

# VIRTUAL TRADE MISSION TO KENYA

BRIEFING BY U.S. AGENCIES

MARCH 16, 2021

8 AM - 10 AM PST

KENYA EVENTS ON APRIL 20 & 21

In partnership with  
Long Beach Mombasa Sister City Association  
ASU Thunderbird School of Global Management



MAYOR'S OFFICE OF INTERNATIONAL AFFAIRS



CONSULATE GENERAL OF THE REPUBLIC OF KENYA - IN LOS ANGELES



This Virtual Trade Mission to Kenya is a series of fact finding mission events that provides qualifying California companies with cutting edge market insights and crucial connections into one of the most vibrant economies in Africa. The mission will prepare and equip companies with the background and connections to be successful in future in-person trade missions to the country. The mission is focused on opportunities in housing and construction, sustainability, and smart city solutions.

## BRIEFING ON MARCH 16

Join a virtual briefing by U.S. experts and service providers who can equip you with the insight and tools to connect your business with new buyers, suppliers, and investment opportunities in Kenya and the greater African region.

- U.S. Embassy in Kenya
- Prosper Africa
- U.S. International Development Finance Corporation (DFC)
- U.S. Export-Import Bank (EXIM Bank)

Equipped with new insights and resources, meetings on April 20 & 21 will connect you with key Kenyan officials and stakeholders. **Apply today to stay updated on the April 20 & 21 event details.**

## CONNECT WITH EAST AFRICA

Kenya is considered the economic, commercial, financial, and logistics hub of East Africa and a springboard into the greater East and Central Africa region. As one of the fastest growing economies on the continent, Kenya has a highly-educated, talented, and technology savvy English-speaking population.

- Known as "**Silicon Savannah**," Kenya is an emerging tech leader in Africa where 72 percent of people have mobile money accounts.
- With a two million housing unit deficit, the government has a goal to build **500,000 homes by 2023**.
- With annual growth in the demand for electricity is estimated at 6.7 percent, the government aims to achieve **universal electricity access by 2022**.

With the busiest container port complex in the Western Hemisphere and the 3rd busiest airport in the world in your backyard, L.A. companies are in the best position to connect with Kenya, one of the most dynamic and largest markets in Africa. Please contact [Mayor.International@lacity.org](mailto:Mayor.International@lacity.org) if you have any questions.

## SECTORS



Housing & Construction



Sustainability



Smart city solutions

**APPLY TODAY**

[BIT.LY/LA-KENYA](https://bit.ly/LA-KENYA)