

## Grand Step To Investment As Company Is Launched

Source: EMO Media



**EMO Investments Limited Launched as member looks on.** Photo EMO Media

EMO Community Development Society has officially launched its investment vehicle

EMO Investments Limited on an auspicious cocktail organized by the Society at the Sarova Panafric hotel in Nairobi on the 30th June, 2008. The event which incorporated the unveiling of EMO investments logo was presided over by BTW Dr. Edward Sambili, PS Planning and Vision 2030, the chief guest for the evening.

The event was attended by many professionals from within and without Nairobi. The dream of

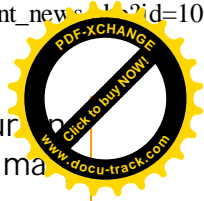
being a great investor to better the livelihood of the community members came to pass at last. The society's investment arm is ready to role its operations and key among the investments to be ventured in are the purchase of the 5,000 acre Kruger farm situated at Sergoit hill -Eldoret, establishment of passenger transport service under Emotion Transport Services Limited, Insurance, Pyrethrum company Pyrex international and trading in the Nairobi stock exchange including participating in the recently concluded Safaricom IPO.

On the launch, the EMO investments Limited placed a public offer of a total 200,000 shares each share whose nominal value is 20/= is selling at a premium for Kshs20,000. The vision of EMO being to build a strong community in a strong nation and key to the accomplishment of these is investment. EMO investment is the only community based organization that people from the community can invest through.

The EMO chairman Mr. James Bett, took the opportunity to educate the kalenjin community in attendance of the entire vision and dreams of EMO in the pipeline. Investment in viable projects dominated the talks of the evening. "We need to create new network. and to borrow a leaf from the other master communities in investment Our society today is depressed. Many are jobless. Many have been retrenched. Many have lost hope in life.

The need for leaders to motivate and ignite faith in men and women has come. Our society needs leaders to inspire and liberate, economical and spiritual being of the community members." The chairman, discouraged professionals from investing in traditional farming as they are poor in investment return. He noted that all primary producers farmers included, are the most exploited and hardly earn any profit from their big farms. He added that agro-processing is a better option to poor methods of livestock and crop farming.

He also encouraged the people to take up the challenge and invest through EMO cooperate Investment to better their chances of greater development in the region. Present to grace the occasion was the owner of the prime property to be acquired by EMO investments Limited, Kruger farm, Mr. Kruger who apart from illustrating the operations of the farm emphasized the need of land consolidation for greater returns and value addition in the agriculture sector. He expressed his will to continue the management of the farm after the sale to EMO investment



which is yet to be sealed. The logo was officially unveiled by Dr Edward Sambili marking a turning point on the economic empowerment of a community that has lagged behind inspite of so many opportunities.

There was great jubilation as the members of the society at last had an investment vehicle of their own to identify with. Dr.Sambili pointed out that, although is urgency to investment it is very important to invest in strong companies and societies as a security of the investments. He urged the members of the Emo community Development Society to increase their power through investment and capital resource development.

He also asked the members to pool their available resources to consolidate economic power by the people and for the people. As a means of rolling the share sale EMO national chairman presented the first share certificate to the chief guest The patron Rev Jackson Koskei shared briefly. He noted "A change of guard has began we are thus in the second dispensation which requires new ideas new strategies and new paradigms. He also stressed on the need to become inventors in your community to effectively meet the needs of the EMO communities and alleviate suffering of people leaving in the bread basket of Kenya.

He asked the EMO community stop the perception of Christianity as naive and welcome God in their activities as most successful organizations are build on a strong religious foundation. He prayed to God to bring together the community ad plant in them the spirit of investment since the land has great wealth. The future prospects of EMO investment lies on the three year development plan drawn by EMO community Development Society's legal advises which will be made available to the share holders as soon as it is ready.

Future investments to be undertaken by EMO investment include Tourism attractions in the region, mining of precious minerals, commercial fishing and large scale irrigation.

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