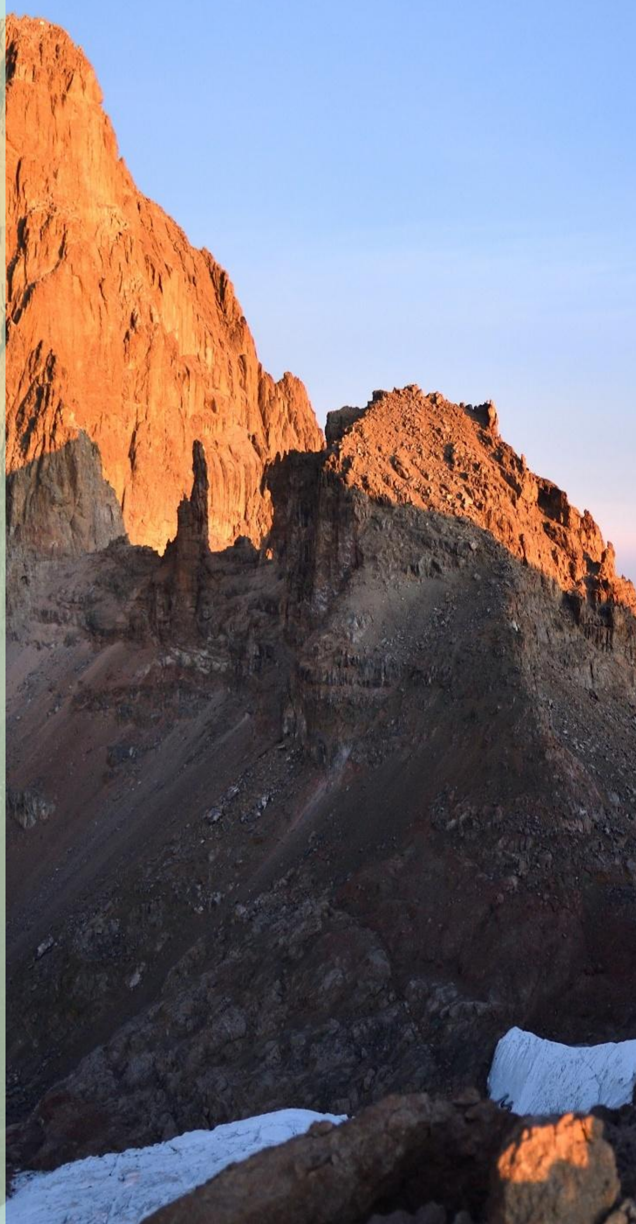
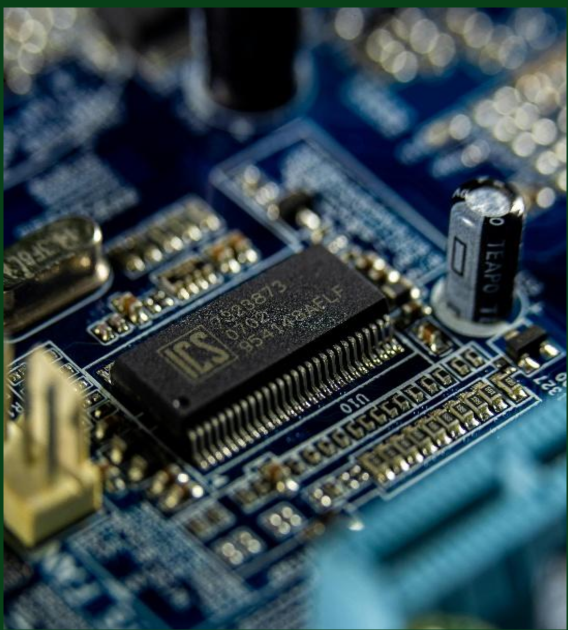
REPUBLIC OF KENYA

NYERI COUNTY INVESTMENT PROFILE





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Foreword

H.E. DR. MWALIMU MUTAHI KAHIGA, EGH, PHD

GOVERNOR, NYERI COUNTY

The Government of Nyeri has remained committed towards achieving the goal of a wealthy county with happy, healthy and secure people. In light of this fact, I am pleased to call upon all stakeholders to join hands with my administration and with the people of Nyeri County in this noble journey. The County Government of Nyeri has a clear vision for growth through partnership with the private sector; both local and foreign, and has laid and continues to lay emphasis on socio-economic transformation and the well-being of our people. Inevitably, the realization of this aspiration requires a multi-faceted approach focusing not only on all sector priorities, but also on harnessing opportunities from untapped potential investment areas and resources; both natural and human, that the County is well endowed with.

Our development agenda are anchored in legal and policy frameworks, notably the County Integrated Development Plan (CIDP), Kenya Vision 2030, the United Nations Sustainable Development Goals (SDGs), Africa's Agenda 2063, and the EAC Vision 2050. These frameworks have provided a clear blueprint for sustainable social-economic transformation, positioning Nyeri County as an attractive investment destination.

This County Investment Profile seeks to provide details of investment opportunities within the region. These opportunities are supported by our trade licensing regime, development policies, robust infrastructure including well connected road networks, expanding ICT connectivity among other business enablers. Political stability, and strong governance continue to anchor investor confidence, providing a stable, predictable, and transparent business environment. The government also has plans underway, to initiate additional investment incentives that will continue to position the county as the ideal investment destination.

My Government is committed to providing all the necessary support and incentives to facilitate investment in all sectors of the economy in Nyeri County. I assure you of a healthy investment policy and an investor-friendly and favourable business environment. We endeavour to partner with stakeholders in mutually beneficial arrangements that will bring sustainable development to Nyeri County and to extend this engagement through collaborations and engagement as we position Nyeri County as the target for profitable, sustainable and secure investment.

Finally, and on the behalf of the people of Nyeri, I wish to invite both local and international investors to explore the vast opportunities in all sectors within Nyeri and to partner with us in unlocking county's immense potential.

Foreword

H.E. DAVID KINARIRI

DEPUTY GOVERNOR, NYERI COUNTY

We are proud to present this Investment Profile — a strategic blueprint that showcases the vast opportunities available across key sectors namely agriculture, manufacturing, tourism, renewable energy and ICT.

Nyeri County is endowed with abundant natural resources, a skilled and literate workforce, a rich cultural heritage, and a strategic central location within the Mt. Kenya region. Agriculture also remains the backbone of the Nyeri economy with vast potential in agribusiness. These attributes make Nyeri an ideal destination for investors seeking stability, growth, and long-term returns.

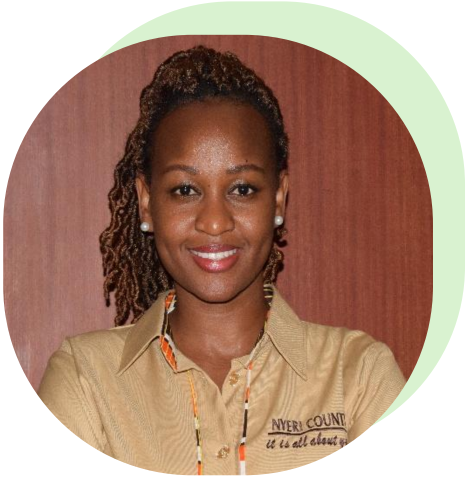
We are committed to providing a conducive environment for investment through enhanced transparent governance, streamlined regulatory processes, infrastructure support, and partnerships that promote inclusive development. We welcome local, regional, and international investors to partner with us in unlocking the full potential of Nyeri County.

I call upon all stakeholders to engage in partnerships and collaborations through mutually beneficial arrangements that will build a robust and inclusive economy, unlock untapped potential, and accelerate sustainable development across Nyeri County.

Foreword

DIANA KENDI TARICHIA

C.E.C.M TRADE, COOPERATIVES, CULTURE AND TOURISM



It is my pleasure to present the revised edition of the Nyeri County Investment Promotion Profile. Nyeri County is actively reinventing itself by leveraging its strategic location in the Central Kenya Region. The county is steadily emerging as a hub for both local and international investment.

Nyeri boasts significant advantages as an investment destination, particularly in sectors such as agriculture and ICT, that continue to draw both local and global interest. The county is not only host to longstanding companies such as Almasi Bottlers, CFAO Mobility, Davis & Shirtliff Group, and Highlands Drinks, but continues to attract newer ventures particularly in the ICT sector. For instance, BPO services (business processing outsourcing) is a fast-growing sector, with firms such as ONQ and Jitu Technologies setting up major operations in Nyeri. Nyeri is also home to strong farmer cooperatives and companies such as Othaya Farmers Cooperative Society and Mukurweini Wakulima Dairy Ltd.

The hospitality sector is also thriving. Positioned between Mount Kenya and the Aberdare ranges, Nyeri offers breathtaking natural scenery and unique landmarks. This prime location makes the county a top destination for tourism, which in turn fuels growth in the hospitality industry. Notable investments include FK Resort and Spa, Outspan Hotel, TreeTops Hotel, Mount Kenya Safari Club, Chaka Ranch; home to Kenya's largest amusement park. There is a growing interest in agro-tourism and cultural tourism, that respectively leverage on the thriving agricultural sector and rich cultural heritage.

As a county government, we are committed to promoting a competitive and investor-friendly business climate. Our strategy is anchored in a clear vision for growth through public-private partnerships, encouraging both domestic and foreign investments. We aim to increase the volume, diversity, and impact of these investments by fostering a conducive environment. This includes implementing robust legal and regulatory frameworks, developing strategic marketing plans, and positioning Nyeri as a preferred investment destination with high ease-of-doing-business rankings.

We look forward to facilitating investors to take advantage of the available opportunities for new investments in Nyeri County.

Macros

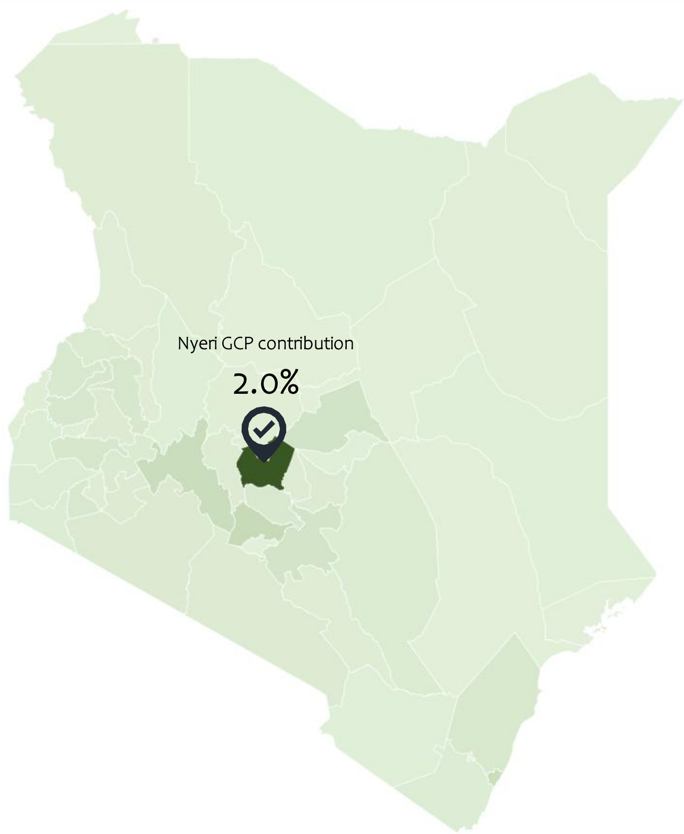
Nominal GCP in KES Millions: **265,208**

Population: **Approximately 795,000 people**

GCP Growth Rate:**12%**

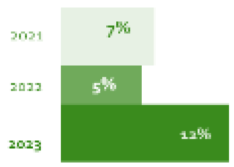
Area: **3,325.0 km²**

County Contributions to Total Gross Value Added

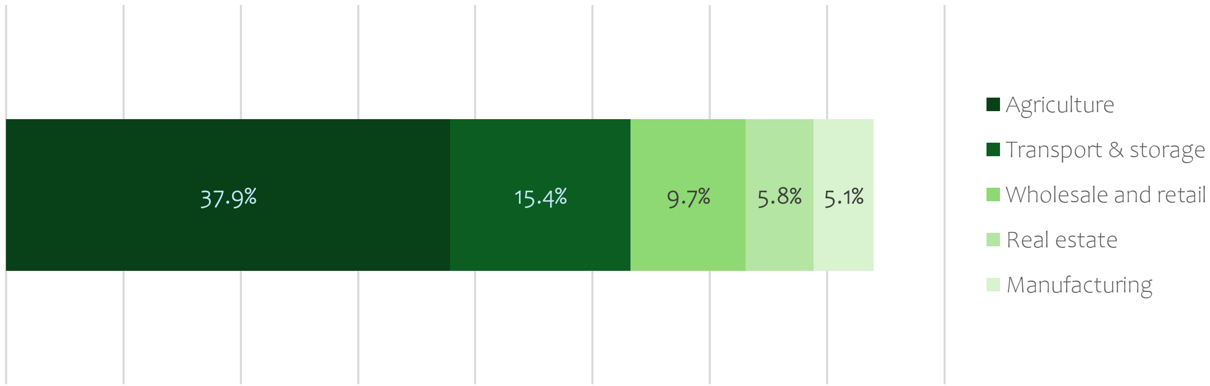


Nyeri Economic Development

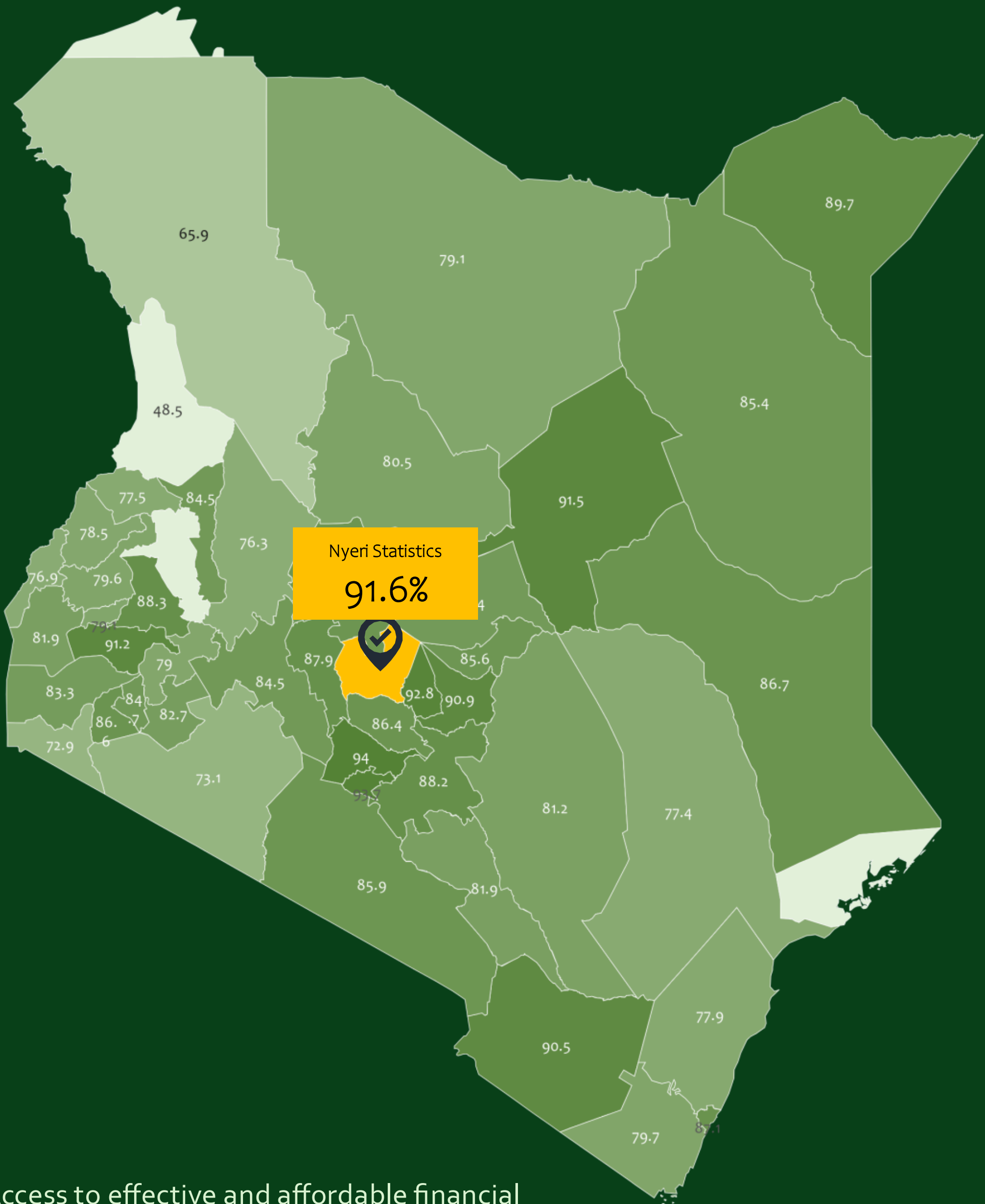
	2021	2022	2023
GCP (nominal in KES Million)	224,567	236,828	265,208
Per capita GCP (in KES)	-	-	317,456
Real GCP (in KES millions)	170,169	168,971	178,492



Top 5 Sectors in GCP



Financial Inclusion Statistics



	County	%
1	Kiambu	94
2	Nairobi	93.7
3	Kirinyaga	92.8
4	Nyeri	91.6
5	Isiolo	91.5
6	Kisumu	91.2
7	Embu	90.9
8	Taita-Taveta	90.5
9	Uasin Gishu	90.2
10	Mandera	89.7
11	Lamu	88.8
12	Nandi	88.3
13	Machakos	88.2
14	Nyandarua	87.9
15	Mombasa	87.1
16	Garissa	86.7
17	Kisii	86.6
18	Murang'a	86.4
19	Laikipia	86.1
20	Kajiado	85.9
21	Tharaka-Nithi	85.6
22	Wajir	85.4
23	Nyamira	84.7
24	Elgeyo-Marakwet	84.5
25	Nakuru	84.5
26	Meru	84
27	Homabay	83.3
28	Bomet	82.7
29	Makueni	81.9
30	Siaya	81.9
31	Kitui	81.2
32	Samburu	80.5
33	Kwale	79.7
34	Kakamega	79.6
35	Marsabit	79.1
36	Vihiga	79.1
37	Kericho	79
38	Bungoma	78.5
39	Kilifi	77.9
40	Trans Nzoia	77.5
41	Tana River	77.4
42	Busia	76.9
43	Baringo	76.3
44	Narok	73.1
45	Migori	72.9
46	Turkana	65.9
47	West Pokot	48.5

Access to effective and affordable financial services in Nyeri is among the highest in the country outside of Nairobi and Mombasa, with over 91% of adults reported to have used mobile money or digital financial services in 2023. This digitization of financial flows has improved household liquidity, and also enabled micro-enterprises to transact efficiently.

Agriculture

Agriculture remains the economic pillar of Nyeri, employing most of the population and serving as a key driver of rural livelihoods and commercial enterprise. With an estimated ***3,325 square kilometers of arable land****, Nyeri possesses a diverse environment ideal for high-value crops, dairy, livestock, and agro-industrial development. Within Kenya's central highlands, the county enjoys fertile soils, and favorable climatic conditions, making it a natural anchor for agricultural transformation and value chain investment.*

Estimated capital requirements across these opportunities

KES 500,000 ***for micro-enterprises*** - KES 100 million or more *for industrial-scale operations*.

Key investment-ready sub-sectors include:

1. *Tea and Coffee Value Addition*

Estimated capital requirements

KES 5M *for mid-sized facility*

KES 50M *for industrial-scale operations.*

As two of Nyeri's most prominent cash crops, tea and coffee offer scalable opportunities in processing, specialty branding, and export-oriented product development. Despite high production volumes, most output is sold with little or no value addition, presenting immediate prospects in milling, packaging, and niche-market targeting (e.g., organic, ready-to-drink, single origin).

2. *Avocado & Macadamia Processing*

Estimated capital requirements

KES 5M *for small-scale processing unit*

KES 20M *for mid-sized automated unit.*

KES 50M *for industrial-scale operations.i.e. cold storages etc.*

Nyeri is rapidly growing it's high-value horticulture, with strong production of Hass avocados and macadamia nuts. Investments in sorting, oil extraction, roasting, and packaging facilities will unlock significant export value while enhancing farmer incomes and product traceability.

3. *Dairy, Poultry & Meat Processing*

Estimated capital requirements

KES 10M *for mid-sized enterprises processing 5k-10k litres per day*

KES 100M *for large-scale operations processing 25,000l daily with cold storages and packaging systems*

With annual milk production exceeding **116 million liters (as at 2023)**, and growing poultry and livestock populations, the county is ripe for modern processing plants. These include milk value addition (e.g., yoghurt, cheese), poultry slaughter and packaging, and meat processing and canning for domestic and export consumption.

4. *Biofuel and Briquette Production*

Estimated capital requirements

KES 2M *for small-scale artisanal operation, ideal for community-based initiatives*

KES 20M *for mid-sized processing facility*

KES 100M *for large-scale operations*

Sustainability-focused investors will find attractive entry points in clean energy innovations such as biofuel production from croton seeds and charcoal briquettes from agro-waste. These green industries support Kenya's low-carbon transition while offering viable commercial models with high environmental impact.

5. *Contract Farming and Input Industries*

Estimated capital requirements

KES 2M *for small-scale operations*

KES 20M *for mid-sized operations*

KES 100M *for large-scale operations*

The emergence of structured contract farming models in snow peas, herbs, and horticulture presents low-risk scalable models for investors. In parallel, opportunities exist in support industries such as animal feed production, soil testing laboratories, disease-control & genetics services, and value addition of agri-produce, which enhance productivity and build resilience across farming systems.

6. *Warehousing, Logistics and Consolidation Stores*

Estimated capital requirements

KES 5M *for small-scale facility*

KES 10M *for mid-sized facility*

KES 50M *for large-scale operations*

Fragmented supply chains and weak post-harvest infrastructure continue to limit farmer earnings and market access. Investments in **food consolidation centers**, cold storage, and smart logistics offer significant returns while enabling systemic transformation across Nyeri's agri-economy. Such logistics facilities would also serve non-agricultural supply chains, leveraging on Nyeri's strategic positioning.

Tourism & Hospitality

Tourism and hospitality in Nyeri County represent an underexploited yet high-potential growth sector with both domestic and international significance. Leveraging its strategic location at the base of **Mount Kenya** *and the* **Aberdare Ranges***, the county offers unmatched natural beauty, diverse ecosystems, cultural immersion experiences, and colonial-era heritage sites. This makes it one of Kenya's most naturally endowed counties for eco-tourism, adventure travel, and cultural excursions as aptly demonstrated during the annual Nyeri Tourism & Cultural Festival.*

Estimated capital requirements range

KES 300k ***for small curio shops*** - KES 500M *for large-scale conference centers.*

Investment opportunities exist across a broad spectrum of sub-sectors:

1. *Conferences & MICE Tourism*

The increased need for Meetings, Incentives, Conferences, and Exhibitions (MICE) provides an ideal opportunity to develop the Nyeri County Conference Centre. This facility, perfectly located in Nyeri Town, would have huge halls, breakout rooms, live-streaming equipment, business lounges, and on-site lodging. The center will boost business travel, increase hotel occupancy, and position Nyeri as a regional hub for professional events.

2. *Eco-Lodges, Cottages & Homestays*

In regions like as Chinga Dam, Gakawa, and Kieni East, there are several prospects for greenfield construction of eco-lodges, off-grid cottages, and woodland retreats, in keeping with Nyeri's positioning as an eco-tourism destination. At the same time, brownfield initiatives, such as converting colonial-era buildings into boutique hotels, may provide genuine historical experiences. Furthermore, local homestays in Tetu, Othaya, and Mukurwe-ini may be improved and promoted for agro-tourism, cultural interaction, and rural retreats.

3. *Adventure & water-based tourism*

Nyeri's landscape is an ideal setting for amusement parks, nature paths, and leisure gardens. Investor prospects include water parks and mountaineering. Tetu, Mweiga, Ihururu, and Gakawa are prime examples of target regions with abundant land and excellent natural endowments.

The Ndomboche Waterfalls and Chinga Dam have been highlighted as key destinations for nature-based tourism and adventure sports. Sport boating, Kayaking, rock climbing, hiking paths, camping places, and floating restaurants are all potential investment opportunities. Wellness retreats are particularly popular and well-suited to Nyeri's tranquil environs.

4. *Conservation & Wildlife toursim*

Nyeri's closeness to Aberdare and Mount Kenya National Parks provides opportunities for wildlife corridor conservation and community-managed conservancies. Investors are welcome to participate in sustainable fencing, camera trap installations, and the construction of hides and ranger stations. These activities not only promote biodiversity conservation, but also improve safari experiences.

5. *Agro-Tourism*

Nyeri's recognized coffee 'heritage' creates strong potential for agro-tourism investment. Establishing boutique coffee shops, farm-based cafés, and specialty coffee experiences offers visitors immersive farm-to-cup journeys while boosting rural incomes. These will extensively support smallholder farmers, and meet growing demand for authentic coffee experiences. Investors can benefit from rising agro-tourism trends while strengthening local value chains

6. *Cultural & Heritage centres*

Nyeri's strong Kikuyu customs, oral storytelling, food, and music all provide chances for immersive cultural tourism. Investment opportunities include creating leisure facilities with indigenous food courts, model homesteads, outdoor amphitheaters for traditional dances, and community galleries. These facilities are intended to organize cultural festivals, culinary exhibits, and community-based tourist activities that preserve history while providing economic benefits.

7. *Curio shops & Artisan markets*

Investors may set up modular curio stores in popular tourist destinations such as Zaina Falls, the Baden-Powell Gravesite, and Mount Kenya National Park, which are already integrated with mobile payment systems. These stores will encourage local workmanship and give craftsmen access to worldwide markets through a "*Made in Nyeri*" brand designation. This chance will be elevated even further by adding value through design mentorship and branding help.

8. *Urban Lifestyle & Entertainment Infrastructure*

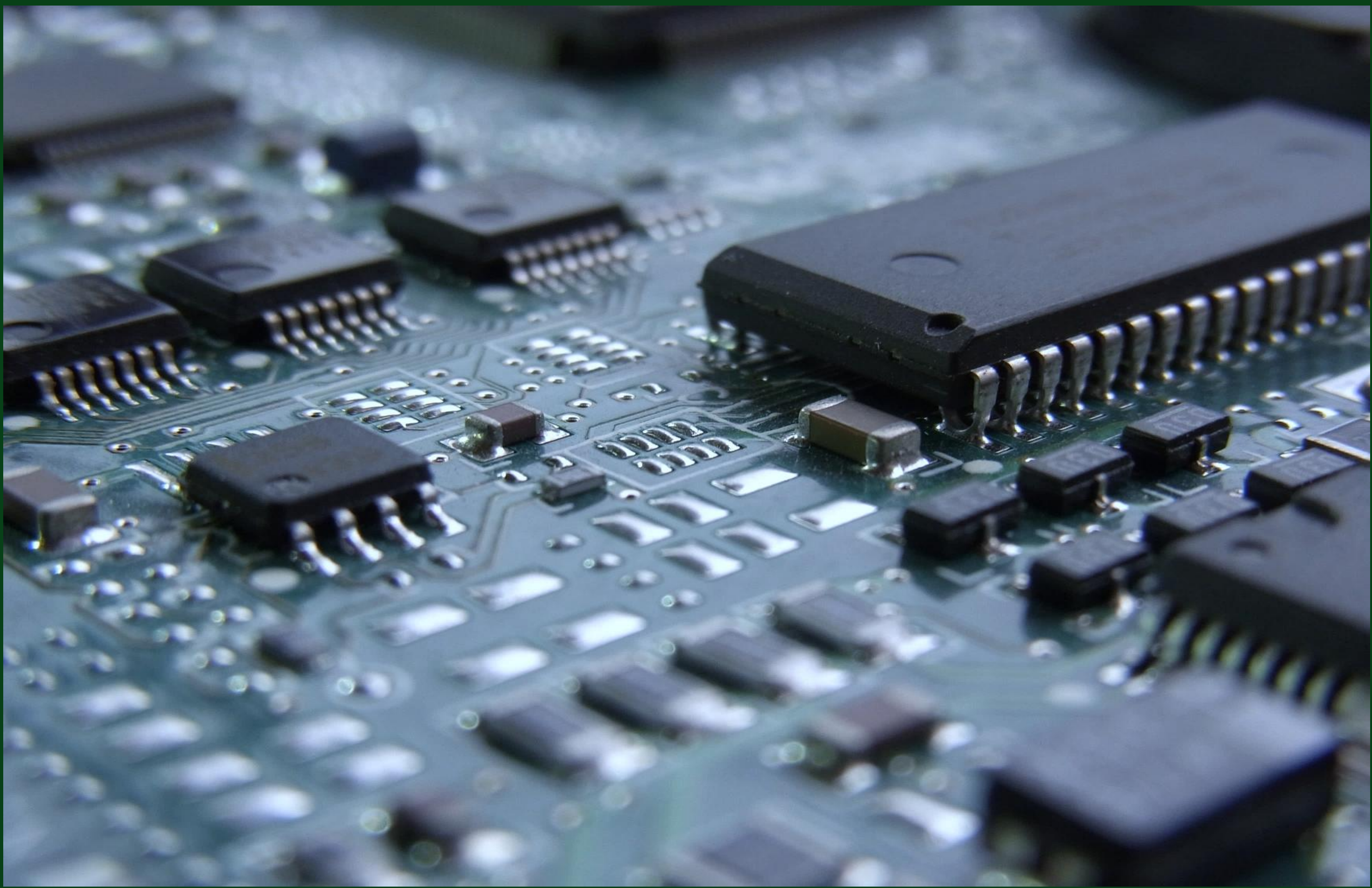
Nyeri's burgeoning youth population and middle class seem to seek more modern urban experiences. Mall complexes, multiplex cinemas, family entertainment centers, and chain restaurants are in high demand in metropolitan areas like Nyeri Town, Karatina, and Othaya. These developments will mix retail, recreational, and hospitality services, resulting in increased domestic tourism and nightlife.

9. *Botanical Gardens & Eco-education*

The proposed Nyeri Botanical Garden will be a flagship for biodiversity education & sustainable tourism. The garden, which will feature indigenous flora, medicinal herbs, and educational walks, will also include guided tours, greenhouse exhibitions, and a dedicated research center. This facility will aim to attract environmental tourists and academic institutions.

Information, Communication & Technology

Nyeri is steadily growing its digital innovation, ICT-enabled services, and inclusive technological transformation. Over the years, we have been able to integrate these digital infrastructure and services into its socio-economic fabric. This digital push makes it a more efficient and competitive economy, aligning with the country's Vision 2030.



Investment opportunities exist across a broad spectrum of sub-sectors:

1. Digital Infrastructure & Connectivity

Nyeri has invested extensively in laying down state-of-the-art digital networks, both in urban centers and rural hinterlands. Service providers such as Safaricom have established connectivity across the county, enabling high-speed broadband access, critical for business, healthcare and financial services. Complementing this is the roll-out of free public Wi-Fi zones in major towns, markets, and public parks, enabling the people to access digital services and platforms without cost barriers.

The County's decentralized model includes the ongoing development of ICT Hubs in all 30 wards. Each of these hubs is being equipped with internet & smart devices, and training facilities, offering inclusive access to technology.

2. Innovation & Entrepreneurship environment

Dedan Kimathi University of Technology (DeKUT) is incubating 'new-era' solutions in agriculture technology (AgriTech), financial technology (FinTech), renewable energy, and even health systems. It also hosts and supports a high-tech semi-conductor production plant.

Additionally, grassroots innovation spaces such as ***Mt. Kenya Hub*** and ***Quo Vadis Youth Hub*** are offering training, mentorship, and workspace to the youth and entrepreneurs. These facilities have come to be known as incubators for tech entrepreneurs from both urban and rural communities, supporting everything from mobile applications to hardware prototyping.

3. Specialized Concepts

Nyeri's BPO sector is a fast-growing sector, mainly driven by the growing pool of digitally skilled youth. The County's deliberate efforts to attract BPO firms are bearing fruit, with firms such as ONQ and Jitu Technologies setting up major operations there.

ONQ delivers medical & business outsourcing solutions to international clients providing hundreds of direct jobs to local youth. Jitu Technologies has adopted a unique model of training rural software developers who deliver world-class software solutions for global tech platforms. One of their gaming products "***Lane Wars***" has even been published on *Fortnite*, demonstrating the potential of Nyeri's software development talent on the global stage.

This sector presents scalable opportunities for job creation, exports, and foreign exchange generation, positioning Nyeri as an emerging digital labor hub within Kenya's larger digital economy.

4. Opportunities for investment & collaboration

Nyeri's vision for a vibrant digital economy offers a range of investment opportunities for private investors, donor agencies, technology providers, and academic institutions. These include:

I. **Broadband Infrastructure:** Strategic investments in last-mile broadband, data centers, and green ICT infrastructure to support rising data demands

II. **Data centres:** This is a major opportunity, given the current growth in our digital economy, driven by expanding high speed internet penetration, cloud adoption, and business operation digitization.

III. **Digital Skills Training & Certification:** Partnerships with global tech companies to offer certifications in coding, cybersecurity, AI, and blockchain.

IV. **Startup Acceleration Programs:** Venture capital funds, seed accelerators, and hackathons targeting innovations in AgriTech, FinTech, EduTech, and HealthTech.

V. **BPO Expansion:** Establishment of digital labor zones, tech parks, and call centers for global outsourcing contracts.

VI. **Digital Inclusion Projects:** Support for programs targeting women in ICT, elderly access to services, and ICT use among persons with disabilities (PWDs).

County Aggregation & Industrial Park (CAIP)

Anchored on an integrated agro-industrialization model, CAIP is designed as a high-impact economic node that will act as a centralized hub for agricultural value addition, logistics, industrial processing, and regional trade integration. Its completion and operationalization are expected to significantly elevate Nyeri's competitiveness in agri-value chains while simultaneously creating inclusive economic opportunities across the rural and peri-urban economies.

As of August 2025, the CAIP project stands at 20% completion, with core civil works actively underway. One of the key locations for the project is strategically located within the Agricultural Mechanization Services (AMS) premises in Kieni East Sub-County, known for being highly productive in agriculture. Its proximity to the Nyeri-Nanyuki Highway (200 meters) offers direct logistical connectivity to Northern Kenya, Nairobi, and key export routes including the Lamu Port-South Sudan-Ethiopia-Transport (LAPSSET) Corridor.

In terms of infrastructure readiness, the site enjoys reliable utility provisioning, including:

- ✓ **Water Supply:** A stable and consistent water source is essential for agro-processing and industrial usage.
- ✓ **Power Connectivity:** Grid access is already established, with plans for backup renewable power integration to enhance sustainability and reduce operational costs.
- ✓ **Internet Access:** High-speed internet connectivity is provisioned to support digital operations, smart manufacturing, and e-commerce platforms for market access.

Our objectives and development basis are simple; the architecture of CAIP to be a structural economic intervention, not just an infrastructure project.

It is aligned with our broader goal of making the shift from subsistence agriculture to a market driven agri-economy.

The rationale behind CAIP includes;

- ✓ **Enhancement of Key Agricultural Value Chains**
  The CAIP will serve as a multi-sectoral platform to strengthen high-potential agricultural value chains, namely coffee, dairy, tea, avocado, and potatoes and others.

- ✓ **Promotion of County-Level Economic Growth**
  The forward and backward linkages created through upstream supplier networks and downstream market access will have a transformative effect on the county's Gross County Product (GCP).

- ✓ **Reduction of Post-Harvest Losses**
  These infrastructure investments will significantly enhance the shelf life of produce, preserve nutritional integrity, and unlock export potential for sensitive crops such as avocado.

- ✓ **Improved Market Accessibility**
  By centralizing aggregation, sorting, grading, packaging, and branding functions, producers will be better positioned to meet the quality standards of regional, national, and international markets.

- ✓ **Creation of Inclusive Employment Opportunities**
  From construction workers and transporters to food technologists, machine operators, warehouse staff, and digital platform administrators, CAIP's multi-sectoral nature provides opportunities across skill levels.

Key Components and Industrial Layout

CAIP is being developed as a smart agro-industrial park, integrating both physical and digital infrastructure to drive economies of scale. Its key operational components include:

1. Aggregation, Sorting, and Packaging Facilities

2. Cold Storage and Preservation Infrastructure

3. Integrated Support Infrastructure

e.g. Internal road network and linkages to national highways and rail; and modern power distribution network with renewable energy options

Enabling Regional Trade and Investment Integration

The CAIP is designed to integrate seamlessly with Special Economic Zones (SEZs) and Export Promotion Zones (EPZs).

Conducive Ecosystem for Value Addition and Innovation

Beyond physical infrastructure, CAIP is being developed as a center of innovation and entrepreneurship, as it aims to embed innovation at the heart of agricultural transformation.

Health Sector

The health sector offers private sector a high-impact investment opportunity to help create a robust, future-proof healthcare ecosystem in Nyeri. By supporting scalable solutions that close the treatment gap, decentralize access, and bring health innovation to both urban and rural populations, investors can match capital with purpose.

The health sector in Nyeri County, although performing well, we believe there is still room for improvement.

The health sector is a timely and high-impact investment opportunity for the private sector to participate in building a resilient, future-proof healthcare ecosystem in Nyeri. Investors can align capital with purpose by funding scalable models that reduce the treatment gap, decentralize access, and introduce health innovation to rural and urban populations alike.

Our investment rationale for the health sector is as follows;

- ✓ **Demand for Improved & Additional Facilities**

  Over 50% of admissions at the Nyeri County Referral Hospital are linked to NCDs, figures that are starkly higher than the national average.

- ✓ **Demographic Factors**
  - ✓ A high life expectancy leading to significant elderly population segment, lifestyle changes, and urbanization have all accelerated the prevalence of lifestyle-related diseases, prompting the need for long-term care infrastructure, palliative care, and rehabilitation centres.

- ✓ **Government Commitment**

  The County Government, in collaboration with 2,510 active Community Health Promoters deployed across 251 functional Community Units, has laid a foundation for primary care coverage.

The priority Investment Areas

- ✓ **Modern Diagnostic Laboratory Facilities**

  High-quality diagnostic imaging and lab testing are central to the early detection and ongoing management of NCDs. Private-sector investment in fully equipped diagnostic laboratories, especially those offering radiology (MRI, CT, ultrasound), pathology, and specialized tests, can significantly reduce referrals outside the county and meet rising patient volumes locally.

- ✓ **Oncology Centers and Cancer Hospitals**

  A dedicated oncology hospital or specialized cancer treatment unit offering chemotherapy, radiotherapy, and palliative care services can respond directly to unmet needs. Public-private partnerships (PPPs) or build-own-operate-transfer (BOOT) models can be explored for capital-intensive setups.

- ✓ **Specialized Medical Clinics**

  Clinics focused on cardiology, nephrology, endocrinology, and neurology will not only complement the general hospitals but also enhance chronic care management. Clinics structured under outpatient care models offer quick scalability and revenue sustainability through insurance billing and out-of-pocket models.

- ✓ **Wellness and Lifestyle Centres**

  Preventative health is gaining momentum, especially among middle-income populations. Wellness centers that integrate physical fitness, nutritional counselling, mental health support, lifestyle coaching, and periodic screening services will tap into the growing demand for holistic health management. This also opens potential for health tech integration and telemedicine platforms.

Renewable energy

As the ongoing global transition toward clean energy intensifies, Nyeri is well positioned for the entry and establishment of decentralized renewable energy generation, particularly solar. The county's semi-arid geography, particularly in the expansive Kieni region, ensures abundant solar irradiance levels throughout the year, making it an effective location for utility-scale and off-grid solar investments.

Kenya's national push toward universal access to electricity through clean sources strengthens the viability of renewable energy investments in counties like Nyeri.

With grid coverage still uneven across semi-rural zones, decentralized energy models such as mini-grids, solar home systems, and community solar farms are both a commercial and developmental opportunity.

Our investment rationale for the renewable energy space are as follows;

- ✓ **Climatic and Geographic Suitability**

  With over 52% of the county classified as semi-arid, especially across the Kieni East and Kieni West sub-counties, solar energy can be harnessed year-round with minimal disruption. These areas are less densely populated and have ample unutilized land that can support ground-mounted solar installations.

- ✓ **Energy Access Gaps**

  Many off-grid communities in Nyeri still rely on kerosene, diesel, or firewood for lighting and cooking. Investments in distributed renewable energy not only improve quality of life but can also stimulate rural economies, power agricultural value chains, and enable modern education and healthcare services in underserved areas.

- ✓ **Policy Incentives**

  The Kenyan government, through the Ministry of Energy and Kenya Power, is encouraging Independent Power Producers (IPPs) to develop renewable energy sources. Licensing for solar projects has been simplified, and tariff frameworks allow investors to recoup costs through structured Power Purchase Agreements (PPAs).

- ✓ **Carbon Financing and ESG Returns**

  Investors in solar and other renewable energy projects in Nyeri County can potentially tap into carbon credit markets and international green finance instruments. Projects that reduce reliance on fossil fuels contribute directly to Kenya's Nationally Determined Contributions (NDCs) and provide high Environmental, Social, and Governance (ESG) impact scores.

Priority Investment Areas

- ✓ Commercial Solar Farms (Grid-Connected or Mini-Grid)
- ✓ Community-Based Mini-Grids
- ✓ Solar Water Pumping for Agriculture & processing.
- ✓ Solar for Public Institutions

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