THE ROLE OF KENYA’S DIPLOMATIC MISSIONS IN EAST AFRICA IN ENHANCING ECONOMIC DIPLOMACY

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THE ROLE OF KENYA’S DIPLOMATIC MISSIONS IN EAST AFRICA IN ENHANCING AND ECONOMIC DIPLOMACY

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SUMMER 2019
DECLARATION

I declare that this thesis is my original work and has not been presented for a degree in any other university.

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ABSTRACT
Despite the signing of East African common market protocol in 2010 to enable free movement of people and goods, this has not been achieved to a large extent. Business corporations as well as governments face enormous challenges arising from the diminishing importance of the traditional national borders due to the inevitable aspect of globalization, technological change and developments in trading systems.

This research was carried out to establish the role of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy, the relationship between diplomacy and international business in East Africa and the challenges faced by Kenya’s diplomatic missions in facilitating commercial business in East Africa. To realize the objectives of the research, the study was anchored on structural realism as the theoretical framework to give an analysis of the Kenya’s diplomatic missions in East Africa. Methodology of the research was through interview guides with open-ended questions as well as desktop review of literature materials. The research adopted Kenneth Waltz’s appreciation of realism to formulate the argument and the analysis.

The recommendation of this research points to Kenya’s diplomatic missions and the important role it plays in the East Africa in enhancing economic diplomacy. However, the research appreciates critical hurdles that underscores effective performance of economic relationship more so attributed to weak institutions, corruption, governance systems and gaps in the economic policies. The conclusion of this research is that Kenya has a big role to play towards improving its relationship with East African countries in order to change the perception of economic dominance as well as streamlining policies and procedures for efficient trade and movement of people.
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

The study particularly examines the role of Kenya’s diplomatic missions in East Africa enhancing economic diplomacy. This chapter contains the statement of the problem, purpose of the study, study objectives, research questions, and hypothesis of the study, scope, justification and significance as well as the chronological arrangement of the study.

The purpose of diplomacy, throughout the ages and at different levels of societal evolution, whether at interpersonal, inter-communal, or at international level, has always been to promote national interest abroad. That endeavor has led to a steady development of international relationships aimed at fostering understanding and promoting tolerance, albeit with limited success (Stadman, 2012). Since then, new factors have emerged, including an ever-increasing number of varied players in current complex international relations, coupled with the power of modern media and the speed with which news travel in our times. With these two significant developments, the very concept of state representation is being gradually transformed and the traditional role, which until now was assigned to diplomatic envoys, as sole representatives of the interests of a sending state in a receiving state or in an international forum, is being effectively eroded (Stadman, 2012).

The emergence of new players is beyond state control and not hesitant about making public what diplomatic envoys would rather carry confidentially, to the authorities of their respective states. These challenges call for deep reflection on how to handle diplomacy in this new environment and how to practice diplomacy in an era of
transparency. Whilst new international actors and the information revolution necessarily alter the diplomat’s old monopoly on knowledge and conduct of international relations, some arrangements need to be put in place to preserve a good measure of the aura that surrounds the all-important persona of the ‘Excellences’. This is imperative against the backdrop of timeless reality of need for secrecy or real transparency behind closed doors, for the reality that diplomacy sometimes is a ‘dirty’ business because the alternative is war, cannot and should not be overlooked (Hartzenberg 2011). What matters most then, for a professional diplomat, is the ability to process available information with a view to securing the interest of the sending country and by extension its citizens. It is pertinent to note the emphasis placed nowadays on the need for diplomatic endeavors to impact more directly on the lives of individuals. The power of global media, coupled with intertwined international socio-economic interests has greatly contributed to the prominence of public diplomacy, which directly targets the people (Hartzenberg 2011).

Modern diplomacy therefore requires practitioners who constantly update their capacity for strategic analysis and negotiations. Knowledge is thus important in effective diplomatic practice (Hartzenberg 2011). It is indeed imperative in a world where political and socio-economic problems bring in their wake unfortunate developments such as political instability, food insecurity, conflicts of significant proportions, harrowing violation of human rights and the resultant displacement of considerable numbers of affected persons, not to mention growing inequalities within and between nations (ibid).

It is in this aspect that, for sustainable growth and development, Kenya needs to avoid earlier pitfalls and professionalize its economic integration and economic diplomacy activities in order to match the skillful business and government representatives from competitive neighbors abroad and within such as Asia, the United States (US) and Europe and broker deals and agreements that benefit it in the long term (Maumo L., O., 2009).
According to Abink (2018) the international business has undergone major changes, leading to a new dimension of international trade and relations. Shifting boundaries, developments in trading systems and technological change demand for an increasingly active attitude of governments to attract Foreign Direct Investment (FDI) and encourage companies to enter foreign markets. Business corporations as well as governments face enormous challenges arising from the diminishing importance of the traditional national borders due to the inevitable aspect of globalization, technological change and developments in trading systems (Abink 2018). In a more globalized world, trade patterns and the variety of trade partners change. He continues to argue that Trade barriers often remain in place or even increase. An increasingly important means to overcome these barriers and to support businesses in the internationalization process is the use of diplomatic relations. Governments have a major interest in supporting business abroad as it often leads to domestic job creation, tax revenue increase, and a stable economy (Abink 2018). As consequence, a change in the current practice of diplomacy towards more commercial activities can be observed. According to Lee and Hudson, commercial activities of diplomatic services have been centralized, extended. They also note that business interests have been formally integrated within diplomatic systems (Lee & Ruel, 2012). Furthermore, Economic diplomacy has thereby become a foreign policy priority of many governments. More notably, activities within the field of economic diplomacy aim to encourage business development. The development of socially beneficial international business ventures as well as national economic development is a key interest in the economic diplomacy of foreign offices (Lee & Ruel, 2012). In this regard and for the purpose of this study, such activities are termed as ‘economic diplomacy’.
Diplomatic missions are government bodies that represent the government of a particular country in another country known as the host country. Currently, Kenya maintains 50 embassies and high commissions abroad as well as 29 consulates. The Kenyan capital Nairobi hosts 87 embassies and high commissions, and in addition there are 41 consulates and one other representation in Kenya. Diplomatic missions have a role they play in maintaining the relationship between their country and the host country as well as protecting the interest of their citizens residing in the countries.

There are currently 87 embassies/high commissions in Nairobi, and two consulates in Mombasa. The Kenya Embassy Worldwide page indicates the comprehensive list of Foreign Embassies and Consulates from around the world located in Kenya as well as Kenyan Embassies, Consulates and other Kenyan representations worldwide. Thus, the study examines the role of diplomatic missions in East Africa in promoting economic diplomacy, particularly the role played by the Kenyan Diplomatic missions abroad.

1.2 Problem Statement

Traditionally diplomatic missions acted to facilitate communication and regular interaction between the leaders of states and other entities in world politics (Jan Melissen 2005). As such, establishing diplomatic relations with other countries was seen as an important tool for minimizing friction in inter-state relations; promoting the security of states; and establishing some form of international order. Despite the signing of East African common market protocol in 2010, to enable free movement of people and goods however this has not been achieved to a large extent. Business corporations as well as governments face enormous challenges arising from the diminishing importance of the traditional national borders due to the inevitable aspect of globalization, technological change and developments in trading systems. Furthermore, Trade barriers on the other hand often remain in place or drastically increase. An increasingly important means to
overcome these barriers and to support businesses in the internationalization process is
the use of diplomatic relations. East African Governments have a major interest of
supporting business abroad as it often leads to domestic job creation, tax revenue
increase, and a stable economy.
Several trade engagements between Kenya and other East Africa States tend to bring the
balance of trade not in favor of Kenya but also its partners. The study discusses the
challenges and suggests ways in which the country can improve to maintain a steady
economic growth within the region.

1.3 Objectives
The major objective of this research is to examine the role of Kenya’s diplomatic
missions in East Africa in enhancing economic diplomacy.

1.3.1 Specific Objectives
i. To examine the relationship between diplomacy and international business in East
   Africa
ii. To find out the challenges faced by Kenya’s diplomatic missions in facilitating
    free movement of capital and people in East Africa

1.4 Research Questions
i. How have Kenya’s diplomatic missions in East Africa enhanced economic
diplomacy?
ii. What is the relationship between Kenya’s diplomacy and international business?
iii. What are the challenges faced by Kenya’s diplomatic missions in facilitating
    commercial business?

1.5 Scope of the Study
The scope included both geographical, content and time scope
1.5.1 Content Scope

The study focused on the role of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy. Furthermore, diplomatic missions and their representatives need to work in partnership with the national business executives to gain access to or inflate in new foreign markets as well as the leaders in the international business arena working on their diplomatic capabilities so as to build relationships with foreign governments and other stakeholders. In this regard the study seeks to explore the roles/activities that diplomatic offices and the representatives have in carrying the economic diplomacy activities and examining the challenges and opportunities given the rapid globalization aspects and interests in economic integration.

Economic diplomacy is therefore key and the additional explanation for international business success or failure. However, as more countries around the world are getting their acts together regarding their economic diplomacy, and as the international business environment is highly dynamic and rapidly evolving, it is high time to further professionalize commercial and business diplomacy and keep on innovating its policies, practices, its organization, and instruments, as will be recommended in later chapters of the study, for the Kenyan case.

1.5.2 Time Scope

The study covers the period from 2003 up to 2018. This is because Kenya’s diplomatic missions drastically increased from the period 2003 to 2018 which justifies the study.

1.6 Definition of Key Terms

The researcher identified key terms as follows.
1.6.1 Diplomacy

The concept of diplomacy developed in the early medieval times with simple structures as sending messengers to negotiate in other states. This later developed to countries having embassies in other countries. Diplomacy as defined by Barston is the conduct through representation organs and by peaceful means of the external relations of a given subject of international law (Barston, 2006). Different scholars have defined the term ‘diplomacy’ in various ways but the bottom line is that diplomacy is a way or means of dialogue or negotiation which states use within the international system conduct their relations, be they political, cultural or economic.

Nicolson, (1950) sees diplomacy as a means of peace where two parties have come to a deadlock. Therefore diplomacy is employed in situations where states or non-state actors are in disagreement.

1.6.2 Economic Diplomacy

This is a decision making and negotiation process in international economic relations of a country which entails interaction of economic policies with the international political and social concerns. The Kenya’s economic pillar aims to improve the prosperity of all Kenyans through an economic development programme, covering all the regions of Kenya, and aiming to achieve an average GDP growth rate of 10% per annum beginning in 2012.

1.7 Chapter Summary

This study consists of five chapters outlined below.

Chapter one focuses on introduction to the study, chapter two presents a review of the literature on the role of Kenya’s diplomatic missions in enhancing economic diplomacy. Chapter three presents the research methodology by looking at the various sources of data collection, how the data was be analyzed, the ethical consideration and the limitations of
the study chapter four looks at the Results and Findings based on the objectives of the study and lastly chapter five presents the summary, conclusion and recommendations of the study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents the existing literature on the role of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy. Different works done by several scholars are reviewed to identify the existing gaps. The order of presentation takes the order which the objectives and research questions are stated in the previous chapter. Precisely each objective reflects a theme of study under which appropriate literature has been reviewed.

2.2 The Concept of Diplomacy and Economic Diplomacy

Diplomacy as a term is alien to the international business literature. It has been used by only a few scholars. According to Sylvanus K (2016) the term diplomacy stems from the field of international relations and political science and more specifically from the field of diplomatic studies. Pigman (2012) explains that early modern usages of diplomacy were largely concerned with a process the art of negotiation and how to use negotiation effectively to achieve objectives of state. Later on, it became clear that the actors doing the negotiations, nation-states and their representatives, needed to be included as objects of the study of diplomacy.

Until the 1980s diplomacy was most often viewed as a dialogue or the formal communication between states, a very general view and one that only recognizes states as diplomatic actors. That changed after the end of the Cold War, when the ‘global economy’ started to take off. Goods, technology, services, capital, labor, knowledge and culture flow across national borders in an unprecedented way and amount. New actors appeared on the ‘diplomatic stage’, such as supranational organizations (European Union), or multilateral organizations (United Nations, World Trade Organization,
International Monetary Fund, World Bank), non-governmental organizations (Amnesty International, Human Right Watch, The Red Cross) and international business such as oil firms (Shell), financial firms (Barclays, Chase Bank), automobile firms (Toyota, General Motors), technology firms (Microsoft, Samsung) and many others. Their sheer international size, impact (Google) or public support (Red Cross) turns them into diplomatic actors in their own right. Even sub-national actors such as provinces, municipalities and cities have now become diplomatic actors, representing themselves and communicating with the international system, a phenomenon also referred to as ‘Para diplomacy’ (Keating, 1999).

Economic diplomacy is often considered to be the same as trade diplomacy or financial diplomacy (Amolo T. 2009). However, economic diplomacy is concerned with general economic policy issues and trade agreements and thus broader, while commercial diplomacy is much more specific, even though both have an overarching economic objective. Economic diplomacy is a relatively new term that is often used in a nebulous manner. According to Baynath term ‘economic diplomacy’ is ‘broad and elastic’ enough to accommodate a scope and content that is much broader than diplomacy in its traditional sense. Bayne and Woodcock define the scope of economic diplomacy to include the International and Domestic economic issues. This includes the rules for economic relations between states that have been pursued since the World War II. And owing to the increased globalization and the resultant interdependence among state during the 1990s obliges “economic diplomacy to go deep into domestic decision making” as well. This covers policies relating to production, movement or exchange of goods, services, instruments (including official development assistance), and money information and their regulation (Bayne and Woodcock 2007). Players i.e. State and non-state actors. As all government agencies that have economic mandates operate internationally and are
players in economic diplomacy though they do not describe them as such. Further, non-state actors such as NGOs that are engaged in economic activities internationally are also players in economic diplomacy.

According to Bridge and James (2016), state economic diplomacy is concerned with economic policy questions, including the work of delegations to conferences sponsored by bodies such as the WTO and include diplomacy which employs economic resources, either as rewards or sanctions, in pursuit of a particular foreign policy objective” also as a part of the definition (Bridge & James 2016). On the other hand Rana (2014) defines economic diplomacy as the process through which countries tackle the outside world, to maximize their national gain in all the fields of activity including trade, investment and other forms of economically beneficial exchanges, where they enjoy comparative advantage.; it has bilateral, regional and multilateral dimensions, each of which is important. Today’s international political and economic stage presents and recognizes new diplomatic actors such as multilateral organizations, NGOs, international businesses and international interest groups.

Additionally, Lee and Ruel state that public actors like nation states and private actors like businesses operating in domestic, regional and systemic environments to satisfy both public and private needs. Collaboration between public and private actors using diplomatic means for commercial public and private objectives is not new (Lee, and Ruel, 2012). Trade and aspects of diplomacy have helped to turn civilizations into great economic powers. They have been closely related, from the time of the Mesopotamians employing trade as an aspect of diplomacy and the Romans using trade to spread their culture beyond the borders of the Roman Empire to medieval times when English trade with the German Hanseatic League was supported by continuous diplomatic bargaining. More recently, the Dutch established an embassy in China in 1655 with the specific
purpose to improve trade. In summary, economic diplomacy as a phenomenon has been around for some time, and the concept as such is not new (Lee, and Ruel, 2012).

Successful economic diplomacy gains access to new markets and serves the home country economy, and the idea that successful international business is just a matter of a clear business strategy and good business management is naive and outdated. International business is conducted together with governments and international and societal organizations. As the work of a network of public and private actors who manage commercial relations using diplomatic channels and processes, economic diplomacy combines the interests of both government and business by highlighting new markets and investment opportunities. In addition, it focuses on business support and promotion rather than economic issues, and as such, it entails more than trade and export promotion.

Economic diplomacy as defined by Amolo (2009) is the diplomacy that is used to acquire goals through trade and commerce. It focuses on trade relations as opposed to political or cultural relations. States send out economic diplomats to focus on economic matters in receiving countries and to realize their countries’ economic goals through engaging in trade relations. In this case the states are not the only actors in this form of diplomacy as it involves non-state actors like NGO’s, MNCs and Trade organizations. These diplomats are tasked with ways of promoting trade and investments in their country. Bayne, & Woolcock, (2007), define economic diplomacy as a decision making and negotiation process in international economic relations. It is carried out by various actors all geared towards economic development. In earlier diplomatic practice, ministries of Foreign Affairs, Trade and Finance conducted economic diplomacy but in recent time other institutions are also involved including and not limited to Multinational corporations, non-governmental organizations, and sub-central government departments. With the changing global patterns, economic and trade related issues have become important hence
the growing nature of economic diplomacy. In today’s multi polar world system the state has ceased being the core actor in international relations hence the need for more parties involved in trade negotiations.

The foundations of economic diplomacy lie deeply in globalization. Globalization has greatly improved relationships among states especially economically and these economic relations are carried out using economic diplomacy. Rana, (2004) continues to state that the main factors that lead to a successful economic diplomacy is that; it should involve all the business units of the country as opposed to only the ministry of foreign affairs. This is to mean that non-state actions should be actively involved.

Secondly, successful economic diplomacy depends on the structures of foreign affairs and external economic management. This ensures that the external economic work is handled by the Ministry of Foreign Affairs. It also ensures that countries engage easier in bilateral economic issues especially with World Trade Organization. It is also a better way for states to exploit their foreign trade and investments through development of a diplomatic network. Thirdly, successful economic diplomacy leads to promotion of export services and foreign investments. Economic diplomacy enables a state market its internal enterprises to the foreign markets, carry out market studies and help traders participate in international trade fairs in anticipation of marketing their products. By this a country gains Foreign Direct Investments by attracting foreign investors to invest in the countries. Fourth, successful economic diplomacy should involve countries networking through their embassies and consulates with the support of ministries of Foreign Affairs and that of Trade (Rana, 2004).

2.2.1 The Evolution of Kenya’s diplomatic engagement

Colonial administration was inaugurated in Kenya in 1890 and came to an end on 12th December 1963. The colonial state was an overseas extension of metropolitan Britain, run
by a small number of British administrators and thus did not lay a strong foundation for the development of a modern African state. Its goals were to maintain law, and order, to foster obedience and loyalty to the colonial authorities and to defend and promote the political and economic interests of the British. The norms and principles that were propagated at this time were to benefit British interests. Since foreign policy is a country’s policy relating to external actors, it is only exercised by a sovereign state. Given this background, it is hard to discuss Kenya’s foreign policy during this period. We can only talk of Kenya’s foreign policy in the post-independence period. Kenya, like other African countries that had just acquired independence, joined the international world as an independent African state and at this particular time, its foreign policy was determined by traditional variables. The broader guiding principles of Kenya’s foreign policy was vigilant safeguarding of national interests, maintenance of independence for people of Kenya, collaboration to foster and promote African unity, work for international peace and peaceful settlement of international disputes, respect for sovereignty and territorial integrity of other states in addition to the policy of good neighborliness (Rana, 2004). It is in the spirit of these principles that Kenya joined regional and international organizations, contributed to peacekeeping operations and provided humanitarian support to other countries Kenya’s foreign policy was based on the principle of positive nonalignment. The government asserted that the African socialism the country espoused must not rest on its success in a satellite relationship with any other country or group of countries. The government, therefore, made agreements with the major world powers and received economic and military assistance from them. Positive nonalignment was seen as a means of maintaining the country’s political independence and also as an opportunity for economic development.
This principle, however, did not mean that Kenya had to remain neutral on world issues. In early 1966, Jomo Kenyatta, the first president of Kenya, said: We fully commit ourselves to support what we believe to be right and just in international affairs the fact that Kenya did not have a written foreign policy since independence until February 2015 the first one became formal does not mean that the country lacked a system. The propensity to have foreign policies in written format fuels the misconception that the nation may have lacked a foreign policy. Fundamental principles have always informed the conduct of the country on the international scene. The basis of post-independence Kenya’s foreign policy is found in three documents, the 1960 Kenya National African Union (KANU) constitution and the 1961 and 1963 KANU manifestos (Amolo 2009). At independence, the KANU government undertook to work with other African leaders to foster closer association of African states by promoting unity and action among the people of Africa. Her relations with other foreign governments would, however, be influenced by the division of the world into two antagonistic blocs, the government rejected this world system and instead adopted the principle of nonalignment in international affairs. At the moment Kenya’s Foreign Policy rests upon four interlinked pillars, namely; Economic Diplomacy, Peace Diplomacy, Environmental Diplomacy and Diaspora Diplomacy.

John Howell postulated that secessionist have made a blow to the nationalist processions according to Kenya African Democratic Union (KADU) wave of sectionalism as they were keen on regional power as opposed to a centralist form of Government. Orwa found that in both Kenyatta and Moi”s regimes the principles that guided the foreign policy were the same: territorial integrity, national security, good neighborliness, independence and sovereignty, non-interference in the internal affairs of sovereign states and non-
alignment. To this extent there was continuity. But continuity in foreign policy is assumed to be as a result of a long historical tradition. Although it has been argued elsewhere that regime type/change does not matter in Foreign policy, Orwa argues that this cannot be the case for a developing state such as Kenya. Having been independent for only four decades, the country could not be said to have established a tradition of continuity in foreign policy. Regime change in a developing country may mean a significant shift in foreign policy (Amolo 2009).

However, as much as Kenya may have had a change of government, the political elites have remained the same. Most of them are products of the Kenya National African Union (KANU) party that ushered independence to this country in 1963 Khadiagala and Terrence note that non-alignment provided some meaning to efforts to find a place for Africa outside the Cold War, but as a policy, it was impossible to fully implement, mainly because of economic weakness and alignment. One foreign policy strategy was to play off the superpowers against each other, but it is arguable whether many states truly could do that. Most countries, such as Kenya, naturally became aligned to one or another superpower regarding foreign aid and military assistance. Tanzania was outspokenly nonaligned and socialist, but in reality, it was little of the sort Kenyatta died in 1978 still believing in the above policies. His successor Daniel Arap Moi then came to power as Kenya’s second president. The president declared that he would follow Kenyatta’s footsteps or Nyayo. He admired some of Kenyatta’s legacy which according to him included love, peace, unity, justice, freedom, and noninterference in domestic affairs and integrity of other states. Regarding foreign policy, therefore, Moi’s views came to be similar to those of Kenyatta. He, for example, became weary of. The handling of foreign policy had a lot of interference through the ministry of foreign affairs. Moi's policy had
not provided an open political environment for the MFA. John Howell who is perhaps the first scholar to undertake a serious look at Kenya’s foreign policy in 1963, however, argues that two distinct policies have been guiding Kenya’s actions in the international system. In global terms, he argues that external policy has been characterized by a strong sense of morality and idealism, while in East African affairs, Kenya’s policy has been governed by a rather more conservative and legitimist thinking (Amolo 2009).

Economic development and protection of her borders have been a concern to the country. He notes that Kenya’s conservatism came to be reflected most forcibly in her display of determined nationalism towards Somalia. The border or territorial issues have also emerged between Kenya and Uganda in the past. The national elections held in 2002 ended presidents Moi’s era. Mwai Kibaki coming to power was received with optimism and renewed hopes for a better economy that would improve people’s lives. Under his presidency, the ruling coalition promised to focus its efforts on generating economic growth, combating corruption, improving education and rewriting its constitution.

This change in leadership also led to the reorientation of Kenya’s foreign policy. Kenya’s foreign policy now looked at foreign issues with economic lenses than before. This has been marked by the new look east policy which is aimed at expanding the country’s access to new markets, appropriate and affordable technologies, foreign direct investments and development assistance from China, India and other emerging global economic powers. There are many factors that influence foreign relations, in addition to the role of leadership; there is also the rapid change on the global environment in the 21st Century. The rise of non-state actors changes on the global environment in the 21st Century. The rise of non-state actors, combined with many other new emerging issues.
President Kibaki embarked on several bilateral and multilateral initiatives that reopened doors to donor confidence in Kenya’s foreign policy formulation.

Like for the Moi presidency, the introduction of the multi-party system in Kenya was also as a result of external pressure from donor organizations whom he doled out for giver contingency's in which the final products meddled with the inside strategies of the nation subsequently a stream impact to the remote approach conduct amid his rule. According to the current foreign policy document, Kenya’s foreign policy rests on three inter-linked pillars: environmental diplomacy, peace diplomacy, and diplomacy. This marks a departure from the traditional emphasis on political issues into strategic concerns that address the current issues in international relations. The orientation toward environmental topics emanates from recognition of Kenya’s enormous stake in the management of its resources, those of the region and the world as well as the recognition of the impact of environmental problems like climate change, ozone depletion, ocean and air pollution and resource degradation. Kabuki’s administration had been keen on expanding the pool of international partners (Amolo 2009).

China was one such available partner. With China’s policy of not interfering or taking clear positions on human rights and status of its development. Along these lines, the customary western partners were either being ejected or their effect on the inside running of the administration controlled. This point piercingly associates Kenya's remote strategy choice to the developing nature and structure of the worldwide framework Kabuki’s foreign policy shifted to the East. This, among many other similar initiatives by African heads of state, has sparked what many analysts must see as a throw-back to the competition between the U.S and USSR but only this time it is the Chinese (instead of the Russians), who though communist in the political structure have embraced the capitalistic
thirst for competition. President Uhuru Kenyatta's call in his introduction discourse on April 9, 2013, was summed up in one stacked expression of common correspondence. Despite his issue at the International Criminal Court (ICC) in The Hague, President Kenyatta has clarified his aims to direct Kenya to more prominent freedom at the worldwide conciliatory field. He is both an investigation of reestablished vitality, force, and center in Kenya's outside approach. President Kenyatta's conveyance, deportment, and rhetoric to his associates was the most extreme and intense execution by a Kenyan Head of State on foreign policy.

It is abundantly clear that Kenya’s foreign policy will henceforth not be the same in substance, formulation, execution and conduct. It shall be driven, articulated and dispensed with vigor, and perhaps devoid of the hitherto subdued elocution of the traditional diplomatic discourse and norms. Despite Kenya's until now conventional ace western remote arrangement act, President Uhuru Kenyatta has left couple of questions that Kenya looks for an exceptional and sensational new outside strategy engagement with its customary partners; a serious drive for local and mainland collaboration, and won't be held prisoner by chronicled linkages and conventions, be they vital, monetary, military or social ties. Outside strategy develops as per rising outskirts. The development of China and India as financial monsters has introduced new open doors. Managing monetary powerhouses, for example, China, India, South Korea and Malaysia is set to be one of the new issues in Kenya's remote approach. The forces of globalization have altered the environment and conduct of International relations. Globalization has cut unit costs and expanded markets. New anchors for Kenya’s external relations have to be identified to deal with the security threats generated by transnational criminal activities like money laundering, human and drug trafficking and international terrorism.
Terrorists have attacked Kenya several times, with the most notable ones occurring on August 7, 1998, November 28, 2002, September 21, 2013, April 2, 2015. As international terrorism evolves into one of the biggest threats to global security, foreign policy has to devise new approaches for harnessing global cooperation to deal with it. The final authority therefore on foreign policy formulation, conduct and projection lies in the hands of the President. There have been in the past half a century of Kenya’s Independence four presidents, namely the late Jomo Kenyatta, Daniel Arap Moi, Mwai Kibaki and currently, Uhuru Kenyatta.

2.3 The changing nature of diplomacy

In order to build a national identity and ensure effective control over an entire sovereign territory, first generation African leaders tended to be authoritarian. This was rain enforced by the history of armed liberation struggle and they assumed political leadership. According to Yorada 2018 many African states since the end of cold war when the wave of democratization swept the continent, strides have been made to professionalize civil services. The developing states of Africa have battled to reach the level of diplomatic representation that would enable them participates equitably in global forums.

Shifting political and economic interests have forced nations to devise new ways of engagement with other players in the global arena especially strategic partners. The tremendous opportunities for trade and investment in Africa have attracted strategic collaborations and partnerships.
Rana & Chatterjee, (2011) categorize economic diplomacy into three phases; the first being the economic salesmanship which involves building new economic connections, second phase is the economic networking and advocacy phase, that involves coordination with other entities which deal with international economic issues and the final phase is the regulatory management and resource mobilization phase, which includes the negotiation process and requires high competency in order to advance economic interests.

Economic diplomacy in African perspective is not new to the continent as the countries have long been engaging in trade relations especially within the regional blocs like EAC, ECOWAS, SADC, and COMESA among others. The main instrument of economic diplomacy is trade policy because it involves formulation of policies that handle regional integration and bilateral trade agreements.

Kenya’s trade policy making process has changed over time since independence. After independence, there was emphasis on import substitution policies. This was done in an effort to develop industries; the main objectives were centered on rapid growth of trade, ease of balance of payment pressure, domestic control of employment and generation of employment (Manyara, 2010).

In the 1980s there was the introduction of Structural Adjustment Policies where the main objective was to liberalize trade and create a shift from a highly protected domestic market to a more competitive environment. This boosted trade in the country through promotion of non-traditional exports market liberalization and reform of international trade regulation (Manyara, 2010). In the 1990s the focus was on export oriented policies which were formulated to provide a strategy for export growth. It is through this that the national export credit Guarantee Corporation was formed. The export-oriented policies aimed at providing incentive to provide for exports. Finally, the current trade policy was formulated in 2004 and an economic growth plan dabbed “Vision 2030” and the National...
trade policy that aims at making Kenya a globally competitive and prosperous nation with high and improved quality of life (Kenya Ministry of Planning and Development, Vision 2030, 2010). The realization of the Vision 2030 objectives has been strategized through promotion of decent, protected and recognized informed trade expansion of exports and transformation of the country into regional economic hub to beat the current competitors in the line of Nigeria and South Africa. As the result of above policies, Kenya’s economic policy mainly centers on the East African Community tracing its roots towards the end of cold war to promote and maintain peaceful coexistence with its neighbors.

The country has the most industrialized economy in East Africa with Agriculture being the backbone of Kenya’s economy and is considered an economic hub. It cooperates viably with neighboring states to come up with one strong economic bloc with an example of opening up its markets and establishing a Free Trade Area within East Africa. Manufacturing industries are equally picking up as the country walks away from agricultural dependent economy to an industrialized economy with a major concentration on to manufactured products. Mining industry is also an area to watch with the discovery of oil in the Northern part of the country in 2012 and the exploration has already kicked off by a British petroleum Company called Tullow (Sambu, 2012, October 30).

The creation of the Ministry of Mining by government in 2013 headed by Cabinet Secretary Najib Balala gave hope for takeoff. The ministry was created to build diversity in the economy that is mainly based on agriculture and service industries. This is also towards the attempt by Kenya to develop its energy sector because it has gone down in record as a nation, in comparison with its East African neighbors, with the most expensive energy sector. Priority is also placed on increased market access and improved up-to-date technology. East Africa’s economic development is now greatly dependent on reviving secondary industries to enable the region export manufactured goods (Vincent,
1997) thus shifting dependence on Agricultural products. In advancing its business interests Kenya tries to maintain a good relationship with its neighbors. It avoids interference in internal affairs, and this has earned it good diplomatic rating encouraging investors to venture into the economy. It has also played host to major peace keeping missions especially with Sudan. Kenya has adopted foreign policy pragmatism and foreign policies in response to globalization that is quickly shaping the world. This places it a better position in East African trade and even on international levels.

The country has greatly worked on improving its economy as seen with the coming up, by the government, with the vision 2030 which is a long-term development project for the country. The vision is divided into three pillars; economic, social and political. The main focus is on the economic pillar for the country to achieve an economic growth rate of 10 percent every year. The country has identified key areas to focus on namely tourism, agriculture, manufacturing, wholesale and retail trade, business outsourcing and financial services (Kenya Sessional paper, 2012).

In an attempt to explain new diplomacy Wanjohi K, (2009) argues that Compared with its neighbors, Kenya enjoyed a good deal of political stability prior to the violence that followed the 2007 elections, and nationals from the region came to view Kenya as a safe haven from different forms or degrees of instability in their own countries. Kenya has participated in prominent regional diplomatic initiatives and provided leadership in solving regional conflicts, as it did during the Sudan peace process that culminated in the formation of the new state of South Sudan and the establishment of a transitional national government later the transitional federal Government in Somalia (Wanjohi K, 2009). The country also has high diplomatic standing arising from its hosting some of the largest diplomatic missions and international agencies in sub-Saharan Africa, while maintaining a moderate profile in international politics by adopting a posture of ‘silent diplomacy’.
Wanjohi K, 2009 further notes that in most international controversies or crises, Kenya employs a ‘wait and see’ posture in accordance with its principles of non-interference in the internal affairs of other states. Although the need for it to assume an overtly hegemonic position in the region is routine speculation in media and academic circles, the government instead opts for friendly relations to promote the expansion of its business interests across the region.

2.4 Cases of Kenya’s Involvement in Bilateral Economic Diplomacy

In the current Uhuru Kenyatta’s era, foreign relations with China have continued from the pace set by the previous government. In 2013, Kenya and China advanced their relations to a comprehensive partnership and signed eight documents to boost up the cooperation, as both leaders met for the first time since they came into office. The agreements covered several sectors such as economic cooperation, the infrastructure, people-to-people exchanges, the finance, environmental protection and the new energy. Kenyatta clearly stated that Kenya is dedicated to realizing industrialization as well as improving people’s livelihood. A key aspect is to learn from China’s development, since the two countries have similar historical experiences plus future visions. China became Kenya's largest source of FDI and second largest economic partner. In June 2013, China's cumulative direct investment in Kenya already had reached $474 million worth. Kenya, has indeed made an important bond between China and the entire Africa, and seeks to be to strengthen its friendship with China (Wanjohi K, 2009). This play a major role in promoting Africa's security, peace as well as prosperity. Kenyatta's choice of Beijing, which has become his country's biggest economic engine, speaks volumes about China's growing existence in Kenya. The potential of Kenya-China cooperation, which is equally beneficial, is massive. Kenya is one of the fastest developing states in Africa and has strong growth in many sectors, mostly in industry and agriculture. This then provides a
good stage to developing further cooperation for the two states. For China, the location in Kenya is very important in the African region, with Kenya having one of the best airline companies in the African region. Cooperating with Kenya can facilitate Chinese investors into entering a much bigger market in East Africa.

As Kenya continues to implement a “Look East” policy underlined largely by economic considerations, the shift in policy is built on the strengthening of the existing ties with traditional partners like Japan. Japan is indeed Kenya’s valued development partner, and has been a major source of investment and the largest donor of assistance to Kenya. Owing to its strategic significance in Japan’s diplomatic relations in the Eastern Africa as an entryway to the region, Kenya has remained the largest recipient in Africa of Official Development Assistance (ODA) from Japan since 1986. Kenya relations with America have many aspects ranging from political, strategic to economic. There are a number of events and policies that have been an outcome to the gradual development of a special kind of relationship between the US and Kenya. First, this can be attributed to the remarkable granting of student visas by the U.S. government to Kenyans to go to colleges and universities in the United States of America. The welcoming nature of the ‘Kenyan children’ by the US government to study abroad has for a long time worn the hearts of the Kenyan community. For example in the year 2001/2002, a number of 37,724 African students enrolled in universities and colleges in the United States, with the Kenyan students comprising 7,097 (Wanjohi K, 2009).

For the US, Kenya, which shares common borders with states in the southern Horn of African such as Sudan, Ethiopia, and Somalia, comes out as a rather stable state in a volatile and violent African sub-region. The new current global context thus adds aspects
to the U.S.-Kenya bilateral relationship in that the United States almost definitely look to Kenya for improved cooperation and assistance in its countering terrorism, and therefore the Kenyan government turns to the United States for financial support as well as referral by the US to the international financial institutions. After independence, Kenyan foreign policy was aimed at reducing British influence and settler control of the government and economy. The new government continued Africanization of sectors. The Trade Licensing Act of 1967 allowed only Kenyan citizens to trade in non-urban areas. However, the process of Africanization was slower in the government. Outside of the economy, Britain was more proactive about protecting its interests, namely in terms of its military. Continued military cooperation in the form of training and joint exercises was guaranteed in 1964 agreements. Kenya also allowed Great Britain to maintain air force and naval facilities. In return, the Kenyan air force was stocked with British and Canadian aircraft. East African governments also called on British troops to protect their regimes against army mutinies in Tanganyika, Uganda, and Kenya in 1964. This mutually beneficial military cooperation was only possible with continued goodwill between the governments.

2.4 Foreign Office in Coordinating Embassies and High Commissions

Nasser (2009) in an attempt to discuss economic diplomacy argued that as an instrument of foreign policies demands a comprehensive approach when conducted by the Ministry of Foreign Affairs (MFA). He explained that in doing so, it should be clearly understood that foreign policy making as a process is about shaping the implicit or explicit definition of a country’s interest; thus, economic diplomacy is all about promoting the economic interests of a country (Nasser, 2009). Although the basic orientation of a country’s foreign policy is not discussed in this project, it is worthwhile to understand the values,
attitudes and perceptions from a historical perspective and circumstances. This helps in explaining the current structure of the state and the system of the governance of the country concerned and its defined domestic politics.

The origin of establishing an office to coordinate and monitor the work of embassies abroad stems was from the 15th Century when the French Ministry of External Affairs was known as Quai d’Orsay. Every Ministry of Foreign Affairs is categorized into two main sections i.e. the territorial divisions handling bilateral affairs and the functional divisions capturing specific tasks, such as administration, multilateral affairs, protocol, and consular affairs (Rana, 2006). Over time, foreign ministries have gained new responsibilities and have shared the domain of international relations with other agencies. In this respect, foreign ministries all over the world are constantly involved in the complexities of change and reform processes to an unpredictable and volatile international environment. As described by Rana, the foreign ministry together with its working arms, such as the embassies, permanent missions and consulates, is in charge of handling external relations, but as Hocking notes, the Ministry of Foreign Affairs is no longer the ‘gatekeeper of external affairs; it cannot ask other agencies to use it as exclusive foreign contact channel (Rana, 2006).

According to Pereira all countries treat economic promotion as a high priority. Many entrust this work to the diplomatic service, while others handle it exclusively through specialist commercial services, or ‘trade commissioners’ (Pereira, 2006). He believes that detachment of commercial from other diplomatic work sometimes reduces attention to investment mobilization, and country promotion. Furthermore, he argues that Countries that do not practice ‘integrated diplomacy’, nevertheless link economic and political work at the apex, giving the ambassador overall charge. However, on the other hand Rana argues that no one has analyzed if entrusting political, economic and all other diplomatic
tasks to one single set of officials, who rotate between these jobs, works better than having specialists for each work area. For one thing, in small establishments this separation just isn’t workable. Similarly, in small embassies, where an ambassador may have only one or two diplomats assisting him, everyone pitches in to handle the full range activities, including consular, cultural, information, and Diaspora outreach tasks, besides political and economic work. The US diplomatic service has five specialized ‘cones’ within which officials work, and two of these are political and economic affairs and it has a separate commercial service. The US is virtually unique in operating such sub-sections among state department officials; Australia has a separate commercial cadre and a consular service (Rana, 2006).

Until about 30 years ago, a majority of countries had separate commercial services for external economic work, but the trend has been for integration with other diplomatic tasks. A major exception is the US, which has a separate Commercial Service that operates under the US Commerce Department, but at the level of the ambassador the work is fully integrated. Many European diplomatic services ran such sub-cadres up to about the 1950s, but thereafter shifted to a single service handling the full range of tasks, except that some such as the Germans have specialists from their Economics Ministry to handle economic work.

2.5 Role of Embassies and Consulates in Economic Diplomacy
All countries now treat economic promotion as a high priority. Many entrust this work to the diplomatic service, while others handle it exclusively through specialist commercial services, or ‘trade commissioners’. We believe that detachment of commercial from other diplomatic work sometimes reduces attention to investment mobilization, and country promotion; one also misses the cross-connections of integrated diplomacy.
Countries that do not practice ‘integrated diplomacy’, nevertheless link economic and political work at the apex, giving the ambassador overall charge.

No one has analyzed if entrusting political, economic and all other diplomatic tasks to one single set of officials, who rotate between these jobs, works better than having specialists for each work area. For one thing, in small establishments this separation just isn’t workable. Similarly, in small embassies, where an ambassador may have only one or two diplomats assisting him, everyone pitches in to handle the full range activities, including consular, cultural, information, and diaspora outreach tasks, besides political and economic work. The US diplomatic service has five specialized ‘cones’ within which officials work, and two of these are political and economic affairs – and it has a separate commercial service. The US is virtually unique in operating such sub-sections among state department officials; Australia has a separate commercial cadre and a consular service.

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A high economic priority for virtually every country is export promotion. While facilitating the expansion of existing export product lines is an obvious concentration area, it is in the promotion of new export products and the exploitation of new markets that embassies can provide special help to home enterprises. For developing countries like Kenya, external markets pose several kinds of problems. First, home exporters do not know the basic environment in foreign states, and do not have the capacity to invest in exploration, much less pay consultants to advise them on entry strategies.

Associations of exporters at home confront a like problem, though on paper they should be able to carry out market surveys and the like. Second, foreign regulations on safety and environmental standards, and other norms laid down by potential markets are little understood by home exporters, and pose real non-tariff barriers (NTBs) to entry. Third, home exporters lack credibility with potential foreign customers, and this becomes a chicken-and-egg syndrome, making it difficult to break this cycle of unfamiliarity. In such situations, the diplomatic mission engaged with commercial promotion has its work cut out. The simple kind of things it needs to do include informing home business associations and individual enterprises on the basic economic conditions in the target country.

This is a useful first step, and connects with producing sector-specific guides for home exporters; commercial officials are seldom well trained in such tasks – and clearly this should be a priority in training programs but it is possible to learn on the job, and the very act of undertaking such tasks becomes a learning process. This involves: Consular work which is often seen as routine, also throws up business opportunities analyzing the potential markets for the home country – A simple method is to match the export basket
of one’s country with the import basket of the target country; this identifies the potential, more so when it is matched with actual exports from home to that market. Next, one needs to identify the potential competitors and analyze their products that reach that market.

That provides clear indication of the areas where one might concentrate, provided the price and other conditions are suitable. The consular office is in parallel, contact has to be established with the importers of the selected products or services, and sensitize them on what the home country might offer. This often involves persuading them to visit the home country; it also helps to put potential importers in contact with existing local importers of other products, to overcome potential hesitation and other obstacles.

### 2.6 Nature and Challenges of Diplomatic Engagement in Africa

The goals of diplomatic engagements in Africa are achieving national and regional interests of states (Nyongo A, 1990). China launched its PRC African policy in 2006 categorizing its major interests in Africa as political, social, economic, peace and security. The diplomatic engagement in Africa has many components and dynamics of public diplomacy, Technology and infrastructure and of key interest is the interest of china in Africa. Integration incorporates socio-political, financial, and social and security flow of the mix country's interests. Kwaku argues that one of the major challenges of the 21stcentury diplomatic engagements in Africa is the lack of integration or cooperation of the African states despite the formation of the African union (Kwaku. S. 2016).

Angawa, (2010) argues that every state in Africa has its own individual government, foreign policies and individual nation interests. This presents a major challenge in the
21st Century diplomatic engagements as there are few unifying factors and the competition to achieve individual national interest is high.

The argument is that the security and sovereignty of a state being the major national interest states wants to survive, and the insurance of its organizations and individuals along these lines are the key interests that have results for survival of the state. This depends on the military, resistance, security and monetary approach and diplomatic engagements of a state country. Essential national interests are significantly less open to political control since they are considerably goals by nature, and increasingly a result of need. Auxiliary interests relate to the resources, success, and economic development of the state. When three nations that are Kenya, Uganda, and Tanzania chose to meet up and incorporate, they were doing as such with every nation having its interests for doing as such.

Therefore, the political alliance could barely exaggerate country building which was balanced at seeking after specific interests to drive each of the nation’s Individual and ideological contrasts encouraged the crumple of the East African Cooperation. Each of the EAC member states has an economic development goal namely Kenya’s Vision 2030, Uganda’s Vision 2035, Tanzania’s vision 2025, Burundi and Rwanda both aim at Vision 2020. This economic goal serves as the blueprints that the countries use to try and effect proper changes and streamline development within their borders.

Kenya aims at economic prosperity, becoming a major global player and improving the quality of life for its citizens. Kenya is thus ready to commit to any endeavour that is beneficial to its overall goals and ambitions. The EAC program is thus a good platform which Kenya intends to foster complete integration while at the same time, the country wishes to advance its regional wishes as much as possible because of its vision 2030.
According to Mirumbi (2017), the desire for economic integration arises from the problems that African countries have faced economically. The need to industrialize and bring economies to international levels means that the countries look for strength amongst their neighbors. Unifying and integrating the regional economy allows the countries to solve issues such as gaining access to the necessary raw materials, expensive technologies, scarce funds, and securing their domestic markets. The size of the African countries is rather small which means that the productions capabilities are hard to match the production capacities of the developed countries.

Mirumbi 2017 continues to explain that “the result is that the African countries find themselves competing for the same market on the international scene meaning that their individual strength of bargaining is greatly reduced”. The small size of the countries makes it hard for them to compete because of their restricted production capacity. However, Mirumbi can be critiqued in a sense that scholars believe that integration exists among the East African countries which forms the east African block which weakens his argument.

2.6.1 Domestic Challenges
Kenya has maintained a stable macroeconomic environment and has, at the same time, been developing key infrastructure facilities and public works nationwide to stimulate growth. Its economic growth however is below potential. The GDP growth rates appear to have stabilized and to be improving following the disruption caused by post-election violence in 2008 (Wanjohi K, 2009). The economy achieved a 4.6% growth rate in 2012, up from the 1.5% experienced in 2008. The short-term projection is positive, expected to reach 5.6% in 2013 and 6.0% in 2014, driven by private sector investments and lower interest rates102. The agricultural sector continues to be the largest contributor to GDP at 28.5%, followed by the industrial sector at 17.6% in 2011. The most important export
earnings are tourism, horticulture and tea. Kenya had a GDP per capita of 862 USD in 2012 compared to 523 USD in 2005. Kenya’s tax revenue to GDP ratio stands at over 20%, which compared with its neighboring countries, places Kenyans as amongst the highest taxed in the region. The latest household survey from Kenya’s National Bureau of Statistics from 2009 found that 45% of the population lives below the national poverty line. Poverty levels are much higher in the Northern rural areas marked by marginalization, lower level of education and high population growth rates. The coastal region is challenged by the greatest inequality levels. With its high levels of inequality, Kenya remains the most unequal in the East African Community (Wanjohi K, 2009).

This results in marginalized communities as well as substantial challenges in equal access and quality of social services, such as water and sanitation, health and education. The population of more than 40 million is expected to reach 80 million in 2050. Each year it is estimated that around 800,000 people enter the job market in Kenya and only 6% are able to find a job in the formal sector. Unemployment is estimated at 40%. Job creation is therefore essential in order to sustain economic, social and political stability. Good opportunities for economic growth and serious obstacles Kenya has a growing middle class of an estimated 5 million citizens, a large well-educated young population and a vibrant business sector mainly comprised of micro, small and medium sized enterprises. These are important ingredients to push growth upwards. Adding to this, the discovery of significant oil resources in Kenya has the potential, if managed properly, to eliminate the current account deficit. Kenya was ranked 121 of 185 countries in the 2013 World Bank Ease of Doing Business Index (Wanjohi K, 2009).
Weaknesses in infrastructure and pervasive corruption are barriers for business sector development, access to services, job creation and foreign direct investments. Furthermore, whereas the financial and ICT sectors are doing well, the agricultural, manufacturing and transport sectors, which are drivers of employment and export led growth, are underperforming thus contributing to a large current account deficit. Kenya scores 2.7 in the Transparency International’s Corruption Perception Index 2012.

Democracy, stability and polarized political situation Kenya has traditionally had a strong centralized government. Multi-party democracy introduced in 1992 has gradually consolidated democratic elections but has also seen elections in especially 1992 and 2007 marred by intercommunity violence along ethnic fault lines related to a continued polarized political situation. The contested results of the 2007 general elections brought the country to the brink of civil war, starkly illustrating its economic and political fragility. The cases at the International Criminal Court concerning alleged involvement in the post-election violence has divided the country along the same polarized political situation that dominated the 2013 March elections won with a narrow margin by the current Government Jubilee coalition. The cases at the International Criminal Court against the President and the Deputy President put government under pressure to live up to its international obligations, while at the same time there is an initiative by Jubilee MP’s in parliament to recommend the Government to withdraw from the ICC.

The Government has strengthened relations with China and Russia while relations with traditional Western partners have been limited at the top level due to the on-going ICC cases. The Government of Kenya’s plan for reaching middle income status by 2030. The government of President Uhuru Kenyatta and Deputy President William Ruto took office
in April 2013. It did present its 5-year Medium Term Plan 2013-2017 in October 2013 that is the second of consecutive MTPs aimed at leading to implementation of Kenya Vision 2030 launched in 2008 as a national long-term development blueprint. It was supported by development partners at the Development Partner Forum in November 2013 and is considered equivalent to Poverty Reduction Strategy Paper 105. It emphasizes implementing devolution, national cohesion & unity; and accelerating economic growth. County governments are expected to align their respective County Integrated Development Plans to the MTP II; while national government are expected to develop strategic plans to implement key priorities in governance reform. The new Constitution promulgated in 2010 seeks to address inequalities and bring decisions closer to the citizens. It has the potential to change the political, social and economic landscape in the coming decades.

According to the Constitution of Kenya 2010, it promises equal rights for all Kenyans and promises improved delivery of services such as health care, housing, water and a clean environment. Also, it holds the government accountable to the people on leadership and integrity, gender and regional balance, access to information and justice. With a comprehensive Bill of Rights, the Kenyan people have an ambitious legal foundation to perform their role as rights holders and hold the national authorities accountable as duty bearers. In additional, it introduces with effect from June 2013 a system of devolved governance in Kenya both politically and administratively which now consists of a national government and 47 county governments. The county governments are responsible for county legislation, executive functions and functions transferred from national government such as agriculture, health, preprimary education, and county public works and services 107. If properly implemented and managed, the devolved system can
become a strong vehicle for addressing the challenges of inequality and poverty and enhancing national cohesion and bring democratic decision making closer to the grassroots. Conflicts of interest between the national and the county governments have clearly indicated that implementation takes time. Given the magnitude of the structural reforms, the transition to a devolved system is expected to be cumbersome, lengthy and challenging.

The transition process itself requires safeguarding and support including in capacity building, Human rights and rule of law. The implementation of the Constitution has led to a large amount of structural, legal and institutional reforms needed to be implemented by 2015. The judiciary is undergoing progressive reforms including vetting of judges to re-establish the credibility of the legal system and improve the access to justice for the average Kenyan. Impunity at all level of government is a serious problem and a report from May 2013 by the Truth, Justice and Reconciliation Commission which recommends prosecution of several hundred senior government officials and politicians has seen no follow up. Human rights violations continue to be a challenge as documented in Kenya’s most recent Universal Periodic Review (UPR) from September 2010.

The most serious issues related to the state being abuses by the security forces, including unlawful killings, torture, rape, and use of excessive force, arbitrary arrest and detention and police corruption. Kenya is also facing severe problems with common criminality. Gender equality impressive legislative progress challenge now on implementation The Constitution’s provisions on gender equity are amongst the most advanced by international standards and represent a huge normative leap forward for Kenya. Despite significant progress, women are still marginalized in political, social and economic life. Women’s employment in the formal sector is far less than that of men, and women’s
representation in the national parliament is only around 20%. Cultural beliefs, traditions and practices in many communities remain a hindrance for women’s access to land, employment and women’s right to self-determination. As recently pointed out by the World Bank, the women represent a lot of potential for trade and growth in Kenya.

They make a major contribution to trade, often in the informal sector, and if properly empowered, can be essential for job creation and poverty eradication. The access to quality health care is very limited for around 45% of the Kenyan population who live below the poverty line. Kenya continues to score very poorly on indicators like maternal health as majority of pregnant women cannot access skilled delivery or maternal health services. Kenya will not attain MDG on improving maternal health but is likely to meet with a narrow margin MDG 4 on reducing child mortality. Factors contributing to poor health indicators include inadequate overall health financing, insufficient health services infrastructure, a shortage of human resources for health and essential medical supplies including medicine, and limited administrative and management capacity all of which restricts health service delivery and coverage. The new Constitution has provided an opportunity to address most of the above issues by enshrining the right to the highest attainable standard of health to every Kenyan. In the area of sexual and reproductive health and rights the Constitution includes a right to safe abortion. The definition of safe abortion remains a contentious issue and almost derailed the constitutional making process.

The Constitution assigns the County Governments the responsibility for delivering essential health services functions, while the National Government has the function of stewardship for health policy and oversight of national referral health facilities. Natural
resources management and transition towards green economy The Kenyan economy relies heavily on natural resources to support people’s livelihoods and to generate national income. Roughly 42% of the national income is derived from the natural resource sectors (agriculture, mining, forestry, fishing, water supply and energy – tourism closely related to Kenya’s nature and wildlife also falls within the earning figure related to this area). Less than 15% of Kenya’s land is arable and supports about 80% of the population; the rest of the land is made up of fragile arid and semi-arid ecosystem, and land-use is largely pastoral. Majority of the population live in rural areas and rely predominantly on an ever-degrading environment and scarce natural resources for their livelihoods. Unsustainable traditional policies and exploitation of natural resources are with an increasing impact from climate change underlying factors for this negative development. Further, linkages between development and natural resources in the Kenyan context are profound. As demonstrated by the country’s energy model, the bulk of energy is derived from hydropower, which in turn depends on rivers emanating from the main water towers whose ecosystem services highly depend on proper land use management and protection of forests. Kenya has in the last years encountered an unprecedented challenge of climate change impacts and corresponding socioeconomic losses. This stems from heavy reliance on climate sensitive economic sectors coupled with the absence of preparedness and mitigation strategies.

2.5.2 Individual national interests of Africa’s states

Every state in Africa has its own individual government, foreign policies and individual nation interests. This forms a major challenge in the 21st century diplomatic engagements as there are few unifying factors and the competition to achieve individual national interest is high. National interests can be divided into vital and auxiliary interests. The
security and sovereignty of a state being the major national interest s every state wants to survive, and the insurance of its organizations and individuals along these lines are the key interests that have results for survival of the state. This depends on the military, resistance, security and monetary approach and diplomatic engagements of a state country. Essential national interests are significantly less open to political control since they are considerably goals by nature, and increasingly a result of need.

Auxiliary interests relate to the resources, success, and economic development of the state. They are just concerned with economic and social growth of state. In essence, national interests are about objectives and goals in the global framework; the procedure is the methods by which to acknowledge them through the remote arrangement. The benefits of the state are foundationally connected to the interests of its kin. This is the reason individuals must be included in the electorate framework to pick pioneers who they accept are most appropriate to address their interests. Majority rule government along these lines can't be isolated with national interests just like the general population need to take and the polling station gives individuals that just appropriate to take an interest in the progression of their nation's national advantages. The three nations that are Kenya, Uganda, and Tanzania when they chose to meet up and incorporate, they were doing as such with every nation having its interests for doing as such. Do the trick to state that the entire plan to coordinate was at the command of new split far from expansionism.

Recollecting that self-assurance, and how that self-confidence fits against the outside world is the thing that underlies national interests in vote-based systems, each of these nations needed to make their particular vital interests. Amid this time, the country building was at its helping speed, and each of these countries had its aspirations of receiving the rewards of freedom. Therefore, the political alliance could barely exaggerate country building which was balanced at seeking after specific interests to drive each of
the nation. Individual and ideological contrasts encouraged the crumple of the East African Cooperation. Though Kenya pulls for an entrepreneur economy, Tanzania decided on a communist way while Uganda settled on a blended monetary promise. These financial approaches were altogether equipped towards guaranteeing that every nation meets its vital intrigue. The East African Community is said to have been commanded by Kenya which was seen to be an operator of western colonialism to contain the communist belt that was infringing the locale.

Therefore, in an offer to keep away from monetary control and misuse Tanzania turned towards the south first by setting up the Tazara railroad line with mineral-rich Zambia and furthermore by concentrating on freedom battles to counter Kenya's predominance. This along these lines implies that every nation was suspicious of the other and each move political, practical, social-social was adapted towards meeting its interests and anything negating that was not plausible. Kenya’s interests in the EAC have for a long time been anchored on taking up the market opportunities for its burgeoning manufacturing companies. Similarly, Tanzania has over the years been apprehensive about completely opening up its borders to EAC member countries in particular Kenya. Of particular interest is that a landlocked country like Uganda has over the years partnered with Kenya so as to continue benefiting from Kenya’s imports which would be expensive if routed through Tanzania. It therefore has been very instrumental in fostering peaceful relations with Kenya for its national interests. This shows why president Museveni has been very vocal in opposing the trial of Kenya’s president and deputy president in the ICC for crimes against humanity.
The EAC member states each has an economic development goal namely Kenya’s Vision 2030, Uganda’s Vision 2035, Tanzania’s vision 2025, Burundi and Rwanda both aim at Vision 2020. This economic goal serves as the blueprints that the countries use to try and effect proper changes and streamline development within their borders. Kenya aims at economic prosperity, becoming a major global player and improving the quality of life for its citizens. Kenya is thus ready to commit to any endeavor that is beneficial to its overall goals and ambitions. The EAC program is thus a good platform which Kenya intends to foster complete integration while at the same time, the country wishes to advance its regional wishes as much as possible because of its vision 2030.

On the other hand, Uganda looks to transform the majority of its society from peasant status to enabling them to lead modern lifestyles. Tanzania banks on its good governance, peace, stability, and unity as a platform to spur economic growth. Tanzania gives priority to the investment savings and knowledge based culture. Rwanda wants to attain mid-level income by the year 2020 and its priority areas are infrastructure development, human resource management, and integration of the regional economy. Burundi is in search of sustained peace and stability that will enable it to attain the global development based on the Millennium Development Goals (MDGs). This includes poverty reduction and subsequent elimination, reconstruction and institutional development. The EAC treaty seeks to give all the countries involved a chance at attaining their goals and ambitions based on their own economic strategies. Through the perceived integration, the economies of the region will thus have better bargaining power on the international scene enabling the countries to attract better income.
2.5.3 Lack of Regional Integration in Africa
The desire for economic integration arises from the problems that African countries have face economically. The need to industrialize and bring economies to international levels means that the countries will look for strength amongst their neighbors. Unifying and integrating the regional economy allows the countries to solve issues such as gaining access to the necessary raw materials, expensive technologies, scarce funds, and securing their domestic markets. The size of the African countries is rather small which means that the productions capabilities are hard to match the production capacities of the developed countries. The result is that the African countries find themselves competing for the same market on the international scene meaning that their individual strength of bargaining is greatly reduced. The small size of the countries makes it hard for them to compete because of their restricted production capacity. This further emphasizes the need for the African countries to try and integrate and form better economic blocs.

African countries have many reasons to why they should come together to foster stronger economic ties. The regional trade blocs would strengthen the ability of the African states to garner better prices. Therefore, the countries will have better returns on their products. The shared history on colonization meant that the countries underwent the immense discrimination. This issue is what informs the need for the African states to work as hard as possible in trying to attain proper resource exploitation. Perhaps it is also the main problem plaguing the ability of the countries to come together even though integration is one of the most viable issues. Legislations on the integration of the countries have passed but the implementation is what is lacking. It is expected that the AGOA will enable the African countries to trust one another better than the current state.
2.5.4 National Interests in the European Union

Germany, Italy, France, Belgium, Luxembourg, and Netherlands came together to form the European Coal and Steel Community (ECSC) whose purpose is to run the steel industries in the countries involved. In addition, the ECSC also prevents Germany from gaining absolute control over the industry thus enabling the other countries to each enjoy the proceeds from the industry hence strengthening all their economy. The countries thus share resources such as French sharing in Germany’s coal while Belgium, Netherlands, and Italy share the in subsidies that allow them to build their industries. Thus, through the engagements. France once controlled steel prices with the aim of empowering its own local producers with access to cheap steel and this was a violation of the treaty. This meant that the remaining countries try all they can to circumvent the treaty where possible but when they want a particular advantage, they point to the treaty 31. These problems spurred the calls for a more integrative society with arbitration protocols. Hence the EEC, EURATOM, and ECSC formed the Europe Parliament, European Commission, and European Council. All organs make it necessary for member states to respect treaties as much as possible.

The Southern Africa Development Community came to be as a means of strengthening the other countries to escape the economic dependency on South Africa. The conferences to form SADC were held in Tanzania and resulted in SADCC (Southern Africa Development Coordination Corporations. SADCC also aimed at freeing South Africans from the apartheid rule that crippled half the nation while empowering the white race of the country. Namibia and Angola also faced similar issues which SADCC aimed to alleviate. The member countries integrated their economies to empower all their citizens towards a better living standard. Economic liberation fostered the way towards civil liberation.
One of the key strategies that the SADCC countries used involved empowering Mozambique by purchasing their electricity from Mozambique as opposed to South Africa. Total isolation of South Africa was difficult to attain because of how much South Africa was integrated into the region’s economy. Mozambique imported 18% from South Africa, Malawi had 29%, while Botswana had 66%. Swaziland and Lesotho on the extreme had over 90% of imports coming from South Africa. Focusing too much on isolating South Africa meant that the region was not as empowered as much as possible because they missed other opportunities. Eventually, South Africa acted in its own interest as it tried to consolidate its integration of the southern region.

2.5.5 Managing Economic Disparities in the EAC
Development of trade, political instability, and security forms the main motivation towards integration. The extension of integration extends towards the trade of goods and elimination of economic barriers. The disparity regarding how the gains are shared amongst the member states is the main stumbling block towards complete integration. Avoiding the problem need the provision of resources and assigning some of factories and industries to individual countries. The overall comparative advantage allows the countries to assume a semblance of integration Common duties aim to eliminate the barriers of trade and help in ensuring that the economies are stronger in the individual countries. The EAC common duty seeks to ensure that all the five countries such that all member states will access goods and services. The disparities are thus dealt with to a certain extent in the sense that five countries are able to attain good level benefits.
The mistrust for the benefits according to the different countries hampers integration efforts to the extent that the integration efforts degenerate. EAC members address the disparities in welfare gains and migration issues. A common EAC passport has come to play that means the movement of the citizens in the region is free from the legal barriers. This enables holders to conduct businesses within the member states. Part of the provision is that the individuals will not need stamping of the passport. The EAC passport makes ease of immigration and will be supplemented with the single immigration departure as well as an entry card. The harmonization of these processes allow for better management of the work permits amongst the member states.

2.6 Theoretical Framework

Although there are many contending theories of international relations, the study was anchored on realism as the theoretical framework to give an analysis of the Kenya’s diplomatic missions. Specifically, it gravitated toward structural realism (neo-realism) as a subset of realism. Within this subset the study adopted Kenneth Waltz’s appreciation of realism as the model within which to populate our research as rendered by Steven Lamy (2001). In his book “Introduction to Global Politics, 2001” Lamy presents two arguments made by Waltz that dovetail perfectly with this thesis;

First, that even though the international system is defined by anarchy, it is structured anarchy or to paraphrase, the international system is characterized by ‘organized chaos’. Waltz examines these ‘organizing structures’ and contends that the influence of structures must be taken into account in explaining state relations. Secondly, Waltz acknowledges that there is no such thing as absolute power and instead maintains that there are degrees of power resulting from a combination of a state’s capabilities.
Consequently, state capability is a function of several factors *inter alia* territorial coverage, geostrategic positioning, energy and natural resource reserves, technological advancement, population quality and size. Therefore, there is no single state that enjoys an absolute advantage in all these areas. This aspect of the model is what supports the arguments for cooperation in the presence of hegemony without according undue credit to international institutions as is to be found in the asymmetrical relationship between Kenya and other East African countries.

### 2.6.1 Strengths and Weaknesses

**Weaknesses**

The first weakness is that realism views human nature as one that cannot change and that human beings over conflict. According to Tickner (1988), realists concern themselves with human nature, by pointing out the corrupt nature of humans through their greed and competitive nature. Realists, however, cannot pinpoint the results of the negative nature of humans, and the results it has on the choices that the government makes. Secondly, realists do not clearly explain how states make decisions. Realists think that decision making for governments is not important, and that implications for states within shared norms are more important.

The third weakness is that realism treats politics in states as being caused by competition for advantage. Here the concern of the rulers and the leaders of the states showed the main aim as competing in a major system for recognition and power. In the past, governments would not be accountable to the masses for their actions. From the late 18th century, democracy and nationalism encouraged states being accountable and even allowed cross border interactions. This was through science, travel, finance, and trade. Later, there was conflict due to different ideologies locally and over borders, which
caused stats to demarcate foreign policy from domestic politics clearly. This differentiation weakened with time as one affects the other. For instance, domestic issues would affect transnational relations and vice versa. The result is that the realist theory could not account for government decision-making. The IR theorists counteracted through attempts at expanding the realist ideology by incorporating insights on how governments should act and make decisions (Waltz, 2010).

The last weakness is that realism, in some cases, cannot explain certain decisions made by a country, after a conflict. For instance, realism focuses on the struggle and therefore fails to project a solution to the problem; rather, it ignores the possibility of peace unless there is war. Thus, since it is inconvenient and ineffective, realism is not capable of explaining modern IR and the rise of dependent states, power imbalance and influence of outside parties on the country.

**Strengths**

One strength is that realism warns people about the balance of power and that it is fragile in light of international relations. This is important for states so that they can be aware of their capabilities and those of their enemies and can thus be ready for eventualities of relations. For instance, America, through realism, would have been ready for the attack they got from Japan in 1941 even when negotiations were going on. Realists are aware of the balance of power and feel that the state should be in control of anything happening locally and internationally. The actions of the state are thus seen to reflect the needs of the public (Torbakov, 1992).

The second strength is that realists are logical when it comes to war issues. They argue that war is inevitable as it still continues in today's world. Realists are unlike liberals that feel that negotiation is better than war. They argue that the world is not predictable or
controllable like in the war at Iraq or the Second World War. They thus explain why things happen, but do not provide solutions to the problems. Realists feel that states wish to have the most power; thus, they want to abolish competition so that they can be on top. For instance, the Iraq war in 2003, the US invaded Iraq without a valid reason. The reasons given were that Iraq had weapons of mass destruction, that their leader was a dictator, and that he was preventing democracy. After a lot of investigation, it was found that the United States had ulterior motives in attacking Iraq since it had vested interest in the country like oil and security issues.

Thirdly, realism allows the interference of international organizations in conflicts of countries in which there is interest. For instance, the NATO interfered with the Libyan leader who was regarded as a dictator, Gadhafi, and who was ousted from leadership. Realism explains this phenomenon as a gain since there were countries that were interested in the oil reserves that Libya had. The claim was that NATO was seeking democracy for the Libyan people, but the USA had other motives. This is further confirmed by Gaza bombing Israel, but which does not get the attention of the western world since they will not gain anything from it.

Fourth, great states have a characteristic of anarchy and not in a carefree sense of chaos. This translates to the fact that a country is a central authority and that there is none above it. Realism assumes that all states have military powers since they can be attacked by others and therefore, must always be ready to defend themselves. Also, the intentions of the nearby states must also be known to the state even though they cannot be verified.

According to Kalu (2001), realism is weak in that it has a narrow historical conception of the state. This means that realism relies on great power relations, where the powerful control the less powerful. This is the guiding factor for realism, and which is regarded as
permanent. In this case, Kenya is not a powerful country as it is a third world country. It is therefore influenced by other developed countries in its diplomatic dealings. This is a problem since Kenya is as a result of foreign domination during imperialism. Thus, realism is weak for not considering other internal factors which can affect the behavior of a state. It is for this reason that third world countries may be unable to solve conflicts without the use of arbitration from western countries. Lastly, realism does not explain conflict adequately and thus fails to pay attention to domestic politics, especially in post-colonial states like Kenya. The conflicts may spill over to boundaries and affect other countries through refugees or direct influence.

2.6.2 International Political Economy
International Political Economy (IPE) is approached by the use of three contending theories, which are realism, Marxism, and liberalism. There is a need to study all the theories so as to appreciate the impacts of all the theories fully, in a bid to understand IPE. Realism portends that man is a self-serving being and that politics is a struggle for power and position by states, with each country pursuing its own interests. In this regard, the state is regarded as supreme over its citizens and territory. Political economy and realism are intertwined through four tenets of neo-colonialism, colonialism, ethnonationalism, and mercantilism under self-serving nations.

Colonialism propagated globalization through the provision of labor and natural resources to create political power. In Kenya, for instance, the role that imperialists played in taking away the peasants’ land and in making them work in the same farms for small wages is evident. The fact that Europeans colonized powers to their advantage by using resources found in the colonies, and which also benefited the colonies in terms of economic development and politics.
Mercantilism refers to a type of colonialism, but which subsidizes industries and protects them from global protection. By doing this it allows certain industries to develop through free trade, and in the end, military and political power are achieved. Neo-colonialism refers to the new administrations that took over after the Europeans left their colonies and which were made independent. It is well known that neo-colonialism causes subjugation by the creation of policies that do not benefit the citizens of the states.

Rather, they are not in their best interests. Features of realism, in this case, are that there is no central global economy, those nations rely on themselves and that survival depends on power. Realists see things not as they are, but as they should be. Benjamin Cohen’s thoughts on nature and governance of world order criticize determinism of dependency. He says that through political realism, agents can cause a positive change. He notes that reforms of financial markets are prevented by politicians (Cohen, 1996).

Liberalism, on the other hand, lessens the state value and sees the economy and politics as structures within a global framework. It advocates for belief in progress and in an ideal world. Through liberalism, globalization and integration are achieved by trade, which leads to a safe free, prosperous world. Politically, liberalism advocates for democracy with which human rights are tied. With democracy, free trade is possible, and capital markets. It is necessary to pit liberalism against realism to show a clear distinction between the impacts of the two.

2.7 Conclusion
The development of an economic and commercial diplomacy agenda presents an opportunity for creative imagination: to look to integration beyond the Western formula;
and seek solutions to prevailing challenges within the region. The general aim of Kenya’s foreign policy is to maintain peaceful co-existence with other nations; while promoting regionalism. Kenya seeks integration and co-operation as a way to advance its own economic prosperity within the framework of international co-operation and multilateralism. Economic development through increased market access and enhanced technology has become a high priority. As seen in this chapter, Kenya is increasingly investing in renewable energy to improve power generation, so as to give small and medium size enterprises (SMEs) greater access to electricity. It is also investing heavily in the information, communication and technology sector. The consequent chapter addresses the opportunities and challenges of Kenya’s economic diplomacy and economic.

2.8 Chapter Summary

This chapter has presented a review of the literature on the role of Kenya’s diplomatic missions in East Africa in economic enhancing diplomacy and has been structured along the lines of the objectives. In support of the literature review the structural realism (neo-realism) as a subset of realism to support claims Kenya’s diplomatic missions. Chapter three will provide the Research Methodology used in the study.
CHAPTER THREE

3.0 METHODOLOGY

3.1 Introduction
This chapter presents the methods and collected data, the instruments of data collected the instruments of data collection, and the sampling of data analysis. The chapter further describes the data collection procedure and the way in which the data was measured in terms of validity and reliability.

3.2 Research Design
The study focused on Kenya’s diplomatic mission in East Africa on economic diplomacy from the period of 2000 to 2018. According to Mason, & Bramble, (1989), a descriptive research involves gathering data that best describes a situation, tabulating the data and describing the data collection methods; the use of charts and graphs best assist in understanding the data distribution.

The method of primary data collection was done through interview guide.

The researcher used interview guide because it was more convenient and time saving, since the respondents were all available in Nairobi which was the research site.

The respondents included principle secretary and desk officers from the ministry of foreign affairs Kenya.

3.3 Research Site
The study was carried out in Nairobi which is the capital city of Kenya and is the city that has the headquarters of all the government ministries. The respondents were the principal secretary and desk officers who are involved in policymaking and implementation in the Ministry of Foreign Affairs. Most businesses also have running activities in Nairobi and...
the Small Medium Enterprises (SMEs) businesspeople whose headquarters are in Nairobi and are actively involved in trading activities.

3.4 Target Population and Sample Size

The sample size of the population was determined through purposive or judgmental sampling. Manoharan (2009) describes purposive sampling as one where the researcher decides to draw the entire sample from one representative. Simple random sampling or purposive sampling technique used to select more samples from the clusters.

The researcher established the sample size of 10-30% as representative of the total population. According to Mugenda & Mugenda (1999), a sample size of 10-30% is a representative of the total population if the sample is objectively selected. Since the population was small, the researcher employed this method to determine the sample size. 30% of the population from each category as earlier explained by the researcher was employed.

Table below shows the target population that was used to conduct the research. The justification of the sample size is that the desk officers and principal secretary work from the ministry of foreign affairs and possess information that was of importance for the research. Furthermore, they were more accessible compared to other staff like the diplomats. Therefore, the researcher looked at the sample size as representative.

Table 3.1: Target population and Sample size

<table>
<thead>
<tr>
<th>Subject</th>
<th>Population</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Foreign Affairs desk officers &amp; principal secretary</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30</td>
<td>20</td>
</tr>
</tbody>
</table>
3.5 Data Collection methods
The primary data was collected through interview guides. The researcher set the questions in areas of interest to the research. The researcher assisted some of the respondents whenever necessary to answer the questions by either explaining further a question that the respondent has not understood and also assisted in responding to any questions regarding the research that the respondent had.

These interview guide had both open-ended and close-ended questions to enable the researcher collect both qualitative and quantitative data. To get the required information and the researcher set the questions in a way that begun with the general questions, on matters that are general to the research problem then ventured into the specifications of the study.

3.5.1 Secondary data collection
The Secondary data was collected from previous studies and publications such as magazines, brochures, minutes, textbooks, internet, among others. Documents such as reports, journals, existing literature, textbooks, minutes and publications were used to get relevant information for the study. The various reports and publications concerning the role of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy were used to help in the findings.

These included library research, published and unpublished literature, official reports and other important policy documents and position papers were sought from resource centers such as; the parliament, Newspaper publishers etc.

3.5.2 Reliability and Validity of data collection instruments
Data reliability is the tendency towards consistency in a research, while data validity is the degree to which a test measures what it is supposed to measure. The data reliability of
this research was done through retest method which implies that the same test was given to the same respondents after a period of time. If same results are obtained then it means that the data obtained was highly reliable. Data validity of the questionnaire was conducted through content validity. Mason & Bramble (1989) define it as an approach that measures the degree to which the test items represent the domain being measured. The researcher sought expert opinion to test validity of the data collected from the respondents. Two experts with extensive knowledge on the subject of this research were consulted.

3.6 Research process
Appointments and meetings were held with the selected respondents, so as to gain acceptance of their participation in the research. More specifically, the researcher got in touch with and asked them to participate in the research after explaining the nature and the scope of the study. In general terms the respondents were requested to participate in the research. During the interviews the researcher took notes in order to help the researcher to analyze the gathered data.

During the process of conducting the interviews, respondents were free to express their views even in topics missed.

3.7 Data Analysis
Data analysis is the process whereby the researcher interprets the data collected. The data was collected through interview guides and the researcher ensured that all the questions were answered and that there were no gaps. The interview guides were compiled through data editing, data coding and data tabulation. Quantitative method was used to analyze the data so as to describe the distribution of scores.
3.8 Ethical considerations
The researcher informed the respondents the purpose of the study, why and how they were selected. The researcher sought for informed consent of each respondent both orally and in writing.

The researcher told the respondents of the long-term and short-term benefits of the study. And in case a respondent refuses to participate in the study, their opinions were respected.

The researcher tried as much as possible to minimize embarrassing questions especially during interview. In order to obtain the best results, the researcher avoided perceptual biases during interview guide administration.

The above all ethical considerations was vital in ensuring that respondents do not withhold desired information and ensure that the data collected reflected a true and fair image of the views of the study respondents.

3.9 The expected Limitations of the study
The researcher faced a problem of unavailability of target respondents because they were not readily available to provide information needed. The researcher however tried to devise means of finding respondents at their places of work during the working hours which helped to obtain the information needed for the study.

The researcher faced the problem respondent’s failure to provide information thinking they tricked. However, the researcher explained to the respondents that the importance of this for study purposes and that the information was to treated as confidential. Furthermore, the researcher showed an introductory letter from the University which was addressed to the respondents.

Some respondents never returned the interview in time and some and this problem was solved by use of different data collection tools for example secondary data collection.
3.10 Chapter Summary

This chapter has presented the research methodology by looking at the various sources of data collection, how the data was be analyzed, the ethical consideration and the limitations of the study. Lack of availability of the officers as a result of busy schedule emerged as one of the major challenges that were encountered in order to get the information’s led to the reschedule the interviews depending on their availability.
CHAPTER FOUR
DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction
This chapter presents and discusses the study findings based on the specific research objectives. The analysis was based on data collected on the research instrument used which was an interview guide. It provides feedback of the interviews and analyses their views and opinions on the research topic through data presentation and interpretation.

The main objective of this research was to analyze the role of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy.

Furthermore, the study examined the challenges faced in its quest for economic diplomacy in East Africa. The findings were based on the specific objectives of the study which sought examine the roles of Kenya’s diplomatic missions in enhancing economic diplomacy, discuss the Relationship between Diplomacy and International Business in Kenya, find out the challenges faced by Kenya’s diplomatic missions in facilitating commercial business and suggest possible solutions to these challenges.

4.2 The Role of Kenya’s Diplomatic Missions in East Africa Enhancing Economic Diplomacy

4.2.1 Diplomat Professionalism

The respondents were asked regarding the qualifications of the diplomats and all responded that they require the finesse and knowledge of foreign cultures. In addition, the economic diplomat must acquire a wide range of analytical, advocacy, public relations and negotiating skills. Wolters (2012) notes that Economic diplomacy is all about economic interests and the economic diplomat must have the ability to analyze and understand the economic interest that underlies most issues in trade negotiations. The economic diplomat must be able to read a company’s balance sheet and income
statement, and understand how a trade issue impacts the costs, revenues, market share and growth prospects of a firm or industry. Economic diplomacy touches not only the economic interests of individual firms and industries, but also on the economic interests of the country as a whole. The economic diplomat therefore must be sufficiently conversant with economic analysis to be able to analyze and discuss the impact of trade policy decisions on overall national economic output, growth, jobs, wages, consumer prices, industry profits, and income distribution.

According to Ruel, 2012 since economic diplomacy is increasingly embedded in domestic policies and regulations, the economic diplomat must be able to analyze and understand a broad range of domestic policy issues, ranging from the habitats of plant pests and the health effects of various toxic chemicals to the testing required to assure the professional competence of accountants, from the capital adequacy ratios of banks to the competitive safeguards in telecommunications. Some of these issues require a rudimentary understanding of science, and they all require an ability to analyze the relationship between a stated public policy objective and the regulations designed to implement them. They require an understanding of best practices and the analysis of empirical evidence.

Since economic diplomacy takes place against the backdrop of a domestic political process, the economic diplomat must be able to analyze the politics of any particular issue. This requires an ability to identify stakeholders, their interests, and their means of political influence. The economic diplomat must understand the similarities and differences of the political process in different countries, and how the domestic politics of each country impacts trade policy decisions.
He or she also must understand the institutional process that underlies trade decisions and how bureaucratic rivalries can influence such decisions. Economic diplomacy also requires an appreciation of the role of public opinion in influencing policy outcomes, and the role of the press in shaping public opinion.

Both domestic laws and international trade rules influence government policy on trade and foreign investment. Economic diplomacy thus requires an understanding and a rudimentary ability to analyze the domestic and international legal issues that underlie a negotiation or trade dispute. The Economic diplomat must be able to analyze the stated and implied objectives of domestic laws and the legislative history that influences their implementation.

A professional diplomat must be both a keen observer and a participant in the political process leading to a desired policy decision and/or negotiating outcome. In order to assure that the actions are well targeted, the economic diplomat must translate the analysis of the issue into possible solutions, and into strategies and policies for implementing desired outcomes.

The topic of this study research is the role of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy the study was carried out on respondents from all the countries in East Africa but with the biggest percentage coming from Kenya – the epitome of the research. The largest percent of the respondents were of Kenyan nationality while for other East African countries were all evenly distributed.

### 4.3 Relationship between Kenya’s Diplomacy and International Business in Enhancing Economic Diplomacy

#### 4.3.1 Mutual Trading Activities

The respondents were asked to provide their opinion concerning Kenya’s economic relations in East Africa, 93 percent felt that Kenya had positive relations while 3 percent
of the respondents of Tanzanian nationality felt that there were a few negative hitches in Kenya’s relations in East Africa. They noted that Kenyan goods tended to dominate the market.

One respondent from Ministry of Foreign Affairs noted that “there are mutual trading activities between Kenya and the other countries in East Africa. Uganda, Rwanda and Burundi are landlocked countries and greatly depend on Kenya’s Port of Mombasa for transportation of their goods. Consequently, it was established that the customs union within the East African Community has increased openness for trade within the region by increasing Kenya’s imports from other countries in the region with Uganda being established as Kenya’s greatest trading partner”.

Another respondent noted that “there is a link between Kenya’s economy and those of the other countries in the region. All the countries were established to be members of the East African Community and through this there is a link that connects all of them. The further highlighted that “the EAC partner states export more within the trading bloc making it one of the fastest growing in the world”. However, Kenya was noted to be country with the largest economy in the region followed by Tanzania, Uganda, Rwanda and Burundi respectively.

The study found out three ways in which the respondents felt are Kenya’s main ways of using economic diplomacy in the region to influence her relations with the other countries. As illustrated in table 6.
### Table 4.1 Role of Kenya’s Economic Diplomacy

<table>
<thead>
<tr>
<th>Responses on the role of Kenya’s Economic diplomacy in East Africa</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export Promotion</td>
<td>12</td>
<td>60</td>
</tr>
<tr>
<td>Investment Promotion</td>
<td>06</td>
<td>30</td>
</tr>
<tr>
<td>Involving other Stakeholders</td>
<td>02</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

Respondents were interviewed on the role of Kenya’s economic diplomacy in east Africa and how they have improved the relationship within east Africa and the result of the responses were as follows. 60 percent were of the view that Kenya has taken center stage in promoting its exports in the region. They noted that Kenya has promoted its agricultural products, manufacturing products like soaps, paper fertilizers, crude vegetable oil, paper, cement and plastics.

**4.3.1.1 Export Promotion**

They noted that export promotion was being conducted through creation of the Export Promotion Council (EPC), an agency whose main mandate is to spearhead export promotion activities in the country and the East African region at large. It is also tasked with informing business people of areas in the region that face stiff competition so that they may improve the quality of their goods to have a better bargain in the region. 30 percent of the respondents felt that Kenya’s economic diplomacy in the region was being promoted through investment promotion. They noted the existence of Kenyan-based companies in the East African countries. There was special mention of Banking and Retail services namely, Nakumatt Holdings Company Limited which a Kenyan-based chain of supermarkets that extended branches in Uganda, Rwanda and Tanzania, Kenya
Commercial Bank, Equity Bank and NIC Banks also were also noted to have branches in Uganda, Rwanda and Tanzania. Easy Coach Company Limited; a Kenyan transportation company was also noted to have established branches in Kampala–Uganda.

4.3.1.2 Stakeholders

10 percent of the respondents some of them being Kenyan civil servants and business people established that through involving stakeholders the government has involved in the promotion of economic diplomacy in the region. The other stakeholders in this case were noted to be state agencies and private organizations which were working closely with the Ministry of Foreign Affairs and East African Affairs to improve management of the economy. Some of the respondents interviewed were quoted saying that “private organizations like the Kenya Association of Manufacturers and the Kenya Private Sector Alliance, the Kenya National Trading corporation and the Export Processing Zones have assisted in promoting economic diplomacy in the region on the other hand The government has also enabled private sector by providing information about available opportunities in the region for investment.

4.3.1.3 Investment Promotion

By investment promotion , thirty percent respondents who had established this as Kenya’s tactic in promoting economic diplomacy postulated that the government was working through the National investment promotion Agency the Kenya Investment Authority, to assist Kenyan investors in obtaining licenses and permits and also by issuing invest certificate to facilitate investment in the region. Respondents from the other countries in East Africa also mentioned that their governments were working closely with the East African Community in ensuring that East Africa is attractive to foreign investment. They acknowledged that investment promotion has had a positive effect on Foreign Direct Investments in their countries.
According to the secondary data, scholars argue that high economic priority for virtually every country is export promotion. While facilitating the expansion of existing export product lines is an obvious concentration area, it is in the promotion of new export products and the exploitation of new markets that embassies can provide special help to home enterprises. For developing countries like Kenya, external markets pose several kinds of problems. First, home exporters do not know the basic environment in foreign states, and do not have the capacity to invest in exploration, much less pay consultants to advise them on entry strategies. Associations of exporters at home confront a like problem, though on paper they should be able to carry out market surveys and the like.

4.4 Challenges Faced by Kenya’s Diplomatic Missions in Facilitating Commercial Business

4.4.1 Foreign Regulations on Safety and Environmental Standards

Foreign regulations on safety and environmental standards, and other norms laid down by potential markets are little understood by home exporters, and pose real nontariff barriers (NTBs) to entry. In such situations, the diplomatic mission engaged with commercial promotion has its work cut out. The simple kind of things it needs to do include informing home business associations and individual enterprises on the basic economic conditions in the target country.

This is a useful first step, and connects with producing sector-specific guides for home exporters; commercial officials are seldom well trained in such tasks and clearly this should be a priority in training programs but it is possible to learn on the job, and the very act of undertaking such tasks becomes a learning process. This involves: Consular work which is often seen as routine, also throws up business opportunities analyzing the potential markets for the home country.
The respondents were asked to provide their opinion of Kenya’s greatest challenge in pursuing its economic diplomacy. The following were there responses.

**Table 4.2: Challenges faced by Kenya in pursuing economic diplomacy**

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Number of responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of enough skilled economic Diplomats</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Corruption and poor Governance</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>Fear of domination from the other countries</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Poor infrastructure</td>
<td>14</td>
<td>22</td>
</tr>
<tr>
<td>Lack of strong economic Policies</td>
<td>09</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>65</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

**4.4.2 Corruption and Poor Governance**

28 percent of the respondents felt that corruption and poor governance were the main reasons why Kenya was not performing well in the region as far as economic diplomacy is concerned. The border point clearance points were noted to be the most notorious with corrupt immigration officials. Lack of enough skilled economic diplomats was also noted by 18 percent of the respondents as a challenge. The country lacked enough specialized policy makers in this area and hoped that the new government would look into this since they seemed to major their strategy around this area. 18 percent of the respondents felt that the country was disadvantaged because of the repercussions it got from other countries in the region who felt that Kenya was dominating over them economically. As
the economic powerhouse in East Africa, some of the respondents expressed fears that Kenya would become autonomous in the region ruling over the other states economically. Respondents from other east African countries were concerned and were not comfortable to trade with Kenya. 22 percent felt that the country had a poor infrastructure that it needed to improve to facilitate transportation of goods within the region. They stated the need to improve the railway system in the region and stop over reliance on road transport.

A respondent noted that “the areas of concern affected by corruption are associated with the immigration procedures, during issuance of licenses and permits and in the police checks and roadblocks”. “Under immigration procedures it is difficult for Kenyan citizens to obtain passports on time and sometimes the officials need to be bribed for faster processing of the passports or a Temporary travel document.

The long queues were noted to be a great challenge and the respondents wondered if the government was aware and wanted action to be taken on the corrupt officials. It was also established the countries in East Africa had not harmonized the gross vehicle mass to allow ease of transport within the region. The region’s non-harmonization of their trade documentation causes delays and respondents wanted the respective governments to act swiftly on harmonization of all documentation concerning trade to avoid duplicative goods’ inspections

4.4.3 Issuance of Licenses and Permits

Concerning issuance of licenses, the respondents noted that there were requirements to obtain business permits, road transportation licenses and municipal council licenses. The process of obtaining all these was lengthy and tiring with officials demanding to be paid extra money to hasten the processes. It was also established that there were several police checks and roadblocks for the long-distance truck drivers transporting goods through
Kenya to Uganda, Rwanda and Burundi and that these drivers experienced a hard time on the roads with the Kenyan traffic police. The existence of weighbridges along the way was identified to be one area where many truck drivers spent a lot of time just to get cleared. Respondents noted some officials demanded bribe in order to skip queues. The respondents also denoted that the EAC countries require large numbers of trade documents and inspection compared to other countries. This was noted to make processing times for imports and exports longer thus hindering trade in the region.

4.4.4 Lack of Strong Economic Policies

The respondents established that Kenya lacked strong economic policies to govern economic diplomacy in the country. Trade policy was established to be the main instrument of economic diplomacy. Previously Kenya’s trade policy did not pay key attention to this important tool of diplomacy. The respondents however acknowledged that the government had put in place trade policies concerning import and export management, licensing and registration, investment and privatization incentives among others. The respondents felt that the government needed to establish stronger trade policies that will deal with regional trade relations with other countries especially in East Africa. There was also concern for lack of skilled economic diplomats who would advise the government on economic policies. The respondents felt that it would be a good thing if the government established specialized institutions to train economic diplomats.

4.4.5 Lack of Integration or Cooperation

According to Anyango 2004 one of the major challenges of the Kenya’s diplomatic engagements in Africa is the lack of integration or cooperation of the African states despite the formation of the African union. Regional economic integration has the ability to create and empower trade diversion where trade will take place when the reduction as
well as elimination of the tariffs. The integration also leads to replacement and substitution of the inefficiency in the domestic industry from one member state to another member state which is much more efficient.

The member countries will derive better economic efficiencies and develop much stronger as compared to having the trade inefficiencies in place which just strangle the economic policies of the countries. Thus, there is a general welfare gain when two countries come together to make everything easier on them.

administrative policies

Regional integration involves the merging of the economic, political, industrial structures, and administrative policies. The welfare gains become more based on the premise that recognition of unilateral policy at each country level. The model also states that the increasing returns to scale, trade, economies of scale, and cost considerations influence the location of economic activities between the countries. Hence, countries can come together to enhance the economics of scale in one country and not all through the location of a production activity in the selected company. Nevertheless, there is a fear that one country will be empowered more than the other country which suggests that the participating countries may wish to eliminate this possibility.

argued that Individual national interests of Africa’s states forms a major challenge in the 21st century diplomatic engagements as there are few unifying factors and the competition to achieve individual national interest is high.

The security and sovereignty of a state being the major national interest s every state wants to survive, and the insurance of its organizations and individuals along these lines are the key interests that have results for survival of the state. This depends on the military, resistance, security and monetary approach and diplomatic engagements of a
state country. Essential national interests are significantly less open to political control since they are considerably goals by nature, and increasingly a result of need.

Auxiliary interests relate to the resources, success, and economic development of the state. They are just concerned with economic and social growth of state. By the day's end, national interests are about objectives and goals in the global framework; the procedure is the methods by which to acknowledge them through the remote arrangement. The benefits of the state are foundationally connected to the interests of its kin. This is the reason individuals must be included in the electorate framework to pick pioneers who they accept are most appropriate to address their interests. Majority rule government along these lines can't be isolated with national interests just like the general population need to take and the polling station gives individuals that just appropriate to take an interest in the progression of their nation's national advantages.

Individual and ideological contrasts encouraged the crumple of the East African Cooperation. The secondary data clearly support the views of the 18 percent respondents who mentioned that the country was disadvantaged because of the repercussions it got from other countries in the region who felt that Kenya was dominating over them economically.

Furthermore, Kenya’s regional diplomacy has been characterized by a strong logic of conservatism and morality. The diplomacies of Kenya’s diverse heads of state vary more in terms of structure than substance. Thus, the overriding concern has been to develop as well as to maintain friendly relations with other regional entities, in addition to fostering co-operation with the rest of the global community. Whilst this has ensured that the state form beneficial regional relations, to the critics it has not assisted in developing the country’s political as well as military leverage along the lines of its economic abilities.
Kenya therefore needs to respond to the ever-changing regional dynamics through the adaptation of new approaches which will strengthen bilateral relations and foster regional integration as well as supporting strategic partnerships.

The current government and its leadership are faced with critical foreign policy challenges in a fast-changing world. Unlike before, the influence of technology on communications has made the conduct of diplomacy complex and unpredictable coupled with the inevitable globalization. The need for a pro-active foreign policy will be critical to Kenya’s ability to engage effectively Kenya is still facing many domestic challenges such as poverty, ignorance, disease, unemployment, corruption, governance, and lack of sound macro-economic management that have affected international relations with other states in order to play an effective role and secure a place on the international stage. Investment is critical in key sectors such as agriculture, infrastructure, education, health, environment, manufacturing, and tourism for the development of the country. These sectors require well thought out policies to attract investment.

According to the interview conducted by the researcher, a respondent acknowledged that “Kenya’s desire to maintain a strategic position at the regional and international levels will depend on how it responds to issues beyond its borders”. External factors such as liberalization, attainment of Millennium Development Goals, technological developments, declining capital inflow, regional peace and security, international terrorism, piracy and human and drug trafficking, will require well thought out strategies if Kenya is to advance our interests abroad.

How well the fourth President responds to them will be critical to the implementation of a coherent foreign policy. This calls for the need to develop strategies, in close cooperation
with her partners in IGAD, EAC and the AU, to secure peace for sustainable economic development in the sub-region. This will help contain proliferation of small arms and light weapons, refugees and internally displaced persons, human trafficking, piracy, drought and famine and political instability.

The government must also ensure that Kenya’s borders are secure to guarantee personal security of residents as well as the territorial integrity and economic security for the country. Kenya enjoys a commanding geo-political position in East Africa. It is the gateway to Eastern and Central Africa and also links the Horn of Africa and the Great Lakes Region. She shares common borders with five countries with complicated mix of communities who share the same ancestral heritage, and which straddle the common land borders.

Along the common borders are to be found shared resources such as water and pasture, and minerals. Kenya needs to work with her neighbors to deal with cross-border issues like, livestock rustling, religious and ethnic differences so as to bring in the aspect of peaceful coexistence amongst the countries so as to exploit the resources. This then may provide an opportunity for Kenya to actually benefit from the regional cooperation. This commitment and integration can be used to launch Kenya’s pursuit of a robust of foreign policy. Globalization and more so the lack of preparedness to it, for example, economic globalization is indeed a major concern in Kenya’s foreign relations. The world is now, global village and developments in one region seem to have dramatic immediate effect on the other nations of the world, due to advancement in technology. Modern communication systems also face challenges to conventional diplomacy as the major events are caught live on media channels. Kenya therefore has to adapt to these changes by crafting a foreign policy that is responsive as well as flexible.
The government will therefore have to strengthen Kenya’s commitment to multi-lateral kind of diplomacy by influencing key decision making organs of the regional and international organizations to which Kenya is a member to achieve wider foreign policy objectives.

Diplomacy across the world currently emphasizes on building trade and economic partnerships amongst nations. Additionally, Kenya is involved in other international initiatives such as regional cooperation and integration arrangements intended to consolidate its economic and trade relations. The 2010 Constitution is clear on matters of the Kenyan Diaspora. The diaspora is a significant national resource. Thus, they make invaluable contribution to the Kenyan economy through the repatriation of funds to support their families or for further investment.

They are as well an important source of technology transfer to Kenya from abroad.

Earlier on the adoption of a new constitution, Kenyan Diaspora have been relentlessly campaigning for dual citizenship to help them maintain strong ancestral connections with their state of origin and to also benefit from rights as citizens of their adopted states. Therefore, there is need to offer incentives to attract more Kenyans in the Diaspora to invest in their country of origin.

The present constitution recognizes the Diaspora’s right to dual citizenship which grants them security to invest both at home as well as in their adopted countries with confidence.

The need to identify Kenyans in the Diaspora and mobilize them to contribute in economic development of the country has become vital.

However, some scholars cite Political Challenges to pause a risk to Kenya’s diplomatic missions. According to Collier & Ndungu, (2012) Economic growth is extremely sensitive to perceptions of political and macroeconomic risk because uncertainty undermines private investment. The violence that followed the election caused a
slowdown in the economy and heightened political risk. Despite persistent squabbles between partners in the ruling coalition that hold up the pace of implementing new laws, there is need to develop credible institutions before the next election; election cycles tend to slow down government as officials turn their attention towards election campaigns. Since 30 November 2011 Kenya has held the chair of the EAC, but as it collectively focuses on the quest for peaceful and credible elections, the country’s interest in EAC activities is bound to wane (Collier & Ndungu, 2012).

4.5 Enhancing Kenya’s Economic Diplomacy in EAC

Kenya aims to achieve sustained, rapid economic growth by attracting higher levels of investment: to do so, it must mobilize extra resources and reduce the cost of business to promote its integration into global and regional investment markets. This perspective informs the kind of continuity in policy making, from the ERS through to Vision 2030, which also prompted the formation of the NTP. By redefining the role of government and increasing participation from the private sector, the ERS fostered growth of up to 7% a year until the 2008 violence. Included in the strategy were an update of company law and improvements to the customs and tax administration to enhance its regional competitiveness.

In the EAC, High expectations have been placed on the formation of a common market to open up the region. The key institutions for its establishment are already in place; including the East African Legislative Assembly (EALA) and the East African Court of Justice. There is continued co-operation over a wide field and progression into a monetary union that is under way involving private sector participants, especially the banking sector. In addition, the threat of terror and the rise of regional crime rings have led to increased co-operation in defense and security matters. The transition towards a common market is expected to be relatively smooth given that most of the required institutions are
already in place. The challenge is to strengthen them sufficiently to effectively support market integration. For Kenya and its EAC counterparts, regional prosperity involves proper implementation of the common market protocol.

This is a major challenge, bearing in mind the problematic decision-making that arises from sensitive social issues tied to the protocol. These issues may lead to restrictive interpretations of some of the principles of free trade nominally espoused; for example, there are fears of Kenyan domination in the region through skills displacement effects on other members, such as Tanzania. Secondly, different national laws may hinder the harmonization of policies between states that fear a loss of sovereignty to partner countries in the process of regional integration.

Nevertheless, using their observer status within the EAC, business groups such as APSEA and EABC are nurturing political goodwill.

These two organizations have developed strong partnerships with government and non-governmental institutions. Their status at the EAC enables them to attend and participate in all relevant EAC activities and deliberations, not only at the secretariat but also in other organs and institutions. This provides a much-needed link between government and professionals especially in cross cutting issues through the public-private sector partnership programs and in promoting the case for professionalism in the region. The private sector, comprising multinationals, local companies and organizations that operate within the EAC, is increasing its cross border ventures. Although most of them are engaged solely in the pursuit of business, a few have become involved in policy advocacy. They provide technical knowledge in sectoral councils relating to business interests and development; in the process becoming legitimate participants in governance.
Notably, under the EAC, member states have developed and are articulating shared policy objectives in order to make the region attractive for investment.

This is demonstrated by the enactment in 2006 of the Competition Policy and Law; and the Standardization, Quality Assurance, Metrology and Testing Act Law. Initiatives to formulate and implement a policy to curb infringement of intellectual property rights and production of counterfeit goods in the region are under way, given that those two issues have proved major investment disincentives. A further significant step is the formulation of an investment code to guide member states in developing their national investment law. Unfortunately, as Odhiambo highlights, in its current form the investment code is not binding and the development of an EAC investment policy and strategy is continuing. Despite efforts to harmonize investment policies, EAC members at the moment retain their own institutions and regulatory mechanisms to deal with foreign investments, including responsibility for investment legislation, entry and exit requirements, investment protection and incentives. This autonomy has resulted in disparate national investment environments: hence the need for a uniform investment code.

Implementation of gains such as the management of established institutions; and cooperation in the development of a monetary union, and in defense and security, may be slowed because of funding challenges facing the EAC in consequence of current global economic difficulties. To make its treaty fully operational the EAC needs about $70 million a year. Member states provide $25 million of this and the rest comes from donors. Countries such as Burundi have had trouble paying their subscriptions. Against the backdrop of inflation, currency fluctuations and reduced aid it is difficult to mobilize resources for regional integration and it is therefore unlikely that members will increase funding for EAC activities. Kenya had contemplated increasing its contribution in return
for greater influence in the REC, but other members are willing to accept such assistance only on the basis that it is unconditional, because they already perceive Kenya as the biggest beneficiary of the integration initiative. In any case, currently such an initiative is impossible because Kenya has a particular need to finance new governance structures under its revised constitution. An ‘equality of burden’ is therefore preferred, to obviate one country’s carrying the bulk of the funding.

4.6 Chapter Summary

This chapter presented the findings of the study based on the objectives. The findings were based on the specific objectives of the study which sought examine the roles of Kenya’s diplomatic missions in enhancing economic diplomacy, discuss the Relationship between Diplomacy and International Business in Kenya, find out the challenges faced by Kenya’s diplomatic missions in facilitating commercial business and suggest possible solutions to these challenges.

The objectives of the study have been achieved by analyzing different sources that give an explanation on the roles of Kenya’s diplomatic missions in East Africa in enhancing economic diplomacy. Chapter five will provide the summary, conclusion and recommendations of the study.
CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction
The study set out to explore the role of Kenya’s diplomatic missions in east Africa in enhancing economic diplomacy specifically looking at the interconnection between Kenya’s economy and those of the other countries in East Africa, how Kenya uses economic diplomacy to influence her relations with the other countries in East Africa, the motivating factors behind Kenya’s utilization of economic diplomacy to achieve the national interests and finally it sought to find out if there are any challenges faced by the country in its use of economic diplomacy in East Africa and suggest possible solutions to these challenges. This chapter therefore gives a summary of the findings, the conclusions as postulated by the research, the recommendations and suggestions for further areas of study.

5.1 Summary of Study Findings
Economic diplomacy is one of the pillars of Kenya’s foreign policy that predominantly focuses on trade and trade apposite matters. Economic diplomacy is a good example of how foreign policy is used to meet domestic policy objectives.

The document that encapsulates the Kenya’s foreign policy puts this as one of the pillars of Kenya’s foreign relations. From the study, economic diplomacy has arguably been the leading principle since Kibaki’s regime. Since 2002, the Kibaki administration was keen on expanding the pool of international partners. With China’s policy of not conflicting human rights with other foreign policy considerations makes it an ideal ‘partner’. Thus, the traditional western allies were either being jettisoned or their influence on the internal running of the government curbed. This study has also This point poignantly connects
Kenya’s foreign policy decision to the evolving nature and structure of the international system.

Professionalizing economic diplomacy agenda and its activities is very important since economic diplomacy has evolved to being diplomacy with an economic twist. It’s about influencing foreign government policy and regulatory decisions that affect global trade and investment. In the past, economic diplomacy concerned itself largely with negotiations on tariffs and quotas on imports. In today’s more interdependent world, trade negotiations cover a far wider range of government regulations and actions affecting international. Economic diplomacy encompasses the whole analysis, advocacy, coalition-building and negotiation chain that leads to international agreements on these trade-related issues.

Thus, the actors in economic diplomacy require being equipped with the right knowledge and skills to adequately negotiate economic opportunities and project and pursue economic interests of Kenya both internationally and regionally. Kenya’s foreign policy on economic diplomacy has become a priority over the last two regimes.

The research found out that, commercial activity was always the important area of diplomatic service while its means, methods and the purposes were defined by the actual moment of history. Governments around the world are increasingly involved in economic diplomacy and this study tried to establish if the use of this instrument makes sense empirically.

Indeed, from the research, economic diplomacy has a significant effect on trade and investment flows and what the sign of that relationship is. However, it was notable that that the research on the influence of economic diplomacy of FDI is very limited. It would
be useful to see more material on this topic especially given the fact that numerous governments do see a role for economic diplomacy in stimulating FDI.

Furthermore, there is a clear-cut case for improving the availability for data and increasing the country coverage of economic diplomacy data. This makes comparison between studies a lot more transparent. Also, the specification of instruments of diplomacy deserves more rigorous attention. The research encountered various studies that, to our opinion, used rather crude grouping of instruments. A number of studies treated embassies and consulates as instrument of diplomacy. However, the research shows and concludes that embassies produce more significant coefficients.

5.2 Findings
The research found out that, regarding regional economic integration, Kenya faces challenges to effective regional integration which include prevalence of non-tariff barriers, trade facilitation limitations, and a weak and inefficient institutional infrastructure. This together with inadequate enforcement machinery economic diplomacy and sanction mechanisms has made the process slow in its realization thus minimizing the outcome of the opportunities at hand. There is a need for the regional economic communities though they have different integration timelines, disjointed national institutional frameworks, inadequate supply capacity, inefficient trade logistics, and inadequate, to work together in achieving their goals at their ends and focus on the larger African economic growth.

Based on the findings of this research, the following can be deduced. First and foremost, that economic diplomacy is an engine that any developing country should employ to drive its economy. Kenya is maximizing on the availability of the regional market for trade and
through this, the country has become a regional hub. Economic diplomacy has become the center stage of its African affairs and by this move. It can be argued that taking an economic front and keeping it low on political affairs will help the country advance its economic interests in the region. It can also be concluded from the study that there is a rising need for Kenya to expand its manufacturing industry to continue having an upper hand in the region. In this case, Kenya ought to be on the forefront in improving and increasing its manufactured products and improve the quality of its products that circulate in East Africa.

Lastly, the research also concluded that the involvement of other stakeholders in Kenya’s pursuance of economic diplomacy is an effective strategy adopted by the government in promoting its economic diplomacy. Economic diplomacy cannot be conducted by the government alone. For its full effectiveness, involving third parties ensures that the country is achieving its full potential in the regional and global market. The research therefore observed that the ministries of Foreign Affairs and that of East African Affairs, Commerce and Tourism, as well as all high commissions abroad are working hard and need to work even harder, in coordinating with the private sector to enhance strong economic relations in the region.

5.3 Interconnection between Kenya’s Economy and those of the other countries in East Africa
The research established that Kenya’s economy is closely linked to the economy of the rest of the countries in East Africa. Uganda is Kenya’s major trading partner and Kenya exports most of the manufactured products to Uganda. The interconnection is also made possible through the regional integration trading bloc; the East African Community whereby the member countries trade within themselves. This establishment was in line with the study objectives earlier anticipated.
5.4 How Kenya uses Economic Diplomacy to influence relations within the East African Region

On the economic diplomacy tactics used by Kenya in influencing economic relations in East Africa, the research established that there were three main methods employed by the country; the first one is export promotion. It was established that the country focuses on promoting its exports within the region and Uganda is Kenya’s largest export destination country in the region, the second one was through investment promotion in the region and a number of Kenyan-based companies were noted to have set footing in the region and also widening their scope within the region, third and final tactic was through the engagement of other stakeholders in the country in economic diplomacy. It was established that the government liaises with other organizations like Kenya Private Alliance and Kenya Association of Manufacturers to engage them more in economic relations within the region. The quality of Kenyan goods was established to be fairly good and the reliability of Kenya’s service sectors was noted to be average with 85 percent of the respondents feeling that port services was Kenya’s main and best service provided in the region.

5.5 Factors motivating Kenya’s realization of economic diplomacy

The research established the main motivating factors behind Kenya’s pursuance of economic diplomacy in East Africa as geo location and availability of ready market. Most of the respondents felt that Kenya’s Port of Mombasa connected it to the landlocked countries in the region; Uganda, Rwanda and Burundi thus easing trade within the countries. Other factors included market liberalization in East Africa through the East African Community Common Market Protocol established in 2010, availability of resources, improved infrastructure and finally a peaceful political environment.
5.6 Challenges facing Kenya’s economic diplomacy in East Africa
The key challenges established by this research were poor governance and corruption. It was established that the government institutions which deal with licensing, border point checks and other protocol areas were not streamlined, and trade was being affected by corrupt officials. Other challenges that respondents felt were a setback to Kenya’s economic diplomacy were; lack of enough skilled economic diplomats, poor infrastructure, lack of strong economic policies and expressed fears of domination from the other countries.

5.7 Conclusion
Based on the findings of this research, the following can be deduced. First and foremost, that economic diplomacy is an engine that any developing country should employ to drive its economy. Kenya is maximizing on the availability of the regional market for trade and through this the country has become a regional hub. Economic diplomacy has become the center stage of its African affairs and by this move; the country is expected to grow drastically in the next five years. It can be argued that taking an economic front and keeping it low on political affairs will help the country advance its economic interests in the region.

It can also be concluded from the research that there is a growing demand for Kenya to expand its manufacturing industry to continue having an upper hand in the region. Kenya’s closest competition in the region is Tanzania which is expanding in its industrial products and even has a 2025 strategy to be semi-industrialized; Uganda is doing the same in its trade policy of Vision 2015. In this case, Kenya ought to be on the forefront in
improving and increasing its manufactured products and improve the quality of its products that circulate in East Africa.

Lastly, the research also concluded that the involvement of other stakeholders in Kenya’s pursuance of economic diplomacy is an effective strategy adopted by the government in promoting its economic diplomacy. Economic diplomacy cannot be conducted by the government alone. For its full effectiveness involving third parties ensures that the country is achieving its full potential in the regional and global market. The research therefore observed that, the ministries of Foreign Affairs and that of East African Affairs, Commerce and Tourism, are working hard in coordinating with the private sector to enhance strong economic relations in the region.

5.8 Recommendations
Based on the findings of this study the research recommends the following: There is need for streamlining the Kenyan policy implementation strategies to curb corruption and improve on governance. The country may have excellent trade policies put in place but when it lacks implementers, the whole process is flawed. The government needs to establish anti-corruption monitoring instruments and conduct strict disciplinary action against those found guilty of corruption.

Concerning the trade barriers in the EAC region, the research recommends that the governments from the five countries need to streamline customs clearance procedures and come up with standard procedures to cater for the whole region and not country by country. Improving border policies and procedures to ease movement and trade is of critical importance. For instance, if goods are cleared at the Port of Mombasa by Kenyan officials, the officials from Uganda should not be involved in the clearing of the goods
again. The harmonization of customs procedures in the region will see to it that goods travel faster to their destination countries and cut down on delays.

Finally, the research recommends that Kenya needs to mend her relationship with other countries in the region in order to change the perception on the issue of economic dominance. The main reason for this is because some countries within the region expressed fears that Kenya would dominate the East Africa region.

5.9 Further areas of study
Given that the research was carried out with the Ministry of Foreign Affairs desk officers, this research recommends the need for a comparative study conducted on the ground in the four countries with special concern on the imports and exports pattern within the region to find out trade flows in East Africa while consulting the private stakeholders in the countries within East Africa and their governments. The research feels this will ensure a comparative view of the rest of the stakeholders and bring out a wholesome concept of economic diplomacy in East Africa.
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APPENDICES

Appendix 1: Letter of Introduction.
Dear Respondent,

RE: INTERVIEW GUIDE

I am a student at the United States International University pursuing a master’s degree in international relations.

This research project is in partial fulfillment of the requirements for the award of a master’s degree. This interview seeks to obtain information on the role of Kenya’s diplomatic missions in east Africa in enhancing diplomacy and economic integration. All information received will be treated with utmost confidentiality and the identity of the respondents is optional but where given will also be treated confidential.

Thank you very much for your time and support.

Appendix 2: Interview Guide
Topic: The Role of Kenya’s Diplomatic Missions East Africa in enhancing Economic Diplomacy

SECTION I:
Respondents’ Background

1. Position ……………………………………………………………………………………..

2. Period in office …………………………………………………………………………

SECTION II: Background on the Kenyan Diplomatic Missions

3. How are the diplomats and the missions’ personnel appointed in bid to professionalize economic diplomacy?

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4. What are the challenges in professionalizing diplomacy?

5. What are the services offered by Kenyan Diplomatic Missions?

Section III: The Role of the Kenya Diplomatic Missions
6. What is the role played by the Kenya Diplomatic Missions facilitating economic diplomacy?

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Section IV: The Challenges faced by the Kenya Diplomatic Missions in facilitating Economic Diplomacy

7. What are the main challenges faced by the Kenya High Commission in East Africa in facilitating international trade in these areas:

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8. How can the challenges faced by the Kenya Diplomatic Mission be overcome?
THANK YOU
Appendix 3: Research Letter.

TO WHOM IT MAY CONCERN.

27TH JUNE, 2019

Dear Sir/Madam,

REF: PERMISSION TO CONDUCT RESEARCH – WANJIKA CATHERINE WANGUI
STUDENT ID. NO. 651263

The bearer of this letter is a student of United States International University (USIU) –Africa pursuing a Master of Arts International Relations.

As part of the program, the student is required to undertake a dissertation on the “The Role of Kenya’s Diplomatic Missions in Enhancing Diplomacy and Economic Integration, 2000 - 2018,” which requires her to collect data.

Please note that information provided will be treated with utmost confidentiality and will only be used for academic purposes.

Kindly assist the student get the appropriate data and should you have any queries contact the undersigned.

Yours Sincerely,

[Signature]

Prof. Amos Njuguna,
Dean – School of Graduate Studies, Research and Extension
Tel: 730 116 442
Email: amnjuguna@usiuc.ac.ke
Appendix 4: Research License.

This is to certify that Ms. CATHERLINE WANJIKU of United States International University, has been licensed to conduct research in Nairobi on the topic: THE ROLE OF KENYA’S DIPLOMATIC MISSIONS IN EAST AFRICA ENHANCING DIPLOMACY AND ECONOMIC DIPLOMACY, 2000-2018 for the period ending: 25/July/2020.

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Applicant Identification Number

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