



INVEST IN KENYA INITIATIVE

AGRIBUSINESS/TRADE &
INVESTMENT MISSION
TO NETHERLANDS
17TH-22ND SEPTEMBER 2018



A Partnership for
Growth & Development

Background

Kenya's economy is market-based with a few state-owned infrastructure enterprises and maintains a liberalized external trade system. The country is generally perceived as Eastern and central Africa's hub for Financial, Communication and Transportation services. Major industries include:

- Agriculture,
- Mining and minerals,
- Industrial manufacturing,
- Energy,
- Tourism and
- Financial services.

As of 2018 estimates, Kenya had a GDP of \$85.980 billion making it the 69th largest economy in the world. Per capita GDP was estimated at \$1,790. The government of Kenya is generally investment friendly and has enacted several regulatory reforms to simplify both foreign and local investment, including the creation of an export processing zone. The export processing zone is expected to grow rapidly through input of foreign direct investment by non-resident Kenyans who work in the US, Middle East, Europe and Asia. Compared to its neighbours, Kenya has well-developed social and physical infrastructure.

Agriculture is key to Kenya's economy, contributing 26 per cent of the Gross Domestic Product (GDP) and another 27 per cent of GDP indirectly through linkages with other sectors. The sector employs more than 40 per cent of the total population and more than 70 per cent of Kenya's rural people. Agriculture in Kenya is large and complex, with a multitude of public, parastatal, non-governmental and private sectors. In appreciation of the important role Agriculture plays in Kenya and its potential for growth, plus the need to grow a vibrant manufacturing sector, Changemaker International in conjunction with Capacity Africa Institute has organized a mission for Agribusiness and manufacturing stakeholders to the Netherlands from 17th to 22nd September 2018.



AGRIBUSINESS/TRADE &
INVESTMENT MISSION
TO NETHERLANDS
17TH-22ND SEPTEMBER 2018
Amsterdam NL



TRADE BETWEEN KENYA AND NETHERLANDS

Cut flowers contribute to close to 80 per cent of Kenya's exports to Netherlands. Analysts note that growing ties between the two nations show that Kenya is keen on seeking new trade partners, especially those who benefit her most as in the case of Netherlands.

Kenya's central location in East Africa is attractive to Dutch investors. Investing in this country means access to a market of over 135 million consumers and an abundant, mobile and entrepreneurial young workforce. In recent years, the trade- and investment relation between Kenya and the Netherlands has deepened. In 2014, the volume of trade (total imports and exports) between Kenya and the Netherlands was more than € 510 million.

Important Dutch export products are services, chemicals, machinery, transport equipment and engines while major imports from Kenya are horticultural products, flowers, tobacco and raw materials. The Netherlands is the third export market for Kenya.

Dutch private investment in horticulture has led to the emergence of a large competitive horticultural industry (flowers and vegetable production) which contributes to more than 14% of Gross Domestic Product (GDP). In recent years, there is growing Dutch investment outside the traditional horticultural sector, e.g. renewable energy, water and sanitation, infrastructure, logistics, ICT, and financial services.

The relation between the two nations, however, goes beyond trade. According to the Dutch Embassy in Nairobi, the Netherlands funds various programmes in Kenya in art, governance, trade development, agriculture, water and environment sectors.



EVENT ORGANIZERS

The Invest in Kenya Initiative will be facilitated by Changemaker International in conjunction with Capacity Africa Institute working closely with various International partners.

Changemaker International

Changemaker International was founded in the Hague, Netherlands in 2015 to provide international development services and Trade consultancies.

The company is registered in the Netherlands under KVK Number 68237316

Our key services include:

- Business Coaching and Training
- Providing Intelligence on doing business in Africa
- Facilitating Investors to set up businesses in Africa
- Facilitate Financial Services for African businesses
- Mapping of Dutch Companies doing business in Africa
- Organizing trade and investment missions to Africa and Netherlands
- Information sharing on business trends.
- . Outsourcing for European Investors for projects in Africa
- For more information visit (www.changeinstitute.nl)

Capacity Africa Institute

Capacity Africa Institute (www.capacityafrica.com) was established in Kenya in 1999 to provide capacity building among development and business professionals in Africa. The organization currently runs training programmes in Kenya, Somalia, Ethiopia, Uganda, South Africa, Tanzania, Rwanda, Congo and South Sudan .We have trained over Five thousand development and business practitioners in the last fifteen years. The organization has recently added a cap to its business through conference management targeting governments and corporate organizations. We have hosted similar trade expos in Kenya, Burundi and South Sudan.



THE ITINERARY

17th September 2018: Departure from Nairobi – Arrival in Amsterdam

Assemble at JKIA 2 hours before flight departure time.

You will be met and transferred to the hotel for check in and overnight stay

18th September 2018: Amsterdam

- Investors Seminar organized by the Netherlands Export Combination in Amsterdam
- Benefit from unrivalled networking opportunities and connect to various importers and exporters
- Gain knowledge in a variety of fields during this inspiring seminar.

19th September 2018: Rotterdam

- Visit Africa Works Conference organized by the Netherlands- Africa Business Council for Business Networking Opportunities
- Attend workshops on;
 - Housing and Commercial Developments.
 - Water and Sanitation.
 - Financing Urban Development.
 - Cocktails.

20th September 2018

Investors Conference organized Netherlands-Africa Business council

- Visiting Horticultural Farms and factories Outside Amsterdam

21st September 2018

- Meeting with the Kenyan Ambassador to the Netherlands and Dutch Government officials
- Make a tour of various tourist attractions in the Beautiful Amsterdam City
- Farewell Dinner

22nd September 2018: Return to Nairobi.

After breakfast, check out of your rooms and transfer to the Airport for your return flight back to Nairobi.

Alternatively you can extend your stay for a couple of more days for sight-seeing Netherlands.



AGRIBUSINESS/TRADE &
INVESTMENT MISSION
TO NETHERLANDS
17TH-22ND SEPTEMBER 2018
Amsterdam NL.



PACKAGE COST

- Cost From USD 3000.00 Per Person in a Single Room.

What the Package Covers

- Return Flight on Economy Class.
- Airport Transfers.
- 5 Nights accommodation at a 4 star hotel in Amsterdam.
- Daily Breakfast.
- Land Transportation on private basis.
- Daily Lunch.

Package Exclusions

- Local Guide Services.
- Dinner.
- Tips, Porterage and Gratuities.
- Any other items of a personal nature not mentioned above.

Conditions.

- Rates quoted are net and non-commissionable.
- Rates are subject to change without prior notice.



AGRIBUSINESS/TRADE &
INVESTMENT MISSION
TO NETHERLANDS
17TH-22ND SEPTEMBER 2018
Amsterdam NL.



TRADE SECTORS TARGETED

Among the Sectors invited to participate in the upcoming Trade Mission include :

- Agribusiness and Agro Industry
- Hospitality and Tourism• Dairy and Poultry Keeping
- Energy• Healthcare• Housing
- Transport and Logistics
- Construction and Engineering
- Manufacturing
- Infrastructure Development
- Heavy Machinery and Medical Equipment
- Urban Development
- Cooperative sector

WHAT TO EXPECT

- Business Workshops with potential investors
 - Business-to-Business Networking Forums
 - Match-making based on Business Sectors
 - Visits to Farms and Industries
 - Visit exhibitions for strategic networking
- Participate in Africa Works Conference to network with serious European Investors and other development partners.



AGRIBUSINESS/ TRADE &
INVESTMENT MISSION
TO NETHERLANDS
17TH-22ND SEPTEMBER 2018
Amsterdam NL





AGRIBUSINESS, TRADE &
INVESTMENT MISSION
TO NETHERLANDS
17TH-22ND SEPTEMBER 2018
Amsterdam NL.

KENYA OFFICE
INVEST IN KENYA INITIATIVE SECRETARIAT
CAPACITY AFRICA INSTITUTE
3RD Floor, Muthaiga Shopping Center
Limuru Road, Nairobi-Kenya
Tel : +254 774 212 802 / 774 209 354
Mobile : +254 725 852 695/ 733 846 186
email: info@investinkenya.eu

INVEST IN KENYA INITIATIVE
Changemaker International
Den Haag, Netherlands
2553 GE, Netherlands
Phone :+31 616 950 384
email: info@investinkenya.eu



CHANGEMAKER
INTERNATIONAL



A Partnership for
Growth & Development

