



Ministry of  
Tourism and  
Wildlife



# Launch of The Strategic Plan (2023 - 2027)

10th December, 2024

The Kenyatta  
International Convention  
Centre (KICC)

## THEME:

**Transforming  
Tourism and  
Wildlife Sector  
for Sustainability,  
Resilience and  
Inclusivity.**

## MC:

**Chipukeezy**

## PROGRAMME

**9.00am-9.30am**

Participants Arrival, Registration and Tea

Caroline Njeru  
Valentine Simiyu

*Entertainment*

*Band*

**9.30 am-10.00am**

National Anthem,  
East African Community (EAC) Anthem

Opening Prayers

Agnes Kariuki  
Director, HRM&D/SDW

**10.00am-10.10am**

Welcoming Remarks

**Bernard Kahuthia**  
Ag. Tourism Secretary

**10.10am-10.35am**

Overview of Ministerial Strategic Plan  
(2023-2027)

**Dr. Stephen Cheruiyot**  
Chief Economist/SDW

**10.35am-10.45am**

*Entertainment*

*Band*

10.45am-11.30am

Remarks by:

**John Ololtuaa, CBS**

Principal Secretary, State Department for Tourism

**Silvia Museiya, CBS**

Principal Secretary, State Department for Wildlife

**Dr. Shadrack Ngene**

Ag. Wildlife Secretary

Key note Address by:

**Hon. Rebecca Miano, EGH**

Cabinet Secretary, Ministry of Tourism and Wildlife

11.30am-11.45am

*Launch of the Ministry of Tourism and Wildlife*

*Strategic Plan (2023-2027) by:*

**Hon. Rebecca Miano, EGH**

Cabinet Secretary, Ministry of Tourism and Wildlife

11.45am-12.15pm

*Side events presided over by:*

**Hon. Rebecca Miano, EGH**

Cabinet Secretary, Ministry of Tourism and Wildlife

**Bernard Kahuthia**

Ag. Tourism Secretary

1. Unveiling of *Youth in Tourism and Conservation Initiative (YTCI)*

**Dr. Shadrack Ngene**

Ag. Wildlife Secretary

2. Cascading of the 2024/2025 (21<sup>st</sup> Cycle)

*Performance Contract between:*

**John Karanja**

Director Planning/SDT

a. Cabinet Secretary and Principal Secretaries:

i. *Principal Secretary, State Department for Tourism*

**Charles Ombuki**

Director Planning/SDW

ii. *Principal Secretary, State Department for Wildlife*

b. Cabinet Secretary and Semi Autonomous Government Agencies (SAGAs)

i. *Kenya Wildlife Service (KWS)*

ii. *Wildlife Research and Training Institute (WRTI)*

iii. *Tourism Fund (TF)*

iv. *Kenyatta International Convention Centre (KICC)*

v. *Tourism Regulatory Authority (TRA)*

vi. *Kenya Utalii College (KUC)*

vii. *Kenya Tourism Board (KTB)*

c. Principal Secretaries and Heads of Department (HoDs)

i. *Principal Secretary, State Department for Tourism and HoDs*

ii. *Principal Secretary, State Department for Wildlife and HoDs*

*Entertainment*

*Band*

12.15pm

Vote of thanks

**Dr. Richard Chepkwony**

Director Policy, Research and Innovation/SDW

Closing prayer

**Lonah Nyamweya**

Assistant Director of Tourism

*Entertainment*

*Band*