

AMCHAM BUSINESS SUMMIT

U.S. - EAST AFRICA TRADE & INVESTMENT FORUM

 SEPTEMBER 9-10 2026  WINDSOR GOLF RESORT, NAIROBI, KENYA

COMMUNICATION

TOOLKIT

BACKGROUND

— ABOUT THIS TOOLKIT —

This communication toolkit contains templates and resources to help us share a clear and unified message for the fifth edition of the AmCham Business Summit on September 9 -10, 2026.

— ABOUT THE SUMMIT —

The AmCham Business Summit is the region's leading convening for multilateral trade, investment, and policy dialogue.

Built on a legacy of over \$2 billion in investment commitments and 5,000+ delegates, the 2026 Summit is a deal-making platform anchored in investment, policy alignment, and measurable economic impact.

JOIN THE CONVERSATION AND COMMUNITY

OUR SOCIAL MEDIA HANDLES:

 **X:** AmCham Kenya -@[AmChamKE](#)

 **LINKEDIN:** @[American Chamber of Commerce, Kenya](#)

HASHTAGS:

Use the hashtags #AmChamSummit #AmChamSummit26 #FutureOfTrade as the primary hashtags. Please include them in all your social media messages relating to the campaign.

HOW TO ACTIVATE YOUR SOCIAL MEDIA:

- Follow the campaign on our social media channels: Twitter and LinkedIn
- Use the campaign hashtags in your social media posts on the Summit
- Share our social media messages and graphics with your online networks.



WE KNOW JUST WHAT TO SAY. USE THESE PREPARED POSTS.

GENERAL CONTENT

Please find more accompanying graphics for general visuals [here](#) and download them for your use.

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Post One Example:

4 summits. One growing partnership.

The AmCham Business Summit returns September 9–10, 2026, convening senior U.S. & East African business and government leaders, global investors, and development finance institutions to accelerate trade, investment, and partnerships between the United States and East Africa.

Register and find out more here:

<https://amchambizsummit.com/>

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Post Two Example:

The AmCham Business Summit will focus on 7 high-growth sectors driving investment, where East African & American strategic interests align for mutual economic prosperity.

Join us on September 9th - 10th, 2026, to explore investment opportunities, and build strategic partnerships that accelerate your business growth.

Register here: <https://amchambizsummit.com/>

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Post Three Example:

As the U.S.-East Africa economic partnership enters a defining moment, The AmCham Business Summit seeks to catalyze, strengthen, and advance investment opportunities that position organisations at the center of the U.S.-East Africa conversation.

Register now for the summit, happening on 9-10th September 2026.

Find out more: <https://amchambizsummit.com>

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Chief Guest Post Example:

We are honored to announce that H.E. Dr. William Ruto, C.G.H., President of the Republic of Kenya, will be the Chief Guest at the 5th edition of the #AmChamSummit.

His participation underscores the Summit's importance as a platform to advance dialogue, strengthen partnerships, and unlock new opportunities for trade and investment among Kenya, the United States, and the broader East African region.

Be part of the #AmChamSummit on September 9–10, 2026.
Register now: <https://amchambizsummit.com/>

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Attendees Post Example:

On September 9–10 I'll be joining business leaders, investors, government representatives and other decision-makers from across the U.S. and East Africa for discussions focused on trade, investment and commercial opportunities across the region.

I look forward to connecting with fellow participants, exchanging perspectives and contributing to conversations focused on turning opportunity into tangible outcomes.

See you at the #AmChamSummit.

Find out more and register here: <https://amchambizsummit.com/>

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Sponsors Post Example:

We're proud to sponsor the 2026 AmCham Business Summit, bringing together leaders from business and government across Kenya, the United States and East Africa to turn trade and investment opportunities into meaningful partnerships.

Under the theme Advancing Mutual Prosperity Through Trade & Investment, the Summit will create space for strategic conversations, deal-making, matchmaking and partnerships across key sectors shaping the region's economic future.

Join us at the Summit. Register to attend: <https://amchambizsummit.com/>

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THANK
YOU

