



REPUBLIC OF KENYA

CONSULATE GENERAL OF THE REPUBLIC OF KENYA

LOS ANGELES

STRATEGIC PLAN

2023- 2027

Popular Version for Public Dissemination

THEME:

**Strengthening partnerships for effective diplomatic
engagement and
shared prosperity**



At a Glance

The Consulate General in Los Angeles exists to promote, protect and project Kenya's interests, values and image across the West Coast region of the United States through practical, innovative and partnership-driven diplomacy.

Vision	Mission	Jurisdiction
A dynamic Consulate contributing to a peaceful, prosperous and globally competitive Kenya.	To promote, protect and project Kenya's interests, values and image in the West Coast region of the United States of America through innovative diplomacy.	13 states: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA and WY; with a large Kenyan diaspora community across the region.

Four strategic pillars

1	2	3	4
Economic and commercial diplomacy	Diaspora engagement and consular services	Public diplomacy, culture and stakeholders	Policy, legal and institutional capacity

Core values

Patriotism	Integrity	Sustainable Development
Good Governance	Inclusiveness	Professionalism

Message from the Consulate General



Kenya's relationship with the United States is wide, dynamic and increasingly practical. The West Coast is home to world-leading innovation ecosystems, creative industries, universities, investors, tourism networks, ports, cities and a vibrant Kenyan diaspora. This plan explains how the Consulate General in Los Angeles will translate those opportunities into tangible value for Kenya and for the communities we serve.

The central idea is simple: diplomacy must deliver. It must connect Kenyan businesses to markets, investors to opportunities, students and professionals to partnerships, artists and athletes to global platforms, and citizens to responsive consular services. It must also build trust by communicating Kenya's story with clarity, confidence and consistency.

This popular version is therefore written for public use. It sets out what the Consulate will focus on, why those priorities matter, who we seek to work with, and how progress will be tracked. It invites Kenyans, partners and friends of Kenya across the West Coast to participate in a shared agenda of effective diplomatic engagement and shared prosperity.

Amb. Ezra Chiloba

Consul General

Our public promise

To serve Kenyans with professionalism, strengthen Kenya-U.S. partnerships across the West Coast, and promote Kenya as a trusted destination for trade, investment, tourism, innovation, culture and collaboration.

Why This Plan Matters

The Strategic Plan 2023-2027 provides a clear route for advancing Kenya's foreign policy objectives in a large and diverse region of the United States. The Consulate's jurisdiction covers Pacific, West Coast and Mountain West states, creating both opportunity and complexity.

The opportunity

- **Economic opportunity:** The West Coast offers access to investors, technology firms, ports, chambers of commerce, universities, tourism markets and consumer networks that can support Kenya's economic transformation.
- **Diaspora opportunity:** Kenyans living, working and studying in the region are an essential bridge for investment, knowledge transfer, professional networks, cultural diplomacy and national development.
- **Innovation opportunity:** California and the wider West Coast are global centers for digital technology, artificial intelligence, life sciences, climate innovation, entertainment and creative industries.
- **Public diplomacy opportunity:** Sports, culture, film, tourism, education and major international events provide platforms to project Kenya's image and expand people-to-people relations.

The challenge

The Consulate serves a vast geographical area, operates in a high-cost environment, and must respond to fast-changing trade, technology, migration, security and policy conditions. The plan therefore prioritizes focused partnerships, targeted outreach, smarter use of technology, and measurable results.

Alignment with Kenya's national priorities

The plan is aligned to Kenya Vision 2030, the Fourth Medium Term Plan, the Bottom-Up Economic Transformation Agenda, the Kenya Foreign Policy, the Kenya Diaspora Policy, the Foreign Service Act, and relevant continental and global development frameworks. Its purpose is to make Kenya's external engagement serve national development goals.

What the Consulate Will Focus On

The plan is organized around four strategic pillars. Together, they define what the Consulate will do, who it will work with, and the results it intends to produce by 2027.

Pillar 1	Pillar 2	Pillar 3	Pillar 4
Grow trade, investment, tourism and innovation partnerships.	Deepen diaspora engagement and improve consular service delivery.	Tell Kenya's story through public diplomacy, culture, sports and stakeholders.	Strengthen institutional capacity, technology, accountability and service excellence.

Priority sectors and platforms

- Trade and investment promotion, including export market access for Kenyan goods and services.
- Tourism and meetings, incentives, conferences and events.
- Science, technology, digital economy, artificial intelligence and innovation partnerships.
- Diaspora investment, skills mobilization, professional networks and community engagement.
- Culture, creative economy, film, arts, sports and major global events such as the 2026 World Cup and LA 2028 Olympics.
- Service delivery, ICT, records management, governance, public finance and procurement systems.

Pillar 1: Economic and Commercial Diplomacy

This pillar is about converting diplomatic relationships into practical economic outcomes. The Consulate will promote Kenya as a destination for investment and tourism, a source of quality exports, and a credible partner in science, technology and innovation.

Pillar 1: Promote Kenya's economic cooperation, trade, investment and tourism

Public purpose: Create market access, investment connections and tourism visibility for Kenya across the West Coast region.

Priority actions

- Organize and support Kenya trade and investment weeks, exhibitions, roadshows and business forums.
- Facilitate business matchmaking between Kenyan enterprises and U.S. partners.
- Conduct and share market intelligence to identify opportunities and mitigate risks.
- Promote Kenya's exports, services and investment opportunities in priority sectors.
- Position Kenya as a premier tourism and international conference destination.
- Build partnerships in science, technology, digital economy, agriculture technology, health and climate innovation.

What success will look like

- More investment proposals and investor leads facilitated for Kenya.
- Greater visibility of Kenyan products and services in West Coast markets.
- Growth in tourism interest and travel from the West Coast to Kenya.
- New innovation, research, technology and knowledge-transfer partnerships.

Pillar 2: Diaspora Engagement and Consular Services

The Kenyan diaspora is both a community to be served and a strategic partner in national development. This pillar focuses on responsive consular services, structured diaspora engagement, investment mobilization and better communication.

Pillar 2: Strengthen diaspora engagement and consular service delivery

Public purpose: Make the Consulate more accessible, responsive and useful to Kenyans living, working and studying across the region.

Priority actions

- Hold regular diaspora consultative forums and outreach activities across the jurisdiction.
- Promote awareness of investment, trade, education and national development opportunities in Kenya.
- Develop and update diaspora information systems and contact networks.
- Facilitate formation and strengthening of diaspora associations and professional networks.
- Improve the delivery of consular services and broaden access beyond Los Angeles.
- Use online platforms to share accurate information on passports, citizenship, emergency assistance and other services.

What success will look like

- Regular engagement with diaspora communities in different states.
- Better awareness of consular procedures and service requirements.
- Timely processing of documents within stipulated service timelines.
- Effective assistance to Kenyans in distress, with clear communication and follow-up.

Pillar 3: Public Diplomacy, Cultural Heritage and Stakeholder Engagement

Public diplomacy is how Kenya tells its story, builds trust, attracts interest and strengthens relationships. This pillar will use culture, sports, media, creative industries, national days and stakeholder forums to project Kenya's image and deepen partnerships.

Pillar 3: Enhance public diplomacy, cultural heritage and stakeholder engagement

Public purpose: Build a positive, credible and visible Kenya brand across the West Coast.

Priority actions

- Communicate Kenya's foreign policy, development priorities and investment story through clear public messaging.
- Strengthen relationships with media, journalists, institutions and digital platforms.
- Promote Kenya through national days, cultural events, exhibitions and diaspora activities.
- Leverage sports diplomacy, including preparations around the 2026 World Cup and LA 2028 Olympic Games.
- Support creative economy linkages, including film, arts, mentorship and collaboration with Hollywood networks.
- Build partnerships of influence with domestic and international stakeholders.

What success will look like

- A stronger and more consistent Kenya narrative in the region.
- More cultural, sports and creative economy platforms showcasing Kenya.
- Deeper engagement with media, consular corps, universities, city governments, chambers and community organizations.
- Better protection and promotion of Kenya's cultural heritage and national image.

Pillar 4: Policy, Legal and Institutional Capacity

Diplomacy can only deliver when the institution behind it is effective. This pillar focuses on strengthening the Consulate's people, systems, technology, governance, records, financial management and administrative services.

Pillar 4: Strengthen the Consulate's institutional capacity and service excellence

Public purpose: Build a modern, accountable and responsive Consulate capable of serving a large region and an expanding mandate.

Priority actions

- Improve human resource capacity, staff training, performance management and wellness.
- Strengthen ICT systems, cybersecurity, biometric infrastructure, internet capacity and digital service tools.
- Institutionalize performance contracts, annual work plans and results-based management.
- Improve records management, including electronic document and records systems.
- Strengthen public financial management, procurement procedures and internal controls.
- Enhance administrative services, office facilities, mobility and working environment.

What success will look like

- Improved efficiency and accountability in service delivery.
- Higher customer satisfaction and faster response to public needs.
- More secure and reliable digital systems.
- Better internal coordination, reporting and evidence-based decision-making.

Partnerships

The Consulate cannot deliver this plan alone. It will work with government, diaspora, private sector, academia, cultural organizations, media, investors and host-country institutions to turn the plan into results.

Government and public institutions	Markets and knowledge partners	People-to-people networks
<ul style="list-style-type: none">• State Department for Foreign Affairs• Kenyan MDAs and county governments• Host-country federal, state and local authorities• Consular corps and diplomatic partners	<ul style="list-style-type: none">• Chambers of commerce and business councils• Investors, buyers, exporters and professional firms• Universities, research centers and technology institutions• Tourism, sports, film and creative economy networks	<ul style="list-style-type: none">• Kenyan diaspora associations• Students, professionals and faith communities• Media and digital platforms• Friends of Kenya and cultural organizations

Practical ways to work with the Consulate

1. Share credible investment, trade, tourism, education, technology and cultural opportunities that advance Kenya's interests.
2. Partner on Kenya-focused business forums, exhibitions, sector briefings, diaspora outreach and public diplomacy events.
3. Provide timely information, data and institutional support so opportunities can be acted on quickly.
4. Support accurate communication about Kenya, including through media, diaspora networks, universities and civic platforms.
5. Participate in feedback mechanisms that help improve consular services and public engagement.

How Progress Will Be Measured

The full Strategic Plan includes annual work plans, performance contracts, quarterly and annual reporting, and mid-term and end-term reviews. The public can track progress through a simple scorecard built around results rather than activities.

Strategic area	Public-facing indicator	Plan target or direction
Economic diplomacy	Investment proposals facilitated	At least two proposals facilitated each year.
Exports	Annual value of exports to the West Coast region	Growth-oriented target of 5 percent annual increase.
Tourism and MICE	Tourism growth and conference/event lobbying	Growth-oriented tourism promotion and successful event lobbying.
Science and technology	Strategic partnerships in STI and digital economy	At least two strategic partnerships each year.
Diaspora engagement	Diaspora engagements and updated diaspora database	Regular engagements and continuously updated diaspora information.
Consular services	Documents processed within stipulated timelines; Kenyans in distress assisted	Service delivery tracked against 100 percent responsiveness targets.
Public diplomacy	National days, cultural, sports and stakeholder events	Annual national day and regular cultural, sports and stakeholder engagements.
Institutional capacity	Customer satisfaction, automation, resource absorption and administrative services	Continuous improvement toward fully automated applicable services and high satisfaction.
	<p>Accountability mechanism</p> <p>Implementation will be driven through annual work plans, performance contracts, quarterly and annual reports, and evidence-based monitoring and evaluation. The Consulate will use these tools to learn, adjust and improve delivery over the plan period.</p>	

A Call to Partnership

This Strategic Plan is a partnership invitation. It recognizes that the next phase of Kenya's diplomatic engagement on the West Coast must be practical, outward-looking and measurable. It must serve citizens, open doors for business, build confidence in Kenya, and connect people and institutions around shared opportunity.

For Kenyans in the diaspora, the plan offers a framework for stronger engagement, better services and deeper participation in national development. For investors and businesses, it signals the Consulate's readiness to facilitate credible connections and market intelligence. For universities, innovators and creative industries, it opens doors to collaboration in knowledge, technology, culture and talent. For partners and friends of Kenya, it provides a clear entry point into a mutually beneficial relationship.

The message

Kenya is open to partnership - in trade, investment, tourism, technology, culture, education, sports and people-to-people relations. The Consulate General in Los Angeles will work to make those partnerships real, productive and accountable.

Source note

This document is a popular public version derived from the full Strategic Plan 2023-2027 of the Consulate General of the Republic of Kenya in Los Angeles, version dated 12 June 2025. The full plan remains the authoritative document for detailed implementation matrices, budgets, risk management and reporting templates.

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