



WHY HIRE A KENYAN



Religion

Workforce

Education

Entrepreneurship

Market Demand

Skills

Professionalism

Language

INTRODUCTION



The Republic of Kenya is located in the Eastern Africa region.

The population is approximately 54 million people according to UN estimates. Its capital city is Nairobi located in the South-central part of the country.

Kenya's economy is driven by agriculture, manufacturing, the services industry and tourism.

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The country is home to UNEP and UN-HABITAT, the only two UN agencies headquartered in a developing Nation.

Kenya is a welcoming Nation to many who have opted to trade, invest or just visit the land of the big five land animals.



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Internet

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Religion



COMPETITIVE EDUCATION SYSTEM

Kenya's education system is characterized by its competitiveness and accessibility to all. Education is government-provided and subsidized. The curriculum is compatible with international standards and involves dual training encompassing practical work experience.

The system boasts the highest literacy rate in Sub-Saharan Africa, with a strong emphasis on preparing students for employment in various sectors, including; healthcare, agriculture, hospitality, ICT, services, construction, education or academic and business among others.

Kenya boasts of the following number of education institutions:

- 23,659 Primary Schools;
- 9,383 Secondary Schools;
- 2,348 Colleges and Tertiary Institutions

- 74 Universities in Kenya
- 12 accredited National Polytechnics.

Public universities and specialized colleges contribute to the country's skilled labor pool.



COMPETITIVE EDUCATION SYSTEM



Academic Level and Institutions	Number of Graduates Per Year					
	2018	2019	2020	2021	2022	2023
Kenya Certificate of Primary Education (KCPE)	1,060,710	1,083,456	1,179,172	1,214,031	1,233,396	1,406,557
Kenya Certificate of Secondary Education (KCSE)	653,787	693,770	743,253	822,501	876,674	899,453
Teacher Training College (TTC)	42,351	31,737	17,938	16,429	17,984	
Technical Vocational Education and Training (TVET)	359,852	430,598	451,205	503,798	562,499	
Universities Diplomas & Certificates		509,468	546,699	562,066	562,925	563,000
Kenya Medical Training College (KMTC)	10,868	12,711	4,114	12,457	15,363	15,915
Utalii College	2,234	3,086	729	688	1,712	1,650
National Youth Service (NYS)	31,500	39,294	32,555	34,834	32,307	36,820



AVAILABLE WORKFORCE

Kenya has a large available pool of well-trained workforce. The median age of Kenyan population is 19.

Total labor force in Kenya reported at **25,501,846** in 2023 according to World bank.

The workforce is professionally trained with strong work ethics. Resilient workforce.



MARKET DRIVEN SKILLS

Kenya boasts of availability of market driven skills.

Kenya's population has a large skills pool in industries like; hospitality, healthcare, education, IT, artisans and trades among others.

Kenya's manpower is easily adaptable, and can cover labour deficits in many parts of the world.





**Kenyan
Labour**

VOCATIONAL TRAINING

Kenya's workforce is growing in vocational skills. There are currently 1,232 accredited Technical and Vocational Colleges and 1,086 accredited Regional Vocational Training Centres.

Training courses offered artisan courses e.g. Plumbing and masonry, food and beverage production, hospitality, electrical, social work among others.



INTERNET ACCESS AND DIGITAL LITERACY

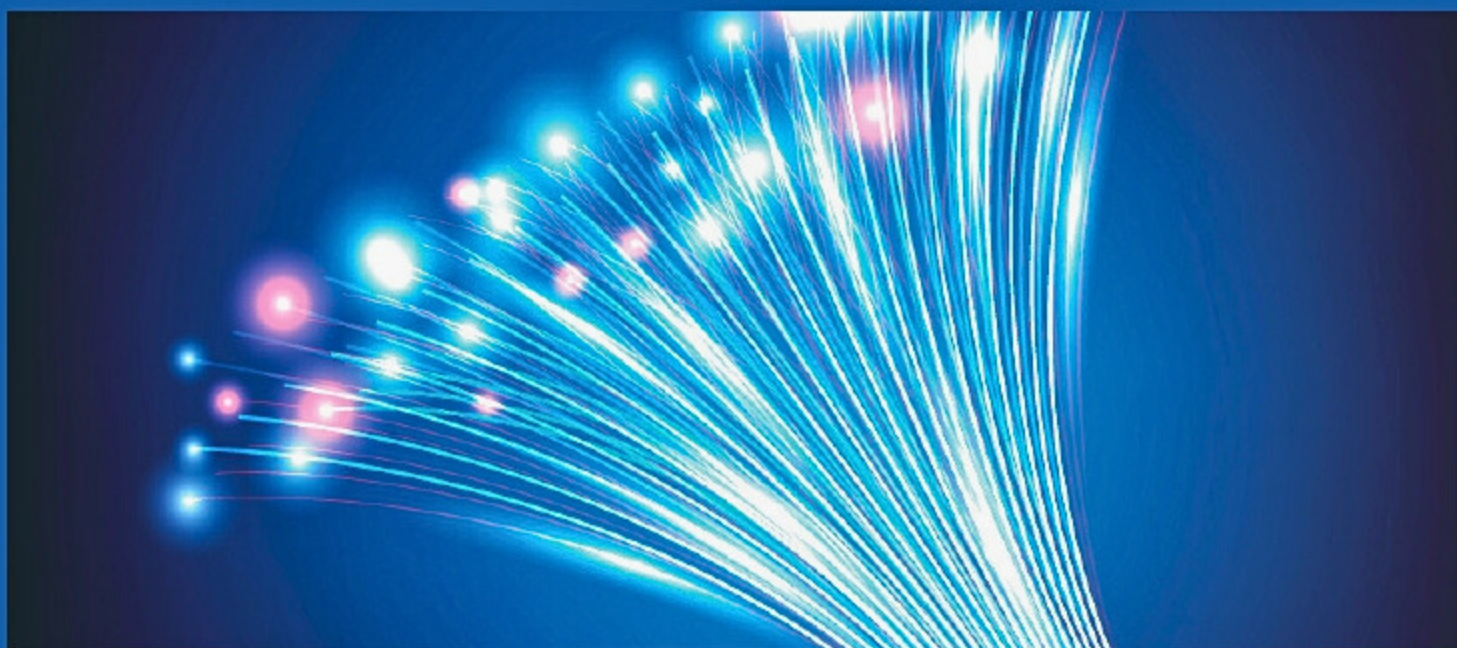
Kenya spearheads the African market in ICT, featuring one of the fastest internet accesses in sub-Saharan Africa.

The ICT infrastructure is complemented by a strong industrial base characterized by a skilled and vibrant youth working population, who statistically, comprises 75% of the population.

The country is also home to Africa's Silicon Savannah, a leading global and technology

hub poised to transform the country into a middle income industrializing economy. Kenya is capitalizing on its Business Process Outsourcing capacity with many of the Kenyan youths being engaged in digital/online jobs.

Kenya is a global leader in mobile-related services such as mobile money.



LANGUAGE

Kenya's population has good command of the English language both spoken and written.

Kenya ranked position 18 out of 100 in a global standing of countries and regions in English proficiency, beating European, American and Asian countries. Education First English Proficiency Index (EF EPI) 2019.

A large percentage of Kenyans are multi-lingual with proficiency in main world languages.

French is widely taught in all levels of the education system.



ENTREPRENEURSHIP

Kenyans have an entrepreneurial spirit, sense of innovation. 90% of Kenyans widely participate in some of farming or business.

Ranked 4th in Africa, Kenya has proven to be a hub for entrepreneurial endeavors.

The nation's resilience, coupled with a growing innovation landscape and positive infrastructure developments, have fueled its entrepreneurial spirit.

Kenya is the leading country to attract FINTECH businesses.

RELIGIOUS AND CULTURAL DIVERSITY

Kenya is a secular state and freedom of religion is enshrined in the nation's constitution.

Kenya has a diverse religious and tolerant population. This makes Kenyans adaptable to different working environments and cultures.





WHO ARE WE?

Hospitality Excellence

Kenyan hospitality professionals are renowned for their warmth, dedication, and professionalism. From top-rated hotels to bespoke travel services, our workforce ensures an exceptional experience for your guests.

Inspiring Educators

Kenyan teachers are not only knowledgeable but also passionate about education. They bring innovative teaching methods and a deep commitment to fostering academic excellence, making a significant impact in educational institutions worldwide.

Masterful Artisans

Kenyan artisans bring creativity and skill to every project. From traditional crafts to modern construction, our artisans are dedicated to delivering quality and craftsmanship that stands out globally.

Healthcare Heroes

Kenya's healthcare workers are highly trained and committed to providing top-

notch medical care. Whether you need doctors, nurses, or specialized healthcare providers, Kenyan professionals are ready to support your health services.

Skilled Seafarers

With a rich maritime tradition, Kenya offers experienced and dependable seafarers. Our professionals are trained to meet international standards, ensuring the smooth operation of your maritime ventures.

Reliable Domestic Workers

Kenyan domestic workers are known for their reliability, integrity, and hardworking nature. They provide excellent household management, ensuring a comfortable and well-maintained home environment. Partner with Kenya Today!

Embrace the opportunity to enhance your business with skilled Kenyan professionals. Connect with the State Department for Diaspora Affairs to learn more about hiring from Kenya.





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Address

Principal Secretary,
State Department for Diaspora Affairs,
P.O Box 30551-00100,
Nairobi, Kenya

316 Chambers , Second Ngong Avenue-UpperHill



For More information:

Tel: +254-20-4949812

Email: kazimajuu@diaspora.go.ke
info@diaspora.go.ke

Website: www.diaspora.go.ke
www.dpa.go.ke

Twitter

Facebook

Instagram

TikTok

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