REPUBLIC OF KENYA

MSEA

REQUEST FOR EXPRESSION OF INTEREST (REOI)
CONSULTANCY SERVICES FOR ASSESSMENT OF ECONOMIC VIABILITY AND DEVELOPMENT OF AN OPERATIONAL MODEL FOR ALL CONSTITUENCY INDUSTRIAL DEVELOPMENT CENTRES (CIDCs)
REQUEST FOR EXPRESSION OF INTEREST (REOI)
REFERENCE NO.: MSEA/EOI/03/2026-2027
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1.0 Introduction

The Government of Kenya, through the Bottom-Up Economic Transformation Agenda (BETA), places the transformation of the Micro, Small and Medium Enterprise (MSME) ecosystem at the core of inclusive growth. The Micro and Small Enterprise Authority (MSEA), a State Corporation under the Ministry of Cooperatives and MSME Development, was established by the Micro and Small Enterprise Act No. 55 of 2012. The Act mandates MSEA to formulate and coordinate policies that integrate public and private sector initiatives for the promotion, development and regulation of MSEs.

In pursuit of this mandate, MSEA has developed decent workspaces in the form of Jua Kali MSE sites and Constituency Industrial Development Centres (CIDCs) across the country. These centres have historically served as production and training grounds for skilled artisans. However, to accelerate job creation, unlock the productive potential of the nation's large and digitally fluent youth population, and spread innovation-driven enterprise beyond Nairobi, the Authority now seeks to reposition these CIDCs. The vision is to transform them into vibrant, modern, technology-enhanced workspaces that attract young women and men, support product development from idea to market, and act as distributed nodes of 21st-century skills development.

For this reason, MSEA invites eligible firms to submit Expressions of Interest for consultancy services to assess the economic viability and develop a future-ready operational model for all 214 CIDCs.

2.0 Purpose

The purpose of this Request for Expression of Interest is to identify a reputable and qualified consulting firm to develop a professional, functional, sustainable, and youth-responsive operational model for all 214 CIDCs. The model shall ensure effective operation of the centres, enhance resource mobilization, integrate digital tools and modern making technologies, support MSMEs, and meaningfully contribute to the realization of MSEA's mandate and the BETA agenda, with a deliberate focus on making the centres attractive and accessible to young innovators and entrepreneurs.

3.0 Overall Objective

To develop a sustainable operationalization model for CIDCs that guides the institution in ensuring optimization, technological adaptability, and long-term sustainability of the centres, while positioning them as inclusive innovation spaces where Kenya's youth can access modern design and production tools, build enterprises, and participate fully in the digital economy.

3.1 Specific Objectives

1. Assess the current operational status of all 214 CIDCs, paying particular attention to their attractiveness to youth, women, and the digitally skilled workforce.
2. Engage a broad range of stakeholders to gather insights on present limitations and future possibilities.
3. Design a comprehensive operational framework that repurposes the CIDCs for technology-enhanced manufacturing and knowledge-based enterprise.
4. Create strategies that explicitly harness the digital capabilities of young Kenyans to drive innovation, fabrication, and employment.
5. Develop a monitoring and evaluation framework to measure impact and performance, especially on youth inclusion, product complexity, and enterprise creation.

4.0 Scope of Work

The successful consultant will undertake the following tasks:

4.1 Assessment of CIDC Operations

- Conduct a comprehensive analysis of the operational status of all 214 CIDCs, including a SWOT analysis that identifies strengths in existing artisan skills, weaknesses in attracting young people, opportunities in the digital economy, and threats from a widening technology gap.
- Evaluate existing infrastructure, equipment, and resources, and assess the gap between current facilities and the requirements of modern, digitally-enabled production and prototyping.
- Analyze the current user profile of each centre, specifically determining the participation rates of youth (18-35) and women, and the factors that attract or deter them.

4.2 Stakeholder Engagement

- Facilitate consultations with key stakeholders, including association officials, local community members, youth groups, technology and innovation networks, and potential partners from both the private and development sectors.
- Analyze global best practices in the functioning of industrial development centres and innovation hubs, with a specific emphasis on models that have successfully transitioned informal workers and youth into technology-enhanced manufacturing, shared digital fabrication spaces, and production-oriented maker communities.

4.3 Development of the Operating Model

Create a framework that includes:

- Infrastructure optimization strategies that propose flexible, reconfigurable workspaces capable of supporting everything from manual craft to computer-aided design and automated fabrication, without displacing traditional skills but expanding the productive frontier.
- Guidelines for a structured skills-upgrading pathway that moves users along a "technology adoption ladder" – from foundational maker skills and digital literacy, through computer-aided design and operation of shared precision equipment, to advanced product development and small-batch manufacturing.
- Integration of digital production and management tools, including platforms for collaborative design, remote client engagement, e-commerce, and inventory management, to connect CIDC workshops directly to supply chains.
- Sustainable funding strategies, including partnerships with private enterprises, technology firms, and development organizations interested in youth employment and digital manufacturing.
- A standard centre layout and equipment specification for different CIDC types, based on local economic strengths and the youth demographic, that includes space for prototyping, experimentation, and knowledge sharing.

4.4 A Youth-Centric Production & Learning Ecosystem

Beyond serving as production spaces, CIDCs will become community platforms for applied STEM learning and emerging livelihoods. This includes structured outreach with local primary and secondary schools to expose students to design and fabrication technologies and nurture early curiosity. For out-of-school youth, the centres will host practical mini-workshops for the repair and maintenance of everyday digital devices (mobile phones, laptops) and light-mobility diagnostics (motorcycles and small vehicles). Complementing these hardware skills, the ecosystem will provide parallel training in digital marketing, e-commerce, and applied artificial intelligence (AI) to enable young entrepreneurs to grow their businesses. Finally, the centres will support household-scale creative manufacturing (e.g., speciality soaps and candles) as a low-capital, high-creativity entrepreneurial on-ramp.

4.5 Innovation and Employment Creation Strategies

- Propose programmes that link youth-led product development to practical industrial mentorship, using a model where prototype ideas are turned into market-ready goods within the CIDC itself, creating a seamless pipeline from innovation to production.
- Develop market linkage strategies that connect CIDC production clusters to digital platforms for business-to-business procurement and e-commerce, and to quality-certification support programmes that enable MSE products to meet formal sector standards.
- Design a national campaign concept to reposition CIDCs as "innovation and making" spaces for the digital generation, thereby attracting the millions of young Kenyans who are currently disconnected from traditional Jua Kali settings.

4.6 Monitoring and Evaluation (M&E)

- Establish performance indicators to evaluate the impact of CIDCs on employment, with disaggregation by age and gender.
- Propose a robust, digitally-enabled M&E system that leverages CIDC management and production tools for automated and real-time data collection on utilization, technology adoption rates, and value chain participation.
- Develop evidence-based reporting strategies (e.g., social return on investment metrics) specifically tailored to securing sustainable support from private sector partners and donor communities.
- Include indicators that track increments in product complexity and value, and the number of enterprises started by youth through the centres.
- Design an annual reporting format that correlates performance with predetermined targets.

4.7 Communication Component

Develop a communication strategy to ensure transparency, ongoing engagement with stakeholders, and effective dissemination of information about CIDC initiatives, using channels and languages that resonate with young people and highlighting the centres' modern, tech-oriented identity.

5.0 Deliverables

The consultant shall provide the following deliverables:

1. Inception Report: including methodology, tools, and a mutually agreed work plan.
2. Initial Findings Report: detailing the current operational status of all CIDCs, including their demographic appeal, skills gaps, and technology deficits, alongside external best practices.
3. Operational Model Document: a comprehensive model with clear implementation guidelines that centres on youth inclusion, digital integration, and sustainable innovation, incorporating a mapping of stakeholders and potential partners.
4. Capacity Building Toolkit: resources and training modules for youth and SMEs, including structured pathways for learning digital design, modern making, and the operation of advanced production equipment in a shared, community-oriented environment.
5. Youth Engagement and Digital Skills Strategy: a dedicated component outlining how each CIDC will attract, train, and support young men and women to start technology-based micro-enterprises.
6. Communication Strategy: a comprehensive plan to promote CIDC initiatives as innovation hubs for the 21st century.
7. Monitoring and Evaluation Framework: a defined system for tracking progress related to optimal utilization, youth employment, product innovation, and enterprise growth.

6.0 Eligibility and Qualification Requirements

Interested firms must demonstrate:

- Proven experience in developing operational models, feasibility studies, or similar assignments for public or private sector institutions.
- Capacity to conduct nationwide assessments across 214 locations.
- Expertise in stakeholder engagement, MSME development, and resource mobilization strategies.
- Demonstrated understanding of how digital and advanced manufacturing technologies can be applied to upgrade informal sector enterprises.
- Understanding of Kenyan Government policies, including BETA, MSEA mandate, and public procurement regulations.
- Demonstrable evidence of delivering large-scale, STEM-enabled skills development programs, bootcamps, and K-12 outreach initiatives focused on technology, robotics, or AI.

- Documented evidence of successful partnership and alignment with the Government of Kenya (GoK) institutions on the national rollout or integration of new technology and innovation initiatives.
- Experience in running such a centre in partnership with public or private sector players will be an added advantage.

7.0 Shortlisting Criteria

The Authority will identify a company for consultancy for all constituency industrial development centres (CIDCs). All interested bidders will be expected to meet the mandatory requirements which will consist of the following:

i. Mandatory preliminary evaluation criteria

		Responsiveness	
S/N	**Mandatory Eligibility criteria**	***Yes***	***No***
1	The EOI is signed by the authorized person, without material deviation, reservation, or omission.		
2	There is a letter granting power of attorney to sign the tender, duly commissioned by a Commissioner for Oaths.		
3	Copy of Certificate of Incorporation or Business Registration certificate, registered joint venture agreement or Partnership Deed duly certified by an advocate of the High Court Of Kenya.		
	Registered entity in Kenya (Certificate of Incorporation, CR12, PIN, Tax Compliance Certificate)		
4	Copy of a valid Tax Compliance Certificate from Kenya Revenue Authority (KRA) as at the time of tender opening/closing. Include copy of PIN certificate		
5	A current copy of Form CR12 under the companies Act and copy of National Identity Card or passport (in case of sole proprietorship). Or equivalent for registered companies or partnerships registered under the Kenyan law or equivalent certification for foreign tenders		
6	Evidence of physical location of office by providing Evidence of premises ownership, Operational and utility bills.		
7	All the pages of bid document must be tape bound		
8	All the pages (Including the first and the last pages) of bid document must be chronologically serialized i.e. 1, 2, 3,4,5,6…		

9	Certified bank statements for the last Six months, certified audited Account for three years (2023, 2024, and 2025) and Proof of financial capability to operate the facilities.		
10	A complete copy of the company profile		
11.	Evidence of pre-tender site meetings/Attendance		
12.	Demonstrated experience (minimum 3 years) in agribusiness, cold chain management, or value addition within the relevant value chain (potatoes or bananas/avocados)		

4. ELIGIBILITY AND EVALUATION CRITERIA

This EOI will be evaluated using a **two-stage** process:

- **Stage 1 (EOI)** – Evaluation on met and not met basis
- **Stage 2 (EOI)** – Qualification based on experience, technical capacity and proposed concept aligned with the Farmer First model.
- **Stage 3 (RFP)** – Shortlisted bidders will be invited to submit detailed technical and financial proposals.

5. SUBMISSION REQUIREMENTS

Expression of interest – Consultancy services for Assessment of Economic viability and development of an operational model for all constituency industrial development centres (CIDCs)

1. *MICRO AND SMALL ENTERPRISES AUTHORITY (MSEA)* invite sealed EOI for Assessment of Economic viability and development of an operational model for Constituency industrial development centres (CIDCs)
2. Tendering will be conducted through expression of Interest for Assessment of Economic viability and development of an operational model for Constituency industrial development centres (CIDCs)
3. Qualified and interested tenderers may obtain further information through email: Procurement@msea.go.ke the expression of interest Documents and all relevant communication regarding this tender will be posted at www.msea.go.ke.
4. Tender documents may be downloaded for free from the website https://tenders.go.ke/portal Tenderers who download the tender document must forward their particulars immediately to Procurement@msea.go.ke to facilitate any further clarification or addendum.

5. Completed expressions must be delivered to the address below on or before **17th AUGUST 2026** at **11.00Hrs EAT**. Electronic Tenders **will not be** permitted.
6. EOIs will be opened immediately after the deadline date and time specified above or any deadline date and time specified later.
7. Tenders will be publicly opened in the presence of the Tenderers' designated representatives who choose to attend at the address below and late tenders will be rejected.
8. The tenderer shall chronologically serialize all pages of the expression of interest documents submitted including any attachments.
9. The addresses referred to above are:

A. **<u>Address for obtaining further information</u>**

MICRO AND SMALL ENTERPRISES AUTHORITY (MSEA)
Deputy Director-Supply Chain Management
Email: Procurement@msea.go.ke

B. **<u>Address for Submission of Tenders.</u>**

MICRO AND SMALL ENTERPRISES AUTHORITY (MSEA)
P.O Box 48823- 00100 Nairobi
MEZZANINE FLOOR, MSEA Headquarters, UTALII HOUSE

C. **<u>Address for Opening of Tenders.</u>**

MICRO AND SMALL ENTERPRISES AUTHORITY (MSEA)
MSEA Headquarters, UTALII HOUSE
P.O Box 48823 - 00100, Nairobi

The Medium Small Scale Enterprise Authority (MSEA) invites eligible management firms/Companies to express their interest in the provision of Operationalization and management services for Cold storage facilities.

Note that: -

- The EOI must not include pricing/commercial proposal;
- The receipt of a response shall not bind the MSEA into any contractual agreement with the applicant;
- Any costs associated with the response and submission of the EoI shall be borne by the vendor;
- State if you intend to submit this bid as a joint venture or consortium or any other association;
- Only applicants who meet the MSEA's minimum requirements will be considered for further engagement;

Interested bidders must submit **one (1) original and three (3) copies** of the EOI document in a sealed envelope clearly marked: **"Expression of interest – Consultancy**

services for Assessment of Economic viability and development of an operational model for all constituency industrial development centres (CIDCs)"

And addressed to:

The Director General/CEO
Micro and Small Enterprises Authority (MSEA)
Utalii House, 10th Floor Left Wing, Utalii Lane, Along Uhuru Highway
P.O. Box 48823 – 00100, NAIROBI, KENYA

Submission Deadline: 17TH August 2026 at 11:00HRS.

7. ENQUIRIES

All enquiries should be directed in writing to:
Head of Procurement - Email: procurement@msea.go.ke