

FEATURE ON THE SIAYA COUNTY AGRICULTURAL SHOW 2015.

INTRODUCTION.

Siaya County opens its gate for the inaugural trade fair from 24th to 27th June 2015 whose theme is “**sustainable entrepreneurship in Siaya County through technology innovation and partnership**’. This is an opportunity to engage our development partners and stakeholders to explore utilize and partner in the investment opportunities in her core sectors such as agriculture, trade, education, tourism, culture and social services. The County government through the department of Agriculture, Livestock and Fisheries welcomes participation by exhibition as well as information exchange alongside business linkages to show case Siaya County as an investment hub.

Siaya County is home to some of the most magnificent geographical features such as Lake Kanyaboli one of the few oxbow lakes in the country. It is also home to Sitatunga, the swamp dwelling antelope, Africa’s only true amphibious antelope. The County shares over 1000km² of Lake Victoria, Africa’s largest and the world second largest fresh water lake. The lake is dotted with several magnificent islands and beaches. Other big water masses include river Yala and Nzoia which traverse the County and enter Lake Victoria through the massive Yala swamp. Besides, there are numerous hills including Ramogi Mbagha and Odiado. These opportunities offer immense potential for investment in the tourism, production, tourism and manufacturing sectors.

POTENTIAL FOR INVESTMENT IN SIAYA COUNTY.

The County has a lot of opportunities and un tapped potential for investment in the agricultural sector. These include

- ▶ Availalabe land for crop and livestock development: Siaya County is endowed with about 200,000 Hectares of arable land available for agricultural activities with diverse agro ecological zones ranging from UM1 to LM5 suitable for a wide variety of crops and livestock production
- ▶ Conducive tropical climatic and agro ecological conditions for promotion of diverse crop and livestock enterprises
- ▶ Availability of affordable and reliable skilled and unskilled labour
- ▶ Availability of agro processing industries especially on fruits, sugarcane and cotton which are not used to their maximum capacity
- ▶ Accessibility to Kisumu International airport for promotion of marketing especially for fresh produce and products
- ▶ The huge lake Victoria for fishing and tourism industry

- ▶ Available water resources for irrigation development
- ▶ Ready and reliable market for farm and industrial products owing to its large population

OPPORTUNITIES FOR INVESTMENT IN SIAYA COUNTY

AGRICULTURAL SECTOR

The County has enormous potential for investment in crops as well as livestock. These include

- ▶ Promotion of Horticultural crops along the value chains. These include mango, banana, pawpaw, passion fruit, guava, watermelon and local vegetables which are rich in nutritive and medicinal value as well as industrial crops such as Cotton and sugarcane.
- ▶ Livestock feed processing
- ▶ Breeding stock for cattle, poultry and fish development
- ▶ Fodder development
- ▶ Livestock disease control
- ▶ Value addition and marketing
- ▶ Irrigation infrastructure

ECO-TOURISM

The County boasts of rich cultural heritage and historical sites such as Ramogi hills where the Luo community settled upon arriving in Kenya. Due to its geographical location, it has serene environment owing to the cool tropical climate and diverse natural vegetation. The massive Lake Victoria which is home to rich aquatic life such as Sitatunga, magnificent beaches and islands as well as Lake Kanyaboli one of the a few ox bow lakes in Africa is a must to be destination for potential tourism investors and adventurous tourist.

Agribusiness is our drive to realize our flagships and investment opportunities. Your participation in the Trade fair is most welcome. Make a date with us from” Obama land” and book for a visitation chance to experience the rich culture, professionalism, performance and business engagements.