



PRESS RELEASE

COUNTY COMPETITIVENESS INDEX (CCI) 2024 LAUNCHED

Nairobi, Kenya. 31 October 2025

Ministry of Investments, Trade and Industry (MITI) has officially launched the County Competitiveness Index (CCI) 2024 Report, aimed at enhancing Kenya's competitiveness and fostering balanced regional development.

Developed by MITI through the Directorate of Business Reforms and Transformation (DBRT) in partnership with TradeMark Africa (TMA) and with funding from the European Union, the report evaluates the investment and business climate across Kenya's 47 counties. It identifies the drivers of growth, highlights areas for improvement, and provides actionable insights to inform decision-making, guide investments, and promote data-driven policy formulation and accountability.

Speaking during the launch, MITI Cabinet Secretary Hon. Lee Kinyanjui, said the report provides the much-needed data that will help investors make informed decisions on where to put their money.

"What may appear as a missing link in a county is, in fact, an opportunity for investment. The report contains valuable insights that both the private sector and government can use to enhance the competitiveness of individual counties," said the CS.

Lillian Mwai-Ndegwa, Kenya Country Director at TradeMark Africa added, "This is Kenya's first attempt to create a subnational competitiveness index comparable to global benchmarks, effectively localising the concept of ease of doing business to the realities of devolution. The CCI appreciates the development we have achieved so far, but more importantly, it points to where the next opportunities lie."

The CCI 2024 Report underscores that Kenya's competitiveness is administratively strong but entrepreneurially fragile, signalling the need to strengthen business efficiency, innovation, and access to finance. It also identifies green investment, governance quality, and infrastructure connectivity as key catalysts for inclusive growth.

Counties rich in natural and human capital, particularly in arid and semi-arid regions, are highlighted as Kenya's new frontiers of opportunity. These areas, endowed with



renewable energy potential, climate-smart agricultural capacity, and strategic trade locations, present significant prospects for investors, policymakers, and development partners.

By leveraging the findings of the Index, MITI, KenInvest, and partners will convene county representatives to enhance investor readiness and help each county articulate its comparative advantage.

The County Competitiveness Index 2024 serves as an important guiding tool for policymakers, investors, and development partners seeking to strengthen Kenya's business environment, attract sustainable investment, and ensure that the benefits of growth are shared across all regions.

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Notes For Editors

For more information:

Victoria Njeri King'ori

For: HEAD OF PUBLIC COMMUNICATIONS

vkingori@investmentpromotion.go.ke