



KENYA

2nd Hellenic Multisector Investment & Trade Mission

Nairobi • 26 & 27 November 2014



UNDER THE ACTIVE SUPPORT
OF THE HELLENIC
MINISTRY OF FOREIGN AFFAIRS

organization:

- ✓ Honorary Consulate of the Republic of Kenya in the Hellenic Republic
- ✓ Hellenic - Kenyan Chamber of Industry, Trade, Development, Tourism & Culture



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Aims of the Mission

- ✓ To further develop fruitful business relations with mutual benefits between Kenyan and Hellene business persons.
- ✓ To provide Hellene business persons the opportunity to deploy stable and sound co-operations in Kenya.

**MEET
ENTREPRENEURS &
OFFICIAL
REPRESENTATIVES**

**TARGET
THE RIGHT
BUSINESS
PARTNERS**

**PARTICIPATE
IN WELL-ORGANIZED
B2B
MEETINGS**

**TAKE FULL
ADVANTAGE
OF PROVIDED
OPPORTUNITIES**

**GROW
YOUR
BRAND**

**GIVE
YOUR
ENTERPRISE
A BOOST**

Why participate?

1. Expand your investment & business activities in the fastest growing economy and best investment & business location in Sub-Saharan Africa.
2. Meet respective business persons in order to discuss the possibilities for cooperation and joint ventures.
3. Penetrate the dynamic market of East Africa (of 140 million people today and 200 million by 2050) for your products and services.
4. Make the best of the advantages Kenya provides to investors and business persons (stability, attractive taxation and working environment, flexible and dynamic banking system, etc).
5. Maintain and strengthen your contacts from the 1st Hellenic Mission to Kenya.

Who participates?

Companies, mainly, from the following sectors:

- Public Works - Construction - Energy
- Technology - IT - Education & Training
- Tourism & Travel Industry
- Agriculture
- Machinery
- Building Products
- Medical Equipment
- Pharmaceuticals
- Manufacture
- Clothing & Footwear
- Real Estate Management & Investment



KENYA

THE FASTEST
GROWING
COUNTRY IN
SUB-SAHARAN
AFRICA

OF KEY
IMPORTANCE
FOR ALL
EAST AFRICA
REGION

THE MAIN GATEWAY
TO THE
MARKETS OF
EAST
AFRICA

THE COMMERCIAL HUB
OF EAST AFRICAN
COMMUNITY*, WHICH
OPERATES
ACCORDING TO E.U.
STANDARDS.

WITH A FAR-
REACHING
STRATEGIC PLAN
FOR DEVELOPMENT
(KENYA VISION 2030)

*EAST AFRICAN COMMUNITY:
KENYA, UGANDA, TANZANIA,
BURUNDI, RWANDA.
ANNUAL GROWTH
RATE 7%

Do you know that in Kenya...

- ✓ There is a need of over than **200.000** new housing units per year?
- ✓ The population is today **43.000.000** and that by 2050 it will reach 55.000.000?
- ✓ The local energy production represents the **15%** of the demand?
- ✓ The banking system can be accessed **without delay**, provided that the feasibility study proves that the investment is financially sustainable?
- ✓ The license acquisition for an enterprise is completed by **fast track** procedures and business is run in a promising working environment?
- ✓ There is a 10 year tax holiday and after the first 10 years expire there is a 25% corporate tax? Taxation is attractive and remains stable for over than 10 years and its scheduled amendment will favour investments?

3 first basic steps to start a business activity in Kenya:

1. Visit the country to get targeted B2B meetings and to explore the business environment.
2. Get information on the opportunities, the taxation system, the ways of financing, etc.
3. Be prepared by clarifying your targets and the activities you plan to develop there to meet your objectives.

How to register & be informed?



Fill in the Registration Form that is attached here or posted in the web site that is specially designed for the Mission:

trademission.kenyagreece.com/2014

Send the file by fax to **(+30) 210 38.05.113**

or via e-mail in:

trademission@kenyagreece.com



For more details or to be informed on special issues please contact the Honorary Consulate

by phone **(+30) 210 38.39.259** or visit periodically

the web site of the Mission:

trademission.kenyagreece.com/2014 and

the web site of the Honorary Consulate:

www.kenyagreece.com

1st Exhibition & Selling of Hellenic Products in Kenya 2015 • Nairobi

The Honorary Consulate of the Republic of Kenya in the Hellenic Republic
& the Hellenic - Kenyan Chamber of Industry, Trade,

Development, Tourism & Culture,

wishing to contribute decisively to the increase of Hellenic exports,

co-organize

the 1st Exhibition & Selling of Hellenic Products in Kenya.

PROMOTE
YOUR PRODUCTS
& **SELL** THEM DIRECTLY TO
COMPANIES
& CONSUMERS.

MAKE AGREEMENTS
FOR THE ABSORPTION
OF YOUR PRODUCTS
IN THE MARKET OF KENYA
OR FOR THE PROMOTION
OF YOUR SERVICES.