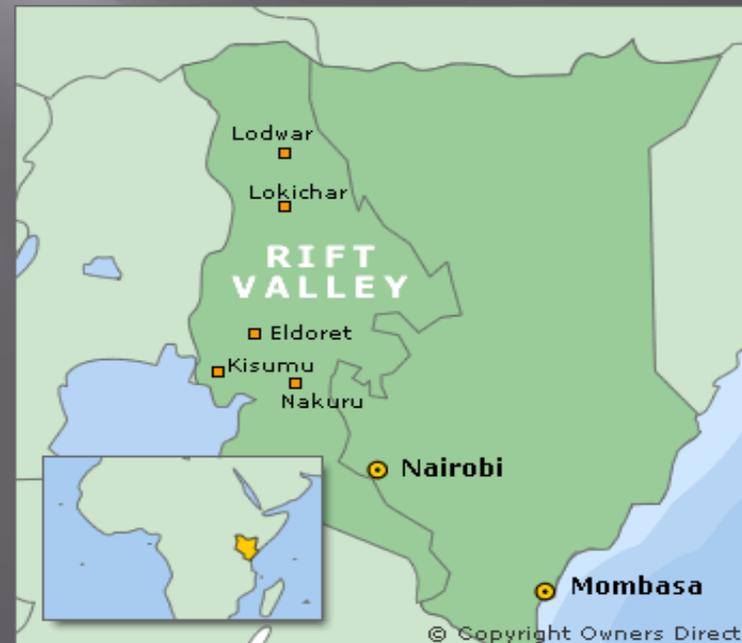




# THE COUNTY OF BOMET

Bomet County is located in the famous Great Rift Valley in Kenya

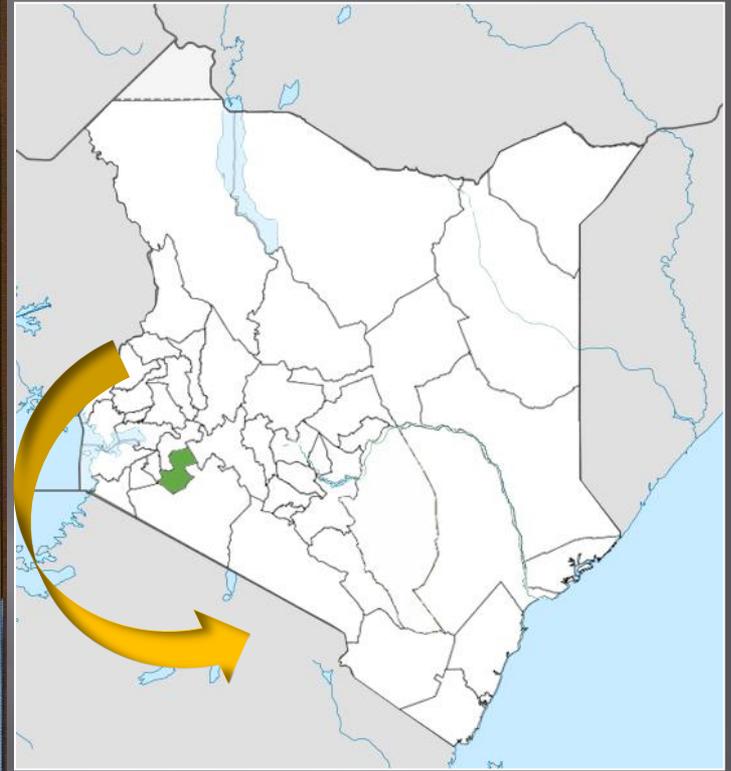
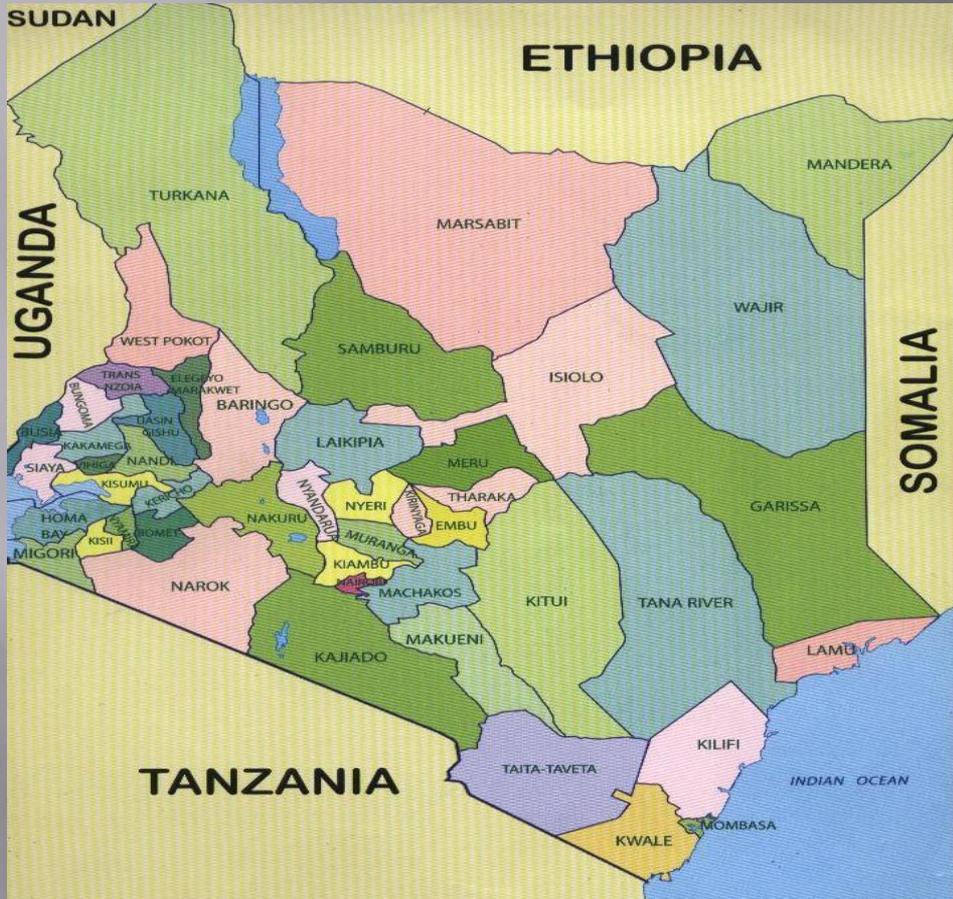




# THE COUNTY OF BOMET

- **Bomet County** is one of the 47 counties of Kenya with a population of 730,129 (Kenya census, 2009)
- The County lies 220 kilometres (137 miles) South West of the city of the Nairobi (capital of Kenya)
- The capital of Bomet County is Bomet town with a population of 42,024.

# Map of Bomet County



# A Street in Bomet Town



Bomet



# INTRODUCTION

- The County of Bomet has a government consisting of a legislative assembly and a county executive
- Bomet County covers an area of 1,592.4 sq. km and is situated in the highlands south-western of Kenya (2,050 metres above the sea level).
- The County enjoys a cool climate of a mean monthly temperature of 18° C and an annual rainfall of 1,100 - 1,500 mm.
- The highlands are endowed with rich soils which have enabled Bomet to produce a variety of food and cash crops.
- The region is part of the Mau mountain range with numerous rivers that flow into Lake Victoria, the source of the Nile River.
- Bomet County is a key route to the world famous Maasai Mara Game Reserve that feature the great wildebeest migrations.

# His Excellency Governor Isaac Ruto



Administrative Building

# The Economy of Bomet County

- ▣ **The County is endowed with such resources as Forests, Pasture, Rivers, Wildlife and Arable Land**
- ▣ **Tourist Attractions:** Key route to Maasai Mara Game Reserve and Traditional Ornaments
- ▣ **Financial Services:** 8 Commercial Banks, 5 Micro-Finance Institutions
- ▣ **Main Economic Activities/Industries:** Tea & Coffee farming, Horticulture, Cattle rearing
- ▣ **Agricultural products:** Dairy Products, Maize, Beans, Potatoes

# Bomet Financial Institutions



Kenya Commercial Bank (KCB)



Equity Bank



Barclays Bank

# Kenya-US Relations

- ▣ Kenya and the United States of America have enjoyed cordial relations since 1963 when Kenya attained its independence from Great Britain
- ▣ Under the African Growth and Opportunity Act, the U.S. exports to Kenya agricultural products, aircraft and machinery
- ▣ Kenya exports to USA include apparel, coffee and tea
- ▣ U.S. business investment in Kenya is primarily in commerce, light manufacturing and the tourism industry

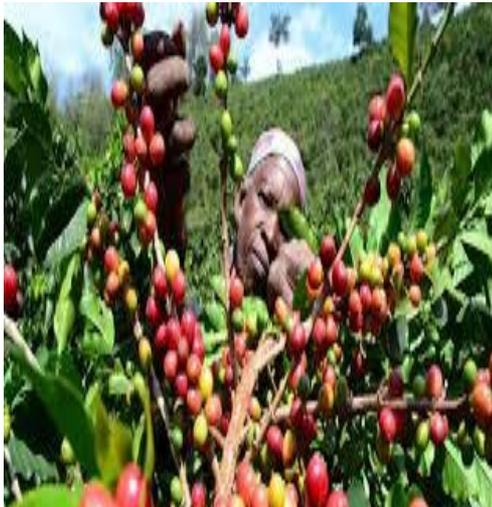
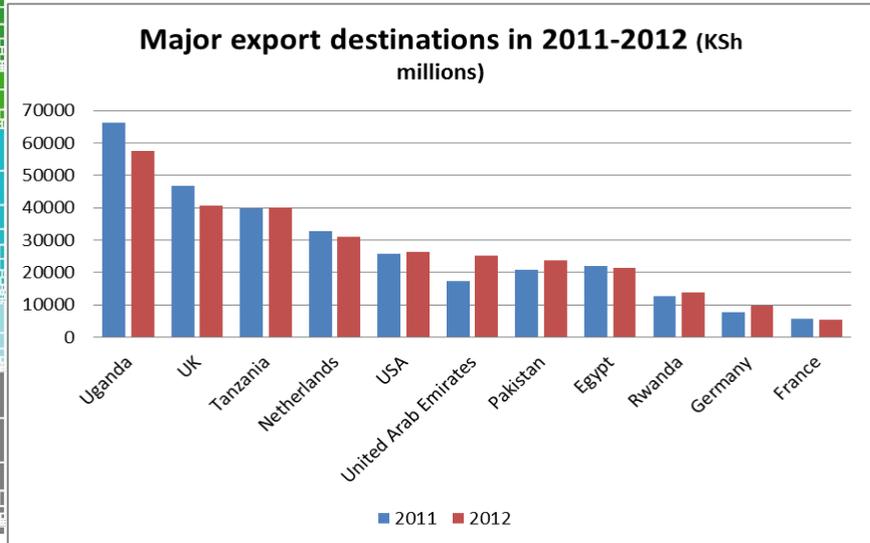
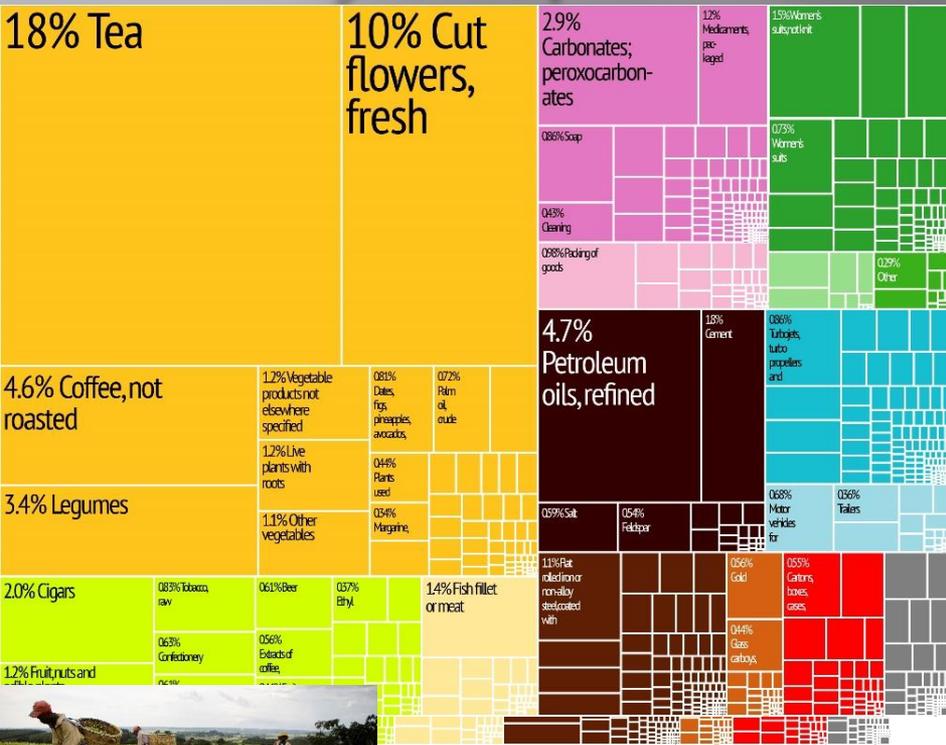
# Former US Ambassador to Kenya



# Kenya-US Trade- Import and Export

- ▣ Kenya is currently America's 105th largest goods trading partner with \$846 million in total (two way) goods trade during 2011 (Office of the US Trade Representative, 2013)
- ▣ U.S. goods exports to Kenya in 2011 were \$464 million, up 23.7% (\$89 million) from 2010, and up 95.1% from 2000
- ▣ U.S. goods imports from Kenya totalled \$382 million in 2011, a 22.6% increase (\$70 million) from 2010, and up 248.3% from 2000

# Kenya Exports to US and Other Countries



# Milwaukee Bomet Sister City Relationship

- ▣ The expectation is that there would be mutual friendship between the cities based on understanding of each other's culture and cities.
- ▣ In addition a delegation of cultural and academic exchanges, musical exchanges, and health care workers (doctors, nurses), going back and forth between the two cities are expected to take place.

# Potential Trade Relations between Bomet and Milwaukee

- ▣ As a leading tea producer, Bomet could undertake direct tea exports to Milwaukee
- ▣ Currently, most of the tea produced in Kenya is exported to Egypt, Pakistan, United Kingdom, Afghanistan and Sudan (Kenya Tea Board, 2013)
- ▣ And emerging markets include China, Iran, United Arab Emirates and Russia
- ▣ Milwaukee could import directly from Bomet as part of Kenyan exports to North America

# Potential Trade Engagements

- ▣ A direct market could be developed in Milwaukee for horticultural export from Bomet.
- ▣ Fresh fruits and vegetable such as bananas, passion fruit, avocado, chillies, pineapple, onions, leeks and peas could be exported to Milwaukee

# Kenya Exports to US and Other Countries



# Potential Trade: African Art

- ▣ Kenya, and thus Bomet is well-known for its African traditional cultures, hence the availability of African hand-made art, craft and gifts . Such items could be exported to Milwaukee for others to know something about these African gems.
- ▣ The Bomet community still posses the old cultural and traditional items such as leather garments, utensils, tools and implements that could interest collectors of ancient artifact and history in Milwaukee

# Kenya's Traditional Artefacts



# Cultural Exchange Programmes

- ❑ Experiencing a new culture helps us better understand the world around us
- ❑ There is a great deal to discover in the African culture and one way to do it is by cultural exchange programmes
- ❑ With a rich African heritage, the community in Bomet County could offer citizens of Milwaukee (and vice versa), an unforgettable cultural experiences
  - Students and teachers, entrepreneurs, music performers, etc
- ❑ Group travels involving engineers, police officers, could be organized between the two cities so as to learn how their counterparts deals with some specific issues.
- ❑ This could enrich their lives while improving cross-cultural understanding and partnerships for progress

# Research and Public Health Exchange Programmes

- ▣ Medical and nursing students from Milwaukee could gain invaluable experience at our medical facilities through exchanges programs and internships experience.
- ▣ The County's leading hospital, Longisa Hospital, is an established facility that can offer such opportunities.
- ▣ Longisa Hospital, and other health facilities in turn will gain from the visiting students, public health researchers, or other scholars

# Longisa Hospital



# Sports and Recreation

- ▣ Kenya is a powerful nation in athletics
- ▣ Sports men and women have made a mark in the Olympics, Commonwealth and the Marathons), though limited to long and middle distance running
- ▣ Research has shown that Kenya's favourable climatic conditions and high altitude contribute to the athletic success.
- ▣ Consequently, many athletes around the world go to Kenya to participate in several high altitude training camps around the country.
- ▣ Currently Bomet County is completing a large stadium (25,000 seats) for high altitude training.
- ▣ Milwaukee athletes could join their Kenyan counterparts in routine training and benefit from that environment

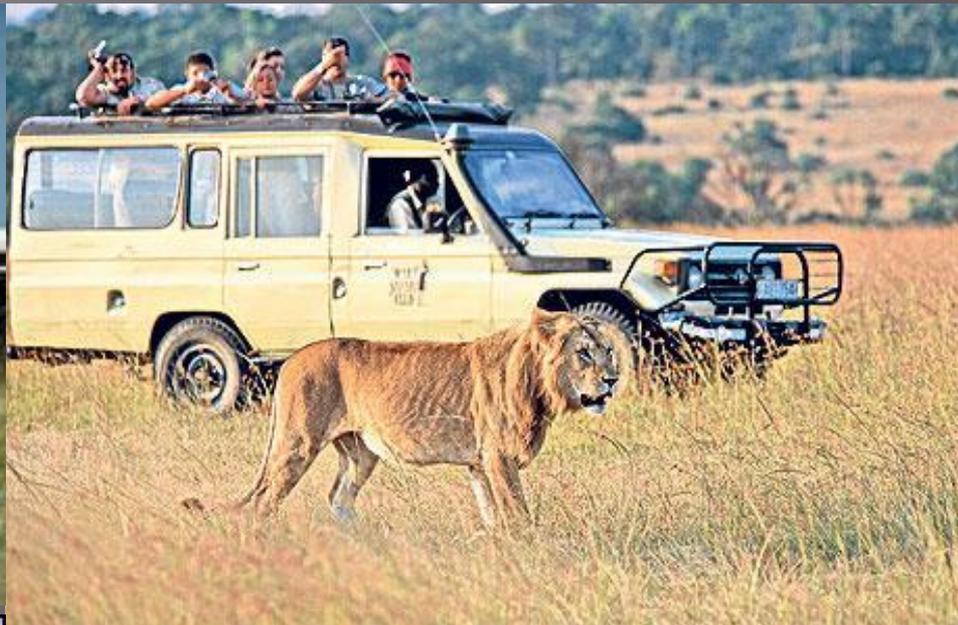
# Kenyan Athletes Celebrating Victory



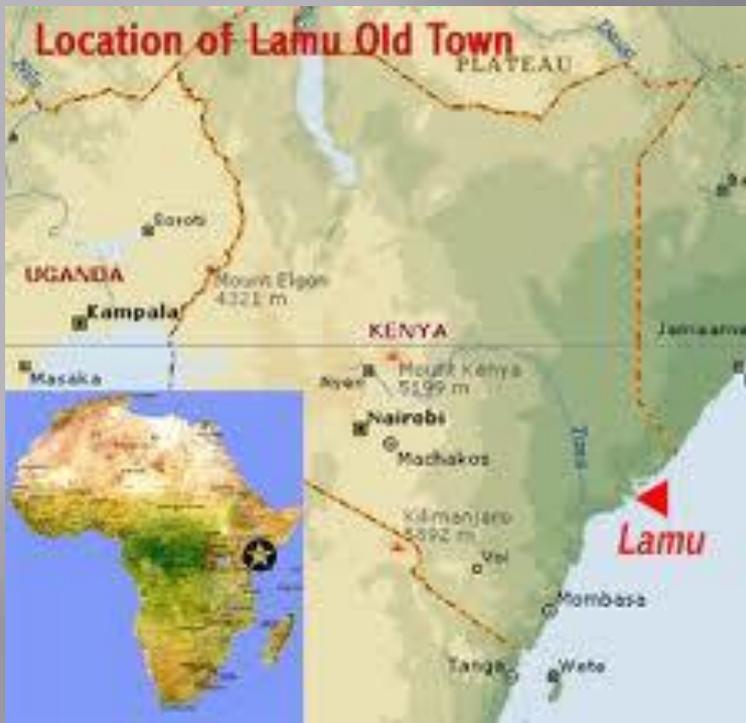
# Tourism & Investment

- ▣ Bomet County is a key gateway to the world famous Maasai Mara Game Reserve
- ▣ The County enjoys (62 miles) 100-odd kilometre contiguous boundary with the famous Game Reserve
- ▣ Bomet County Government is now constructing a paved road along the game reserve creating potential investment opportunity for private developers of tourist facilities along this boundary
- ▣ Milwaukee investors could explore the possibility of venturing into tourism industry creating employment for citizens on both sides and reap handsome returns

# Animals of Maasai Mara Game Reserve



# Atlantic Ocean and Lakes Attraction



# Infrastructure

## Rapid Urbanisation

- ▣ Kenya, like many other developing countries, struggle to deal with the problem of rapid urbanisation
- ▣ Bomet County has seen a sharp rise of rural-urban migration in past one year following the establishment of County governments in Kenya
- ▣ Milwaukee no doubt has a long history in this area and Bomet could learn from its experiences and be able to address the said problems
- ▣ Bomet could learn from Milwaukee how to handle, for example, urban fires, sanitation and sewerage management through use of modern technology and application

# Sewerage Infrastructure



# Managing City and Environment

- ▣ Can work in Milwaukee city to learn how an American city operates and takes that
- ▣ Environmental issues are becoming increasingly important globally, the two cities can also learn from each other, different ways to deal with environmental issues.
- ▣ These are real important issues that the cities really need.

# Thank You

- ▣ Thank you for this opportunity and for accepting to go on this journey of forming mutual relationships between Milwaukee and Bomet cities
- ▣ One step closer to creating a global community (of culture, languages, public health art, photography, art etc)