

FEATURE:
POLITICS & LAW **P.30**



**Kenya is oblivious,
unambitious and in a state
of competitive slumber.**

Ministry and said the State had suggested that media owners either form a consortium which would be given a third license or acquire shares in Signet, a subsidiary of Kenya Broadcasting Corporation which was set up to broadcast and distribute signals.

Tanzania is the only East African country to have embraced digital broadcast after initiating an analogue switch off in December 2012.

The digital migration process is key in ensuring Kenya overcomes the digital divide since the country is currently accessing high quality audio and video television reception, has access to a variety of enhanced broadcasting applications, multimedia data and entertainment services and to diverse programme channels.

Benefits accruing from the switch off will include more efficient spectrum use since up to 10 television channels can be accommodated using the same bandwidth that would carry one analogue channel, and a positive effect on broadcasters who can reduce costs by using single broadcast infrastructure

instead of independent parallel networks, while entrepreneurs can cash in on opportunities in local content and creative industries.

AGRICULTURE

Investing in growth

► Fanisi sinks Sh255m into Rwandese agriculture

FANISI CAPITAL HAS announced a Sh255 million investment into Rwandese company ProDev Group Holdings, a partnership that is expected to enhance Africa's maize value chain.

ProDev Group Holdings is an agribusiness company with two subsidiaries. The first, Minimex, is the largest manufacturer of branded maize meal in Rwanda, and makes grits for the brewing industry and bran for animal feed. The second, ProDev, is involved in the handling, drying and storage of maize.

While Minimex with its partner Bralirwa is focused on improving maize productivity through mechanization and irrigation, ProDev - with its drying and storage facilities in

Rwamagana - aims to change the nature of the maize value chain from grain production, post harvest processing to introducing more nutritious value-added products to the population.

Fanisi's investment into the group - its second in a Rwandese company this year - will boost ProDev's plans to increase storage capacity from its current 2,000 tons to 10,000 tons.

The investment will also support Minimex's introduction of fortified maize meal into the market, a project which is being conducted in collaboration with the World Food Program, and is designed to eradicate malnutrition among vulnerable groups.

Plans are also underway to establish an animal feed plant, which will enrich and add value to bran - another maize production by-product that has traditionally been sold to farmers in Rwanda and as animal feed in Kenya.

Managing Partner at Fanisi Capital Tony Wainana said between December 2011 and

December 2012 Minimex's capacity utilization had increased from 22% to 43%, and that "With Fanisi's investment capacity utilization is expected to increase to an even higher level of 60% by the end of 2013."

The partnership will provide the impetus required to improve the maize value chain, and contribute positively to

Rwanda's agriculture, the health of the population and its economic development. Fanisi Venture Capital Fund is a \$50 million venture capital fund that makes investments of between \$1-3 million into small

and medium enterprises. It provides structured capital and management support to help build competitive advantage and achieve growth and sustainability. Coupled with the Fund is a \$2 million business advisory services foundation that addresses capacity gaps in management, environmental standards, health and safety requirements and governance requirements that currently constrain their performance or growth. **NBM**

Sept

Kenya's first analogue switch off is set to take place in Nairobi

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