



# Honouring Best Employers



# Congratulations!

Federation of Kenya Employers (FKE) Congratulates  
all the winners of the Employers of the Year Awards (EYA) 2023

**Overall Winner: Isuzu East Africa Limited**

**1<sup>st</sup> Runner Up: CIGNA Health Care**

**2<sup>nd</sup> Runner Up: Crown Paints PLC**



Isuzu team receive the overall winner award during the Employers of the Year Awards (EYA) 2023 held at Safari Park Hotel, Nairobi.



CIGNA Health Care receive the 1<sup>st</sup> Runner Up award.



Representatives from Crown Paints receive the 2<sup>nd</sup> Runner Up award.

S/n	AWARD	WINNERS
CATEGORIES		
1	Leadership and Governance	
	WINNER	BRITISH AMERICAN TOBACCO
	1 <sup>st</sup> Runner UP	JUBILEE INSURENCE
	2 <sup>nd</sup> Runner UP	PRUDENTIAL LIFE
2	Corporate Performance	
	WINNER	CIGNA
	1 <sup>st</sup> Runner UP	IPSOS
	2 <sup>nd</sup> Runner UP	AMREF
3	Innovations and Productivity	
	WINNER	CROWN PAINTS PLC
	1 <sup>st</sup> Runner UP	CIGNA
	2 <sup>nd</sup> Runner UP	LIBERTY LIFE INSURENCE
4	Responsible Business Conduct	
	WINNER	BATA SHOE COMPANY PLC
	1 <sup>st</sup> Runner UP	ENWEALTH
	2 <sup>nd</sup> Runner UP	BOMU HOSPITAL
5	Inclusiveness and Diversity	
	WINNER	ISUZU EAST AFRICA LIMITED
	1 <sup>st</sup> Runner UP	KENYA ACCREDITATION SERVICES
	2 <sup>nd</sup> Runner UP	LIVERPOOL VOLUNTARY COUNSELLING & TESTING (L-VCT)
6	Work-Place Environment	
	WINNER	LEWA WILDLIFE CONSERVERCY
	1 <sup>st</sup> Runner UP	PRUDENTIAL LIFE
	2 <sup>nd</sup> Runner UP	NCBA BANK
7	Learning and Development	
	WINNER	ISUZU EAST AFRICA LIMITED
	1 <sup>st</sup> Runner UP	ABSA BANK KENYA PLC
	2 <sup>nd</sup> Runner UP	UPFIELDS
8	Human Resource Practice and Industrial Relations	
	WINNER	ABSA BANK KENYA PLC
	1 <sup>st</sup> Runner UP	EAST AFRICAN BREWERIES LIMITED
	2 <sup>nd</sup> Runner UP	UPFIELD FOODS
9	Small and Medium Enterprises (SMEs)	
	WINNER	PRUDENTIAL LIFE
	1 <sup>st</sup> Runner UP	KENYA ACCREDITATION SERVICE
	2 <sup>nd</sup> Runner UP	UPFIELD FOODS





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# Thank You

FKE wishes to thank all our partners, Sponsors and Supporters who showed immense support to ensure the Employer of the Year Awards was memorable.

*Special thanks go to the following.*

## Partners



## Supporters



## In-kind supporters



### JOIN THE FEDERATION OF KENYA EMPLOYERS(FKE)

For over 60 years, the Federation of Kenya Employers as the premier employers' body, has represented and advanced members' interests in social, economic, employment and labour relations. Through policy advocacy, FKE promotes an enabling business environment to enhance enterprise competitiveness and productivity.

FKE membership is open to registered public and private entities of all sizes including corporates, business associations, parastatals, county governments, cooperatives, partnerships, faith-based organizations, learning institutions, and non-governmental organizations.

### BENEFITS OF BEING AN FKE MEMBER

- Expert advice and representation** in employment and labour relations matters [Collective Bargaining Agreements, dispute resolution, consultations on all work-related issues, opinions & advisories on emerging issues, employee separation]
- Research for informed Policy advocacy** to influence a conducive environment for business.
- Access to relevant **learning and skills development** programs.
- Organizational Development Services** (recruitment & selection, job evaluation, HR audits, strategic plans, development and review of HR manuals & policies) to enhance performance, productivity and efficiency.
- Representation** on key national, regional, and global bodies and forums to advance the employers' agenda.
- Benchmarking** and networking opportunities at national, regional and global level.
- Access to FKE's Online services through **eWaajiri Members Service Portal**



FKE encourages Employers who participated in the survey to acquire a customized report to help address the gaps that may be existing in organization. Those who wish to get these reports can contact our officer:

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# Crown Paints' Cutting-Edge innovations revolutionizing Kenya's Coating Industry

Crown Paints, the leading paint and coatings manufacturer in Kenya, has been recognized as the leader in Innovation and Productivity at the just concluded Employer of the Year Awards by the Federation of Kenya Employers (FKE) and Second Runners up as Overall Employer of the Year.

The award celebrates the achievements of employers who have demonstrated a commitment to excellence in workplace practices and set the benchmark for workplace standards in Kenya.

The firm was recognized for its outstanding achievements in developing and implementing innovative solutions that have enhanced its products, services, and processes. The company has over the years been at the forefront of innovating new technologies and textures that have not only improved the

quality and durability of its products but also added value and transforms customers' homes and workplaces.

The Group Chief Executive Officer of Crown Paints, Dr. Rakesh Rao, expressed his gratitude for the award and attributed it to the company's culture of innovation and customer satisfaction.

"We are honored to receive this prestigious award, which reflects our commitment to delivering quality products and services that meet the needs and expectations of our customers. Innovation is at the core of our business strategy, and we are constantly investing in research and development to create new and improved solutions in the industry," he said.

He added that Crown Paints has been a pioneer in introducing innovative products and technologies in the Kenyan market, such as silicone-based

paints, special effects finishes, and eco-friendly paints.

"Crown Paints has differentiated itself and carved a niche in the industry by offering unique and value-added products that enhance the beauty and durability of homes and buildings. Our products are not only aesthetically pleasing, but also functional and protective, as they resist weathering, mould, fungus, and corrosion," he explained.

One of the company's recent innovations is Permacote Ultraguard Silicone, which is a paint that uses silicone technology from Germany through a partnership with Wacker Chemie plc. This technology makes the paint more resistant to extreme weather conditions, such as heat, rain, and UV rays. It also reduces water absorption and cracking, thus extending the life span of the paint. The paint also has self-

cleaning properties that reduce maintenance costs and enhance appearance.

Further to product innovation, the firm has also been at the forefront of enhancing its marketing strategies and customer service delivery. The company has launched several campaigns to educate the public on the benefits of using quality paints through established showrooms across the country where customers are able to interact with experts and view samples of various products. It has also heavily invested in digital platforms such as websites, social media pages, mobile apps, e-commerce sites, and online forums where customers can access information, make orders, give feedback, and get support.

Meanwhile, the award comes at a time when innovation is essential for the paint and coatings industry, especially in the face of

changing customer preferences, environmental regulations, and market dynamics. The paint and coatings industry is undergoing a transformation, where customers are becoming more aware and demanding of quality, safety, and sustainability. They want products that are not only attractive, but also healthy, eco-friendly, and cost-effective.

“

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If you like it...Crown it!

## FROM WALLS TO WINS

1<sup>ST</sup> PLACE

INNOVATION & PRODUCTIVITY

2<sup>nd</sup> RUNNERS UP

EMPLOYER OF THE YEAR

*Asante sana  
for your support*







# Honouring Best Employers



## Celebrating a Remarkable Milestone as FKE's 2023 Employer of the Year

In a momentous event held on October 6, 2023, Isuzu East Africa (Isuzu EA) was crowned the Overall winner of the “2023 Employer of the Year Award” by the Federation of Kenya Employers (FKE). This accolade, accompanied by additional overall wins in Inclusiveness and Diversity, as well as Learning and Development, reflects not only Isuzu EA's industry leadership but also its unwavering commitment to its employees and the broader community.

### A Driving Force in Kenya's Economic Growth

Isuzu EA is a powerhouse in Kenya's manufacturing sector, which forms a vital component of the government's strategic plans for economic growth. As part of the automotive industry, Isuzu plays a pivotal role in the growth of this crucial sub-sector.

At the heart of Isuzu EA's success is the incorporation of the Kaizen principle into its manufacturing processes. Kaizen, a Japanese industrial practice and management philosophy, revolves around the idea of continuous improvement for enhanced productivity and efficiency.

What sets Isuzu EA apart is its dedication to infusing Kaizen principles into every aspect of its operations, involving all employees and garnering the full support of top

management. This commitment has earned Isuzu EA a stellar reputation as a trusted partner to its customers. By prioritizing high standards in products and services through its quality policy, Isuzu EA not only meets customer needs but also bolsters the local assembly industry.

The 2023 FKE announcement carries added significance, coinciding with Isuzu EA's May 2023 declaration as the overall winner of the Kenya Association of Manufacturers (KAM) Energy Management Award. This further underscores the company's dedication and progress towards its sustainability goals as the leading local motor vehicle assembler.

In addition, the company has increased its annual production capacity by more than 60% from 11,000 vehicles to 18,000 vehicles, following the official launch of its multimillion-dollar Electro-Deposition Paint Plant in early June by Kenya's President H.E William Samoei Ruto. This will further boost Kenya's local assembly capacity to create more jobs for the country's youth.

### Empowering a Productive Work Environment

Kaizen principles place strong emphasis on the human element in the pursuit of perfection. Isuzu EA champions the idea of process-oriented efforts by its people to



6<sup>th</sup> October, 2023: The Isuzu EA team led by Fred Wasike, shortly after receiving the 2023 FKE Employer of the Year Trophy from the FKE Executive Director Jacqueline Mugo.

organize and maintain a safe and disciplined workplace. This not only ensures sustainability but also promotes efficiency, productivity, waste reduction and cost containment.

This commitment to Kaizen is exemplified in Isuzu EA's impressive rise in the Workplace of Choice and Employee Engagement survey

results, reaching an outstanding 97 percent in 2023, up from 91 percent in 2019. Beyond their unwavering dedication to their roles, our employees also participate in a myriad of community initiatives, lending their support to the company's CSR program. Looking ahead, we have ambitious plans to streamline Isuzu EA's social investments through a corporate foundation. This strategic move will create new avenues for our employees to drive positive transformation within our communities.

### Core Values and Employee Enrichment

At the core of Isuzu EA's success are its values: Customer Focus, Relationships and Excellence. These principles form the foundation of the culture demonstrated by employees in their day to day operations, guiding the company in its purpose of providing diverse transport solutions to its customers across the East African region.

Isuzu EA's Managing Director, Rita Kavashe, expressed her profound satisfaction, emphasizing that this prestigious Employer of the Year award validates the

enduring commitment, processes and employee focused systems the company has diligently cultivated over the years. These efforts have harmoniously combined to craft a workplace environment that consistently inspires and brings out the very best in each of our exceptional employees.

Fred Wasike, Director for Human Resources and Corporate Sustainability (Popularly known as Director of Happiness) acknowledges that the FKE recognition is a testament to Isuzu's determination to enhance the work environment by offering development opportunities to its staff at all levels. This commitment to continuous learning and growth has been integral to Isuzu EA's achievements.

Fred's personal accolade as the Institute of Human Resource Management (IHRM) Kenya HR Director of the Year in 2021 is indicative of the pivotal role the HR department plays. He views the HR department as the 'cockpit' of the organization, contributing significantly to Isuzu's market leadership in the automotive and logistics sectors for over a decade.

With an impressive 51.8% market share in 2022, Isuzu EA has set a new standard in the automotive industry. The FKE Employer of the Year Award is not just a recognition but an inspiration that will reverberate throughout Isuzu's business operations, both locally and globally.

### A Vision for the Future

Isuzu EA is committed to optimizing its employee improvement programs to foster a sense of belonging, autonomy and competence. As the market leader in the automotive sector, it will continue to develop a workplace that maximizes the full potential of its workforce while upholding its core values and maintaining a sharp focus on its employees, thus building a trusted automotive brand.

This recognition as FKE's 2023 Employer of the Year stands as a testament to Isuzu EA's dedication to its people, its industry and the nation's economic growth.



7<sup>th</sup> June, 2023: President William Ruto and Isuzu EA Managing Director Rita Kavashe during the launch of the Electro-Deposition Paint Plant at Isuzu EA.



12<sup>th</sup> May, 2023: James Njoroge, Isuzu EA General Manager Production receives the Energy Management Award from Energy and Petroleum Cabinet Secretary, Hon. Davis Chirchir.



A thumbs up to the 2023 Employer of the Year Trophy by the Isuzu EA Executive team, at the Isuzu EA Plant, Nairobi. From L-R: Charles Kariuki, Director Finance & Strategy; Daniel Kilenge, Director Manufacturing Operations; Wanjohi Kangangi, Director Sales & Marketing; Rita Kavashe, Managing Director; Hiroshi Hisatomi, Isuzu EA Chairman; Julius Mwangi, Director Aftersales & Channel Development; and Fred Wasike, Director Human Resources & Corporate Sustainability.



### "A winning team contributes to making a great company"

17<sup>th</sup> December, 2021: Fred Wasike, shortly after being announced winner of the 2021 HR Director of the Year Award by the Institute of Human Resources Management (IHRM) in a photo with Isuzu EA senior management leaders. L-R: Shinichi Koyama, General Manager, Plant operations; Yoshio Ueda, Manager, Product Engineering, Vehicle Validation and Sales Engineering; Eng. Emmanuel Ogot, Director, Product Planning, Engineering and Body Building; Rita Kavashe, Managing Director; Fred Wasike, Director HR & Corporate Sustainability; Hiroshi Hisatomi, Chairman Isuzu EA; and Wanjohi Kangangi, Director Sales & Marketing.