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THE BULB NETWORKING MAGAZINE

ISSUE 002

Embracing
Change
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COMPANY
PROJECT**





BULB Networks



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GROWTH THROUGH LINKAGE



Elijah Profits,
CEO
Bulb Interactive Group

The genesis of starting these business networking forums was to build and promote a business culture in our society. A culture that brings people together to Network, Learn and inspire each other to grow.


70% of the Kenyan GDP is contributed by the Informal sector which employs a little over 17 million people, while the Formal sector employs 3 million people. When the informal sector grows, the formal sector and Economy's' GDP grows.

So, it is important that we create avenues and platforms that encourage businesses to prosper. One of the biggest contributors of

growth is business linkages.

We want to build a culture that celebrates business people, business practices, and Entrepreneurs that impact the society positively. Bulb interactive Group believes that there is neither a small company or a Big company. If you believe your company is Big, then you do not know your potential. All business people need is a chance.

Our Goal is to have as many Business Networking Forums as possible in order to help businesses grow and a business culture in our society.



“NETWORKING IS THE CULTIVATION OF RELATIONSHIPS”. WHEN YOU ATTEND NETWORKING FORUMS, YOU NEED TO BE INTENTIONAL, MEMORABLE AND HAVE AN ATTITUDE OF SERVING.”

Frida Owinga

Q&A

Ms Frida Owinga is known for her wits and wisdom. During the Sales and Marketing Networking Forum held at iHiT Kilimani on the 9th Dec 2022, Frida was the Chief Guest and She spoke about Cultivating Business Relationships.

In her exactly 8 minutes of speech, Frida left the audience asking for more. She has a way of connecting with her audience that is so friendly and relatable.

“Networking is the cultivation of relationships”, She started. “When you attend networking forums, you need to be intentional, memorable and have an attitude of serving.”

in what she called nuggets of networking.

“People need to KNOW YOU, LIKE YOU and TRUST YOU. For people to trust you, you need to demonstrate 3 Cs, Competence, Capacity, and Credibility. For you to demonstrate the 3Cs, you must make a habit of attending professional Networks”.

As a professional, it's important to Know your assignment (Solution you provide), why you do it, and then focus on providing value. When Networking, do not reveal everything in one sitting. She then asked the Men in the audience, “How do feel about women who on a first date they yap yap yap yap ...” Crowd bust into laughter.

She then emphasized that men are looking for HELP MATEs, and so is business. Have an attitude of How can I help. Watch the full speech on our YouTube Channel @ BulbBusinessTv

Q Tell us about your education achievements?

I am a lifelong learner and study courses that are tied to my purpose, passion and service to humanity. I studied Organizational Leadership and Management in Regent University Small Business Management with Kaufmann Foundation, Leadership Bible Studies at Beulah Heights College and Launch and Grow at Babson College which have created the foundation of my continuous learning.

Q Organizations you are involved in and as who?

My first job was an executive assistant at African Heritage where I learnt a lot about international trade and started my first export business while there. I exported handmade items globally and imported cars from Japan before venturing into retail and beauty industries. When I lived in the US i worked for faith based organizations where my passion for speaking was rekindled. Apply my organizational and leadership management skills, I designed operational excellence solutions and strategies before returning home.

I founded PassionProfit in 2009 to help people turn their passion into profit. It has been an exciting journey supporting SMEs and SME enablers to turn their passion into revenue generating ventures of impact. I have served in most of the leading banks in Kenya - KCB, ABSA, SBM, NCBA, Stanbic and Coop Bank. My champions are the SMEs who wake up every day to provide jobs and make ends meet for their families and our country many times with little or no clue what to do next. But keep trudging on.



Q **OWIT, how did you get an honor to serve such a Big organization like OWIT?**

OWIT has been a marathon. I joined in 2009 and I have served in many roles. First as a volunteer supporting the board with newsletter and social media without a title, then VP Programs, VP Membership and then OWIT Kenya. During my time we created consistent programming, increased membership by 80% and set up a governance structure that supports succession planning. As OWIT Kenya President I was the Chapter Rep at the International Board when I got nominated to become VP-Chapter Development. During this time I facilitated 5 new chapters - Nigeria, Dominican Republic, Zimbabwe, and St. Louis. Today I am the first African President.

Q **Accolades/awards achieved?**

Hmmm..... May the lives I touch one day shine as accolades and awards more than a trophy on my desk. I appreciate the plaques, but much more, I want to count the lives that I impact.

Q **Why are you so humble and down to earth unlike the rhetoric of "proud Luo".**

Hahahahahhah..... One of my mentors used to say the minute you think you are humble you have certified yourself proud. I just do what I know to do with the best of my ability always aware that I am a vessel of mercy pardoned by grace. Don't meddle with the Luo. I am one of them.

Q **Speaking career. You have a way of connecting with your audience that is so authentic, eloquent yet funny with great delivery. How did you start, what do you do to stay sharp and do you train people?**

Hahahah.... The things you observe about me are very interesting. I have always been a talker. As a little girl I am told that I spoke...

“NUGGETS OF NETWORKING”





without fear or favor. In Standard 3 I won a trophy reciting a poem for my primary school. Fast forward, I love speaking because I find it a way of expressing myself and sharing information to transform humanity. So I speak, I talk I can't stay quiet when I have something valuable to share. Many times I get into trouble because I speak the truth and I have been called sandpaper.

Yes at PassionProfit we package ordinary people into thought leaders who optimize their influence and impact through speaking.

Q How many countries have you lived in before and which one was your favorite and Why?

I have only lived in the US and in Kenya. I love America. It's soft life as long as you have a job, you can live a decent life. I love Kenya and I am doing my bit to foster creation of decent work for the good of all. concerned.

Q You speak so well about Kenya for a person who has lived in a developed country. Why?

Kenya is home, no matter it's shortcomings, it is my home. When I lived abroad, I saw many



shortcomings, but I NEVER heard Americans talk badly about their country and it taught me to love and honor Kenya no matter what.

Q What is the one thing that you would change about Kenyan society?

That is a hard one, changing a society means changing people. I would say teach people to take personal responsibility. The more people with personal responsibility the better the better a society. Do what we can with what we have, build networks and communities to work together rather than working in silos fearing the competition and government.

Q How can people reach you?

Qhelp@passiontoprofit.co
Whatsapp: +254707112002
(please be patient and don't be fooled by the blue ticks. Email is a faster way of reaching me) WhatsApp I respond in 24-48 hours. Si ni yangu? Sipendi pressure. Lol Have a fabulous life!)

EMBRACING *CHANGE*

Known for his passion, love for people and God, the Eloquent Head of Marketing at Apex Group talked about Embracing Change During the Sales and Marketing Networking Forum held at iHiT Kilimani on the 9th Dec 2022. Charles Inspired the audience to Reflect on where we have from being; The Pandemic, Elections and #RussiaUkraine war.

1. Be grateful you're here.
2. People need to know that you care about them. Take care of your employees, and they will take care of your business.
3. Change is inevitable. Its constant, relentless and ceaseless. Change facilitates exponential growth if you are ready for it, if you plan for it, and if you recognize it as an opportunity and not a threat.

Past 2 years have taught us to be More flexible, more adaptable. Persistence had to grow; perseverance had to grow.

4. Incorporate Faith and see people as sons of God, where you treat them with honor and integrity and that's how you're going to bloom in your business.
5. Your business should revolve around 3 Ps, People, Profit and Planet.



Q&A

Q WHO ARE YOU AT APEX GROUP AND HOW LONG HAVE YOU WORKED THERE?

I am the head of marketing. I have been with Apex since 2017.

Q HOW DID YOU JOIN APEX.

By God's grace, my former employer referred me.

Q WHY MARKETING? WHAT WERE YOUR CHILDHOOD DREAMS WHEN GROWING UP?

I studied broadcast journalism during undergrad and worked in media as a reporter, anchor and producer for radio and TV for 5 years. I realized that news is a stressful and traumatic career because you and your family lack privacy and many of the biggest stories that you cover are negative (violence, corruption, natural disasters, etc), which can have an adverse effect on one's mental health.

I wanted to continue in communications but more behind the scenes, and without the negative perspective, so I went into marketing. My job is to share the "good news" about my company and to highlight why clients should choose us over our competitors. Also, I'm not in the public space so my family and I enjoy our privacy.

Q HOW WOULD YOU DESCRIBE YOUR DAY AT WORK?

Holy Spirit led. My entire day is predicated on prayer, devotion and worship. Before I enter the office at 7 am, I have spent 2 hours in prayer, devotion and worship. Before I start working, I always meditate on Colossians 3:23 "Whatever you do, work at it with all your

heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving."

Q WHAT IS YOUR GREATEST ACHIEVEMENT AT APEX?

When I started at Apex, we didn't have a digital presence. During the past five years, we have built a solid online brand, in the form of robust and dynamic websites and social media platforms. I've also developed skills I didn't have before, including sales and graphic design.

Q WHAT INSPIRES YOU TO WORK SO HARD?

Work is a form of worship. By performing with excellence, diligence, integrity and consistency, I bring God glory. In Matthew 5:16, Jesus commands us "Even so, let your light shine before men; that they may see your good works, and glorify your Father who is in heaven."

Q WHY ARE YOU SO HUMBLE WITH SUCH A HIGH TITLE AND PORTFOLIO?

I gave my life to Jesus Christ in 2015. Since becoming Born Again, the Lord has been patient and faithful in teaching me His ways. He is the best teacher and I am grateful to serve Him. In Matthew 23:11, Jesus says, "But he who is greatest among you shall be your servant. And whoever exalts himself will be humbled, and he who humbles himself will be exalted." My life's purpose is to do my Father's will in heaven - and





His will is that I obey His Son who He sent to save humanity from sin.

Q WHAT KIND OF SOCIETY WOULD YOU LIKE YOUR CHILDREN TO LIVE IN?

A society where men and women understand what it means to fear the LORD. A society where men and women love God with all their heart, soul, mind and body, and their neighbour's as themselves. Matthew 22:37

Q WHAT DO YOU DO OUTSIDE OF WORK TO IMPACT THE SOCIETY POSITIVELY?

I serve at Parklands Baptist Church, currently in the Youth, Men's and Prayer ministries, which provides me with countless opportunities to serve others. In Philippians 2:3-4, we are reminded to "Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of the others."

Q YOU TALK HIGHLY OF YOUR WIFE, HOW COME?

She is God's daughter. He loves her more than I can ever imagine, and He has entrusted me

as her husband. It's an awesome responsibility that I don't take lightly. She is a God-fearing, hardworking, intelligent and beautiful Christian woman, and she is the source of most of my blessings. Finally, a marriage is supposed to reflect the relationship that Christ has with His church. He calls the church His bride, and He loves her selflessly and sacrificially, with an agape love, that is unconditional, unrelenting and truly unbelievable. My daily prayer is to love my wife in the same way.

Q WHAT'S NEXT AFTER APEX?

Only God knows, but I'm sure it will involve serving others and drawing more men and women to the knowledge and understanding of the Father's love for them through Christ Jesus. In Matthew 9:37-38 Jesus told His disciples, "The harvest truly is plentiful, but the labourers are few. Therefore pray the Lord of the harvest to send out labourers into His harvest." My prayer is that God will send me out as a labourer



THE MICRO AND SMALL ENTERPRISES AUTHORITY

The Micro and Small Enterprises Authority (MSEA) is a state corporation under the Ministry of Industrialisation, Trade and Enterprise Development. It is mandated to promote, develop and regulate micro and small enterprises (MSEs) in Kenya.

In Kenya, Micro, Small Medium Enterprises (MSMEs) are variously defined in different contexts. They are defined as enterprises that have 1-99 employees. Micro enterprises have less than 10 employees; small enterprises have 10-49 employees while medium sized enterprises have 50-99 employees.

It is a Fact that MSMEs play a pivotal role in Kenya's economy as they contribute 70% of Kenya's GDP, that is why MSEA has operationalised the Office of the Registrar, whose main function is registration and maintenance of a database of registered MSEs in efforts to help formalize the informal sector.

To revitalise the MSE sector, MSEA is moving with urgency to ensure MSEs seize the opportunities offered by e-commerce as the world moves from pandemic response to recovery.

Msea has partnered with Bulb interactive group to market MSEs during the group's monthly networking.

Speaking during the event at iHIT Kilimani on the 9th December 2022, MSEA Nairobi Regional Head Janet Kamotho emphasised the importance of networking in the Authority's goal to Strengthen business connections. She also thanked Bulb interactive for creating a conducive space for businesses to Develop long-lasting personal relationships.

Attended by Close to 30 Nairobi Micro and Small manufacturers and service providers Association (NAMISMASPA) an Association under MSEA, the members got an opportunity to exhibit, network, learn and be inspired to grow their businesses.





**Dr Nizar
Kumar**

THE BLUE *COMPANY PROJECT*

Corruption continues to be an obstacle to our economy as it impedes innovation and affects the allocation of resources which leads to widening income disparities, slows economic development and results in an overall increase in the cost of doing business. There is a need for all stakeholders to strengthen institutions that maintain checks and balances over political power, enforce anti-corruption legislation and support civil society.

The Blue Company project is an initiative founded by Mr. Nizar Juma in 2018. He has been joined by captains of private sector corporations and institutions, people who have the public interest at heart with the objective of encouraging companies to fight corruption in all its forms.

The blue company is focused on fighting corruption in the long-run through capacity building activities and embracing the judicial infrastructure and political will to hold those who transgress accountable.

Nizar Juma, chairman of Jubilee Holdings, said the Blue Company Initiative will soon become a

certification mark for companies committed to doing clean business to build a sustainable business environment.

“Each of us has a role to make Kenya a better place to live, work and invest in. Blue Company Initiative is a long-term initiative to end undercutting deals, price fixing as well as promote transparency in bidding for private and public tenders,” he said.

This initiative has recruited more than 500 companies and institutions across East Africa to become Blue. “The fight against corruption requires collaboration between different sectors of the business community in East Africa. Partnership between like-minded companies will go a long way in fostering integrity.” Dr. Julius Kipng’etich the group CEO of Jubilee Holding who sits on the Blue Company as an Advisory Board Member.

Strengthening personal resolve to shun corrupt practices is the first step in stopping corruption in the private sector. Employees of all Blue Com-



***Dr Julius
Kipnetich***



***Mr
Jacques De
Navacelle***



***Senior Counsel
George Oraro***

pany members commit and remain accountable to the highest ethical standards. The Blue Company has partnered with the United Nations Office on Drugs and Crime- Anti-corruption Office, Regional Office for Eastern Africa (UNODC ROEA), Transparency International and British Chamber of Commerce to engage the Kenyan private sector in the fight against corruption. The partnerships will support companies to put in place anti-bribery and whistle-blowing policy guidelines.

The partnership will begin with a pilot phase, where five selected Blue Company members will receive support to develop and implement tailored anti-bribery and whistle-blowing policy guidelines which follow international best practices. We believe that our partnership with the establishments will strengthen the fight against corruption and improve good governance in the private sector.

Partnerships between like-minded ethical businesses will foster a culture of integrity in the private sector and demonstrate ethical business

pays. This strong alliance will ensure that businesses trade with partners who uphold ethical practices. One of the benefits of being Blue is Group Purchasing that enable member companies to give special rates and business preference to each other.

Bulb interactive group which recently became a member of the The Blue Company Project, has committed to help in advocating for business integrity in the private sector through its monthly networking forums and events. Speaking during the 2nd Bulb networking forum at iHiT Kilimani, Bulb group C.E.O, Mr Elijah Profits said, "Having integrity is dependent upon doing the right thing even when nobody is watching. Behaving honestly and consistently adhering to high ethical standards."

The overall Impact of this initiative will see millions of people's lives positively impacted in East Africa.

Membership is free, Contact Juliet for registration details at info@the-bluecompany.org, 0740 049 500, www.the-bluecompany.org.



Why so successful?

Lessons Kenyan Businesses should learn from an American Business on Good Customer Service.



“Chick-fil-A seems to have the recipe for great customer experiences with its more focused menu and great service.” Customers say: “The professionalism and courtesy of the Chick-fil-A staff are far superior to any other chain restaurant I’ve frequented.” Claim to fame: Its employees were rated the politest in their industry category when it comes to companies that have the best customer service.

“Chick-fil-A intentionally strives to create a culture where those inside the organization are truly cared for so that they may care genuinely for, and win the hearts of, every customer they come in contact with. The world needs a little more love and caring – hear how Chick-fil-A Corporate, Owner/Franchisees, and their teams aspire to do just that” Chick-Fil-A

Where is the Trick?

With their over 2700 outlets, Chick-fil-A is meticulous about who they select to run their restaurants.

Chick-fil-A chooses to prioritize character and chemistry over competency.

Chick-fil-A says its service is so consistent because it invests more than other companies in training its employees and helping them advance their careers — regardless of whether those careers are in fast food.

Restaurant Managers are encouraged to ask their new hires what their career goals are and then to try to help them achieve those goals. “Do you know the dreams of your team?” Managers are constantly asked. For Kevin Moss, a Chick-fil-A manager of 20 years, supporting his team has meant funding an employee’s marketing degree and paying for another worker to take photography classes. Moss says he also tries to support his employees in times of need. For example, if an employee’s family member is in the hospital, he will send food to the family and hospital staff. “I’ve found people are more motivated and respond better when you care about them,” Moss told Business Insider.

One of the restaurants’ keys to building a world-class brand is that they don’t go out and find great talent, great talent finds them. Quality attracts quality. With Chick-fil-A’s reputation for being a world-class customer experience so well known, that right there filters out potential candidates who only are looking for a job and don’t want to be held to a higher standard.

Chick-fil-A places so much importance on selecting amazing leaders, one of their primary filters for selecting the best leaders are asking the following; “Is this someone who cares



about others and will pour genuine love and care into their team? And is this someone I would want my child to work for?”

When the core team of leaders (Operators and their top directors) is that kind of leader, then great talent gets interested. So many companies look at recruiting and talent as if it's just throwing the line and dragging in the fish, however, what if that fish wants to jump in the boat? Magnets attract and when you start with a quality core of leaders, quality follows.

During the interview process, Chick-fil-A likes to focus on asking the questions such as, “WHY do you want to do this?” The what and the how are elementary, but the candidate's “why” is where authenticity gets revealed. After the initial interview, Chick-fil-A takes it even deeper, testing whether this person really wants to do this and do existing employees want the potential candidate to be their colleague? They use experiential interviews toward the end to put them in a restaurant and observe them, as well as time to shadow existing employees, so the candidate can really see what this job is like and get a feel for if it is right for them.

The company also offers leadership positions in all of its restaurants that come with higher pay as well as greater responsibilities. Crew members can work their way toward “director” positions in marketing, cleanliness, kitchen operations, and drive-thru operations. “The better we train, the longer people stay with us,” Moss said.





HOW WELL DO YOU KNOW THE PERSON SEATED NEXT TO YOU

-Arope Group Got You Covered.



Trust but always verify” a favorite term Victoria Mulwa, the Founder and CEO Arope Group Ltd likes to say. “We make sure the person ‘seated’ next to you; you know them in details”.

“We do Due diligence, investigations such that you know beyond just the face. People have become so untruthful; they lie about who they are. These are people we engage in our homes, offices etc”.

“How well do you know your workers, house helps?” we get you to know their true identities, from where they come from, if they have the capability to do what you want them to do.” She continues. “We help employers to make sure that the CVs are not doctored” says Victoria Mulwa.

Arope Group Limited is privately held, and is a highly specialized background screening company which provides affordable screening services of the highest quality and integrity. Their core business is to offer you an assurance that the people you have employed, you are about to employ, or engage with, are exactly who they claim to be, and have the capacity and qualifica-

tions to deliver on the commitments they have made, or positions they are about to hold. They conduct background checks discreetly in a manner that protects the privacy of the individual under investigation, and ensure that the entire process takes place within the framework of the law.

Led by Victoria Mulwa, CPP, PCI, (B.Sc.)

Victoria is a Career Banker with a wealth of experience in Banking, a B.O.M Member at the Kenya High School, Chair B.O.M, Mbembani Secondary School and Regional Safari Group Coordinator for CITAM. She was a member of the technical committee that was hand-picked by the Kenya Bureau of Standards (KEBS) to come up with the Human Resource Management – Employment Screening – Guidelines (KS 2827:2018 Kenya Standard – Human resource management – Employment screening – Guidelines First Edition) which has since been gazetted.

She is the Current Chair, Asis Women in Security Kenya Chapter.



KN Global Holdings PLC

**Mr. Joel Chepkwony- The Chairman
KN Global Holdings Plc**



Speaking at the Sales and Marketing Networking Forum on the 9th Dec 2022, The Chairman of KN Global Holdings Plc, Mr. Joel Chepkwony said that one of the best resources that Kenya has is the Human Capital, and that is what led them to venture into the Real Estate, FinTech (Digital Lending) and soon Agri-Tech targeting Kenyans locally and abroad.

Mr. Joel Chepkwony further said that KN Global Holdings Plc has investors locally and from Diaspora, and their aim is to follow the Equity Group Model where they build it slowly but surely. KN Global Holdings Plc was founded when individuals with common economic vision and mission came together through WhatsApp social platform to help its members and shareholders engage in viable and mutually beneficial economic investments.

Its other objectives is to enhance coordination of business networks and opportunities from across the world for economic growth; serve as a think tank on economic policy and development for companies, governments and corporations; generate working frameworks and strategies that promote economic and social capital at the grassroots; promote a well-coordinated economic mentorship platforms and exposure programmes that have quality economic impact to its shareholders and business entities too.

KN Global Holdings Plc targets investment in early-stage & high-growth companies that are strategically aligned to its objectives and which offer the best chance to significantly grow the company's financial portfolio and high Return On Investment (ROI) for its investors/shareholders. KN Global Holdings Plc is currently invested in Real Estate and FinTech (Financial Technology). It has plans in the future to invest in the Agricultural and Manufacturing industries.



SENACA

During the Sales and Marketing Networking Forum on the 9th Dec 2022, SENACA EAST AFRICA Ltd was represented by the Chairman John Kipkorir and the General Manager John Sanga. During his 4 minute presentation, John Kipkorir emphasized on SENACAs' Values of making the world safer Daily.

SENACA East Africa started as a modest indigenous company in 2002, the company has grown over the years and now boast a network of branches all over the country. The company has successfully built its reputation as one of the fastest growing firms in the East African region. Thanks to its highly resourced staff and their esteemed customers as embodied in the company values. They are fully registered & licensed to operate in the East African region.

Senaca East Africa Limited offers four key services. The first one is man-guarding solutions which is everything from security officers, dog handlers, CCTV operators, supervisors, project managers of man-guarding, etc. They also offer security technology. Technology is very wide from CCTV cam-

eras to intruder alarm solutions, all through metal detectors and the like. They also offer risk management solutions such as background checks, due diligence of individuals and companies in business, investigations overt and covert, VIP protections, risk assessment and the like. And then they offer K-9 services, which is most popularly known as the dog section. But what's unique about the dog section is that they not only offer what you call the patrol dog, they also offer very unique explosives and narcotics detection dogs through its partnership with a company in Europe.

Senaca's first competitive advantage is that they are 19 years old, with experience in private security across East Africa. That experience has given them an opportunity to learn this landscape, but at the same time, they are still young enough to be able to be adaptive to the changing needs of both their clients as well as the threats that come in security.

The company also offers very tailored security solutions. For example, if you come to their aviation sector, you will find the prod-

“

SENACA ALSO HAS INTERNATIONAL PARTNERSHIPS IN VERY KEY AREAS. WHEN IT COMES TO ISSUES OF COUNTERTERRORISM, THEY HAVE PARTNERED NOT ONLY WITH KENYA'S NATIONAL COUNTER TERRORISM CENTRE, BUT ALSO WITH PARTNERS IN EUROPE.

ucts and services that are tailored to aviation are completely different from what you will find in manufacturing, hospitality security or residential security.

They are also very keen on technology. They know that there has been a slow adoption of technology in Kenya, but they have set themselves as a market leader when it comes to technology, and are proud to have been awarded by the International Outstanding Security Performance Awards (OSPA's) as the leading security systems integrator in the country.

Senaca also has international partnerships in very key areas. When it comes to issues of counterterrorism, they have partnered not only with Kenya's National Counter Terrorism Centre, but also with partners in Europe. When it comes to dogs, they have partners in Europe and Israel. So, the international partnerships offer the best solutions to their customers. Their tagline is "Global Best Practice Delivered Locally".

Senaca is a certified blue company. With the corruption challenges across Africa, and particularly in Kenya, a certified blue company is a business that stands for no cor-

ruption. It is an end-to-end assessment and commitment as a company when it comes to employment and all the way to dealing with their customers and suppliers.

They are also diversity champions in the security sector. One of the awards they have won is leading gender diversity in security. For example, when it comes to the representation of women in security, in 2016 they realized that they had only 5% women employed in our company and by last year, despite 2020 being a very tough COVID year, the company actually finished the year with 24% of their board and management being women and 18% in the field at guard posts. So, for a male-dominated sector, I think they are doing well. There's definitely a lot of room for improvement.

Finally, Senaca has received many awards over the last three years. They have been awarded 16 times as a market leader and fastest growing security company in East Africa. They have also been awarded as an outstanding security contracts company, best manned security company of the year, and best security training provider, amongst many others.

Spice World

Spice World was represented at the Sales and Marketing Networking Forum on the 9th Dec 2022 by the CEO Spice World Mr. Shiv Shah. From its humble start as a milling concern, Spice World has grown from strength to strength and the company boasts of a valuable experience of over 17 years in the market. Situated along 38 Nanyuki road, Industrial Area, Nairobi our head office/factory operations are spread over a 56,000 square feet area.

At the EA Chef Expo, Spice World introduced its new Butterfly rice to the market. In staying true to its motto "Health in Every Grain", Spice World uses a machine that sorts its grains into equal grain quality to ensure that consumers get the best quality with every spoon of rice they consume. As the global food industry continues to move towards providing healthier eating options, Spice World is doing everything it can to make sure that it's not left behind.

At Spice World Ltd their mission is to inspire people to make healthier choices on food and care about where food comes from, by processing nutritious grains of high quality and educating the audience on what impact food choices have on our planet. They strive to provide service excellence to the internal and external audience, through integrity and transparency.

Since 1993, the Agro business has been the forefront manufacturing and processing activity. As market leaders in Kenya they process a variety of products sold under its flagship brand BUTTERFLY, which has been recognized as a SUPER BRAND. Spice World Ltd strives to achieve effective changes in policy making by government and other stakeholders in the food industry, through implementation of good governance practices and waste reduction initiatives.



GS1 Kenya



Gs1 Kenya was represented at Sales and Marketing Networking Forum on the 9th Dec 2022 by Elizabeth John and Michael Okoth. GS1 Kenya is a Member Organization affiliated to GS1 Global-an international not-for-profit association present in over 100 countries.

GS1 Kenya was formed in 2006 succeeding EAN Kenya which had been in existence since 1998. They are dedicated to the design and implement the global standards and solutions to improve the efficiency and visibility of supply chains globally and across retail, manufacturing, agribusiness, academia, healthcare, warehousing, transport and logistics sectors.

GS1 standards allow you to easily identify, manage, and share product data with your trading partners, supply chains, and customers to streamline operations, cut costs, and deliver richer, more satisfying customer experiences. GS1 has a long history in retail and the ubiquitous beep of the GS1 barcode is heard at store checkouts 5 billion times a day. Today, there are many paths to purchase, but consumers are demanding one, seamless retail channel - the one that brings their product home. They are creating "personal supply chains" for food, clothing, electronics and more - and GS1 standards can help.

The retail industry is quickly responding to the changing habits of consumers, who switch seamlessly between in-store and e-commerce channels while expecting a consistent shopping

experience. GS1 standards are helping the retail sector integrate store operations, delivery and inventory management to meet the challenges of the new Omni-channel marketplace and satisfy the expectations of consumers before, during and after their purchase.

As a manufacturer, retailer or logistics service provider, you need to know exactly where your shipments of goods are at any time, where they have come from, and when and where they are due to arrive. The use of GS1 standards gives you accurate up-to-date information about all these matters so that you can make good decisions for your business.

As a fiercely competitive, multi-trillion-dollar industry, Foodservice is driving forward at an accelerated rate. This forever evolving segment is on the cusp of expansion, encompassing any business, institution or company responsible for meals prepared outside of the home. This extensive market includes manufacturers, distributors and operators, all of whom are tasked and responsible for increased visibility, efficiency and food safety, among other regulatory demands.

The Foodservice supply chain is known to be complex, dynamic, and consumer driven, but with the help of GS1 standards, the process becomes simplified. GS1 enables users to speak a common language and begin to share trusted information, which allows for stronger communication between trading partners, ultimately benefiting the consumer.

Disposable Packaging

Co-Founded by Peninah Gakii, Disposable Packaging Limited is a fast-growing distributor of disposable food packaging products with an excellent touch of quality and customer service.

Established in the year 2018 with a focus to supply of quality disposable coffee cups in the region. Disposable Packaging (DPL) diversified to distribute over 60 other products comprising from biodegradable, aluminium and plastic food containers, cling film and other food wraps, plastic plates, paper bags, straws, cake box-

es, Pizza boxes, hygiene and safety products amongst others in that portfolio.

They serve in Hotels, Bakeries, Hospitals, Retail, Restaurants, Schools, Events, Fast foods, Juice makers, Fruit sellers and both public and private offices.

We believe food and beverage packaging should be safe and clean. Our operation Centre is in Ngara - Nairobi City in Kenya, the products and services are delivered in all locations in the country.



Peninah Gakii
Co-Founder and
Marketing Director





Sales Fest

Headed by the Founder and CEO Bismart Insurance Ltd Miss Eunice Mburu, Salesfest Africa is an annual multi-sector sales event where business owners, sales leaders and other sales enablers meet to share their experiences in sales enablement, learn from one another and celebrate those who are excelling in selling.

Salefest is held every start of January. “The timing is very deliberate as many people feel that January is a slow month, in sales we do not have room for a slow month, so long as there is deliberate and intentional effort towards sales, then selling will happen. The idea is to set yourself up to start the year strong and fast” Said Eunice Mburu Founder Bismart Insurance.

Bismart Insurance, an award-winning insure-tech that enables customers to choose the best insurance and investment solution in Kenya, through an online comparison platform. “Given that we are a sales-focused company, we noticed that a sales discussion platform across different sectors was needed to create a cross-learning and networking environment for all businesses in Africa”. Eunice Mburu continued.

The last event which was held on the 12th of January 2023 at Ole Sereni Hotel was attended by close to 100 professionals from various sectors. The event conversation was based on:





Lizzie Costabir,
CEO BuyrentKenya,



Frida Owinga,
Founder PassionProfit



Vincent Ogutu,
Entrepreneur, Trainer
Personal Finance and
Sale.



Eunice Mburu,
CEO Bismart Insurance.



Ashok Shah,
Group CEO,
Apollo Investments,

1. Should you recruit a salesperson from the competition or should you coach the ones you have.
2. Should you promote your salesperson to be sales managers or should you hire one.
3. How can you make the sales team achieve sales target?
4. How can you keep your top sales people motivated to sell more?
5. How can you use data to drive sales?

Event Speakers were;

Ashok Shah, Group CEO, Apollo Investments,
Frida Owinga, Founder PassionProfit,
Lizzie Costabir, CEO BuyrentKenya,
Vincent Ogutu, Entrepreneur, Trainer Personal
Finance and Sale.
Eunice Mburu, CEO Bismart Insurance.



Magazine Launch

“This Magazine Will focus on 3 Topics,

- 1. Past Business Networking Event,**
- 2. Good Customer Service and**
- 3. Companies/ Organizations that have Positive Impact” Mr. Elijah Profits Stated.**

The magazine will cover conversations discussed in the previous business forum, companies and sectors represented, photos of the attendees. The magazine will also feature the Best Dressed Male and Female in the Previous Event. This is to Encourage and foster a sense of Fashion among Business professionals according the Event organizers.

Mr. Profits further said that the magazine will go against the norm, where bad news sell, “This Magazine will cover positive success stories and what we can learn from them.” The magazine will be available to download for free in soft-copy (www.bulb.co.ke) and at a Ksh 500 for a hard copy.

Attended by close to 100 businesses from multi sectors, the business Forum began with welcoming remarks from CEO Bulb Interactive Mr. Elijah Profits, followed by Miss Jackee Anyango who spoke on behalf of Miss Janet Kamotho the Assistant Director of Enterprise development Nairobi Region, Micro and Small Enterprise Authority. Miss Jackee spoke on the role of MSEA and its importance to the economy. Next was the Lady on the front cover Ms Frida Owinga, who spoke on Cultivating Business Relationships, followed by Mr. Charles Gichane who spoke on Embracing Change.

Coming right after Mr. Charles Gichane, the event went into a Speed Networking Session where business people in attendance interact under 30 seconds and swap Business cards. The Event Culminated with the Launch of the first issue of The Bulb Networking Magazine, February Issue.





BEST DRESSED PERSONS

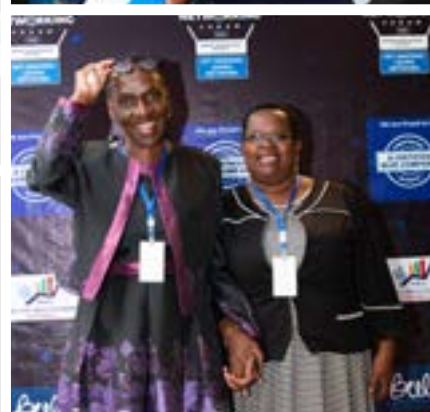
The organizers of the past networking event, selected CEO KN Global Holding Plc Mr. Joel Chepkwony as the Best Dressed Male and Co- Founder and Marketing Director Miss Peninah Gakii the best dressed female.

The two will be awarded -with certificates for dressing glamorously for the Networking event by Bulb Interactive. This award, according to the event organizers, is to encourage an foster a sense of fashion among business professionals

Media Wall







Bulb Network



Sales Fest





Bulb Network



Sales Fest



BULB NETWORKING FORUMS 2023

Partner with us in 2023. You are invited



Technology & Innovation.



Interior & Exterior Décor.



Agri- Business.



Auto Parts & accessories



Manufacturing.



Career & Mentor Mentee.



Power & Energy



Food, Beverage & Hospitality.



Medical Technology.



Building & Construction Materials.

10 MUST DO'S AFTER NETWORKING

When it comes to expanding your network and creating new connections within an industry, attending a networking event is only the beginning of building the foundation for a mutually beneficial business relationship. As great as it is that you're putting yourself out there and participating in a networking event, building trust and forming relationships takes time and effort.

- 1. Review the business cards you collected:**
- 2. Make personalized notes for each person you connected with:**
- 3. Add contact information to your phone, email list:**
- 4. Follow up with an email in a timely manner and do not be too pushy.**
- 5. Craft a compelling message: Use notes you made to personalize it.**
- 6. Provide value:**
- 7. Schedule a face-to-face meeting. Always outline the next step when you follow-up.**
- 8. Connect them to someone in your current circle:**
- 9. Say thank you:**
- 10. Think about the ways you can improve for your next networking event.**

Classifieds



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LIMITED



ORAC BRANDING
...Branding the Future



Mosfin Capital
Insurance Agency

SPICE
WORLD LIMITED



AFRICAN
WILD GETAWAY



Disposable
Packaging
Limited

GLOBAL BEST PRACTICE DELIVERED LOCALLY
SENACA
EA
SAFETY AND SECURITY SERVICES



KN GLOBAL HOLDINGS
Think. Learn. Progress.



Capital
RISE
— ELIMANI —

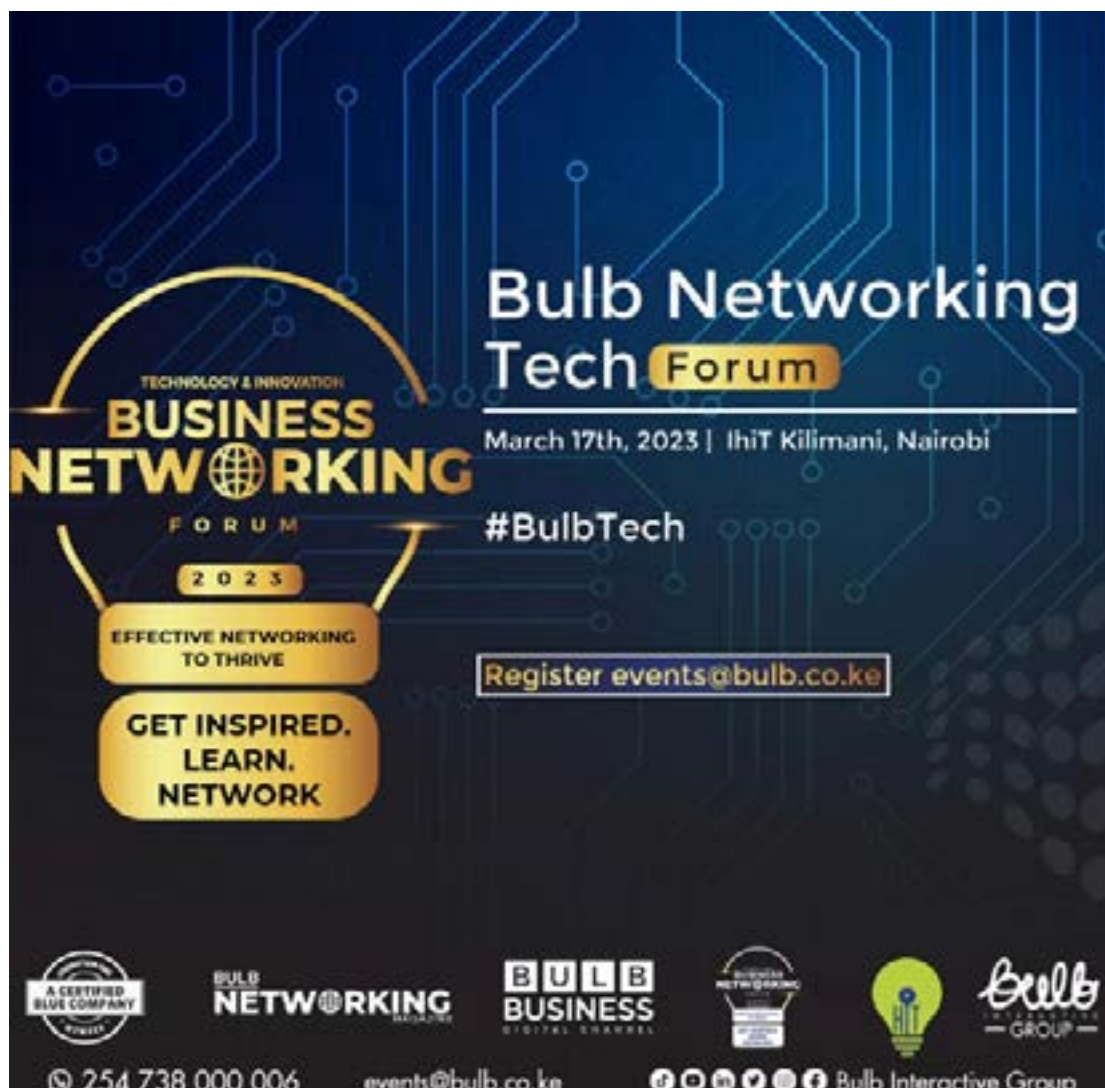


AZIZI
REALTORS

ABOUT THE BULB EVENT

Bulb Tech is an event that brings together Business Leaders, CEO's MD's, Leaders in tech, Corporates, Fintechs, Investors, Start-ups, Venture Capitalists, and Industry regulators to Network, promote their business and discuss industry insights.

Register to attend;
events@bulb.co.ke



Bulb Networking Tech Forum

March 17th, 2023 | IhiT Kilimani, Nairobi

#BulbTech

Register events@bulb.co.ke

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