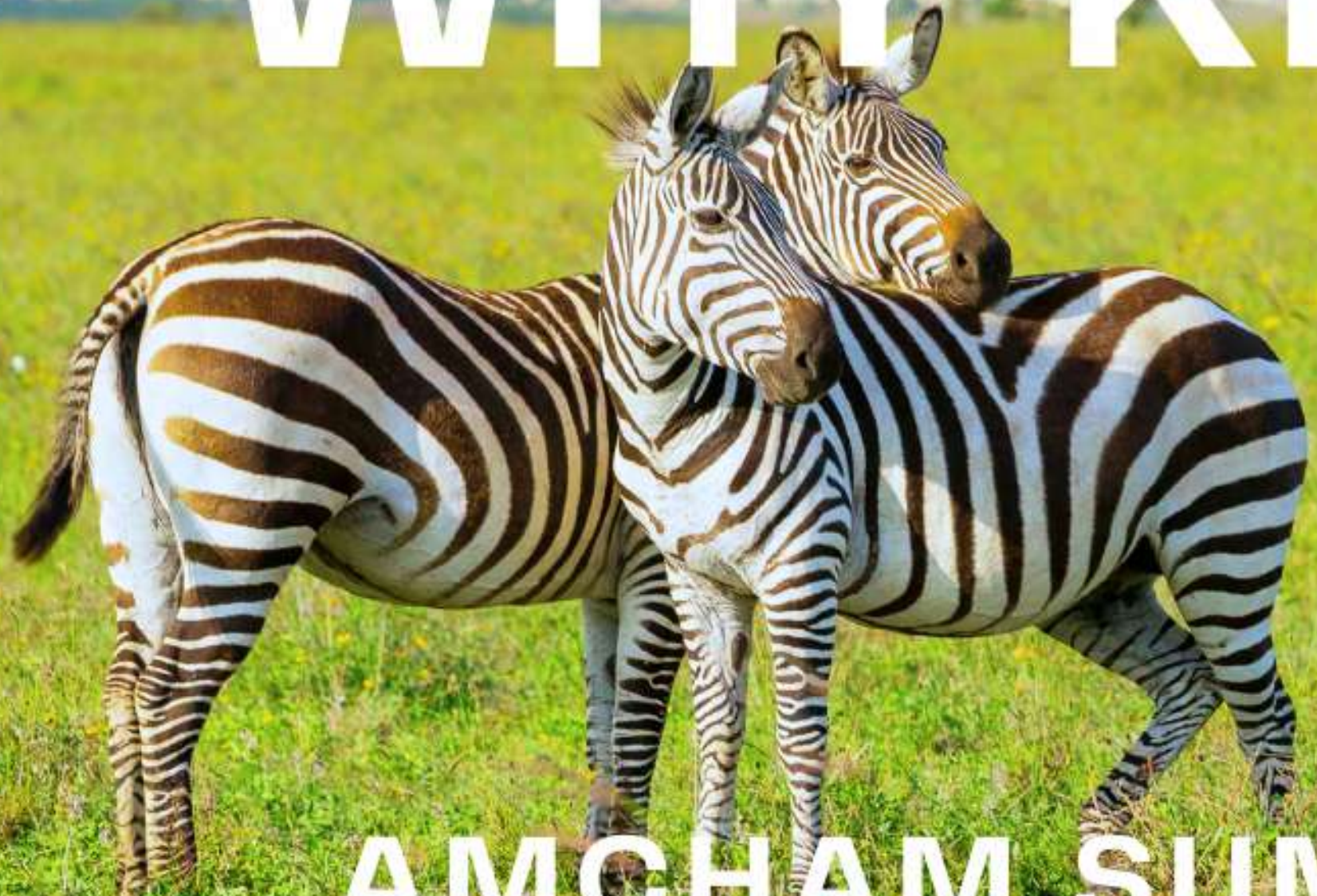




WHY AFRICA WHY KENYA



AMCHAM SUMMIT 2024

NAIROBI RANKED BEST CITY IN THE WORLD TO VISIT IN 2024 BY LONELY PLANET

lonely planet





showmax ORIGINAL

the Real Housewives OF NAIROBI





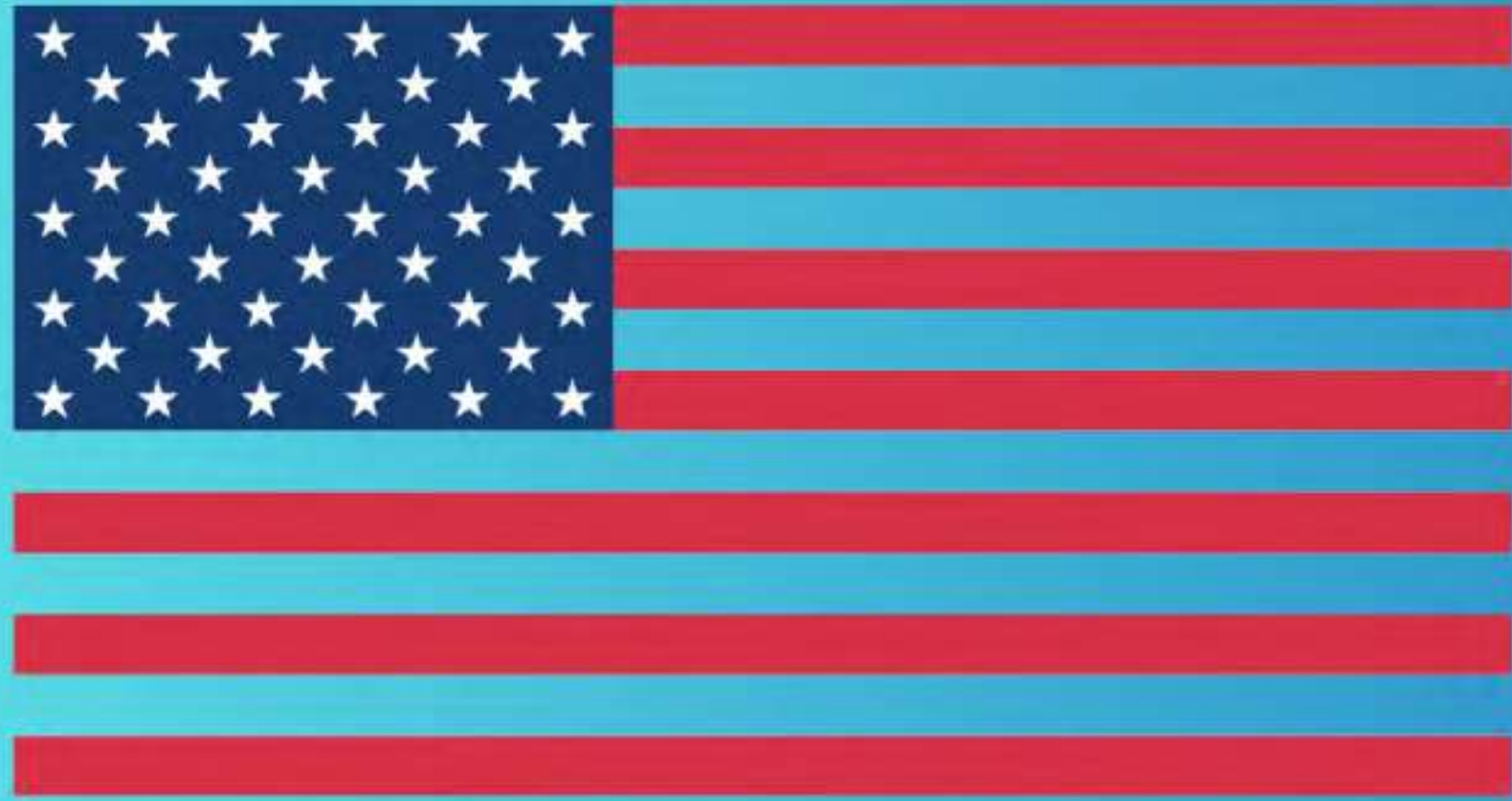
STEPHEN JENNINGS

FOUNDER & AMP. CEO, RENDEAVOUR

AMB. MEG WHITMAN

U.S. AMBASSADOR TO KENYA AND FORMER PRESIDENT AND CEO OF HEWLETT PACKARD ENTERPRISE





Years
of
U.S. & KENYA



PEOPLE • PAMOJA • PROGRESS

INVESTMENT DESTINATION



Bloomberg June 2023
Kenya Is Poised to Become the 'Singapore of Africa'
Of all the countries in sub-Saharan Africa to be optimistic about, the most promising is Kenya

Economic and political forces are converging to put the continent's seventh-largest nation in a relatively favorable position



WHY AFRICA

- Supply chain diversification
- Net zero emissions



IMPROVED BUSINESS CLIMATE

- Elimination of the VAT on export services
- Elimination of the domestic equity requirement for ICT companies
- Removal of tax on stock-based compensation for employees of start-ups
- Commitment to adhere to the OECD two-pillar solution for digital services tax when it is finalized
- Commitment to revitalize Kenya's Special Economic Zones

BUSINESS PROCESS OPPORTUNITIES

jetBlue

American Airlines



UNITED
AIRLINES



1,500 JOBS



14,000 JOBS IN 2023

INNOVATION NATION



\$800 million in 2023. Most in Africa



Outperforming Nigeria, Egypt & South Africa



Startup ecosystem strong across sectors



KENYAN ADVANTAGES

- Gateway to East Africa
- Well educated workforce
- Sectors primed for growth



APPAREL





APPAREL



- **\$287 million** - Kenyan apparel exports to U.S. in 2023
- 14 leading apparel companies employing 36K Kenyans
- +20,000 jobs in two years
- +1M potential jobs in 10 years



APPAREL

PVH



Calvin Klein

Walmart 



KONTOOR

Wrangler



VIVO FASHION GROUP



- Kenyan, woman-owned business
- Opening first U.S store in Atlanta in May 2024
- USAID grant
- \$3 million - projected revenue by 2025



VERTICAL INTEGRATION BT COTTON



- Counties poised to lead cotton renaissance
- BT cotton is pest resistant & offers high yield
- Vertical linkage from seed to thread



HEALTH TECH

ZIPLINE



- Operating in 5 African nations
- Utilizing AI/drone tech to deliver lifesaving medicines
- 18 drones, 90 deliveries daily
- Kenya & Africa expansion plans



ADVANCED MANUFACTURING

SEMICONDUCTOR TECHNOLOGIES LIMITED (STL)



- High value semiconductor & nanotechnology manufacturing
- 200 trained Kenyan engineers
- Plans to build new High Volume Manufacturing facility
- Partnership with Kenyan university



EXCITING INVESTMENT OPPORTUNITIES



Energy to Power AI



Electric Vehicle (EV)
Manufacturing



Blue/Green
Economies

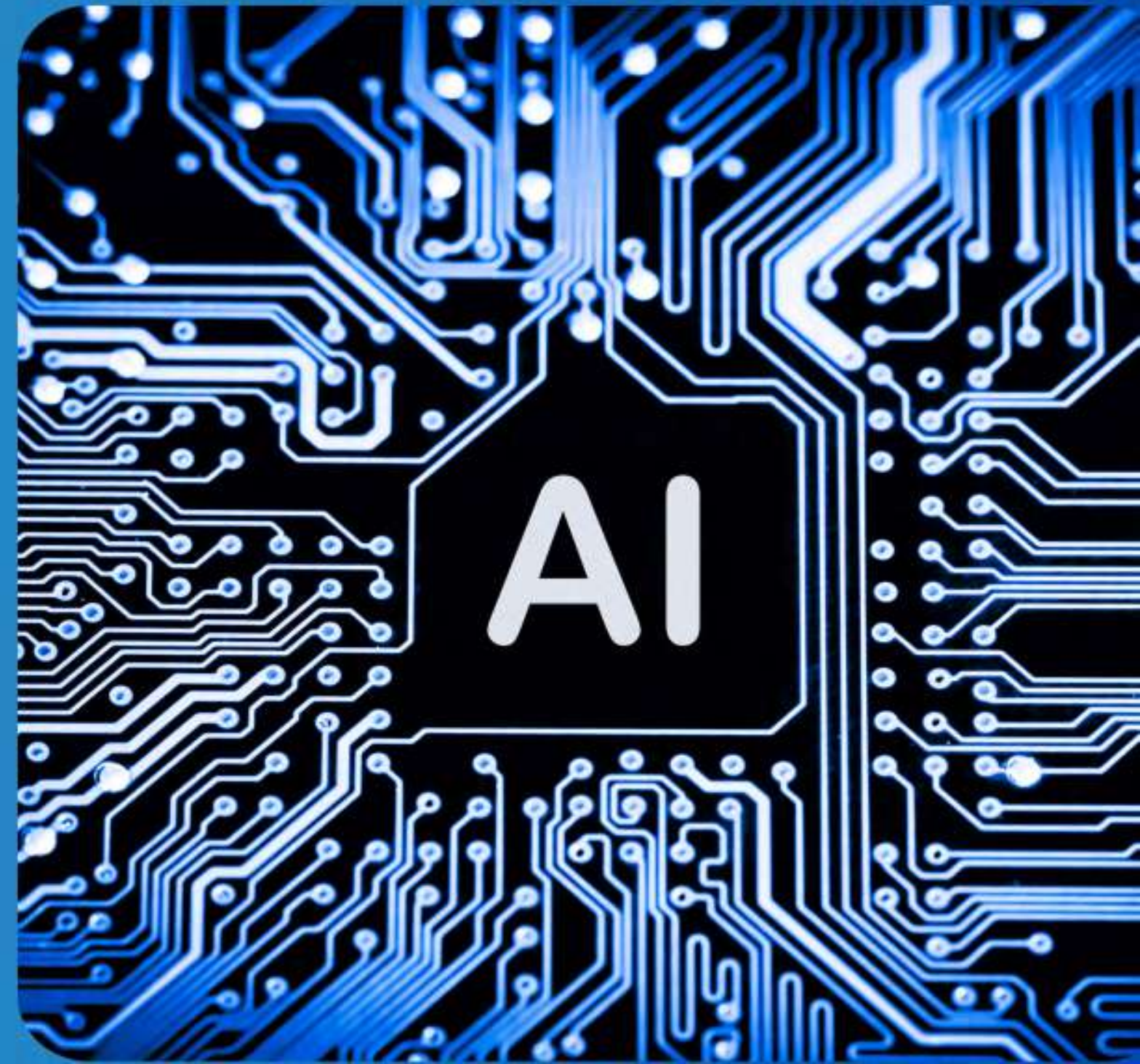


Creative Economy



ENERGY TO POWER AI

- High electricity demand for AI
- Reliable geothermal power is a real Kenyan advantage



EV DEMAND

- Kenya is the future for Africa's two & three-wheel e-vehicles and e-buses
- Growing e-mobility manufacturing and assembly



GREEN ECONOMY

- Climate-tech companies capturing & storing carbon emissions
- Octavia - manufacturing carbon capture machines
- Cella - Injecting carbon into basaltic stone
- Talus - pioneered the first commercial, modular, zero-carbon green ammonia system



BLUE ECONOMY - FISH TECH



- Numerous aquaculture opportunities in Kenya
- American company Victory Farms on Lake Victoria is sub-Saharan Africa's fastest-growing fish farm
- Produces high-quality protein feeding over 2 million people



CREATIVE ECONOMY

- Leading American brands investing in Kenya
- Creative economy contributes 5% to GDP
- Exciting developments in sports, arts, film, music and content creation



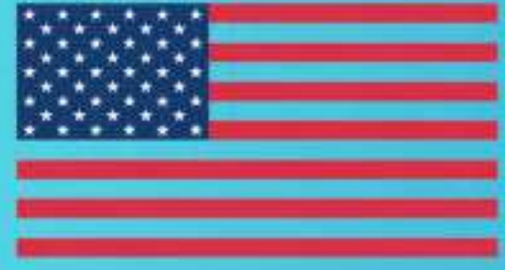
CALL TO ACTION

- Facilitating investment
- Taxes
- One-stop shop
- Corruption



OPEN FOR BUSINESS





PEOPLE • PAMOJA • PROGRESS



Kenya and the United States are OPEN for BUSINESS



WHY AFRICA

WHY KENYA



AMCHAM SUMMIT 2024