



# Iten Municipality Investment Profile







# Municipality Background



*Major town within the Northern Rift; regional trade and transport hub and IAAF World Heritage Site.*

## **Vision: A town of choice for sports, tourism and investment**

- Headquarters of Elgeyo Marakwet County, one of the eight counties in the Northern Rift Economic Block (NOREB).
- Major agriculture hub; 80% of the residents engage in agriculture (small scale farmers).
- Located along three ecological zones i.e. the highlands, escarpments and valley; ideal for producing Irish potatoes, groundnuts, honey and assorted fruits.
- Training ground for athletes; receives over 1,500 foreign sports tourists p.a. and hosts one leg of the global paragliding season.
- Well developed infrastructure within the municipality including hospitals, a recreational park, sports stadium which is under construction, running tracks, banks etc.
- Seeking to increasing industrialisation especially value addition through the establishment of a Special Economic Zone and SME dedicated parks and sports tourism



Photo credit: Google





# Agro- Processing Opportunities



# Irish Potato Processing



*Processing of Irish potatoes into frozen and fresh potato fries; an estimated USD 1 billion market in East Africa*



## Project description

- Greenfield opportunity to process Irish potatoes into frozen and fresh potato fries for fast food outlets.
- Elgeyo Marakwet is the second largest producer of Irish potatoes nationally; estimated 4,443 farmers producing 300,000 MT of Irish potatoes p.a.
- Processing capacity of 50,000 MT p.a.
- CAPEX of **\$22 million**.
- Estimated IRR of between 5% and 45%.

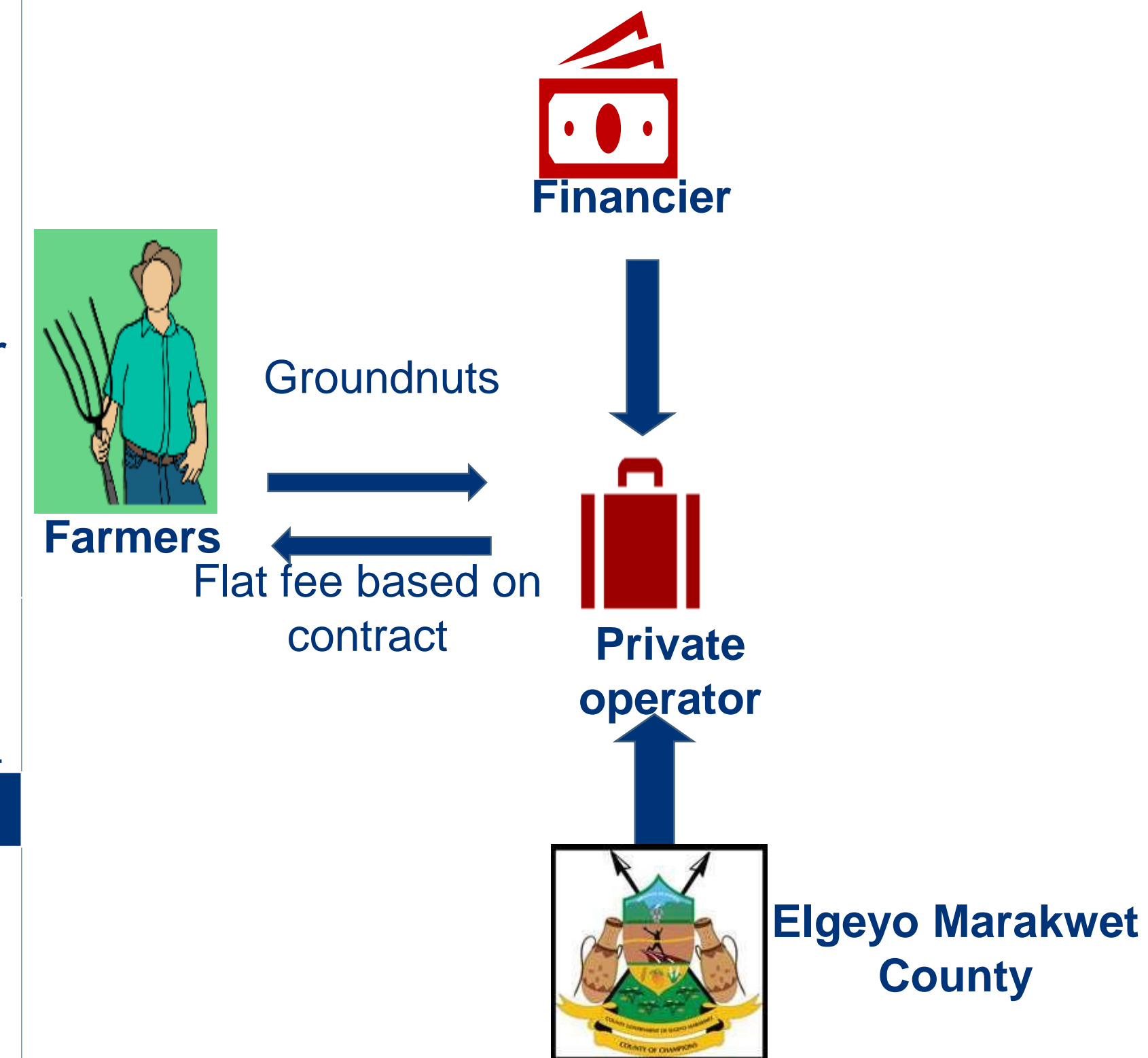
## Project opportunity

- Irish potato is the 2nd most consumed crop after maize.
- Demand is catalyzed by the burgeoning hospitality sector and urban population.
- Market gap in the form of unmet demand for locally produced frozen fries in light of the increased 30% import duty on the commodity.

## Investment incentive

- Designated land for the facility provided by the Municipality and related amenities such as water, waste management site and access road to the facility.
- Guaranteed quality raw material as a result of seedling distribution and capacity building by Elgeyo Marakwet County in partnership with institutions such as KALRO and ILRI to farmers.

## Project design



# Groundnut Processing



*Investing in pioneer production of Ready to Use Therapeutic Foods (RUTF) in East Africa and sports energy bars.*

## Project description

- Greenfield opportunity to manufacture RUTF, peanut butter and sports energy bars.
- Iten produces c. 40% of the groundnuts in Kenya from c. 2,000 farmers across NOREB
- Processing capacity of 108MT groundnuts p.a.
- CAPEX of **\$2 million**.
- Estimated IRR of between 10% and 15%.

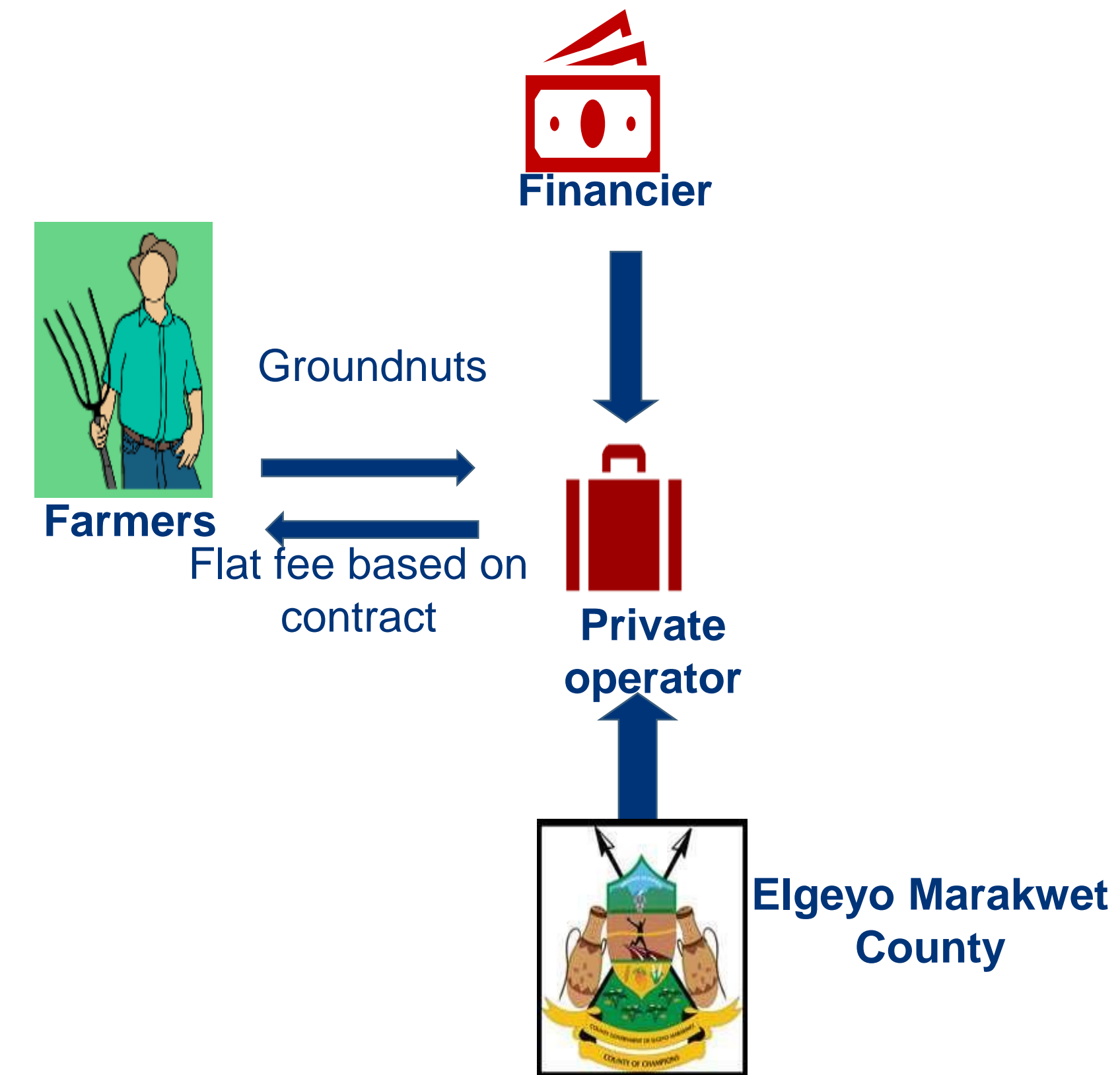
## Project opportunity

- RUTF is used to feed the under nourished either in schools, refugee camps or health centres.
- Current market of at least million malnourished children in Kenya. UNICEF and WHO import RUTF from other countries to cater for this demand.
- Project could also catalyse further investment in Iten

## Investment incentive

- Guaranteed quality raw materials as Egerton University is working with the farmers to enhance groundnut quality.
- Designated land for the facility provided by the Municipality and related amenities such as water, waste management site and access road to the facility.

## Project design





# Infrastructure Opportunities





# Sports Hub Centre



*Construction of a sports hub in Iten hosting a high performance centre and sports medicine facility; the first in Eastern Africa*



## Project description

- Greenfield opportunity to construct a sports hub in Iten hosting a high performance centre and sports medicine facility.
- The sports medicine facility specialise in athletes' well being e.g. physiotherapy, mental health, nutrition etc.
- Proposed Iten location has ideal topography for low and high altitude training.

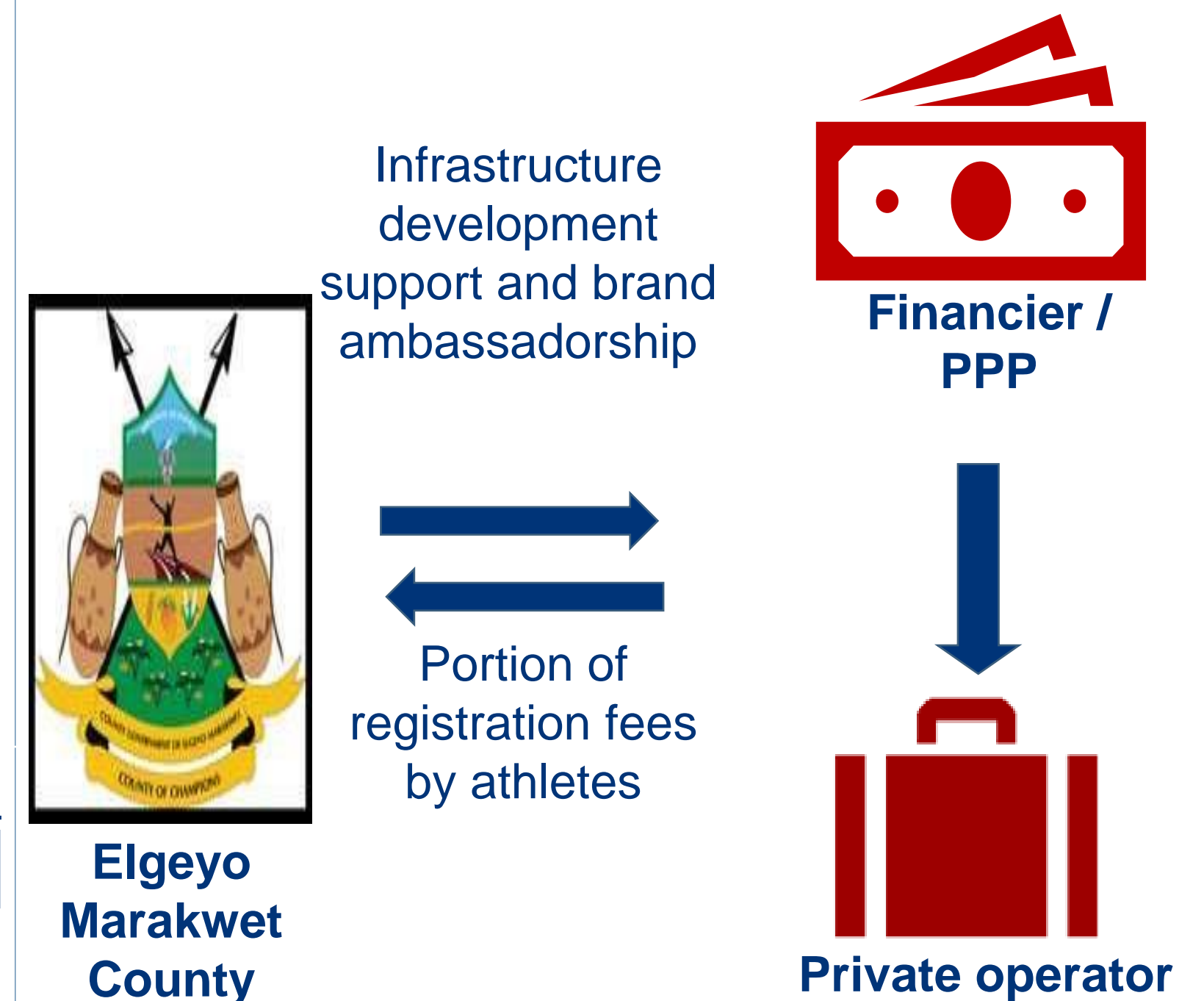
## Project opportunity

- Globally, sports tourism generates USD 600 billion with a growth of 4% p.a.
- Opportunity to capitalize on this growth by investigating the potential to develop high performance training academies in the athletics field at Iten municipality.
- Project provides an avenue for realizing vision by leveraging on Iten's reputation as the home of champions and its sports heritage to attract tourists.

## Investment incentive

- Designated land for the facility provided by the Municipality and related amenities such as water, waste management site and access road to the facility.
- Elgeyo Marakwet County (EMC) will authorize the use of the County brand as the home of champions to market the facility. Iten is also recognized as a IAAF World Heritage location

## Project design







# Contact Information

All enquiries regarding the content of this document, approaches and discussions on the opportunity should be directed to contact below.

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