beating tough competition from our peers across the continent and we are committed to delivering unrivaled products and services to our consumers across the region. For us just as Elite Brands Awards International, it's not about making a profit through our sales but producing quality, competitive and healthy products in the regional market we operate in." **[Gerard Nyele]**

> *his event is not just a celebration of individual and organizational achievement; it is a recognition of the tireless work and dedication that drives progress across*

FOREX RATES

CURRENCY	BUY	SELL
US DOLLAR	3650	3695
EURO	3970	4150
POUND	4745	4935
KENYA SH	27.5	32
TZ SH	1.2	1.7
DHIRAM	940	1150
S.A.RAND	170	260
JAPAN YEN	19	45
RWANDESE FRANC	2	4
DOLLAR SMALLER & OLD	3400	3695

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UGANDAN FIRMS SHINE IN ELITE BRANDS AWARDS

By Lydia Lahanya

Ugandan firms are gearing up to showcase their excellence at the prestigious Elite Brands Awards International, set to take place on December 15, at the Argyle Grand Hotel in Nairobi, Kenya.

This year's ceremony will see over 18 countries participating, highlighting the best brands across Africa and beyond. Organised by Jubilant Stewards of Africa and the United SMEs Association of Kenya, the event promises to be a remarkable celebration of innovation, quality and service delivery.

The Ugandan firms being recognised include Service Cops Ltd, Digit Vehicle Tracking Limited, Uganda Professional Chefs Union, Extreme Adventure Park Busiika, Go Electric Ltd Uganda, Uganda Crop Care, and major banks such as Equity Bank Uganda and Centenary Bank. Other notable awardees include Workers MP Dr Abdulhu Byakatonda (Uganda), Youth Go Green Uganda, and the Uganda Petroleum Authority.

These organisations have been selected for their outstanding contributions to various sectors, reflecting Uganda's growing influence in the regional business landscape.

The Elite Brands Awards International is the eighth of its kind and serves as a vital platform for recognising the crème de la crème of African brands. The event aims to promote ethical practices, innovation and leadership among SMEs and mid-sized institutions.

"We aim to honour those who have shown a remarkable commitment to excellence and community empowerment," Jared Oundo, the executive director of Jubilant Stewards of Africa, said.

He added that the brands being awarded are not just about showbiz because they represent true industry leaders who have made a significant impact in their communities.



Oundo (seated, second-right) with some of the CEOs and top leaders of various firms from across Africa during last year's event in Dar-es-Salaam, Tanzania at Serena Hotel

The Elite Brands Awards International also seeks to uplift and recognise companies that excel in various fields, including service delivery, innovation, and ethical business practices.

This year's event will also feature various categories, including pace-setter in research and development, transport and parcel company, as well as fastest growing eye and laser hospital. Kenya's University of Nairobi, Ena Coach and Healing Tree Eye, as well as Laser Hospital are just a few examples of leading firms honoured in the past Pacesetters International Awards.

Oundo highlighted the significance of including Ugandan firms in this international forum, saying: "These awards provide an excellent opportunity for Ugandan companies to showcase their products and services on a global stage. It's a chance for them to network with industry leaders and share best practices."

Oundo said the awards have been hosted in various locations, including Kampala and Dar-es-Salaam, and now expand to Nairobi, emphasising the continental reach of the initiative.

» The awards provide an excellent opportunity for Ugandan companies to showcase their products.

Among the Ugandan firms set to be honoured, Service Cops Ltd stands out as a leader in providing financial technology, bespoke proprietary enterprise platform and business process outsourcing solutions to a range of industry verticals in Uganda and beyond.

Digit Vehicle Tracking Limited, a pioneer in tracking technology, has transformed the logistics and transportation industry in Uganda.

The Uganda Professional Chefs Union has made significant strides in promoting culinary excellence in the country.

Extreme Adventure Park Busiika offers thrilling experiences while promoting eco-tourism and adventure sports in Uganda.

Go Electric Ltd Uganda focuses on providing innovative electric vehicle solutions, contributing to Uganda's goals of reducing carbon emissions and promoting renewable energy sources.

The presence of major banks like Equity Bank Uganda and Centenary Bank highlights the importance of financial institutions in supporting SMEs and promoting economic growth.

Youth Go Green Uganda exemplifies the spirit of innovation and community engagement, addressing environmental issues and promoting sustainable practices among the youth.

To Advertise in this feature contact: 0727 134 126, 0720 630 561, 0719 012 910, 0719 012 901 – classifieds@standardmedia.co.ke

Air pollution: Nairobi's big headache

- More than 99 percent of humanity is now breathing polluted air, leading to more than 8 million annual deaths, including more than 700,000 children under five years.
- The current PM2. 5 concentration in Nairobi is 1.1 times above the recommended limit given by the WHO 24 hours air quality guidelines value.

BY JAMES WANZALA

Nairobi City County has launched an initiative to address air pollution, one of its most pressing challenges.

The Breathe Nairobi Initiative, according to a Ibrahim Nyangoya, County Executive Committee (CEC) for Mobility and Works Sector said his Ministry will play a crucial role in actualising it since its validation in April this year.

"Air pollution in Nairobi is significantly impacted by the transport sector, with emissions contributing to harmful particulate matter and other pollutants," said Nyangoya during the initiative launch in Nairobi today(Wednesday).

The initiative comes few days after United Nations General Secretary Antonio Guterres on Saturday when he world marked the fifth annual International Day of Clean Air for blue skies called for investment in clean air solutions as air pollution causes increasing public health, environmental, and economic harms.

More than 99 percent of humanity is now breathing polluted air, leading to more than 8 million annual deaths, including more than 700,000 children under five years.

The current PM2. 5 concentration in Nairobi is 1.1 times above the recommended limit given by the WHO 24 hours air quality guidelines value.

Nyangoya said the Ministry is actively collaborating with its partners to promote sustainable and low-emission transport by facilitating the transition to electric buses, e-motorcycles, and other eco-friendly alternatives.

"This initiative is pivotal in reducing our reliance on fossil fuels and cutting down emissions. We are also engaging with key stakeholders to enhance public transportation systems, with a particular focus on expanding Bus Rapid Transit (BRT) networks and other innovative solutions," he noted.

The CEC said a robust air quality monitoring system is being developed, and as the city transition to greener transport options, the resulting emission reductions will be tracked in real time.

He said already there are 37 low-cost sensors spread in all the 17 sub-counties with plans to have them in all the 85 wards.



Comfort Homes Management Representatives Stephen Njau, Operations Manager Comfort Homes Ltd receiving the Pacesetters International Certificate from Jared Oundo Executive Director Jubilant Stewards of Africa and the trophy from Stephen Jalenga Director Ministry of Education far (left) . They are joined by Rhoda Wairumu, Head of Marketing Comfort Homes Ltd.

"The deployment of 37 low-cost sensors and plans to deploy in 85 wards to monitor pollution levels represents a significant milestone, and the Mobility and Works Sector is committed to incorporating this valuable data into transport planning to ensure a cleaner, healthier Nairobi," he said.

He said while the Nairobi City County Transport Act of 2020 is already in place, its Low Emission Zones Regulations and other supporting regulations are in their final stages of development.

This, he said aligns seamlessly with the technical policy assistance pillar of the Breathe Nairobi Strategy, which focuses on the formulation of Comprehensive Air Quality Regulations.

Nyangoya said the timing is ideal, as these regulations can be developed in tandem, ensuring they complement each other and work cohesively to improve air quality.

"By integrating air quality objectives into transportation policy, we ensure that future city planning adheres to Nairobi's broader sustainability targets," he said.

In addition, he said they are encouraging non-motorised transport by developing pedestrian-friendly streets and dedicated cycling lanes.

This initiative also contributes to the community engagement and communication pillar, fostering a culture of sustainable mobility while raising public awareness on air quality. Public campaigns will promote eco-friendly driving practices and sustainable mobility options, encouraging collective responsibility in improving our city's air quality.

Dirty air disproportionately affects more vulnerable populations such as women, children and older people. Air pollution has become the second leading risk factor for early death globally, overtaking tobacco for adults and second only to malnutrition for children under five.

> *Air pollution in Nairobi is significantly impacted by the transport sector, with emissions contributing to harmful particulate matter and other pollutants."*

RECOGNITION

LOCAL FIRMS TOP REGIONAL AWARDS LIST



Jubilant Stewards of Africa Executive Director Jared Oundo (right) handing over the Pacesetters Awards certificate to Evans Aikins of Amenfiman of Rural Bank Ltd Ghana, flanked by Francisca Amoakah from Amenfiman of Rural Bank as Westlands Laser Eye Hospital CEO Dr Vaibhav Pednekar looks on, last year. [Nanjinia Wamuswa, Standard]

Kenyan firms are among the top entities set to be honored in the seventh Pacesetters International Awards.

This is an annual industry leadership recognition programme organised by the Pacesetters Awards Organising Committee in collaboration with Jubilant Stewards of Africa (JSA), the United SMEs Association of Kenya, and other partners.

The event will be held on Friday in Nairobi. Some notable firms include Afia drink manufacturer Kevian Kenya Ltd, bus company Ena Coach, micro-lender Mwananchi Credit Ltd, digital lender Little Pesa, City Walk Ltd, SGA Security, and Brighter Monday.

Other participants include Healing Tree Eye and Laser Hospital, Prime Plot Properties Ltd, Robisearch Limited, and Westlands Laser Eye Hospital.

In addition to Kenyan firms, regional companies such as Insight Security Tanzania, Presscane Ltd Malawi, Digit Vehicle Tracking Ltd Uganda, Amenfiman Rural Bank, and Admission World Consult Ltd Ghana will also participate.

The award brings together firms from various countries across the globe to celebrate top industry leaders for their innovation, quality products, and service delivery.

It also recognises job creation, exemplary leadership, economic growth, and societal transformation.

Winners in various categories are carefully selected through a competitive and thorough process involving a public vote and a panel of judges.

Speaking during the press briefing in Nairobi, JSA Executive Director Jared Oundo said that in light of current economic uncertainties and global disruptions, governments must enact measures that promote stability, encourage entrepreneurship, and foster sustainable development.

"We are excited to present the Pacesetters Awards as a platform to highlight industry leaders who demonstrate brilliance, innovation, and a commitment to serving humanity," he said.

"These awards not only acknowledge achievements within the industry but also inspire others to exceed expectations and contribute positively to societal advancement."

According to the list, new entrants include Cooperative Bank, Equity Bank, and Kingdom Bank. Other companies in this category are Watu Credit, Muthokinju Paints and Cement, East African Cables, Southfront Properties Ltd, and Dama Mobile Spares.

[Nanjinia Wamuswa]

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WHY TUKT
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held in Mombasa last week.



Zenka Digital Limited team receives a trophy and certificate during the Annual Industry Leadership Recognition Programme dubbed Pacesetters Awards (PSA) organised by Jubilant Stewards of Africa (JSA), a non-governmental organization to celebrate industry pacesetters. Receiving the Award is Felipe Sanhueza, the Director of Zenka Digital (third right), and Fridah Cheque, the Marketing Specialist of Zenka Digital (second right).

Firms to be feted for crisis-based solutions

Elizabeth Kivuva
ekivuva@ke.nationmedia.com

Several companies will in June be awarded for their ability to innovate solutions for growth under the pandemic environment and threats of geopolitical conflicts.

The Annual Top Companies awards dubbed Pacesetters Awards (PSA) will be hosted in five African countries' capital cities starting in Nairobi (June), then Kampala (August), Dar es Salaam (September), Lusaka (November) and Cape Town (December).

The industry recognition award seeks to honour industry leaders for their innovation, quality products, service provision, job creation, exemplary leadership, economic growth, and societal transformation.

As a result, these awards are based on the economic and social impact rather than the balance sheet.

The last two years' awards ran under the theme "investing in the future", as institutions and entrepreneurs went into innovation to achieve their dreams in the face of the unpredictable environment.

"The Pacesetters Awards factor into how institutions and individuals have been able to innovate and solve various problems. The survey recognizes the challenges and idiosyncrasies that have been created by Covid-19 and other pandemics such as Russian Ukraine war," stated the organiser Jubilant Stewards of Africa (JSA), a non-governmental organization.

" Such pandemics have come with new deviations and introduced uncertainties in various institutions and the economy at large. Threats to the endeavours of institutions and entrepreneurs are more real and more pronounced under the conditions such as those prompted by the virus."

Pictorial



Vehicle and Equipment Leasing Limited team receives a trophy during the Annual Industry Leadership Recognition Programme dubbed Pacesetters Awards organised by Jubilant Stewards of Africa. Handing over the trophy is Amish Gupta, the Nairobi Security Exchange Ibuka programme implementation committee chair and also the Vice Chairman of the Kenya Association of Stock Brokers & Investments Banks. Looking on are Jared Oundo, the Executive Director of Jubilant Stewards of Africa (second left), and Ngungi Mwangi Member of Advisory Council of Jubilant Stewards of Africa.

How Zenka Finance proved to be on top



> *"Winning such a prestigious award against top market players and being Silver Winner in two other categories is a great honor for Zenka."*

The turbulent Covid-affected period hasn't been easy for businesses in Kenya. Needless to say, it also had an impact on online lending companies. Many made a difficult decision to freeze their activities or limit their scope. However, for some companies, including Zenka Finance, the Covid crisis opened the floodgates of innovativeness and encouraged them to focus even more on enhancing customer experience.

Apart from searching for innovative solutions, such as an AI-based chatbot supporting its top-class CC or omnichannel access for the customers (via Google Play Store, App Store, and USSD), Zenka has always been consumer-centric.

To make the lending process even more affordable, the company allows potential customers to try its services at no cost and verify whether they suit their needs. Zenka's 0% first loan has already become a sort of their trademark.

The client-oriented approach combined with innovativeness definitely pays off!

Zenka Finance has just proved again to be a market challenger, setting the highest standards and constantly raising the bar on the digital lending market.

Zenka's mobile app has just been awarded in the Mobile App of the year 2021 in the Interface Design and User Experience category. On top of that, the company was named Silver Winner in two other categories - Loan App and Social Impact.

"Winning such a prestigious award against top market players and being Silver Winner in two other categories is a great honor for Zenka. The victory motivates us to keep up the highest standards and continue delighting our customers who, without a doubt, voted in large numbers to show their support and participate in our success." - said Duncun Motanya, Zenka's Country Manager.

Not only do customers appreciate Zenka Finance. So does the broadly-defined industry. Shortly after the aforementioned awards, a Non-Governmental Organization dedicated to improving living standards, social ethics, dignity, and empowerment of communities - Jubilant Stewards of Africa (JSA) has also honored Zenka Finance with The Pacesetter in Digital Lending title.

As JSA stated on their website, the Pacesetters Awards were initiated to recognize and appreciate key industry players leading the country's economy via innovation, quality product and service provision, job creation, and leadership. Zenka is a perfect match for it.

All these honors go well with the previous ones Zenka Finance received so far for being Most Preferred Mobile Loan App in 2020 (Digital Tech Excellence Awards), Outstanding Mobile Loans App of the Year 2020 (Pacesetters Awards), Most Preferred Non-Banking in 2019 Platform In Kenya (Fini Awards) and Most Promising Mobile Loans Platform in 2019 (Digital Tech Excellence), to name but a few. As Duncun Motanya concluded, "Zenka will definitely continue to delight its customers and impress the industry. As they say, the more awards you get, the more you want!"







Top SMEs make it to key award shortlist

Shortlisted names of top companies and personalities for the Pace Setters Awards 2020 have been released.

The awards are coordinated by the Jubilant Stewards of Africa (JSA), an NGO that works on improvement of living standards, social ethics, dignity and empowerment of communities.

JSA Executive Director Jared Oundo said the award this year targets small and medium enterprises (SMEs).

"We initiated the awards to recognise and appreciate key industry players, leading our economy via innovation, quality product and service provision, job creation and leadership," he said. "This is not about their balance sheet but due to their contributions in the industry."

Some of the institutions nominated for the award include Blue Nile Rolling Ltd, a steel manufacturer in Thika, digital lender Zenka Finance, real estate firm MySpace Properties, Quipbank and Nzoia Sugar Company.

Noah Kipkemboi of KTN News has been nominated in the personality's category.

Some of the awardees include firms incubated onto Nairobi Securities Exchange premium incubation and acceleration programme, Ibuka such as the Blue Nile Rolling Mills.

The award ceremony will be held in Nairobi this Thursday.

[Wainaina Wambu]

Kenyan startups make it to the shortlist of top innovation fete

The awards are coordinated by the Jubilant Stewards of Africa (JSA), an NGO that works on improvement of living standards, social ethics, dignity and empowerment of communities.

By Wairimu Wambu

Shortlisted names of top companies and personalities for the Pace Setters Awards (PSA) 2020 have been released.

The awards are coordinated by the Jubilant Stewards of Africa (JSA), an NGO that works on improvement of living standards, social ethics, dignity and empowerment of communities, and this year targets small and medium enterprises.

Some of the institutions nominated for the award include Blue Nile Rolling Limited, a steel manufacturer in Thika, digital lender Zenka Finance, real estate firm Myspace Properties, Quipbank Limited and Nivas sugar.

Noah Kipkemboi of KTN News has been nominated in the personality's category.

Some of the Awardees includes companies incubated at the Nairobi Securities Exchange (NSE) premium incubation and acceleration programme, Dhaka such as Blue Nile Rolling Mills.

"We initiated the Pace Setters Awards to recognize and appreciate key industry players, leading our economy via innovation, quality product and service provision, job creation and leadership. This is not about their balance sheet but due to their various contribution in the industry," said JSA Executive Director Jared Otondo.

The awards celebrate industry leaders for their innovation, quality products, services, job creation, exemplary leadership, growing the economy and transforming the society.

The survey started on 1st November 2020 and concluded on December 1st 2020. The winners in various categories were competitively selected through a thorough process that partly involved a public vote and a panel of judges.

Some of the world's finest brands we are working with will take organizations and individuals that were considered for the awards through training and mentorship programs. This will help them acquire more skills and grow progressively.

The PSA ceremony, scheduled for 17 December 2020 this Thursday at the Sarova Hotel, will see organizations and individuals listed in three categories, including Business, Government agencies recognized for various contributions.

"This year's PSA awards targets Small and Medium Enterprises and their efforts in growing the Kenyan economy. We also want to appreciate individuals and civil servants for their unending efforts in rejuvenating the economy," said Otondo.



A worker goes about his business at the Blue Nile Group in Thika. The firm is one of the nominees for the for the Pace Setters Awards (PSA) 2020. [File | Standard]

Women enterprises to now receive mentorship in new initiative launched by UoN

The University of Nairobi has partnered with the Bill & Melinda Gates Foundation to launch the Women's Economic Empowerment Hub (WEE Hub) which is aimed at empowering women enterprises.

This newly launched WEE Hub will be housed at the African Women Studies Centre (AWSC) in the College of Humanities and Social Sciences.

According to Vice Chancellor Prof Stephen Kiama, the 21st Century is increasingly becoming a knowledge-based economy and this

INNOVATIVE FIRMS SET TO BE FETED

Top companies will be recognized for innovation, quality products, services, job creation and leadership in the annual Pacesetters Awards Kenya (PSA) by the Jubilant Stewards of Africa (JSA), a non-governmental organisation.

The award, which will happen this Friday, will feature organisations, individuals, businesses and government agencies. PSA awards seek to encourage these groups to go beyond the call of duty in their service to humanity. Some of the sponsors and partners of this year's award include a Kenyan mobile network operator and telecommunications firm, a regional motor dealer, microfinance, a bank and a media house.

According to the sources privy to the top list some of the companies that will feature in the list include last year's award winners like Quipbank Trust Limited, digital lender Zenka Finance, Thika Based Blue Nile Rolling Mills, Mombasa-based Myspace Properties Ltd and the Kenya Union of Clinical Officers (Kuco).

Kevin Rotich

Focus on SMEs

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Agency moots SMEs leadership awards for 2021

- Some of the new entrants in the list include Micro Lender Mwananchi Credit and Topaz Driving School.
- Small and Medium Enterprises (SMEs) are set to be recognized in a key annual award dubbed Pacesetters Awards (PSA).

JAMES WANZALA, NAIROBI

This year's award has received huge backing from various industry players that are partnering with Jubilant Stewards of Africa (JSA), a Non-governmental organization, to make the award ceremony a success.

Some of the sponsors of the award include a Kenyan mobile Network Operator & telecommunications firm, a regional motor dealer, MicroFinance, a bank and a Media House that will help spur visibility for the items feted.

The organizers of this industry leadership awards are set to release the list in a week's time in a Press Conference to be held in a hotel in Nairobi.

According to the sources privy to the top list some of the companies that will feature in the list include last year's award winners like Quipbank Trust Limited, Digital lender Zenka Finance, Thika Based Blue Nile Rolling Mills, Mombasa based Myspace Properties Ltd and the Kenya Union of Clinical Officers (KUCO). Quipbank which is an equipment rental firm was second runners up in the last KPMGs Top 100 awards and Myspace Properties was in the top 15 in the same KPMG Survey.

> The award features organizations, individuals, businesses and government agencies who over the years have demonstrated exemplary leadership, outstanding innovation, quality products and services, growing the economy as well as positively transforming the society."



Jared Oundu (second left) with some of the recipients of the Jubilant Stewards awards at a gala held in Nairobi. (Courtesy)

Some of the new entrants in the list include Kevian Kenya LTD Afia drink Manufacturer, Micro Lender Mwananchi Credit, Topaz Driving School, Certified Homes Real Estate Company Tier one banks, Mombasa based logistics firms such as Transeast Group Kenya and Kyoga Haulers.

The award features organizations, individuals, businesses and government agencies who over the years have demonstrated exemplary leadership, outstanding innovation, quality products and services, growing the economy as well as positively transforming the society PSA awards seek to encourage these groups to go beyond the call of duty in their service to humanity. It doesn't only

consider companies' excellence in the industry but also contemplates the service delivery processes involved and how organizations make special efforts for the benefit of humankind. It is also committed to endorsing the best industry leadership ethics and practices.

Commenting on the awards, the Vice Chairman of Kenya Association of Stock Brokers & Investments Banks (KASIB), FA Amish Gupta said, "Ethics plays a critical role in becoming a pacesetter in business and industry leadership. Ethics is the moral philosophy, the discipline concerned with what is morally good and bad and morally right and wrong. Ethics is the process of questioning, discovering and defending values, principles and purpose. It's about finding out who you are and staying true to that in the face of temptations, challenges and uncertainty. The Pacesetters Awards has validated my approach to the need for a Capital Markets Ethics Framework.

> Ethics plays a critical role in becoming a pacesetter in business and industry leadership."

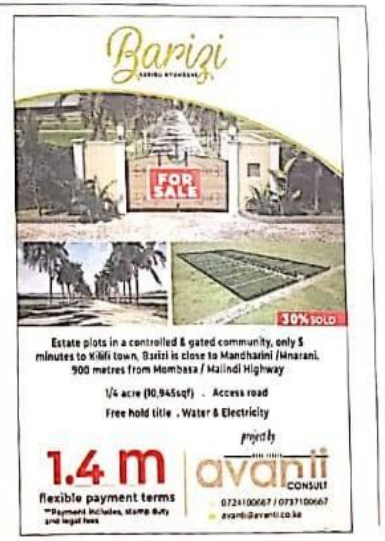
Improvement Initiative to deliver to investor expectations."

To come up with the list of Pacesetters Awards nominees, Jared Oundo, The Executive Director, Jubilant Stewards of Africa said that the survey takes a whole year to be completed.

"The award winners are intensely scrutinized and selected competitively through a procedure that encompasses a public vote and a panel of judges who are professionals with admirable achievements, respected in their respective industry and professionals of unquestionable integrity and character. The Judges work independently and fairly without any biases towards any candidate or company," said Mr Oundo.

Unlike most awards held in Africa, the Pacesetters Award always is a "People's Choice" award where those attending the event will choose their overall winner. This is done to give the attendees an element of control and ensure that they're invested in the night and the Chief Pacesetter is not imposed on them.





S&P Futures NASDAQ Futures

MOBILE APP

Digital lender feted for deepening financial inclusion

A local digital lender has been feted in the Annual Mobile App Awards for making it easier for households and traders to access short-term loans and deepening financial inclusion.

Zenka Finance emerged overall winner in the interface design and user experience category for running a user-friendly mobile app.

The app leverages smart digital technologies including an Artificial Intelligent-powered chatbot that eases how its growing number of customers are served.

It also bagged two silver awards in the Loan App of the Year and Social Impact categories.

"We are proud of these significant recognitions that affirm Zenka's strategic industry leadership role in transitioning the industry towards a customer-centric transformation journey through growth of innovative products and services," said Zenka Finance Chief Executive Duncun Motanya.

Zenka offers first-time borrowers cost-free loans with up to 61 days repayment and a two-instalment payment option. The awards organised by Vibrant Digital are meant to recognise and celebrate the best practices in the mobile industry by showcasing incredible mobile apps developed for the Kenyan market.

It focused mainly on mobile app design, animation and user experience in a wide range of categories.

In December 2020, Zenka was named the most outstanding mobile loans app by Jubilant Stewards of Africa (JSA), a non-governmental organisation for setting pace in Kenya's digital lending market.

[James Wanzala]

> "We are proud of these significant recognitions that affirm Zenka's strategic industry leadership role...through growth of innovative products and services."
>
> **Duncun Motanya,** Zenka CEO

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Two startups join to spur e-commerce as sector expands

- Zingo Shopping App will seamless market access to Small and Medium Enterprises (SMEs) as Ngamia Haulers limited runs the logistics and delivery services.
- Kenya is currently ranked 64th Largest e-commerce market globally by Statista.

GERALD NYELE, NAIROBI

Two tech companies have partnered to revolutionize the E-commerce business in Kenya in a launch ceremony that was held in Nairobi. Zingo Connect Kenya Limited and Ngamia Haulers Limited joined forces in a bid to improve customer experience and utilize the already booming online business.

The partnership will see Zingo Shopping App providing seamless market access to Small and Medium Enterprises (SMEs) as Ngamia Haulers Limited runs the logistics and delivery services.

Since its release in August 2021, Zingo Shopping App has attracted over 400 retail businesses showcasing their products on the platform, with nearly 100,000 buyers per month flocking it for convenient and effortless purchases.

The Ngamia Transporters app boasts more than 1500 potential transporters providing delivery services to different regions within Kenya and across the borders.

With the increased internet connectivity and the surging base of mobile money payment options, many businesses can leverage e-commerce to foster economic sustainability in the backdrop of Covid-19 that has introduced a new norm of reduced physical interactions.

During the launch, the guest speaker Ken Ogony, who is also the founder of Impulse Innovations Enterprise Limited, acknowledged that the future of e-commerce is bright in Kenya since more people are opting for online stores when shopping. It is not surprising to miss a product of choice at a shopping mall but still find it online.

Kenya is currently ranked 64th largest e-commerce market globally by Statista, with 24 per cent of the population having bought at least a product online in 2020, the period when lockdown and restriction hit the peak.

As this digital shift continues to shape how people shop in Kenya, there is an urgency for businesses to overcome various barriers like consumer trusts and an efficient logistics chain, a niche that the Zingo-Ngamia partnership has tapped.

This revolutionary shopping app will highly benefit buyers coupled with convenience in fast and affordable delivery, item variety selection through visual customer experience, time savings, discounts, minimum physical travel, online product tracking, zero brokerage, and comprehensive item description.

Vetted and listed vendors also have access to a separate app, Zingo Seller, where they upload and list their products. Zingo Seller is integrated with Ngamia Transporter App for item pickup and just-in-time delivery.

The Zingo App e-commerce components cover a cross-section of products like men's and women's clothing, handbags, shoes, electronics, hardware, art, automobiles, auto-parts, healthcare products, real estate, décor, baby items, and many more. The Apps can be downloaded from Apple Store and Google Play Store.

For a sector that has always struggled with regulatory frameworks, Ogony called on the government to invest in enacting laws that support online purchasing.

"The government has to look into policies and invest in systems that will improve the current internet penetration rates across the country if the e-commerce is going to thrive," he said during the launch held in Nairobi.

He also advises merchants to invest in the requisite technology and systems to secure their customers and their businesses as well as create customer awareness to negate some of the poor perceptions.

Ngamia Haulers and Zingo have always worked within the regulatory frameworks and closely involved like-minded associations to aid consumers protection and education and fully benefits from the e-commerce sector.

In 2021, the two firms conducted an e-commerce booster project for Kenya Private Sector Alliance (Kepsa) to support Kenya's SMEs in integrating their businesses with digital technologies. The initiative is supporting nearly 7.4 million MSMEs to get into the digital economy.

With three years of operating, each company has spent approximately US$ 400,000 in market research, product development, and customer acquisition. Each of the companies is projected to invest US$ 1 M for Business Development, expansion, Sales & Marketing in the next year.

The CEO of Ngamia Haulers, Jonathan Ndede, is upbeat that this venture will expand the e-commerce and logistics space in the country for MSMEs. Statista Market Forecast already estimates Kenya's e-commerce market to register compounded user penetration of 40.3 per cent - 53.6 per cent between 2022-2025 period.

With this vast prospect, Ndede calls for many SMEs to join the e-commerce business for efficiency.

The founder and CEO of Zingo Connect, Peter Okoth, says that this new collaboration with Ngamia Haulers allows the homegrown and indigenous Kenyan E-commerce SMEs to capture most of the market share enjoyed mostly by foreign investors and businesses in Kenya. He is calling upon Kenyans to help promote their businesses.

Gnyele@standardmedia.co.ke



Dr Peter Okoth (centre) the CEO of Zingo Connect Kenya Ltd shows the Zingo Buyer mobile app to attendants during the launch of the App in Nairobi. From Far Right: Joseph Luvanda of VAZIL Leasing & Jared Oundo the Executive Director Jubilant Stewards of Africa, Julius Ogony Director Impulse Innovation Enterprise Ltd. From far left: Elvis Mudeda Director Medics 24, Michael Asiale, founder and CEO Silk Mobile and Jonathan Ndende Director Ngamia Haulers Platform Ltd. (Courtesy)





Kenyan institutions to be feted in top awards

Kenya will host the ninth edition of the prestigious Pacesetters International Awards (PIA) Gala Dinner on Friday, 27th June 2025, in Nairobi.

Organized by Jubilant Stewards of Africa (JSA), an NGO dedicated to improving living standards, social ethics, and dignity and empowering communities through its research and consulting arm, Pacesetters International Research and Consultancy Limited, in partnership with the United SMEs Association of Kenya, among other partners. The annual award event is designed to celebrate and recognize exceptional SMEs and mid-sized firms across 18 African countries.

"This year's Pacesetters International Awards will highlight the extraordinary businesses driving Africa's economy and hence national development and growth of various sectors. The shortlisted companies have set new standards in innovation and sustainability, proving that SMEs are the engine of our economy. We look forward to celebrating these successes at the awards ceremony in June. Over 300 companies have been recognized by the PIA since its inception, with ceremonies hosted in prestigious venues across Africa, including Kenya, Uganda, and Tanzania. The 2023 Continental Chapter took place at Serena Hotel, while the East African Chapter was hosted at Weston Hotel. Previous editions were held at Panari Hotel in Kenya and Serena Hotel in Uganda," said Jared Oundo, Executive Director of Jubilant Stewards of Africa.



From left: Paul Mavima, Executive Chairman of Vision 2030 Zimbabwe, Mary Njonjo, DTI Public Speaking Alumni, Dr. Samuel Murage, CEO of DTI Group (centre), and Marine Ndota, DTI Alumni (right), receiving awards from Jared Oundo, Executive Director of Jubilant Stewards of Africa (JSA) (second right), the organizers of the Pacesetters International Awards during the 2024 event in Nairobi.

The awards process employs the Organization Performance Index (OPI), a benchmarking tool ensuring that top professionals, firms, and institutions exhibit excellence in both performance and ethical business practices. Criteria for recognition include brand visibility, financial performance, employee growth, and business ethics, among others. The Pacesetters International Awards Organizing Committee utilizes a growth index formula to create a level playing field for businesses of all sizes, considering revenue and employee growth over the past three years. The awards process also recognizes that organizational growth can have different meanings across various sectors. **[correspondent]**

RECOGNITION

KEY NAIROBI FORUM TO HONOUR TOP AFRICAN ENTREPRENEURS AND INDUSTRY CAPTAINS

Top institutions, entrepreneurs and professionals from across Africa are set to be honoured by the Pacesetters International Awards, a Pan-African recognition programme celebrating excellence, innovation and transformative leadership. The awards ceremony will take place in Nairobi next month, bringing together influential leaders from government, business, academia, diplomacy and the development sector.

The event will recognise organisations and individuals making outstanding contributions to Africa's socio-economic development.

The Pacesetters International Awards were initiated by Jubilant Stewards of Africa (JSA) to celebrate top industry leaders, businesses, and professionals across the continent for their innovation, quality service, job creation, and positive social impact.

Speaking ahead of the international awards, Executive Director of Jubilant Stewards of Africa Dr Jared Oundo said recognising excellence is critical to strengthening Africa's institutions and accelerating sustainable development.

"The Pacesetters International Awards celebrate organisations and individuals whose leadership, innovation and resilience are creating meaningful change across Africa. By recognising excellence, we encourage higher standards of performance, strengthen institutional credibility and inspire the next generation of business and public sector leaders. These awards are not only a celebration of achievement—they are an investment in Africa's future," said Dr Oundo.

He said the 2026 nominations reflect the diversity and resilience of Africa's economy, recognising organisations across banking and financial services, manufacturing, healthcare, education, agribusiness, information and communication technology, logistics, engineering, renewable energy, hospitality, real estate,



Executive Director of Jubilant Stewards of Africa Dr Jared Oundo. [Courtesy]

entrepreneurship, media, public service and social innovation.

Those privy to the nominees' shortlist say this year's awards have attracted key new entrants across the banking, manufacturing, FMCG, transport, construction, and service sectors.

The shortlisted nominees include Tanzania's largest bank, CRDB Bank- Tanzania, DTB Bank Kenya Ltd, Atwima Kwanwoma Rural Bank- Ghana and NCBA Bank- Kenya, Low Farm Company- Port Town, Fairdeal Furniture Ltd- Kenya, Lukenya University- Kenya, Mawego National Polytechnic, Kimisitu Sacco Ltd- Kenya, Real Estates- Optiven and Mahiga Homes.

Others are Kifaru Properties, My Space, Denver Properties, Amcco Properties, AMS Properties. Bidco Africa Ltd, Omo, Royco, Pepsi, Rolling Cargo, Tahmeed Bus Services, BusCar, YY Coaches-Uganda, Tembo Steels Uganda Ltd, Royal Mabati Factory Ltd, Heritage Mabati Mills- Kenya, and Nairobi Piano Technicians.

The nominees also feature organisations at the forefront of infrastructure, logistics, manufacturing, technology, skills development, and enterprise growth, including past awardees such as Safaricom Plc, BrighterMonday, Raphael Logistics Tanzania, eMobilis Technology Training Institute, Boma Mabati, and Trinity Buses Rwanda. **[Nanjinia Wamuswa]**

QUOTE

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NASDAQ Futures 26,076.44 +245.20 +0.95%

ENTERPRISE

State commits to support small businesses

The government has pledged to continue supporting small businesses by championing for progressive policies and availability of affordable credit facilities.

Speaking during the Elite Brands Awards International ceremony in Nairobi, Cabinet Secretary for Co-operatives and Micro, Small and Medium Enterprises (MSMEs), Wycliffe Oparanya said the William Ruto-led government is committed to also ensure availability of capacity-building programmes for small businesses in the country.

The CS said the State is already implementing strategic initiatives such as MSME Connect and regional trade fairs aimed at expanding market access and promoting enterprise growth across the country. He encouraged businesses to invest in their employees, embrace innovation and create opportunities for youth and women to foster continuous improvement, ethical leadership, and sustainable enterprise development.

In a speech delivered by his Special Advisor Dr Edward Mudibo, Oparanya underscored the importance of trust, innovation and ethical leadership in building resilient and globally competitive brands.

"A strong and sustainable brand is built on trust, innovation, and ethical leadership. Organisations should prioritise these values to enhance customer satisfaction and achieve sustainable growth," said Oparanya.

During the awards, Kenya-based freight and forwarding firm Rolling Cargo International was named as the transport, freight and logistics company of the years, earning the firms a regional recognition for its excellence, innovation and contribution to Africa's logistics sector.

The award recognises organisations that demonstrate outstanding operational performance, ethical leadership, job creation and positive social impact. Winners were selected through the Organisation Performance Index (OPI), public voting and assessment by an independent panel of judges benchmarked against global standards.

Speaking after receiving the award, Rolling Cargo Director Mohamed Abdi described the recognition as a milestone in the company's 18-year journey. "This award is not just an accolade but a validation of nearly two decades of relentless commitment to excellence and innovation in one of the world's most demanding industries," he said.

Abdi attributed the company's success to its investment in high operational standards, skilled personnel and internationally recognised certifications.

[Esther Dianah]

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Award Winners Benefits

The main purpose of the award is to raise the profile of the awardees and help them grow.

- Brand visibility
- Brand the event with rollup banners and giveaways merchandise to the attendees
- Media publicity and select interview slots
- Trophies and certificates
- Social media support
- Networking opportunities
- Independent SWOT analysis from experts
- Training




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