



# EUAFRICA

BUSINESS FORUM FACILITY

**EU - KENYA**  
  
BUSINESS FORUM 2025

Global  
Gateway

- **Venue : Ole Sereni Hotel – Nairobi**
- **12-13<sup>th</sup> May 2025**

# EU-Kenya Business Forum

## In a nutshell



12-13 May 2025



Nairobi  
(in-person and online)



~ TBC  
(in-person)



**Website** to be launched at the end of March 2025 (TBC)



Registrations will open in **March 2025 (TBC)**, on the website



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# Introduction

## Why This Forum Matters:

- ✓ EU is **Kenya's largest export destination** (13.6% of total exports)
- ✓ EU investment accounts for **20% of Kenya's total FDI**
- ✓ The new **EU-Kenya Economic Partnership Agreement (EPA)**, effective July 2024, boosts trade
- ✓ Well established Private Equity sector and thriving Venture Capital ecosystem
- ✓ **Investment banks and 11 European development banks** active in Kenya

# Key Message of the Forum

**Focus:** Driving Digital Trade Under the EPA

Strengthening **EU-Kenya trade ties**

Promoting **innovation & investment**

Achieving **economic growth through digitalisation**

**Important:** Relevant for all key sectors in Kenya, **not just those related to technology** (agriculture, horticulture, transport/services, retail and wholesale, infrastructure development, construction, etc...)




# Key Message of the Forum

- **1. Enhance trade efficiency** → Digital customs & automation
- **2. Expand Market Access** → E-commerce & digital platforms
- **3. Promote sustainability** → AI, IoT & blockchain
- **4. Ensure compliance** → Digital solutions for trade standards
- **5. Boost investment** → Digital trade infrastructure & fintech (booming sector :  
\$158 million in capital in 2022)

# High-Level Opening

- **Guest of Honor:** *H.E. President William Ruto*

## **Key Speakers:**

-  H.E. Henriette Geiger, Head of Delegation of the EU to Kenya
-  EU Trade Commissioner Maroš Šefčovič
-  Private Sector Innovators & Policymakers

# Key Sessions & Breakouts

- 📌 **Session 1:** Smart & Sustainable Trade
- 📌 **Session 2:** Digital Tools as a Trade Growth Engine
- 📌 **Session 3:** Digital Solutions for export standards compliance
- 📌 **Session 4:** Data as Value Chain
- 📌 **Session 5:** Innovative Financing & Fintech for Digital Trade
- 📌 **Session 6:** Digital Customs and Trade Facilitation



**Digital Customs and Trade Facilitation:** Streamlining customs procedures and reducing barriers through technology.



**Smart and Sustainable Trade:** Enhancing logistics and supply chain, and driving eco-friendly trade practices, through block-chain and AI



**Digital Tools as a Trade Growth Engine:** Leveraging digital platforms to expand trade and investment opportunities



**Data as a Value Chain:** Opportunities of cross-border data flows for trade and investment in IT enabled services.



**Innovative Financing and Fintech:** Unlocking investments in digital trade infrastructure and SMEs.



**Digital Solutions for export standards compliance:** leverage technology to meet SPS and standards requirements for agro-exports under EPA

# Business & Networking Opportunities

- 📌 **B2B and B2G Meetings:** Facilitating matchmaking for investors, SMEs & policymakers
- 📌 **EuroCham Kenya Launch:** Strengthening **EU businesses** in Kenya
- 📌 **Europe Day Reception:** High-level networking & celebration

# Expectations

## ✦ What We Aim to Achieve

- ✓ **Strengthen EU-Kenya Trade Relations** → Leverage the **EPA** for increased trade & investment
- ✓ **Promote Digital Trade Adoption** → Encourage businesses to adopt **AI, IoT, blockchain, & fintech**
- ✓ **Facilitate Business Deals** → Enable **B2B/ B2G matchmaking & investment partnerships**
- ✓ **Shape Future Policies** → Influence **trade regulations & digital trade frameworks**

## ✦ Key Takeaways for Participants

**New business opportunities** → Meet potential partners & investors

**Policy insights** → Understand **how digital trade can drive economic growth**

How to leverage digital transformation to drive growth across all key sectors in Kenya.