



## Agri and Co-operative Training and Consultancy Service Limited

**ISO 9001: 2008 Certified Company**



**2<sup>nd</sup> Regional Co-operative Value Chain Symposium**

***Theme: Innovation- Bridging the Gap in Value Chains***

**At the Co-operative Management Center, Karen, NAIROBI, KENYA**

**29<sup>th</sup> and 30<sup>st</sup> September 2011**

In Collaboration With:



## *A message from Director, Co-operative College of Kenya*

*Dr. E. N. Gicheru (HSC)*



The first Regional Co-operative Value Chain Symposium held in November 2010 brought together more than 200 stakeholders from the region. Best practice presentations from Tanzania, Uganda and Kenya inspired the participants to discuss how to improve the performance of other co-operatives. Many examples of tools and models to enable co-operatives to bridge the gaps in value chains created aha moments for the participants from the region.

The Second Regional Co-operative Value Chain Symposium will again present best practice examples from all over Africa. We want to hear from your approaches, trials and errors, and what you achieved. What innovative solutions to financing value chains are available? How did you manage to involve the youth to ensure succession in an increasingly ageing agricultural population? What attempts have you made to involve the Youth to participate in co-operative business and play an increased role in value chain promotion?

There is a clear need for innovation and creating platforms for learning. And, what better platform to discuss meaningful experiments and experiences, and think about innovative solutions, than with a group of experts and stakeholders from the Co-operative Movement that we aim to bring together for the second time in Nairobi.

*Karibuni Sana*

## *Innovation- Bridging the gap in value chains*

The Regional Co-operative Value Chain Symposium was launched by the ATC and Co-operative College of Kenya in collaboration with Co-operative Bank of Kenya and Co-operative Insurance Company in 2010. The then German Development Service, DED, was the main sponsor of the event. More than 200 participants, exhibitors and presenters from Kenya, Tanzania, Uganda and development partners enjoyed a lively and fruitful exchange of ideas. The two day event offered different opportunities and experiences in the co-operative world.

The Minister for Co-operative Development and Marketing, Honorable Minister J. Nyagah, opened the Symposium on Thursday, 3rd November, 2010. In his address he urged the Co-operative Movement to embrace the symposium and smaller fora for exchange of ideas at least annually. The same need was felt by the participants during the final assessment of the event on Friday afternoon. During the symposium, 3 very active working groups were established and each group presented their findings to the plenum.



The minister arrives at the venue of 1st Regional Co-operative Value Chain symposium accompanied by Director, Co-operative College of Kenya and ATC Managing Director

The presentations were accompanied by an exhibition of different stakeholders to the Co-operative Movement. Beside service providers, seed companies, Banks and Insurance Companies, also

different SACCOs and Marketing Co-operatives presented their products and services. Also present were exporter associations and processors of agricultural products. During the breaks participants enjoyed a cup of coffee or a glass of yogurt provided by the exhibitors.

## *Message from CIC*

The CIC Insurance Group, a major provider of insurance and other financial services in Kenya has been in operation for the last 33 years. CIC is owned by over 1,500 Co-operative Societies and about 4,000 individual Co-operators with the Co-operative Bank of Kenya Limited holding a 21% stake. CIC is the market leader in providing insurance services to the co-operative and low-income market segments in Kenya. CIC is a composite Insurance company offering a wide range of products; General Insurance, life Insurance, pension, medical and Asset management services; CIC now occupies 3<sup>rd</sup> position in terms of market share (2010) in the Kenyan Insurance market.

With an asset base of Kshs. 6.7billion and 1.3million clients, CIC ranks among the most successful insurance companies in Kenya and is the only thriving and surviving co-operative insurer in Africa. The company is also focusing to be a leader in the region and is targeting to expand operations in the East and Central parts of Africa such as Southern Sudan, Rwanda, Malawi and Tanzania.

In the last financial year, CIC posted a 58 percent increase in overall business volume, an unprecedented growth in the Kenyan insurance industry, with the micro-insurance niche contributing over Kshs. 600 million in gross premiums.

The company projects to rake in Kshs. 7.5billion in 2011 by improving distribution and premium payment modes to suit the intermittent income of the lower market segment. CIC Insurance Group is targeting premium income of Kshs. 10billion by the end of 2013.

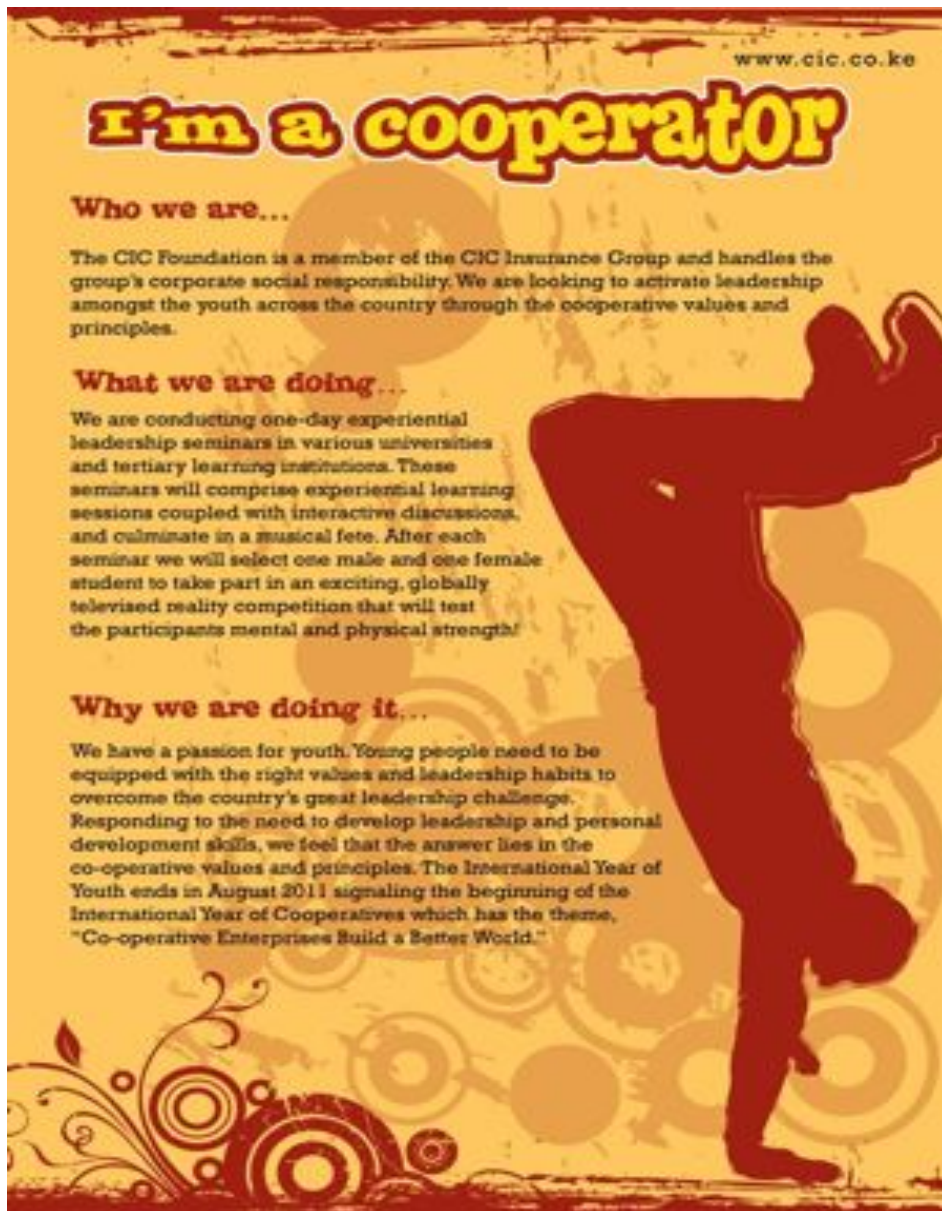
After sustained high annual growth rate of 25% in the last decade, CIC Insurance Group is keen to maintain its growth momentum by tapping into the micro-insurance niche and the under developed life business to grow its market share. The company has played a pioneering role in development of products targeting the micro market – the micro health

### **I'm a cooperator**

This year, The CIC Foundation is launching an exciting project (the first of its kind to ever be implemented in Kenya) as our CSR program. It will be our contribution to the International Year of Co-operatives Celebrations. The project is targeted at youth in universities all over the country. It is going to spread awareness and interest in the Co-operative movement and increase the impact of the CIC brand on the young generation.

There will be more than 3000 young people impacted directly through seminars, forums and conferences while millions more will be impacted through media productions and campaigns. The themes of this project are Leadership, Culture and Ecology.

An important part of this project is the promotion of the Co-operative movement to young people. This promotion will be done by use of media productions and campaigns, presentations at gatherings and by distributing information on the global Co-operative movement.



product for the low income earners, livestock and crop insurance, weather index-based insurance through collaboration with World Bank and Rockefeller Foundation and a small businesses combined cover providing protection against death, fire and theft.

Last year CIC launched M-Bima, an insurance premium payment instrument that rides on mobile money transfer platforms such as M-Pesa in a bid to reach the mass market. Policy holders with the Group can now remit as little as KSh20 premium payment through their cell phones.

### *Message from Ministry of Co-operative Development and Marketing*

In the early years cooperatives societies were formed to address marketing of agricultural commodities. The contribution of cooperative movement to economic development quickly spread to other cooperatives such as; sand harvesting, handcraft, transport, saving and credit cooperatives. To date we have over 11,000 registered cooperatives.

The Ministry has the mandate of creating vibrant agricultural marketing cooperatives of the second generation in collaboration with the movement through;

- Analyzing the relevance and economic impact of each of three tier cooperatives structure in meeting the expectation of the farmer. Some of the innovative proposals on the role apex/Unions organization are

for them to vertically coordinate the various specific agricultural commodities cooperatives to markets, address issues of certification, quality issues and linkages to various input suppliers among others.

- Encouraging innovation which will translate into a growing member base comprising the youth and not an exclusive club for the aged.
- Encouraging SACCOs in mobilization of saving and financing the farming community through the enactment of the SACCO Act.

### *Message from Co-operative College of Kenya*

The Co-operative College of Kenya is a leading provider of Quality Co-operative Education, Training Research and Consultancy nationally and internationally. It was initially established as a department of the Ministry of Co-operative Development and Marketing and later became a Semi-Autonomous Government Agency under the same Ministry through the Co-operative College of Kenya Act Chapter 490 A (Revised 1996).

The broad objective of the College is to equip members of the Co-operative Movement, Government of Kenya, Non-Governmental Organizations and other related sectors with appropriate knowledge, skills and attitudes that would enable them contribute effectively to the development of various sectors of the economy.

Currently the College has four Campuses; Main Campus based in Langata, Nairobi Campus situated on Ufundi Co-operative Plaza (6th and 7<sup>th</sup> Floor), Meru Campus on Meru Central Co-operative Union Building and Mombasa Campus based at Government Training



ValueLinks Training at the Co-operative Retreat and Conference Center, Karen

Institute, Mombasa.

The College is offering Certificate and Diploma Courses and one degree programme; Bachelor of Co-operative Business Degree in collaboration with Jomo Kenyatta University of Agriculture and Technology.

## *Message from Co-operative Bank of Kenya*

In line with development in the Co-operative movement, the Government of Kenya in the early 1960's identified this sector as a means of bringing Kenyans together in order to achieve a critical mass of savings and investment. The Co-operative Bank of Kenya was then registered as a co-

### **Founding Philosophy**

The Bank was founded by co-operative societies in 1965 to deliver financial services to the movement in general for the maximum benefit of the societies' members.

operative Society in 1966. In 1968 the Bank was licensed to carry out business under the Banking Act in line with the main objective of its establishment which was and still is to provide affordable financial services to the Co-operative Movement.

### **Co-op Bank strategic objectives remain;**

To be the leading financial services provider to the Co-operative movement by achieving and maintaining 95% market share of all assets and liabilities held in the banking system by the movement.

### **Mission Statement**

To offer value added financial services to our chosen market segments with special emphasis on the Co-operative movement through a highly effective network of service points, excellent customer service and a highly motivated team of qualified personnel

To establish innovative, value added linkages with the Co-operative movement thus becoming the leading Kenyan Bank offering affordable financial services to the over 8 million members of the Co-operative movement particularly those currently unable to access financial services.

The Bank has a dedicated Division to serve the Co-operative Movement which remains the heart of everything we do. We have an Agribusiness department within the division to cater for the financial needs of the agricultural cooperatives and all other players through agricultural value chain approach.

The key sectors we have supported are coffee, dairy, grains, horticulture and livestock value chains.

To attract and interest youth in the movement, the bank has come up with a Young Innovators Account (YEA) for the youth. This is to instil a saving culture within the children of the co-operators for continuity of cooperative philosophy.

We have also supported SACCOs in gaining access to funds and encourage cooperatives to include the youth in the leadership

### **Vision Statement**

To be the leading and dominant Kenyan Bank with a strong countrywide presence, playing a central role in the co-operative movement and providing relevant and innovative financial solutions and services to our customers for optimum benefit of all our stakeholders.

positions.

We have also partnered with other organisations such as the Government of Kenya, AFD, IFAD, KFW to fund various projects in the agricultural sector.

Our current focus is involvement in food security and commercialisation of agriculture in Kenya.

### *Message from ATC*

The two day **“Bridging the Gap in the Value Chains”** event, this year focusing on innovations on financing rural value chains and Youth involvement in co-operatives and rural development, has been initiated to respond to the need of a formal exchange of great ideas and achievements.

The little success stories of companies, whether run as company limited or as co-operative, displayed at the symposium will initiate discussions that will be translated into action back home. You will see what has worked, you will want to achieve the same and you have been shown the way, there is no reason why it should not be possible.

#### **Our participant’s package:**

- Kshs 8,000 for those who will book or register before 29<sup>th</sup> September 2011.
- Kshs 10,000 for those who will register on the D-Day of the symposium.

#### **Our exhibition packages- Kshs 25,000**

- 2 Free entrance tickets for exhibitors
- 1 Free tent and space
- 1 Table
- 2 chairs
- 2 Lunches and Teas for the exhibitors
- Booklet of Lecture materials



Sisal Board of Kenya exhibition stand at 1<sup>st</sup> Regional Co-operative Value Chain Symposium

***NB: Cheques are payable to Agri and Co-operative Training and Consultancy Services Ltd or wired to or account at Kenya Commercial Bank Ltd Karen Branch A/c No. 1110226659. The bank international Swift Code is KCBLKENX***

The two-day event will be a lively and interesting forum for exchange and networking among the diverse players in the co-operative, agricultural sector and related sectors of the economy in the region. For further enquiries, please contact the undersigned and/or [Chitunga Benard \(chitunga@atc.co.ke\)](mailto:chitunga@atc.co.ke), [Joachim Weber \(j.weber@atc.co.ke\)](mailto:j.weber@atc.co.ke). Looking very much forward to hearing from you.