



# INVITE



## EU-Kenya Business Forum Invite

We are pleased to invite you to the first ever [EU-Kenya Business Forum](#), which will take place on the **21<sup>st</sup> and 22<sup>nd</sup> of February 2023 from 9:00 am at the Radisson Blu Hotel, Upper Hill in Nairobi**. The Business Forum aims to foster increased European trade and investment in Kenya by highlighting economic opportunities and potential for expansion. It will promote Kenya as a business destination and identify trade and investment opportunities for job creation and sustainable and diversified growth.

The European Union together with representatives from the **Kenyan Government** and the private sector led by the **Kenya Private Sector Alliance (KEPSA)** and the **European Business Council (EBC)** will share key components of sustainable trade and investment partnerships with Kenya. This development will be supported by the Global Gateway– the European Union’s (EU) strategic investment package– which supports strong, inclusive and sustainable growth by fostering connectivity between the continents and by accelerating the green transition and digital transformation.

Join us as we bring together Kenyan and European leaders and policymakers, public sector agencies, EU Member States, the private sector, trade support institutions and business associations, captains of industries, financial and non-financial intermediaries, investors, development partners and donor agencies, to exchange experiences and explore win-win investment and trade opportunities in the country.

The urgency of the EU-Kenya Business Forum lies within the need for action to boost the Kenyan economy and sustainably create jobs. For us to act we need to share knowledge and provide insights into economic diversification and a green transition. The Forum will feature several options for Business-to-Business meetings as well as various breakout sessions which will shine a light on the business opportunities in many different sectors, including the circular economy, agriculture, digitalization, waste management, agro-processing and health.

The registration link (by invitation only) will be shared in the coming days. Meanwhile, you can access the [forum agenda](#) on the website. We look forward to welcoming you to the EU-Kenya Business Forum!

**The Delegation of the European Union to Kenya.**

*In partnership with*



**21 & 22 February 2023**