

**REMARKS MADE BY THE KIRINYAGA COUNTY GOVERNOR  
H.E JOSEPH NDATHI DURING THE ANNOUNCEMENT  
BETWEEN ABC BANK AND FORTUNE SACCO ON 20<sup>TH</sup>  
FEBRUARY 2014**

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**ACKNOWLEDGEMENTS:**

- **The ABC Bank Group Managing Director Mr. Shamaz Savani**
- **The Chairman, Fortune Sacco Mr. Peter Njue and other board members present**
- **The Chief Executive Officer Fortune Sacco Mr. Amos Kimotho**
- **All Kirinyaga County Executives and other leaders present,**
- **Staff members of both ABC Bank and Fortune Sacco**
- **Members of the press present**

**Ladies and Gentlemen**

I am delighted to officially welcome you to Kirinyaga County. I am glad to host you here today on this auspicious occasion when we make another great step towards realizing our vision of improving our people's living standards by bringing financial services closer.

Kirinyaga County boasts of various natural endowments that make it unique and spectacular. The scenic beauty thanks to the proximity to Mount Kenya and the Mount Kenya Forest and a high altitude, the county enjoys a good climate highly conducive for the production of many subsistence and cash crops for both local consumption and export; export to other counties and the international market.

The county also has a huge tourism potential. Mount Kenya attracts both domestic and international tourists coming to experience mountain climbing or to enjoy the flora and fauna in the forest. We are also receiving many business travelers looking for investment opportunities here. This presents a great opportunity for investment in the hotel and hospitality industry, tours and travel agencies and other related support services such as Information and Communication Technology.

My government is keen on encouraging our local people to take advantage of these opportunities so as to be the first beneficiaries of an investor-friendly environment that we have created. I also challenge our agripreneurs to invest in value-addition to reap more returns for their produce.

Our connection to the capital city Nairobi through a major road that enjoins the Thika Super Highway is an added advantage that makes access to market for our produce easy.

**Ladies and Gentlemen,**

Our vision is to be the leading county in Kenya, enjoying high standards of living by adding value to all our products. For us to make this a reality, it is necessary to avail to our people all the necessary resources that will make them the key movers of our development agenda.

It is for this reason that we continue to encourage public-private partnerships in development initiatives and assure them returns on their investments while safeguarding the Kirinyaga people's interests.

We are very grateful to ABC Bank for accepting to partner with us in availing financial services to our people through the Kirinyaga-based Fortune Sacco. This is further evidence of the confidence that investors have in our county. I am optimistic this partnership will facilitate our people to create wealth by opening more

avenues for obtaining business capital and creating more employment opportunities.

I also would like to thank the executive and board management of Fortune Sacco for demonstrating commitment to empowering our people with relevant financial services and knowledge to make them more competitive. The active role played by the cooperative sector and other microfinance institutions in providing financial services to our people cannot be over emphasized. You are indeed pivotal in our strategies as we work towards promoting agricultural activities with a view to having a more modernized, competitive and sustainable agriculture.

**Ladies and Gentlemen,**

We invite you all to explore the immense investment opportunities that our county offers and feel most welcome to come and talk to us for any advice and support you might need to make the right decision.

Once again welcome to Kirinyaga County.