



THE CAUCUS OF LIQUOR LICENSING
AND CONTROL BOARDS OF KENYA

LIQUOR LICENSING AND CONTROL BOARDS CONFERENCE 2025

Theme

'BALANCING PUBLIC HEALTH, SAFETY AND ECONOMIC GROWTH'



PRIDEINN PARADISE
MOMBASA



9TH- 11TH APRIL
2025



+254 722274707



www.kenyaliquorboardscaucus.com




halloo@kenyaliquorboardscaucus.com





TABLE OF CONTENT

FORWARD
INTRODUCTION
JUSTIFICATION
CONFERENCE AIM AND OBJECTIVE
TOPICS OF DISCUSSION
TARGET AUDIENCE
CONFERENCE STRUCTURE
EXPECTED OUTCOMES
CONCLUSION





Forward

On behalf of the organizing committee, I am honored to welcome you to the inaugural Liquor Licensing and Control Boards Conference 2025. This gathering represents a unique opportunity for all of us to come together, share insights, and collaborate on the critical issues surrounding liquor licensing, regulation, and control.

This conference brings together key stakeholders in Liquor Licensing and Control from County Liquor boards, National Government agencies, law enforcement agencies, health experts, legal experts and attorneys, manufacturers, private sector leaders as well as community leaders.

Liquor Licensing and control are crucial components of our society's commitment to public safety, health and responsible consumption. As leaders in our respective fields, we have the responsibility to shape policies and frameworks that promote public safety, responsible consumption, and effective governance.

Over the course of this conference, we will also explore innovative solutions, learn from one another, share insights into emerging trends being implemented across our jurisdictions and strengthen the partnerships that help us navigate the challenges and opportunities in this vital sector.

I am confident that our discussions will yield valuable outcomes. I look forward to the conversations and collaborations ahead and to the shared commitment we all have in ensuring the continued success of our industries.

Thank you for being part of this important event, and I wish you a productive and enriching conference.

Warm regards,
Julius Owino Ndeke
Conference Chairman
Board Member -Mombasa
County Liquor Board





The 2010 Constitution of Kenya was a turning point in country's history as it reconfigured balance of power by devolving power and responsibilities from the national government to 47 elected county governments. The liquor licensing is one of the functions that were devolved to the county governments after the promulgation of the Constitution of Kenya 2010. This function was previously performed by the national government.

Majority of county Governments have since established respective County legislation on Liquor Control and licensing and subsequently putting up County Liquor Licensing and Control boards.

The regulation and control of liquor sales and consumption are critical components in maintaining public safety, promoting responsible drinking, and ensuring the well-being of communities. Liquor licensing and control are vital aspects of both public health policy and law enforcement, requiring a balanced approach between business interests, social responsibility, and legal compliance.

The Liquor Licensing and Control Boards (LLCB's) Conference will serve as an essential platform for industry stakeholders, policymakers, law enforcement officials, and public health experts to discuss challenges, share best practices, and explore innovative solutions for improving liquor licensing procedures and enforcement mechanisms.

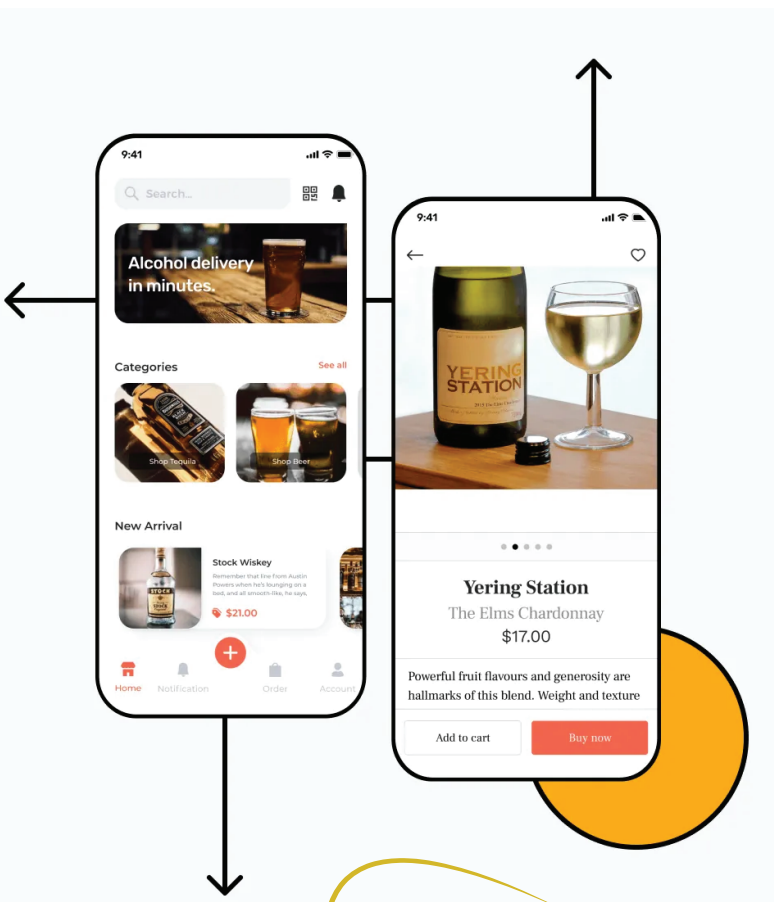
This conference aims to foster collaboration and enhance the regulatory frameworks that govern the sale, distribution, and consumption of alcoholic beverages, with the ultimate goal of promoting a safer and more responsible drinking culture.

This concept paper outlines the objectives, themes, and structure of the conference, focusing on key areas such as the impact of alcohol on public health, evolving regulatory policies, enforcement strategies, and the role of community engagement in reducing alcohol-related harms. It is designed to provide a comprehensive overview of the event, establishing a foundation for meaningful discussions that will guide the future of liquor licensing and control.

Justification

Counties have since established Liquor Licensing and Control Boards, there is therefore need for a comprehensive, collaborative platform to address liquor licensing and control as well as strengthen management capacity of such boards. Alcohol-related issues, including public health concerns, social challenges, and legal enforcement, continue to impact communities countrywide. Effective regulation and responsible consumption require a coordinated approach that brings together a diverse set of stakeholder, government agencies, law enforcement, industry representatives, and public health advocates to find balanced and sustainable solutions.

By fostering discussions and sharing research on best practices, the conference will provide valuable insights into mitigating alcohol misuse risks and improving public health outcomes.



Secondly, evolving legal frameworks and regulatory policies demand continuous review and adaptation to address emerging trends, such as online alcohol sales, changing consumption patterns, and technological innovations in distribution. Engaging stakeholders in this dialogue is essential for creating flexible, forward-thinking policies that remain responsive to societal needs.

The conference will offer opportunities for law enforcement agencies to exchange strategies and develop collaborative initiatives to strengthen enforcement efforts at both the local and national levels.

Through dialogue and collaboration, the conference will also emphasize the importance of public awareness campaigns, educational programs, and community-based interventions in promoting responsible drinking and reducing harm.

The inaugural Liquor Licensing and Control Boards Conference 2025 is a vital initiative that will enable stakeholders to address the complex challenges of alcohol regulation and control. It will provide an opportunity for learning, collaboration, and innovation, ultimately contributing to safer, healthier communities.

Conference Aim and Objectives

The Aim is to provide a platform for sharing best practices, discussing policy frameworks, and fostering collaboration among various LLCBs and stakeholders.

Specific objectives:

To evaluate and integrate technological innovations in the existing liquor control framework

To encourage community engagement

To influence policy development

To foster collaboration across all sectors

To provide a platform for sharing knowledge, experiences and best practices related to Liquor licensing and Control.

To examine regulatory challenges and explore solutions in light of evolving consumption trends.

To discuss and develop strategies aimed at promoting public health safety

To strengthen enforcement mechanism



Topics of Discussion

	Thematic Area	Overview
1.	Regulatory Compliance and Enforcement:	<ul style="list-style-type: none"> ➤ Overview of county and National legislations. ➤ Enforcement strategies for ensuring compliance with liquor control policies. ➤ Addressing underage drinking and overconsumption
2.	Licensing and Permit Issues	<ul style="list-style-type: none"> ➤ Streamlining the licensing process for liquor establishments. ➤ Considerations for granting new licenses or renewing existing ones.
3.	Stakeholders Collaboration	<ul style="list-style-type: none"> ➤ Enhancing stakeholder collaboration ➤ Multi Agency approach
4.	Public Health and Safety	<ul style="list-style-type: none"> ➤ The impact of alcohol consumption on public health. ➤ Programs and strategies to reduce alcohol-related harm, such as drunk driving and alcohol addiction. ➤ Education and awareness campaigns.
5.	Economic Impacts of Alcohol Industry	<ul style="list-style-type: none"> ➤ The role of the alcohol industry in the economy. ➤ Trends in alcohol consumption and how they affect the economy and job market. ➤ Taxation of alcohol and its impact on state revenue.
6.	Social Responsibility and Corporate Policies	<ul style="list-style-type: none"> ➤ Encouraging responsible drinking practices among consumers. ➤ Role of alcohol manufacturers and retailers in promoting responsible consumption. ➤ Implementing community programs
7.	Technology and Data in Liquor Control	<ul style="list-style-type: none"> ➤ Use of technology in monitoring alcohol sales and distribution. ➤ Data analytics for tracking trends and preventing illegal distribution. ➤ Innovations in age verification and the prevention of underage sales.
8.	Global Trends and Best Practices	<ul style="list-style-type: none"> ➤ Global comparisons of liquor control systems. ➤ Sharing international strategies for alcohol regulation. ➤ Understanding how different countries manage alcohol-related issues ➤
9.	Alcohol and Social Equity:	<ul style="list-style-type: none"> ➤ Addressing issues related to alcohol sales and consumption in underserved communities. ➤ Ensuring equitable access to alcohol licenses and addressing community concerns. ➤ Exploring disparities in alcohol-related health outcomes across different populations.

Target Audience

The conference aims to engage a diverse group of stakeholders who play a role in liquor licensing, regulation, and control, ensuring that the discussions and outcomes reflect a wide range of perspectives. This includes:

- County Liquor Boards,
- County Government (CECs, Chief Officers, Directors and Senior Liquor Inspectors)
- National Government,
- NACADA,
- Policymakers,
- Law Enforcement Agencies.
- Public Health Experts
- Advocacy groups
- Industry players (Manufacturers , Distributers, Associations)
- Community representatives ,
- NGOs
- Legal Experts County Attorneys
- Technology providers
- Consumer representatives
- Private sector representatives



Conference Structure

The structure of the conference will include keynote



**Address and
Speeches**



**Networking
opportunities.**



Workshops



**Panel
Discussions**

Expected Outcomes

The expected results of the conference are:

1

Recommendations for improving liquor licensing and control practices.

4

Strengthened collaboration between stakeholders.

2

Development of a shared understanding of global best practices in alcohol regulation.

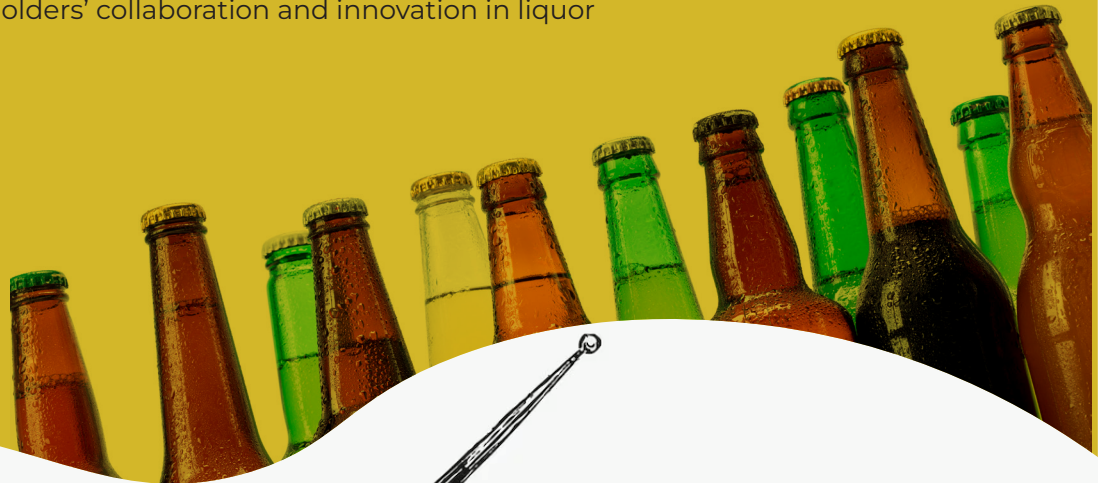
3

Actionable insights for policymakers and regulators.



Conclusion

The inaugural Liquor Licensing and Control Boards annual conference is an important event. It will advance the work of Liquor Licensing and Control Boards in promoting responsible alcohol consumption and reducing associated harm. It will also foster ongoing stakeholders' collaboration and innovation in liquor regulation.



@LiquorboardsKE





+254 722274707



www.kenyaliquorboardscaucus.com



halloo@kenyaliquorboardscaucus.com

Thank you



@LiquorboardsKE