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Investment Promotion in Kenya



Introduction

Investing in this country has raised it to that of Africa's regional and international importance to investors. Through the "Investment Promotion in Kenya" case from thecasesolutions.com, the necessary steps on the part of Kenya in improving the investment environment, according to the policy and institutional conditions, is analyzed, as well as the economic diversification of the country.



Policy Reforms

The Kenyan government instills policies that are friendly to investment such as the micro and macro taxes that encourage investment and simple methods of registering an enterprise. All these steps has the objective of lowering entry barriers to the investors.



Challenges

Nevertheless, the successes have been threatened by some challenges some of which include political instabilities, inadequate infrastructure, and inefficient regulations.

But these are offset by new markets, advanced techniques in financial systems and increasing middle income group.



Conclusion

The details of the case, "Investment Promotion in Kenya", include a solution to challenges as well as option to opportunities. To achieve this, Kenya must continue to fine-tune policies while improving on matters to do with transparency to lock horns as the most attractive investment hubs in the African continent.



Resource

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