BUSINESS DEVELOPMENT MISSION TO NAIROBI, KENYA
FROM THE GATEWAY OF THE AMERICAS TO THE GATEWAY OF EAST AFRICA
NOVEMBER 11TH - 17TH, 2012

END OF MISSION REPORT

Compiled By
Desmond Alufohai, CMP

December 31st, 2012
BUSINESS DEVELOPMENT MISSION TO NAIROBI, KENYA

ORGANIZED BY

The Economic Development & International Trade Unit (EDIT)
Department of Regulatory and Economic Resources, Miami-Dade County, Florida
and Enterprise Florida Inc.

Mission Leader
The Honorable Jean Monestime
Miami-Dade County Commissioner

Mission Coordinators
Desmond Alufohai, CMP  Bryant J. Salter

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Kenya National Chamber of Commerce & Industry
EXECUTIVE SUMMARY

The mission of the Economic Development & International Trade (EDIT) Unit, Department of Regulatory and Economic Resources of Miami-Dade County is to facilitate economic development opportunities in the areas of Business Growth and Expansion, International Trade and Commerce, and Film & Entertainment; and to promote Miami-Dade County as a global gateway and platform for trade. The mandate for the International Trade Promotion Unit is to solidify Miami-Dade County’s position as a world class center for international trade, promote the County’s attributes and unique assets worldwide and assist local small and medium-sized enterprises (SME’s) in gaining access to global markets.

In May 2012, the Trade Promotion Committee recommended, and the International Trade Consortium (ITC) Board of Directors approved a business development mission to Nairobi, Kenya. Desmond Alufohai, EDIT’s International Trade Coordinator immediately assumed the responsibility of Mission Coordinator - to plan and execute all aspects of the mission.

EDIT applied and received approval for the Partner Trade Event Grant from Enterprise Florida Inc (EFI). The grant provided funding to assist EDIT to defray the costs for the following mission activities: Briefing and branding presentations, business matchmaking meetings, airport transfers, ground transportation, in-country coordination fee, marketing & promotion, space rental and set-up fees. Officials of the U.S. Embassy Nairobi, Kenya National Chamber of Commerce and Industry, AMCHAM Kenya, Kenya Investment Authority (KenInvest) and the Kenyan Ministry of Trade were notified about the joint mission to Nairobi organized by EDIT and EFI.

Staff then conducted research and determined that the best market prospects for U.S. businesses exist in Kenya for the following sectors:

- Agriculture
- Aviation/Aerospace (Aircrafts and Aircraft Parts)
- Chemicals
- Clean Energy
- Computers & Peripherals
- Construction Equipment
- Electrical Power Systems
- Emerging Technologies
- Financial & Professional Services
- Health & Medical Equipment/Services
- IT & Life Sciences
- Pharmaceuticals
- Telecommunications Equipment

Mr. Alufohai traveled to Nairobi from July 22nd - July 29th, 2012 to conduct a pre-mission site inspection. The purposes of the pre-mission site visit to Nairobi were to:

- Conduct an evaluation of the lodging and meetings facilities.
- Solicit the support of the Kenyan government, US Embassy staff, sponsors and partners.
- Plan appropriately to realize mission participants interests and expectations.
- Develop a draft mission itinerary and program.
- Review, evaluate and negotiate contracts with hotels and service providers.
- Determine mission budget estimates, etc.

Upon returning from Nairobi, Mr. Alufohai developed and sent out a Save-the-Dates mission flyer to potential participants. A registration package was subsequently issued for the mission and a total of thirteen (13) participants registered for the mission. On November 1st, 2012, a pre-mission participants’ briefing was held at the EFI office building in Coral Gables, Florida to acquaint delegates about the mission itinerary and program. The Honorable Jean Monestime, Miami-Dade County Commissioner and ITC’s Vice Chairman led the mission. The delegation departed for Nairobi on November 11th and returned on November 18th, 2012.
Mission Highlights by the Numbers...

- Total number of mission participants: **13**.
- Consisting of nine (9) private sector and four (4) public sector participants.
- Total number of Business-to-Business (B2B) matchmaking meetings: **87**.
- Total number of Government-to-Government (G2G) meetings: **7**.
- Total number of **sales leads** obtained during the mission: **67**.
- Total expected export sales (reported) through the next 24 months: **$19.2 million**.
- Total **actual sales** from the mission: **$100,000**.
- One (1) mission participant returned to Nairobi four (4) weeks after completing the mission for follow-up business meetings and signed a Memorandum of Understanding worth **$24,000**.
BACKGROUND

Kenya is the leading economy in East Africa and gateway to the East African Community (EAC), which consists of Kenya, Uganda, Tanzania, Rwanda and Burundi. The EAC has a combined population of more than 130 million and a combined GDP of $74.5 billion. The U.S. also is working with the EAC on a new regional integration initiative, which will enhance the U.S.-EAC trade and investment relationship. Kenyan products qualifies for duty free access to the United States of America (USA) market under the African Growth and Opportunity Act (AGOA) enacted by the United States in 2000.

The delegation visited Nairobi, the capital and the largest city in Kenya. Nairobi is also the most populous city in East Africa with an estimated population of 3 million. The city and its surrounding area also form the Nairobi County. The name “Nairobi” comes from the Maasai phrase Enkare Nairobi, which translates to “cold water,” the Maasai name of the Nairobi River, which in turn lent its name to the city. However, it is popularly known as the “Green City in the Sun” and is surrounded by several expanding villa suburbs.

Mombasa, the main principal seaport of Kenya, has served as a major distribution hub for the lucrative East African market providing connections to landlocked neighboring nations. The Port of Mombasa and PortMiami have been engaged as Sister Seaports since November 2007.

Kenya is South Florida’s 95th trade partner with bilateral trade valued at $17 million (2011). Kenya is currently 105th largest goods trading partner with the United States, and $846 million in total goods trade (2011).

Additionally, the Republic of Kenya and Miami-Dade County have enjoyed robust relations since 1999 when Mr. Laban Rao Onditi of the Kenya National Chamber of Commerce and Industry (KNCCI) first visited Miami. Since then,

• His Excellency Raila Odinga, Prime Minister, Republic of Kenya, the Honorable Prof. Anyang’ Nyong’o, MP, Kenyan Minister for Medical Services, the Honorable Dr. Mukhisa Kituyi, MP, Minister of Trade and Industry, the Honorable Amos Kimunya, MP, Minister for Lands & Settlement, the Honorable Beth Mugo, MP, Assistant Minister, Ministry of Tourism and representatives of the Kenya National Chamber of Commerce and Industry have visited or led trade delegations to Florida.

The objectives of the Business Development mission to Nairobi, dubbed the mission from “the Gateway of the Americas to the Gateway of East Africa” were to:

• Promote Miami-Dade County and Florida as a Global Gateway and platform for trade and commerce to the Kenyan public and private sector representatives.
• Provide public sector representatives from Miami-Dade County the opportunity to exchange ideas, promote bilateral trade ties, cultural exchanges, goodwill and understanding with their Kenyan Counterparts through Government-to-Government (G2G) meetings.
• Provide private sector participants from Florida the opportunity to acquaint themselves and meet with Kenyan businesses through one-to-one business matchmaking meetings, networking events, etc.
• Discuss ways to increase bilateral trade between Florida and Kenya.
Aerial View of Downtown Nairobi
MISSION HIGHLIGHTS & ACTIVITIES

BUSINESS-TO-BUSINESS MATCHMAKING MEETINGS (B2B)

The B2B matchmaking meetings were the most important aspect of the mission program for private sector participants during the mission. EDIT and EFI provided input for arranging the B2B with the support, assistance and cooperation of the Kenya National Chamber of Commerce & Industry, U.S. Department of Commerce Nairobi, Kenya Investment Authority, Eastern African Economic Chambers of Commerce and Renascence Logistics. The B2B meetings were held at the Intercontinental Hotel Nairobi on November 14th and November 15th under the supervision of Bryant Salter.

The B2B sessions provided numerous opportunities for mission participants to meet in pre-arranged meetings with their Kenyan and East African counterparts. The meetings also offered opportunities for discussing bilateral trade, fostering business relationships with local companies, and providing direct access and introductions to new contacts for joint ventures, trade leads/prospects for future export sales and commercial linkages.

A total of eighty-seven (87) one-to-one business meetings/contacts occurred during the mission. Mission participants reported 67 business leads/prospects and $19.2 million worth of estimated future export sales.

The bar chart below shows the number of B2B meetings and prospects per company.
PICTURES OF PRIVATE SECTOR B2B MEETINGS
IN-COUNTRY BRIEFING

The first official meeting of the mission was the In-Country briefing by representatives of the U.S. Embassy Nairobi. Ambassador Robert F. Godec, Charge d’Affaires of the Embassy was on hand to welcome the delegation to Nairobi. Ambassador Godec gave an overview of the economic and political environment in Kenya. He noted that Kenya is the most developed economy in Eastern Africa with a nominal GDP of $35.8 billion (2011). He also stated that Kenya’s strength lies in its human resources, natural assets, and strategic location. He provided information about the business opportunities in Kenya stating that despite many challenges in the country, opportunities are available locally and regionally in the following five major sectors: information and communications technology (ICT), energy, infrastructure & construction, agribusiness, and healthcare & medical equipment.

Ambassador Godec was accompanied by Mr. David Renz, Economic Counselor, John Haynes, Political Counselor, Camille Richardson, Commercial Counselor, Mary Masyuko, Commercial Specialist and Abdulkader Hussen, Commercial Specialist, U.S. Embassy Addis Ababa, Ethiopia. Mr. John Haynes also gave detailed accounts of the political situation in Kenya with emphasis on the forthcoming national elections to be held in March 2013, the newly adopted national constitution, as well as, the government’s focus on infrastructural development including, roads, rail, etc.


Ambassador Robert F. Godec (middle, in blue suit and tie) and Commissioner Jean Monestime pose with mission participants and Embassy personnel.
The delegation also visited the Ministry of Trade where they were received on arrival by Ambassador Leonard Ngaithe, Director of Administration at the Kenyan Ministry of Trade. Officials from the Trade Ministry indicated that Kenya is currently undergoing a boom in construction and infrastructural development. The Country is therefore interested in collaborating with U.S. businesses in the areas of infrastructure, exports of Kenyan products to the United States, waste management, energy, etc.

Ambassador Ngaithe recalled that since the enactment of AGOA in 2002, Kenyan exports to the USA have increased particularly in the textile sector. He announced that more than 80% of Kenya’s apparel was produced under the Export Processing Zones Authority (EPZAs). He explained that the total apparel exports from Kenya to the U.S., increased by 29% in 2011 to reach $261 million from $202 million recorded in 2010. Ms. Lornah Okumu, Assistant Director, Department of External Affairs, Ministry of Trade, also briefed the delegation about the numerous investment opportunities in Kenya.

Commissioner Jean Monestime expressed his appreciation, on behalf of the delegation, to the Minister of Trade for his Ministry’s support and assistance for the mission. He mentioned that the Miami-Dade County’s International Trade office stand ready to assist businesses in two-way trade through the Seaport and Miami International Airport in order to take advantage of Miami’s geographic location in the region.

He also urged the Ministry to consider the possibility of working with Kenya Airways to develop direct air service between Nairobi and Miami. He concluded that direct air linkage would boost the exports of Kenyan cut flowers into the United States through the Miami International Airport. The meeting was also attended by Ms. Camille Richardson, Senior Commercial Counsellor, U.S. Embassy Nairobi, senior staff members of the Kenyan Ministry of Trade, as well as, representatives from the Kenya National Chamber of Commerce and Industry.

Kenya’s Ministry of Trade is responsible for the promotion of trade domestically, regionally and internationally through creation of an enabling business and investment environment. For additional information about trade opportunities in Kenya, visit the Ministry of Trade’s website at www.trade.go.ke.

Pictured above and below: Commissioner Jean Monestime and mission participants pose with Ambassador Leonard Ngaithe (in pink tie and blue suit)
The delegation visited the EPZA, Athi River on the outskirts of Nairobi. The acting CEO of the EPZA, Mr. Benjamin Chesang, welcomed the delegation to his office. Mr. Moses Kipkebut, EPZA's Promotion Executive gave a PowerPoint Presentation about the mission and programs of the Zone. He explained that U.S. businesses that set up their operations in the Zone would be exempted from paying duties on their products if those products are re-exported to foreign markets from Kenya. However, duties will be assessed if the products re-enters the Kenyan market. The EPZA staff hosted a luncheon for the delegation and after the lunch program participants were offered a tour of some of the warehouses in the Zone. Delegates visit a large warehouse where apparel is sewn, packaged and shipped to other countries, including the United States, for distribution to various malls, designers' outlets and major retailers.

EPZA’s mission is to catalyse industrial and economic development through investments in economic zones. For more information about the EPZA, visit www.epzakenya.com.

Pictured above: Commissioner Jean Monestime pose with officials of EPZA, mission delegates’, and representatives of KNCCI. Below: Commissioner Jean Monestime presenting a gift, as a token of appreciation, to Mr. Benjamin Chesang, EPZA's Acting CEO.
PICTURES OF THE DELEGATION’S VISIT TO EPZA, ATHI RIVER

[Images of the delegation's visit to EPZA, Athi River]
BRANDING WORKSHOP

A branding workshop was held at the Intercontinental Hotel Nairobi to promote Florida and Miami-Dade County as the “Gateway to the Americas” and platform for international trade and commerce. More than 50 invited representatives from the Kenyan public and private sector organizations attended the briefing session. Mr. Simon Chacha Nyangi, Secretary, External Trade from the Ministry of Trade represented the Kenyan Minister of Trade and declared the session open. He emphasized the need for continued cooperation between the United States government and the people of Kenya.

Commissioner Jean Monestime welcomed the attendees to the session and gave an overview of the role of Miami-Dade County government and services it provides to its residents. Mr. Bryant Salter expatiated on the business opportunities in Florida and Mr. Desmond Alufohai gave a presentation focusing on the the mission and objectives of EDIT as well as the attributes and unique assets of Miami-Dade County as a Global Gateway and world class business destination.

Mr. David Mugambi, Senior Investment Officer, Kenya Investment Authority gave a detailed PowerPoint presentation about the business and investment opportunities in Kenya and Mr. Stephen B. Mbugua of KNCCI enumerated the role of the chamber and its trade links and relations with Miami-Dade County. Attendees also discussed the barriers mitigating against Kenyan Airways establishing direct air service between Nairobi and Miami. Direct air connection between the two gateway cities was identified as one of the best prospects of achieving increase in trade and investments between South Florida region and Kenya.

Branding workshop pictures:

Top Left: Mr. Stephen B. Mbugua
Kenya National Chamber of Commerce & Industry

Top Middle: Mr. Bryant J. Salter of EFI

Top Right: Mr. David Mugambi
KenInvest

Bottom: Mr. Simon Chacha Nyangi of the Ministry of Trade represented the Trade Minister (in red tie) at the workshop - exchanges a protocol gift with Commissioner Jean Monestime after the Branding Workshop.
The delegation met with Mr. Gichiri Ndua, Managing Director, Kenya Ports Authority (KPA) and his staff at the Serova New Stanley Hotel Nairobi. Ms. Debra Duster Owens, PortMiami’s Intergovernmental Affairs State Coordinator represented the Seaport at the meeting. Discussions focused on reinforcing the commitments outlined in the Sister Seaport agreement between the Port of Mombasa and PortMiami, which has been in effect since November 2007. Both parties also discussed ways to increase trade between the two Ports, including how to exchange technical and technological ideas, collaborate on infrastructural development projects, and sharing of best practices. Mr. Ndua informed the delegation about KPA’s Port expansion projects, including the LAMU Port and Southern Sudan-Ethiopian Transport Corridor.

Ms. Owens used the occasion to brief the KPA officials about the on-going projects at PortMiami. She mentioned that PortMiami is the cruise capital of the world with more than 4.2 million passengers in 2011 and the largest containerized Port in Florida. She enumerated the following key infrastructural improvements that the Port is currently undertaking in preparation for the post-Panamax era:

(i) deepening PortMiami’s channel to minus 50 feet to accommodate the new generation of larger container cargo vessels,
(ii) a new Port Tunnel that will improve access to and from PortMiami serving as a dedicated roadway connector linking Port facilities with Florida’s Interstate System,
(iii) the re-introduction of on-port rail service, that will restore tracks linking the Port and the Hialeah Rail Yard to provide direct cargo access to the national rail system.

At the end of the meeting, KPA hosted a luncheon for the visiting delegation.

KPA’s mission is to facilitate and promote global maritime trade through provision of competitive port services. To view tenders and business opportunities at KPA, visit www.kpa.co.ke.
AMERICAN CHAMBER OF COMMERCE (AMCHAM) KENYA

The meeting with representatives of AMCHAM Kenya was one of the valuable and instructive meetings of the mission. AMCHAM Kenya is a non-profit organization founded by American investors in Kenya. Membership is open to American companies, multinationals, and local Kenyan companies having strong business ties with the United States. It is an important forum for American and international investors in Kenya and their friends to share experiences and discuss areas of mutual cooperation. The Chamber represents a broad spectrum and variety of interests ranging from oil, manufacturing, ICT, communication, and consumer products, etc.

During the mission, representatives from AMCHAM Kenya met with the mission delegation at the Intercontinental Hotel Nairobi. The meeting served to provide practical, accurate, timely and helpful testimonials and information to the visiting Florida delegation about the opportunities, best practices, pitfalls, and challenges of doing business in Kenya. Before the meeting adjourned, Commissioner Jean Monestime thanked AMCHAM Kenya for providing first-hand information about the practical tools, dos and don'ts of doing business in Kenya.

AMCHAM's mission is to foster the bonds of friendship, greater cultural understanding, cooperation and dialogue between Kenyan and U.S. business people and professionals and to promote strengthened commercial, economic and trade ties. www.acck.org

Pictures (above and below) show the face-to-face meeting between members of AMCHAM Kenya and mission participants.
Commissioner Jean Monestime, Debra Owens and Desmond Alufohai visited Nairobi City Hall for a courtesy call on the Mayor of Nairobi. They were received by the Honorable George Aladwa Omwera, Mayor of Nairobi. Also in attendance were the Deputy Mayor William Kinyanyi, Mr. Laban Onditi Rao and Mr. Julius Mbithi Kituku of the Kenya National Chamber of Commerce & Industry.

Commissioner Jean Monestime thanked the Mayor for receiving his delegation and he enumerated the purpose of the mission to Nairobi. He said that “the potential to increase bilateral trade and business linkages present enormous opportunities for both sides if a direct air service between Nairobi and Miami is established.” Commissioner Monestime also noted that Miami and Nairobi are both gateway cities with many similar geographic attributes. He then invited the Mayor to consider leading a trade mission to Miami-Dade County in the near future.

Mayor George Aladwa Omwera expressed his gratitude to Commissioner Monestime and the mission participants for choosing to visit Nairobi. He mentioned that both sides have a lot to gain, share and exchange from one another. He noted that with the new national constitution, the Kenyan people has adopted the County-wide form of government. They also discussed exploring a Sister Cities relationship between Nairobi County and Miami-Dade County.
“The mission in my opinion was extremely well-organized, and to my knowledge, successful in giving participants the opportunity to explore business networks and relationships which will bear fruits.”

- Retha Boone-Fye, Consultant, Grassroots Healthcare Family Clinic Inc (mission participant).

“Commissioner Monestime, Desmond and Bryant were extremely professional and eloquent leaders. This was the most cost effective trade mission that I have ever attended...”

- Theron Colbert, CEO & Owner, Energy Engineering Solutions, LCC (mission participant).

“The mission was highly effective in establishing potential contacts with the Kenyan government, parastatals (agencies) and with the private sector.”

- Yashwant M. Desai, Managing Director, Africair Inc (mission participant).

“I had a wonderful time in Kenya, with numerous opportunities to promote my business”

- Jonathan Evans, President, storsoft Technology Corp, (mission participant).

“The business meetings, speakers and the overall organization of the mission was the best I’ve ever seen... A flawless trip to Kenya. I hope to join again in another trade mission.”

- Ricardo Gimenez-Zapiola, Managing Director, Aerodoc Inc (mission participant).

“As a result of this mission, I will be returning to Kenya in 3 weeks for new opportunities and assignments to team up with local businesses that need our expertise.”

- Robert Oakley, Jr., Program Director, Homeland Intelligence Inc (mission participant).

“The Trade Mission, led by Commissioner Jean Monestime, Desmond Alufohai and Bryant Salter was very well organized. Mr. Alufohai and Mr. Salter provided significant support in the governmental meetings as well as ensured all Trade Mission participants’ safety and accommodations were taken care of.”

- Debra Duster Owens, Intergovernmental Affairs State Coordinator, PortMiami (mission participant).

“We enjoyed meeting with the Florida delegation during your trade mission to Nairobi. We want to have more business relationships with Americans and American companies. The quality of goods and services from America are impeccable. In addition, Americans are trustworthy, show more dedication and belief in what you undertake to do.”

- Anthony Ngetha, Director, Newport Africa, Nairobi, Kenya.

“We were very delighted to receive your delegation and look forward to our mutual relations especially the sistership arrangements between our Ports of Miami and Mombasa.”

- Gichiri Ndua, Managing Director, Kenya Ports Authority, Mombasa, Kenya.

“It was a pleasure working with Bryant and Desmond. The mission itinerary and program were superbly and professionally organized and recruited. The organizers and participants were clearly experienced with doing business in Africa as they had the wherewithal and flexibility to go with the flow when faced with the occasional unexpected challenge. They were all a pleasure to work with and we hope to see many return visits by the companies and by Bryant and Desmond, so that we may deepen an already vibrant working partnership with the State of Florida.”

- Camille Richardson, Senior Commercial Officer, United States Embassy Nairobi.
APPRECIATION

The Honorable Jean Monestime and the Chair and Board of Directors of the International Trade Consortium (ITC) extend their appreciation and gratitude to the mission participants, sponsors, hosts, agencies, vendors, volunteers, staff, interns, South Africa Airways, Protea Travel Services, friends and partners for their invaluable support and assistance toward the planning and execution of the 2012 Business Development Mission to Nairobi, Kenya organized by the Economic Development & International Trade Unit of Miami-Dade County and Enterprise Florida Inc. The successful outcomes from this mission could not have been achieved without the cooperation and collaboration of everyone involved in the planning and execution of this mission.

We also want to extend our gratitude and very special thanks to the following agencies and organizations:

- AMCHAM Kenya
- Eastern African Economic Chambers of Commerce
- Embassy of the United States of America, Nairobi, Kenya
- Export Processing Zone Authority, (EPZA) Athi River
- FedEx Express Nairobi
- Kenya Investment Authority (KenInvest)
- Kenya National Chamber of Commerce and Industry (KNCCI)
- Kenya Ports Authority (KPA)
- Office of the Mayor, City of Nairobi
- Office of the Minister of Medical Services, Republic of Kenya
- Office of the Minister of Trade, Republic of Kenya
- Office of the Prime Minister, Republic of Kenya
- Renascence Logistics
- The management and staff of Intercontinental Hotel Nairobi
- United Bank for Africa (UBA) Kenya Ltd.
MISSION PARTICIPANTS (PUBLIC SECTOR)

The Honorable Jean Monestime, Mission Leader
Miami-Dade County Commissioner
Vice Chair, ITC Board of Directors

Desmond Alufohai, CMP
International Trade Coordinator, EDIT

Debra Duster Owens
PortMiami

Bryant J. Salter
Enterprise Florida Inc.
MISSION PARTICIPANTS (PRIVATE SECTOR)

Retha Boone-Fye
Grassroots Healthcare Family Clinic

Theron Colbert
Energy Engineering Solutions

Yashwant Desai
Africair

Jonathan Evans
Storsoft Technology

Ricardo-Gimenez-Zapiola
Aerodoc

German Muller
Aerodoc

Robert Oakley, Jr.
Homeland Intelligence Technologies

Aziz Tejpar
Environmental Biotech International

Dora Williams-Moten
Grassroots Healthcare Family Clinic
Carlos A. Gimenez
Mayor

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County Attorney