



MINISTRY OF INFORMATION, COMMUNICATIONS  
AND THE DIGITAL ECONOMY (MICDE)



**KGID**  
**2026**  
SEJONG

# Kenya's perspective on AI, digital transformation and its role in driving development.

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Kenya

# Kenya – Africa’s premier investment destination



Kenya is one of Africa’s fastest-growing and most stable democracies, with 4.2% p.a. GDP growth over the last 25 years, >95% youth literacy, a 90% green power grid, and >100% mobile phone penetration

## Kenya is rated...

### Number 1



Greatest investment momentum in Africa in 2024<sup>1</sup>



Funding to start-ups in Africa (~\$638M in 2024)<sup>2</sup>



Highest ChatGPT use (42%) globally as of July 2025



Greenfield projects in East Africa in 2023<sup>3</sup>

### Number 3



Ease of Doing Business in sub-Saharan Africa<sup>4</sup>



Women’s financial and economic inclusion in Africa<sup>5</sup>

### Number 6



Largest economy in Africa

# Kenya's unique value proposition

## Overview of key benefits offered to investors

### Gateway to Africa and beyond

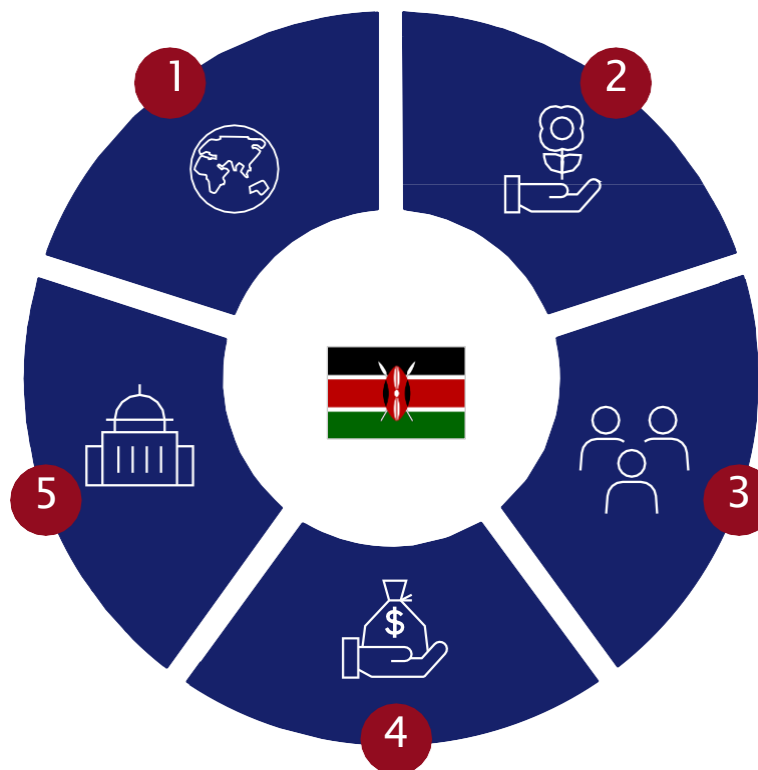
**Linkages to Pan-African markets**  
(~1.3 Bn population, >3 Tn GDP)

**Preferential access to global markets**  
(inc. U.S., EU, U.K. and Middle East)

**40+ bilateral trade agreements and  
15+ double tax treaties**

### Supportive government and business environment

**Pro-business government** focused on fiscal stability, infrastructure, and private sector growth



### Investor friendly ecosystem

**Comprehensive investor protection** (inc. 100% profits repatriation)

**Streamlined investment facilitation** process through Invest Kenya

**140+ economic zones** with incentives for investors (inc. corporate tax holidays, excise duty exemptions, 100% capex allowances)

### Green powered growth

**>90%** renewable power generation  
(inc. **50%** from stable, **low-cost geothermal**)

**On track for fully renewable grid by 2030**

### Young, trainable and productive workforce

**>80%** literacy, strong schooling system and robust tertiary and vocational training

**+70%** of population working age, providing **large and growing labour pool**

# Kenya ICT adoption across key areas



## Mobile Adoption

**~76 Mn**

Mobile phone devices in use across Kenya

**>54% owns phone**

Smartphone devices (~42 Mn) and 44% featurephones (~33 Mn)

Mobile money subscriptions in Kenya hit 45.4 million



## Internet Adoption

**~35% of Kenyans**

Youth aged 18-34 leading the digital adoption race, with over 80 per cent owning a mobile phone and 58.6 using the Internet

**8**

Subsea cables connecting Kenya to international landing points<sup>2</sup>;



## Cloud Adoption

**<20 MW**

Existing data centre capacity with announced projects up to **150 MW by 2028**

**10+**

Commercial data centre facilities across the country; 4 Tier III certified



## Government Adoption

**Over 22K**

Core public services digitised across health, tax, agri, national archives, civil registration, transport

**Over 14.5 Million**

e-citizen account holders spanning over 22k+ services



**Kenya's ICT sector is among Africa's most advanced**, driven by strong digital infrastructure, high cloud adoption, and the "Silicon Savannah" start-up ecosystem, which secured ~\$640M in VC funding in 2024 (#1 in Africa)

**"Kenya is positioning itself as a Launchpad for Africa's Digital Transformation"**

Mastercard "Harnessing the transformative power of AI in Africa" report (Aug 2025)

**"Kenya ranked top in ICT regulation in Africa"**

CAK based on UN International Telecommunication Union ICT Regulation Tracker (June 2025)

**"Kenya tops African Venture Funding in 2024"**

Africa: The Big Deal Round-up Report, 2024

**"Kenya leads the world with 4 hours 19 minutes daily on social media, way above the global average of 2 hours 23 minutes."**

**"Kenyans top global rankings for ChatGPT use in 2025 with 42.1% of internet users aged 16+ using the platform"**

1. Includes fibre-optic, DSL/copper, cable modem, fixed wireless (e.g., LTE routers, WiMAX), and satellite
2. Includes active and planned

Source: CAK Quarterly Reports; Press Search

# In Africa, AI is expected to contribute 2.9 Tn USD to the economy by 2030, currently led by agriculture, climate, and power sectors

**~\$0.3Tn**



Potential value added to the African economy annually by AI by 2030

**\$6.6–  
\$10.4 Bn**



Potential value created in the retail sector by Gen AI annually

**230 Mn**



Employees that will need to be upskilled with digital capabilities in SSA by 2030

**16 states**



In Africa have a published AI strategy, with 34 more in development

**25–30%**



Cloud computing adoption annual growth rate

# Kenya's AI sector is growing, with promising buy-in from government, private sector, and investors



## Adoption

Telecoms and banking are leading the way with high AI uptake in telecoms and **50%** of banking institutions already implementing AI solutions

Consumers are also rapidly adopting AI with **42%** of Kenyan internet users use ChatGPT, ranking Kenya #1 globally in multiple monthly rankings<sup>1</sup>



## Investment

**>80%** of all of Kenya's VC funding into startups comes from international investors - signalling strong international confidence in the ecosystem

Increased AI-ready data centre investments **aimed at boosting** the country's compute capacity – **160 MW+** announced in the past year



## Readiness

Kenya ranks **8<sup>th</sup>** in Africa in the Government AI Readiness Index<sup>2</sup> (by Oxford Insights) and **4<sup>th</sup>** in Africa<sup>3</sup> in Qubit Hubs' AI Talent Readiness Index<sup>4</sup> (by Qhala) - reflecting steady progress in digital governance and technical skill development

1. Kenya topped the ranking in January, April, June Statshots | 2. The Government AI Readiness Index evaluates the AI-readiness capacity of 188 countries globally by the end of 2024 assesses the readiness of 188 countries to adopt AI in public services in 2024, using 40 equally weighted indicators across three pillars: Government - covering national AI strategy, governance and ethics, digital capacity and adaptability, Technology Sector - assessing sector maturity, innovation capacity and human capital and Data & Infrastructure - examining infrastructure, data availability and data representativeness | 3. Countries ahead of Kenya include South Africa, Tunisia and Egypt | 4. The AI Talent Readiness Index evaluates the AI-talent ecosystem of 54 Africa countries by the end of 2024 across three core dimensions: digital skills – covering the availability and quality of AI-related education and workforce capabilities (40%), data & infrastructure - assessing internet access, computational capacity, and data availability (35%) and government readiness - examining policies, strategy and institutional support for AI adoption (25%)

# The government has proactively developed ICT policies and strategies to drive growth

Detailed ahead

June 2008	Kenya Vision 2030	National development blueprint designating ICT as a pivotal pillar to drive economic growth, innovation, and international competitiveness
August 2020	National ICT Policy	Refined policy focusing on <b>expanding broadband access</b> , enhancing digital inclusion, strengthening cybersecurity, and <b>promoting ICT-driven transformation</b>
April 2022	Kenya National Digital Master Plan	Strategy intended to <b>expedite nationwide digital transformation</b> , infrastructure deployment, e-government enhancements, and digital public service delivery
2023 <sup>1</sup>	National Skills Development Policy	Framework emphasising <b>ICT skills enhancement</b> aligned to market demands and emerging technological trends to <b>foster an inclusive digital economy</b>
March 2024	BETA Pillar: Digital Superhighway and Creative Economy	<b>Four core initiatives:</b> Achieve universal broadband availability across Kenya within five years; enhance government service delivery through digitalisation and automation; establish Africa Regional Hub and promote development of software for export; build a creative economy
Sept. 2024	MICDE <sup>2</sup> Strategic Plan 2023-2027	<b>A blueprint for a digital, knowledge economy</b> built on five pillars <sup>3</sup> , aligned with BETA and Vision 2030, leveraging emerging tech to <b>expand access, secure assets, and grow a competitive ICT market</b>
Dec. 2024	Kenya Cloud Policy	<b>Regulatory guidance on cloud adoption in public and private sectors</b> , underscoring data security, sovereignty, and operational efficiency
March 2025	Kenya National AI Strategy 2025-2030	<b>A roadmap to position Kenya as an AI leader</b> by strengthening AI infrastructure, data governance, research, talent, and ethical use to drive growth and inclusion

1. Month of publication not publicly specified; available online to public as of April 2024 | 2. Ministry of Information, Communications, and Digital Economy |

3. Pillars are Agriculture, MSMEs, Housing, Healthcare, and the Digital Superhighway

# KENYA NATIONAL AI STRATEGY & POLICY DEVELOPMENT

ROADMAP & STATUS (2025-2030)

## 1. NATIONAL AI STRATEGY (2025-2030)

OFFICIAL LAUNCH: MARCH 2025



PURPOSE: HARNESS AI FOR SUSTAINABLE DEVELOPMENT, ECONOMIC ACCELERATION, & SOCIAL INCLUSION



### A) THREE CORE PILLARS

#### AI DIGITAL INFRASTRUCTURE



Modernizing Cloud  
Expanding Broadband  
Bridging Digital Divide

#### DATA ECOSYSTEMS



Standardizing Data  
Ensuring Data Sovereignty  
Evidence-Based Policymaking

#### AI RESEARCH & INNOVATION



Developing Local AI Models  
Technical Growth  
Regional Data Centers

### B) FOUR CROSS-CUTTING ENABLERS



#### ADAPTIVE GOVERNANCE

Flexible Rules  
Response to Change



#### TALENT DEVELOPMENT

AI Literacy in Curricula  
Upskilling Workforce



#### PUBLIC-PRIVATE INVESTMENT

Funding for Innovation  
Collaborative Projects



#### ETHICS, EQUITY, & INCLUSION

Responsible AI  
Access for All  
Avoiding Bias

## 2. CURRENT AI POLICY DEVELOPMENT STATUS

POLICY IS UNDER ACTIVE DEVELOPMENT.

# Setting a bold ambition for Kenya's ICT sector revenue by 2040

**\$85 – 125 Bn**

**Share of global market:** Kenya grows its share of the global ICT market by 2-3x (from current 0.05% share to 0.1%-0.15% by 2040<sup>1</sup> – in 2024 terms, equivalent to the share of Norway (11%), Egypt (0.15%))

**1**

**\$70 – 105 Bn**

**Benchmarked against historical growth of other countries:** Kenya scales its ICT economy by 10-15x based on historical performance of countries such as India (13x), Estonia (12x), Philippines (16x)

*Proposed vision for Kenya ICT sector*

**\$100 Bn**

*By 2040*

**2**

**3**

**\$70 – 115 Bn**

**Contribution to gross domestic output:** Kenya grows its share of ICT to gross output by 4-5x (from 4% in 2024 to 15%-20% by 2040<sup>1</sup> – similar to current contribution of ICT to economy for Malaysia (16%), Singapore (18%))

1. Where 2040 numbers used, estimates made to extrapolate market size or GDP till 2040

# GOVERNMENT AI USE CASE: GPRIS - CENTRALIZED AI-POWERED INFORMATION SYSTEM.

## ENABLING KENYAN CITIZENS TO QUERY VERIFIED GOVERNMENT PROJECT DATA USING NATURAL LANGUAGE.

### CHALLENGES GPRIS ADDRESSES

**Information Asymmetry**  
Buried Data in PDFs & Databases



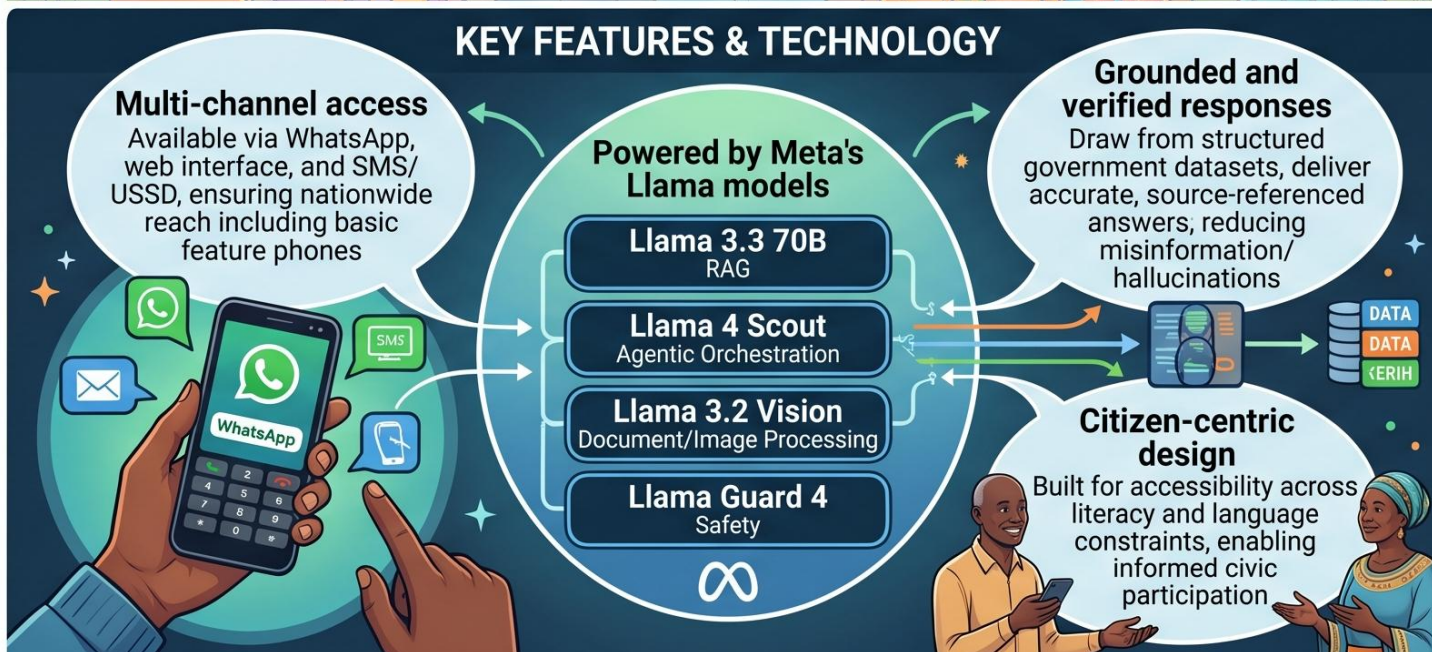
**Language Barriers**



**Access Gaps**  
Rural Populations Relying on Mobile Data, unable to download heavy files heavy files or slow connection



### KEY FEATURES & TECHNOLOGY



### SOLUTIONS THROUGH GPRIS

**Simplification**  
Using AI to translate fiscal data into conversational, plain language



**Inclusivity**  
Mobile-first design optimized for low-bandwidth (2G/3G) environments



**Verifiability**  
Every AI response includes citations/ links to the source data to build trust



**Sovereignty**  
All data and models hosted locally within Kenya, compliant with Data Protection Act, 2019



# Emerging challenges on AI Adoption

Slow adoption of at-scale Al across private and public sector

- Large enterprises lack clarity on ROI and integration, slowing movement beyond pilots (only 35% of Kenyan businesses<sup>1</sup> report widespread AI deployment vs. 59% in India, 58% in UAE)
- SMEs have low digital maturity, and local SME technology providers are not embedding AI into core products (e.g., POS, payroll, payments), limiting exposure and adoption
- Public sector adoption remains narrow, with isolated use cases (e.g., tax compliance by KRA) while the U.S. government expanded AI use 9x in 2024<sup>2</sup>

Limited access to global markets for Kenyan AI startups

- Kenyan enterprises (including public sector) have low visibility of local AI startup capabilities and localised solutions they can deploy
- Startups also face limited access and exposure to International clients and markets

Consumer demand limited beyond general chat

- Specialised consumer AI services adoption is low (e.g., agents for personal finance, education, creative production), partly due to limited localisation of content and features

1. According to a survey of 360 Kenyan business professionals

2. US Government Accountability Office: Generative AI Use and Management at Federal Agencies

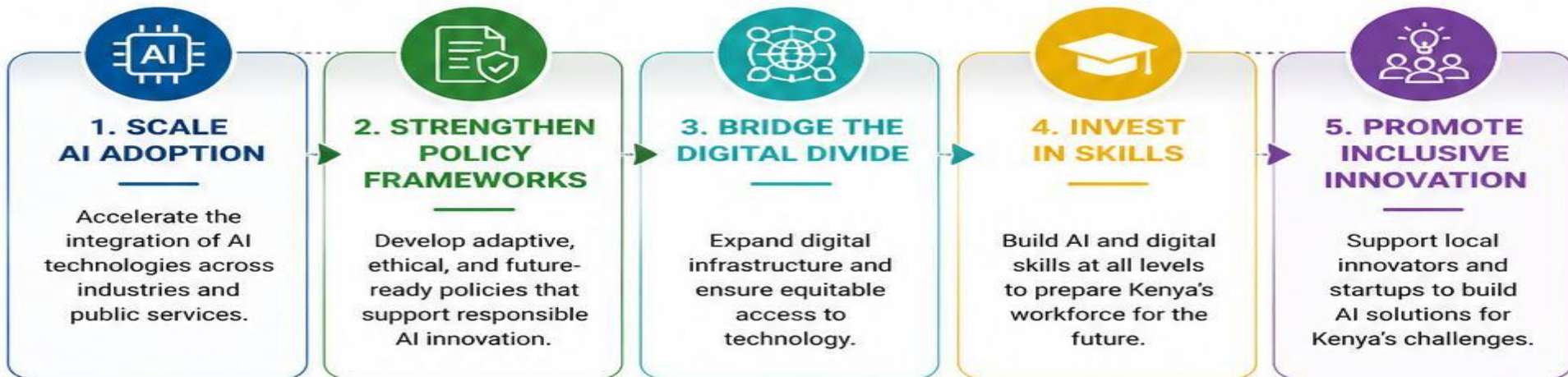
Source: McKinsey Africa "Leading not lagging, Africa's GenAI opportunity"; Central bank of Kenya survey on AI use in financial institutions, March 2025; Zoho & Arion research "AI Adoption in Africa Report", 2025; GSMA "AI for Africa: Use Cases Delivering Impact", 2024; Press search

# Next Steps for Kenya

Building an AI-Driven, Inclusive and Prosperous Future



## NEXT STEPS



### 1. AGRICULTURE

- Boost productivity with AI-powered solutions
- Strengthen food security and climate resilience

### 2. HEALTH

- Enhance diagnostics and patient care using AI
- Strengthen health systems and early detection

### 3. EDUCATION

- Personalize learning with AI tools
- Improve access, quality, and education outcomes

### 4. URBAN SYSTEM AND MOBILITY

- Optimize transport and reduce congestion
- Build smart, sustainable and resilient cities

## PRIORITY SECTORS



**Ahsante/Thank you**

