

AMCHAM BUSINESS SUMMIT

U.S. - EAST AFRICA TRADE & INVESTMENT FORUM

DIGITAL ECONOMY SESSIONS

REPORT AND POLICY RECOMMENDATIONS

THE SUMMIT FOCUS

Building on the momentum of previous editions of the U.S. - East Africa trade and investment summit, our platform brings together influential decision makers, facilitates direct business-to-business engagement, and fosters constructive private-sector led dialogue with the public sector and development partners. Our unwavering focus is on expanding markets, catalyzing business growth, and driving job creation and economic prosperity across borders.

CONTENTS

Report Presentation:
AmCham - EY Economic Impact of American Tech Companies in Kenya 04

Panel 1: Building East Africa's Digital Economy 07

Panel 2: The American Tech Stack Roundtable 13

Panel 3: EAC Cross-Border Data Flows Forum 20

Panel 4: Governing in the Age of AI 29



REPORT PRESENTATION

AMCHAM - EY ECONOMIC IMPACT OF AMERICAN TECH COMPANIES IN KENYA

AMERICAN TECHNOLOGY INVESTMENT ACCELERATING KENYA'S DIGITAL AND ECONOMIC TRANSFORMATION

Robert Nyamu, Partner and Technology Consulting Leader at EY, highlighted findings from the AmCham–EY Economic Impact of American Technology Companies in Kenya Report, which examines how investments by U.S. technology companies are contributing to Kenya's development priorities and shaping the country's digital economy.

The report captures the breadth of American technology investment across critical areas of Kenya's digital infrastructure, including subsea cables, cloud infrastructure and artificial intelligence (AI) systems. Collectively, these investments are helping strengthen the foundations of Kenya's digital economy while creating new opportunities for businesses, government and citizens.

Beyond infrastructure, the report underscores the broader economic and social impact of digital technologies. Digital infrastructure is reshaping how young Kenyans engage with the economy, including how they access employment opportunities, build businesses and participate in emerging digital markets.



Robert Nyamu
Partner and Technology Consulting Leader, EY

Nyamu noted that the impact of technology investment is increasingly extending across sectors, including agriculture, healthcare, small and medium-sized enterprises (SMEs) and the gig economy. He highlighted a notable shift in the aspirations and mindset of young Kenyans—from seeking employment to increasingly using digital ecosystems to create economic opportunities for themselves and others.

"The investments made by technology companies across various sectors, including agriculture, healthcare, SMEs and gig workers, are having a significant impact. We are seeing a shift in the conversation, especially among the youth: it is no longer about who is going to give you a job, but how you can create a job by leveraging these newly built ecosystems."

TECHNOLOGY INVESTMENT DELIVERING IMPACT ACROSS SECTORS

The report provides examples of how American technology companies are applying digital tools to address development priorities and expand access to essential services. Among the investments highlighted is Jacaranda Health, which leverages Meta's AI capabilities to provide virtual triage services for expectant mothers. The platform has reached approximately 3.8 million mothers, demonstrating the potential of AI-enabled solutions to extend healthcare access and improve service delivery at scale.

The report also highlights Microsoft's deployment of climate-smart technologies across agricultural value chains, helping strengthen productivity and resilience while supporting the digitalization of the sector. In the public sector, the Government's eCitizen platform illustrates the potential of digital infrastructure to improve government service delivery while strengthening domestic revenue mobilization. The platform has contributed to an increase in revenue collection from approximately KES 26 billion to KES 100 billion, underscoring the broader fiscal and institutional benefits that can arise from digital transformation.

Taken together, these examples demonstrate that the impact of technology investment extends well beyond the technology sector itself. Digital infrastructure is increasingly functioning as an enabling layer for healthcare, agriculture, government services, entrepreneurship and economic participation.

KENYA'S DIGITAL ADOPTION CREATES A PLATFORM FOR AI INVESTMENT

Nyamu emphasized that Kenya's established digital ecosystem provides a strong foundation for the next phase of technology investment, particularly in artificial intelligence. Kenya's leadership in mobile money, high levels of internet adoption and demonstrated willingness to embrace new technologies position the country as an attractive market for scaling AI-enabled solutions. He encouraged American technology companies to deepen their investments in Kenya, particularly in technologies capable of generating both commercial value and broader development impact.

"Kenya has demonstrated strong digital adoption, high internet usage, and leadership in mobile money. We encourage American tech companies to deepen this collaboration, delivering strong returns for investors while advancing national economic and social goals." The report ultimately positions American technology investment as an important contributor to Kenya's broader economic transformation. By strengthening digital infrastructure, expanding access to technology and enabling innovation across sectors, U.S. technology companies are helping create the foundations for a more digitally connected, entrepreneurial and competitive economy.

The opportunity ahead is to build on this foundation by scaling AI, cloud infrastructure and other emerging technologies in ways that deepen local value creation, expand economic participation and align commercial investment with Kenya's national development priorities.



PANEL 1: BUILDING EAST AFRICA'S DIGITAL ECONOMY

FROM DIGITAL-FIRST REFORM TO REGIONAL COMPETITIVENESS

STRENGTHENING KENYA'S DIGITAL BACKBONE TO UNLOCK THE FULL POTENTIAL OF DIGITAL TRANSFORMATION



Arianna Osias
Director,
Bowmans

East Africa's digital transformation is accelerating, driven by the rapid expansion of mobile money, growing adoption of cloud platforms and the emergence of artificial intelligence as a powerful tool for reshaping business operations and service delivery.

Yet the region's ability to capture the full economic value of this transformation will depend on whether its underlying digital infrastructure can keep pace with demand.

Moderating the discussion, Arianna Osias, Director at Bowmans, underscored the need to scale investment in the digital backbone supporting the region's increasingly digital-first economy.

From telecommunications towers and reliable power to fiber networks, data centers and digital payment infrastructure, participants emphasized that digital transformation cannot be sustained without the physical and institutional infrastructure required to deliver connectivity, affordability, reliability and trust.

GOOGLE: BUILDING THE FOUNDATIONS FOR AN AI-POWERED ECONOMY

Michael Murungi, Government Affairs and Public Policy for East Africa at Google, reaffirmed the company's long-term commitment to Africa through investments spanning connectivity, cloud computing, artificial intelligence and digital skills.

Google's investments include the Equiano subsea cable, its first Google Cloud region in Johannesburg, the AI Research and Product Development Center in Nairobi, and free AI access for university students across 27 African countries. Murungi also noted that Google had reached its billion-dollar African investment commitment ahead of schedule.

These investments are contributing to the growth and competitiveness of Africa's entrepreneurial ecosystem by giving businesses, particularly startups, access to technologies and platforms that can improve productivity, innovation and customer reach.



Michael Murungi
Government Affairs and Public Policy for East Africa, Google

Google estimated that its investments in Kenya and sub-Saharan Africa enabled approximately $16 billion in economic activity across the region in 2023, including $900 million in Kenya.

As AI adoption accelerates, Murungi stressed the need for Africa to move beyond consuming AI technologies toward developing the infrastructure and capabilities required to support them.

This includes incentivizing investment in data centers, ensuring reliable power supply and strengthening education systems so that learners understand not only how to use AI, but also its value, limitations and risks.

EXPANDING THE PHYSICAL BACKBONE OF THE DIGITAL ECONOMY

Dorothy Simando, CEO of American Tower Corporation (ATC), highlighted the scale of investment already supporting Africa's digital economy. ATC operates more than 22,000 sites across Africa, including approximately 9,000 in Kenya and Uganda. However, the pace of digital adoption continues to outstrip infrastructure capacity, particularly beyond major urban centers.



Dorothy Simando
CEO,
American Tower Corporation (ATC)

Simando emphasized that the visible face of digital transformation, the mobile phone, depends on a much broader physical infrastructure ecosystem. Extending digital access will therefore require sustained investment in telecommunications infrastructure, fiber connectivity and reliable energy, particularly in underserved and rural areas. As she noted, "We can't put a tower where there's no power."

The message was clear: digital inclusion is ultimately an infrastructure challenge as much as it is a technology challenge. Closing the digital divide will require coordinated investment in connectivity, energy and physical infrastructure to ensure that the benefits of digital transformation reach beyond the region's largest cities.

THE NEXT FRONTIER: TURNING DIGITAL PAYMENTS INTO ACCESS TO CAPITAL

The rapid expansion of digital payments is already transforming how businesses and consumers participate in the economy. Victor Ndlovu, Vice President for East Africa at Mastercard, attributed part of this growth to increasing confidence in the security of digital payment platforms. Mastercard's acceptance network in sub-Saharan Africa grew by 45% in 2025, while its SME Confidence Index indicates that 91% of Kenyan SMEs have adopted digital payments. The next opportunity, however, lies in converting transaction data into greater access to finance.



Victor Ndlovu
Vice President for East Africa, Mastercard

Ndlovu challenged financial institutions to use digital transaction histories to strengthen assessments of creditworthiness, reducing entrepreneurs' dependence on traditional collateral. For Kenya's SME sector, which contributes approximately 40% of GDP, interoperable, secure and affordable digital tools could help businesses formalize, access capital, expand operations and participate more effectively in regional and global markets.

The evolution of digital payments therefore represents more than a change in how transactions are conducted. It creates the potential for a data-driven model of financial inclusion in which digital footprints become an asset for entrepreneurs seeking to grow their businesses.

MOBILITY EXPOSES THE INFRASTRUCTURE GAPS

The experience of digital platforms operating in the mobility sector further illustrated the importance of strengthening the physical layer of the digital economy. Imran Manji, Uber's General Manager for East Africa, identified inconsistent network coverage and gaps in physical infrastructure as key constraints affecting service reliability. Connectivity interruptions can disrupt real-time location tracking and mapping, while inadequate infrastructure can complicate the expansion of electric mobility.



Imran Manji
General Manager - East Africa, Uber

Uber currently operates the country's largest fleet of electric bikes on its platform, but scaling electric mobility will require greater investment in charging infrastructure and electricity access. More broadly, the transition toward electric and eventually autonomous mobility will depend on ensuring that physical infrastructure evolves alongside technological innovation.

Manji also highlighted the importance of regulatory predictability. Policies that constrain the commercial viability of digital platforms can discourage investment and innovation, underscoring the need for regulators to balance consumer protection with an environment that enables sustainable technology-enabled business models.

FROM DIGITAL ADOPTION TO REGIONAL COMPETITIVENESS

East Africa's digital opportunity is no longer primarily about adoption; it is about scale, resilience and competitiveness. The region has demonstrated its capacity to adopt digital technologies rapidly, from mobile money and digital payments to cloud platforms and AI-enabled services. The next phase will require investment in the infrastructure and enabling environment necessary to scale these technologies sustainably. This means expanding reliable connectivity and power beyond urban centers; strengthening fiber, tower and data-center infrastructure; enabling secure and interoperable digital payments; using data to widen access to finance; investing in electric-mobility infrastructure; creating predictable regulatory frameworks; and developing the skills required to participate in an AI-driven economy.

For Kenya, these priorities are particularly significant. The country's strong digital adoption, entrepreneurial ecosystem, and position as a regional technology hub provide a platform for deeper investment. Maintaining and strengthening that position, however, will depend on ensuring that the physical, digital, regulatory and human-capital foundations of the economy evolve at the same pace as technology. The opportunity is therefore not simply to digitize existing systems, but to build an integrated digital economy capable of supporting innovation, investment, job creation and regional competitiveness at scale.

KEY OUTCOMES AND STRATEGIC PRIORITIES

01

Accelerate investment in the digital backbone
East Africa's digital transformation is gaining momentum, but sustained growth will require urgent investment in reliable power, fiber networks, data centers, and other critical digital infrastructure.

02

Strengthen the foundations of inclusive digital economies
Reliable electricity and high-quality connectivity are essential to expanding digital access, enabling businesses to participate in the digital economy, and ensuring that transformation delivers broad-based economic opportunity.

03

Scale digital payments to unlock SME growth
Digital payments are advancing financial inclusion, with Kenya's SMEs demonstrating strong adoption. Expanding digital financial ecosystems can create new pathways to credit, formalization, productivity, and business growth.

04

Create a predictable environment for next-generation mobility
Infrastructure deficits and regulatory uncertainty risk slowing innovation in electric mobility and autonomous transport. Clear, predictable policy frameworks, alongside investment in enabling infrastructure, are critical to scaling these technologies.

05

Build sovereign AI capacity and future-ready talent
East Africa must strengthen local AI computing capacity and re-engineer education and skills systems to prepare for the opportunities and risks presented by AI. Building domestic capabilities will be essential to ensuring the region can participate meaningfully in the AI economy.

POLICY RECOMMENDATIONS

01

Accelerate investment in reliable power and digital connectivity
Prioritize investment in resilient electricity infrastructure and high-capacity fiber networks to expand affordable, reliable digital access beyond major urban centers and support more inclusive participation in the digital economy.

02

Catalyze private investment in clean-mobility infrastructure
Establish targeted incentives and enabling frameworks to attract private-sector investment in charging networks and supporting infrastructure, accelerating the adoption and scale-up of electric mobility across the region.

03

Strengthen regulatory predictability and consumer protection
Develop clear, consistent, and proportionate regulatory frameworks that provide investor certainty while safeguarding consumers. Regulatory predictability will be critical to sustaining innovation, attracting capital, and enabling emerging technologies to scale.

04

Build sovereign AI and cloud-computing capacity
Accelerate investment in domestic and regional AI computing, cloud infrastructure, and data capabilities to strengthen Africa's digital sovereignty, improve resilience, and ensure greater local value creation from the continent's digital economy.

05

Embed AI and digital skills across education systems
Integrate AI literacy, digital competencies, and future-oriented technical skills into national education and training curricula, equipping young people with the capabilities needed to participate and compete in emerging technology-driven sectors.

06

Scale public-private partnerships to close the digital divide
Leverage public-private partnerships to expand connectivity in underserved and rural communities, combining public policy support with private-sector investment to extend digital infrastructure, unlock regional productivity, and ensure that the benefits of digital transformation reach more communities.



PANEL 2

THE AMERICAN TECH STACK ROUNDTABLE

ADVANCING KENYA'S DIGITAL TRANSFORMATION THROUGH TECHNOLOGY, STRATEGIC PARTNERSHIP AND LOCAL CAPABILITY

The American Tech Stack Roundtable brought together senior Kenyan government officials, U.S. government representatives, technology companies, development partners and digital economy experts to examine how Kenya can harness artificial intelligence (AI), cloud infrastructure, cybersecurity and digital public infrastructure to accelerate economic transformation.

The discussion underscored a clear shift from digital ambition to digital execution. While Kenya has established itself as one of Africa's leading digital economies, the next phase of transformation will depend on closing persistent gaps in connectivity, infrastructure, skills, financing, institutional coordination and regulatory certainty. The priority is no longer simply to adopt technology, but to build the capabilities, partnerships and enabling environment required to create lasting economic value from it.

PARTNERSHIPS AS THE FOUNDATION FOR DIGITAL TRANSFORMATION

Shezaad Sunderji, Vice President, Issuing, Acceptance & Digital Solutions for East Africa and Indian Ocean Islands at Mastercard, emphasized that technology delivers its greatest impact when supported by effective public-private partnerships.

"Technology does not transform economies by itself. It takes partnerships."



Shezaad Sunderji
Vice President,
Issuing, Acceptance & Digital Solutions for East Africa and Indian Ocean Islands,
Mastercard

The discussion highlighted the complementary roles of government and business: government establishes the policy and regulatory environment, while the private sector contributes capital, technology, expertise, and innovation.

Mastercard's investments in areas such as AI and cybersecurity were cited as examples of how technology companies can support national digital priorities while addressing emerging risks.

For Kenya, deeper engagement with U.S. technology companies presents opportunities to accelerate capabilities in AI, cybersecurity and digital infrastructure while developing solutions tailored to local and regional needs.

DEEPENING INVESTMENT IN KENYA'S DIGITAL FUTURE

Oracle highlighted Kenya's strategic position in Africa's digital transformation, emphasizing that the central question is no longer whether technology will reshape the economy, but whether Kenya can build the infrastructure, skills and partnerships required to capture the resulting value. Kenya's digital financial ecosystem, entrepreneurial culture, young technology talent and progressive digital agenda provide a strong foundation. The opportunity now is to convert these strengths into productive capacity through investment in cloud infrastructure, data centers, skills and local technology ecosystems.



Dr. Ibrahim Abduba
Director, Strategy
& Business Development,
Africa-Oracle

Oracle's planned investment in Oracle Cloud Infrastructure in Kenya was highlighted as an important component of this ambition, with potential to serve both the Kenyan and wider African markets.

The discussion also emphasized that infrastructure investment should be accompanied by deliberate efforts to build local capability. Partnerships with government institutions, universities, startups, technology companies and implementation partners can ensure that digital investments generate enduring skills, expertise, businesses and employment rather than simply creating new forms of technological dependency.

POSITIONING KENYA FOR THE NEXT PHASE OF DIGITAL GROWTH

John Tanui, Principal Secretary for ICT and Digital Economy, outlined the Government's efforts to strengthen the enabling environment for technology investment. Kenya has established key policy foundations, including its data protection framework, cloud policy and National AI Strategy, while work continues on emerging technologies and data governance. Kenya's technology sector is estimated at approximately $7 billion, with an ambition to expand to approximately $100 billion within the next decade or less. Achieving this scale will require sustained investment, implementation capacity and stronger connections between technology, industry and the wider economy.



John Tanui
Principal Secretary,
ICT and Digital Economy

The Government's digitization program has already brought approximately 25,000 citizen-facing services online. Further opportunities exist across cloud infrastructure, data centers, AI, digital services, manufacturing, electronics, business process outsourcing and connectivity.

The newly established National Infrastructure Fund could also provide a potential mechanism for supporting investment in critical digital infrastructure. Tanui further encouraged U.S. technology companies to deepen partnerships with Kenyan universities to develop specialized capabilities in areas such as semiconductors and other emerging technologies.

TURNING THE AI OPPORTUNITY INTO ECONOMIC VALUE

Mark Mitchell, United States Deputy Assistant Secretary at the U.S. Department of Commerce, described AI as a defining force in the global technology landscape and a significant opportunity for Kenya. AI has reached unprecedented scale and speed of adoption, making the ability to build supporting infrastructure, skills and regulatory frameworks increasingly urgent. Mitchell positioned Kenya as one of Africa's most dynamic digital economies and emphasized the opportunity to translate the bilateral technology relationship into practical commercial outcomes.

The "American tech stack" extends beyond individual products or companies to encompass computing power, networks, cloud infrastructure, data centers, cybersecurity, software, digital platforms and applied AI. Kenya's opportunity lies in connecting these capabilities to clearly defined national and commercial challenges.



Mark Mitchell
United States Deputy Assistant Secretary, U.S. Department of Commerce

Potential areas of U.S.-Kenya collaboration include government digitization, telecommunications and broadband, cloud and data centers, cybersecurity, digital public infrastructure, healthcare, agriculture, logistics, energy, financial services and education.

Regulatory certainty emerged as a particularly important condition for investment. Risk-based and proportionate regulation, aligned with international standards and developed through meaningful government-industry consultation, can help maintain investor confidence while allowing emerging technologies to develop.

"Companies need confidence that tomorrow's rules will be sensible."

FROM DIALOGUE TO DELIVERY: A FIVE-POINT FRAMEWORK FOR COOPERATION



Jane Munga
Fellow in the Africa Program, Carnegie Endowment for International Peace

Jane Munga, Fellow in the Africa Program at the Carnegie Endowment for International Peace, identified five priority areas for strengthening the Kenya-U.S. technology partnership: infrastructure; governance and regulation; commercial diplomacy; financing; and regional expansion. She emphasized that realizing the potential of AI and emerging technologies will require significant capital and mechanisms capable of bringing together public resources, private investment and diaspora capital.

Munga also called for the partnership to be institutionalized through mechanisms with clear responsibilities, accountability and measurable outcomes. The discussion reinforced the need to move beyond individual initiatives toward a coordinated framework for implementation.

Munga acknowledged the opportunities presented by the 'Pax Silica Declaration' – a U.S.-led international economic security initiative launched in December 2025 that aims to build secure, resilient, and trusted global supply chains for the technologies powering AI. Kenyan and East African firms can benefit from this kind of cooperation, she argued.

MODERNIZING GOVERNMENT PROCUREMENT AND COORDINATION

The roundtable identified government procurement, coordination and implementation as important determinants of whether technology investments translate into economic outcomes. Participants called for more agile public procurement systems capable of responding to the pace of change in AI, cloud computing and other emerging technologies. Greater transparency, a level playing field and clearer pathways for technology companies to engage with government were identified as priorities. A practical model was proposed in which major technology initiatives have three clearly defined actors: a government owner, an industry counterpart and an implementation partner. Clear ownership could reduce duplication, improve coordination and strengthen accountability across complex digital transformation programs.
Building Skills That Translate into Economic

BUILDING SKILLS THAT TRANSLATE INTO ECONOMIC OPPORTUNITY

The discussion also challenged stakeholders to move beyond headline numbers in digital-skills initiatives. While governments and companies increasingly announce programmes targeting hundreds of thousands or millions of people, participants emphasized the need to measure whether these interventions address identified skills gaps and translate into employment, entrepreneurship and productivity gains. Digital-skills investments should therefore be aligned with national economic priorities and supported by stronger monitoring and evaluation frameworks. The objective should be to build capabilities that respond directly to current and emerging industry demand.

APPLYING TECHNOLOGY TO HIGH-IMPACT SECTORS

Agriculture and healthcare emerged as two sectors where technology and AI could generate significant economic and social impact. In agriculture, opportunities include precision farming, weather forecasting, agricultural finance, agro-processing, trade infrastructure, and digital advisory services. The focus is shifting from technology adoption alone toward applications that improve productivity, resilience, market access and value creation across agricultural value chains. Digital health presents a similar opportunity for Kenya-U.S. collaboration, including certification of digital-health solutions, improved connectivity for underserved health facilities and digitally enabled hospitals. Participants also emphasized the need for responsible AI deployment in healthcare, with appropriate safeguards around data protection, bias, cybersecurity, and patient security.

STRATEGIC PRIORITY: FROM TECHNOLOGY ADOPTION TO LOCAL CAPABILITY

The roundtable reinforced a central proposition: Kenya's digital transformation should be measured not simply by the technologies it adopts, but by the capabilities, businesses, jobs and economic value it creates. The opportunity for Kenya-U.S. cooperation therefore extends beyond technology transfer. It lies in building the infrastructure, regulatory frameworks, talent, financing mechanisms and institutional partnerships that enable Kenya to develop, deploy and scale technology locally, and position the country as a platform for innovation and digital services across the wider African market.

KEY OUTCOMES AND STRATEGIC PRIORITIES

01

Translate technology partnerships into measurable economic outcomes
Kenya's next phase of digital transformation should move beyond commitments and announcements towards practical partnerships that deliver measurable outcomes in investment, productivity, innovation, skills development and job creation.

02

Deepen public-private collaboration
Government and the private sector must play complementary roles in advancing the digital economy. Government should provide a predictable policy and regulatory environment, while the private sector contributes capital, technology, innovation, and technical expertise.

03

Leverage U.S. technology capabilities to accelerate digital transformation
U.S. technology companies can play a strategic role in helping Kenya close critical gaps in AI, cloud infrastructure, cybersecurity, digital public infrastructure and digitally enabled public services, while creating opportunities for local businesses and talent.

04

Strengthen regulatory predictability and modernize procurement
Risk-based, proportionate and predictable regulation, aligned with international standards, is essential to sustaining innovation and investor confidence. Transparent, agile and technology-responsive public procurement will also be critical to enabling government to adopt emerging technologies effectively.

05

Make local capability and value creation the foundation of technology partnerships
Foreign technology partnerships should be designed to build lasting Kenyan capabilities, not dependency. Investments should strengthen local skills, institutions, businesses, research ecosystems, and implementation capacity, positioning Kenya to develop, deploy, and scale technology for the wider African market.

POLICY RECOMMENDATIONS

01

Mobilize investment in critical digital infrastructure
Accelerate investment in cloud infrastructure, data centers, and high-capacity broadband through blended public-private financing models that leverage public resources to catalyze private capital and expand digital capacity.

02

Establish predictable, risk-based technology regulation
Develop proportionate, internationally aligned frameworks for AI and cybersecurity that protect consumers and data while providing the regulatory certainty investors need to innovate, deploy and scale emerging technologies.

03

Modernize public procurement for emerging technologies
Establish a national procurement framework tailored to AI, cloud and other emerging technologies, with clear institutional ownership, transparent processes, structured industry participation and defined implementation responsibilities.

04

Strategically deploy the National Infrastructure Fund
Leverage the National Infrastructure Fund to prioritize high-impact digital backbone investments, including infrastructure that enables AI, cloud computing and data-driven industries, while strengthening Kenya's position as a regional technology hub.

05

Embed academia in technology partnerships
Strengthen collaboration between technology companies, universities and technical institutions to develop advanced capabilities in areas such as semiconductors, AI, cloud computing, cybersecurity and other emerging technologies, creating a sustainable pipeline of future-ready talent.

06

Measure the economic impact of digital-skills investments
Establish robust monitoring and evaluation frameworks for digital-skills programs, moving beyond participation numbers to measure employment outcomes, productivity gains, entrepreneurship and alignment with identified national skills needs.

07

Scale technology applications in high-impact sectors
Expand Kenya-U.S. cooperation in digital health and precision agriculture, using these sectors as practical demonstration grounds for how AI and digital technologies can improve productivity, service delivery, resilience and inclusive economic development.

PANEL 3

EAC CROSS-BORDER DATA FLOWS FORUM

BUILDING A TRUSTED DATA INFRASTRUCTURE FOR EAST AFRICA'S DIGITAL ECONOMY

The EAC Cross-Border Data Flows (CBDF) Forum convened policymakers, regulators, technology companies, financial institutions and private-sector leaders to examine how trusted cross-border data flows can accelerate East Africa's digital transformation and deepen regional economic integration.

The forum focused on the economic imperative of enabling data to move securely, predictably and efficiently across East African borders. Discussions examined data protection, regulatory harmonization, interoperability, digital trade, investment, financial inclusion, artificial intelligence, taxation and the broader ambition of establishing a more integrated regional digital market. The session also featured the launch of a new study by Genesis Analytics and the American Chamber of Commerce (AmCham), assessing the economic value that trusted cross-border data flows could unlock across the East African Community.

DATA FLOWS AS CRITICAL ECONOMIC INFRASTRUCTURE

Akua Gyekye, Head of Government Affairs, Africa at Microsoft, emphasized that cross-border data flows should be understood as a foundational component of modern economic infrastructure rather than simply a technology-policy issue.



Akua Gyekye
Head of Government Affairs, Africa, Microsoft

Everyday economic activity increasingly depends on the seamless movement of data: digital payments, regional banking, logistics, cloud-based services, e-commerce and digital learning all require information to move across jurisdictions. As East Africa moves toward greater regional integration, trusted data flows will therefore be essential to enabling businesses and consumers to participate fully in the digital economy.

The discussion underscored that greater data mobility must be accompanied by strong privacy, cybersecurity and accountability safeguards. Businesses require clear and predictable rules, while governments and citizens need confidence that legitimate public-policy and data-protection objectives will be maintained.

Four major channels emerged through which trusted data flows can generate economic value: trade, investment, innovation and people. Regulatory certainty is particularly important for investment in digital infrastructure and services, where the scale and longevity of capital commitments require greater visibility across markets. A fully integrated East African digital market could add up to $2.6 billion to regional GDP and generate up to 4.5 million additional jobs, according to World Bank estimates cited during the forum.

QUANTIFYING THE ECONOMIC CASE FOR TRUSTED DATA FLOWS

Betty Maina, Partner at Genesis Analytics, presented findings from the economic impact study commissioned by AmCham. The research examined the potential economic value of trusted cross-border data flows, the barriers preventing that value from being realized, and considerations for evolving the EAC's regional data framework. Drawing on economic and trade data, existing literature, policy documents and interviews with digitally enabled businesses, the study positioned data as a fundamental input into modern economic activity rather than a purely technical concern.

The research identified five principal channels through which cross-border data flows support regional economic activity:



Trade and regional supply chains



Cloud and digital services



Payments and financial services



Digital identity and verification



E-commerce

Regional supply chains, for example, rely on the movement of inventory information, shipment details, customs documentation, payments and orders alongside the physical movement of goods.

Cloud infrastructure similarly enables businesses to access computing, analytics, cybersecurity, and AI capabilities without replicating expensive infrastructure in every market.

This is particularly significant given that Africa currently hosts less than one percent of global data capacity. The EAC's intra-regional merchandise trade was estimated at approximately $19.3 billion in 2025, while digitally delivered services exports stood at approximately $2.8 billion.

As Maina emphasized, the policy discussion is ultimately about the economic activity enabled by data:

"This is not fundamentally a conversation about data. It is a conversation about economic activity that increasingly depends on data."

THE COST OF REGULATORY FRAGMENTATION

A central finding of the study was the economic cost of fragmented data regulation across the region. Seven of the eight EAC partner states have enacted dedicated data-protection laws, although only five have functioning dedicated data-protection authorities. Significant differences remain in the rules, procedures and mechanisms governing cross-border data transfers.

For businesses operating across multiple jurisdictions, these differences can translate into repeated filings, divergent contractual requirements, additional legal reviews, approvals and technical adjustments. One business reported repeating essentially the same administrative process approximately 11 times across different jurisdictions. Businesses also reported that regulatory processes governing regional data transfers could delay product launches by three to six months. In some cases, companies chose not to proceed with products because the uncertainty and associated compliance costs made the business case unattractive.

The study further indicated that forced data localization could increase IT infrastructure costs by approximately 30% to 60%. These findings demonstrate that regulatory fragmentation has consequences beyond compliance. It can materially affect the cost of market entry, investment decisions and the ability of businesses—particularly technology companies and SMEs—to scale across East Africa.

REGULATORY CERTAINTY AND THE SME OPPORTUNITY

Malcolm Kijirah, Government Affairs Manager, East Africa at Microsoft, provided a practical perspective on how fragmented regulation affects technology companies and their SME partners. Microsoft reaches many customers across East Africa through local partners, providing insight into the challenges businesses face when expanding across borders. The scale and accessibility of the regional market directly influence investment decisions in areas such as cloud computing and digital services.



Malcolm Kijirah
Government Affairs Manager, East Africa, Microsoft,

For SMEs, the impact can be even more pronounced. Fragmented rules can turn regulatory compliance into a market-entry barrier, increasing costs and reducing the commercial incentive to expand into neighboring markets.

A forecasting exercise involving Microsoft partners indicated that a functioning regional data framework could significantly increase the revenue potential of cloud-service businesses.

The message was clear: regulatory interoperability can directly influence whether businesses enter, invest and scale in regional markets.

UNLOCKING REGIONAL MARKETS THROUGH DATA AND PAYMENTS



Michael Murungi
Government Affairs and Public Policy for East Africa, Google

Michael Murungi, Government Affairs & Public Policy Lead, Eastern Africa at Google, highlighted the role of data in understanding consumers, identifying market opportunities and developing businesses capable of scaling across borders. Tourism was cited as one example of how better data can reveal changing patterns in regional demand and help businesses identify markets that may otherwise be overlooked.

Digital payments present another significant opportunity. East Africa's mobile-first economy has created a strong foundation for regional digital commerce, but payment providers can still face different licensing, know-your-customer and due-diligence requirements across countries such as Kenya, Rwanda and Tanzania.

Greater interoperability could reduce these duplicative requirements, enabling businesses and consumers to transact more seamlessly across borders while helping SMEs extend their reach into new markets. The opportunity extends beyond the region's established digital markets. Interoperable systems could allow technology solutions developed in Kenya to be more readily adapted and scaled into markets such as South Sudan and Somalia, expanding the addressable market for African digital businesses.

REGULATION AS AN ENABLER OF DIGITAL TRADE



Rose Mosero
Data Protection and Cybersecurity Expert Advisor, Eastern Africa Digital Integration Project (EA-RDIP-World Bank Funded)

Rose Mosero, Data Protection and Cybersecurity Expert Advisor under the World Bank-funded Eastern Africa Regional Digital Integration Project (EA-RDIP), emphasized the importance of regulators facilitating legitimate digital trade while maintaining appropriate safeguards.

Recent guidance from Kenya's Office of the Data Protection Commissioner on cross-border data transfers provides businesses with clearer mechanisms for compliant data movement, including standard contractual clauses and binding corporate rules.

The approach illustrates the importance of regulatory frameworks that can evolve alongside technology and digital commerce. Regular review and stakeholder engagement will be important as new technologies, business models and cross-border data use cases emerge.

DATA INTEROPERABILITY AND TAX ADMINISTRATION

The forum also examined the implications of greater data interoperability for tax administration. Improved cross-border data exchange could strengthen tax compliance, broaden the tax base and improve visibility into regional transactions while reducing administrative duplication for businesses. Interoperability between electronic invoicing systems across EAC member states was identified as one practical opportunity.

For example, an electronic tax invoice issued in Kenya for goods exported to Uganda could, through interoperable systems, be recognized by the Ugandan tax system without requiring businesses to duplicate the same information. The discussion also raised emerging questions around the tax treatment of data localization, data centers and the transfer or monetization of data. These issues will require further technical and policy consideration as the EAC develops its regional framework.

THE U.S. PERSPECTIVE: DATA AS A DRIVER OF ECONOMIC GROWTH



Caleb Archie
Digital Policy Advisor,
U.S. Department of Commerce

Caleb Archie, Digital Policy Advisor at the U.S. Department of Commerce, underscored the importance of trusted cross-border data flows to economic growth, international trade and innovation.

From the U.S. perspective, interoperability and reduced regulatory fragmentation are critical to creating digital markets in which businesses can invest and operate with greater confidence. Agriculture, healthcare, energy and workforce development were identified as areas where stronger digital cooperation between Kenya and the United States could generate significant value.

AI presents an additional opportunity. Access to appropriately governed datasets across multiple markets can help develop AI applications that are more relevant to regional conditions, including solutions for agriculture, transportation and healthcare.

The discussion also highlighted opportunities to strengthen digital connections between the United States and Kenya across the broader technology stack, from hardware and data infrastructure to AI models, compliance and sector-specific applications.

TOWARD A SINGLE DIGITAL MARKET



MODERATOR

Joe Githaiga

Partner,
Spencer West

Moderated by Joe Githaiga, Partner at Spencer West, the forum ultimately centered on how East Africa can establish a regional data environment that is both trusted and economically efficient.

Participants highlighted the growing costs of regulatory fragmentation, including duplicated compliance requirements, delayed product launches, uncertainty around market entry and barriers to SME expansion. At the same time, they emphasized that harmonization must preserve privacy, cybersecurity, national sovereignty and legitimate public-policy objectives.

The emerging policy imperative is therefore not simply to enable data to move, but to establish trusted, predictable, secure and interoperable mechanisms that allow data to move efficiently while maintaining robust safeguards.

The economic case is increasingly compelling. Trusted cross-border data flows can serve as foundational infrastructure for East Africa's next phase of digital trade, innovation, investment and regional integration, helping transform the EAC from a collection of national digital markets into a more connected and competitive regional digital economy.

KEY OUTCOMES AND STRATEGIC PRIORITIES

01

Establish trusted cross-border data flows as digital infrastructure

Secure and predictable movement of data across borders should be treated as essential infrastructure for East Africa's digital economy, enabling regional trade, innovation, investment and integrated supply chains.

02

Accelerate regional data-policy harmonization

Regulatory fragmentation across EAC member states increases compliance costs, delays market entry and discourages businesses from expanding regionally. Greater alignment and interoperability of data-protection frameworks can help create a more seamless regional digital market.

03

Build a single, trusted digital market

Harmonized data-governance frameworks have the potential to unlock significant economic value, supporting GDP growth, job creation and greater regional competitiveness by enabling businesses to operate and scale across borders more efficiently.

KEY OUTCOMES AND STRATEGIC PRIORITIES

04 **Balance data mobility with privacy and security**
Cross-border data frameworks should enable legitimate data transfers while maintaining robust safeguards for privacy, cybersecurity and national policy objectives. Trust and security must be embedded into the architecture of regional data integration.

05 **Lower barriers for SMEs to participate in regional markets**
SMEs stand to benefit disproportionately from greater regional data integration. Simplified compliance and interoperable frameworks can reduce market-entry costs and expand access to cloud, digital financial and other technology-enabled services.

06 **Avoid disproportionate data-localization requirements**
Forced or overly restrictive data-localization requirements can significantly increase IT infrastructure costs, by as much as 60 percent, and undermine the competitiveness of businesses operating across the region. Localization measures should therefore be targeted, proportionate and grounded in clearly defined policy objectives.

07 **Adopt a facilitative approach to digital regulation**
Regulators should seek to facilitate legitimate digital trade rather than create unnecessary barriers. Simplified compliance requirements, clear rules and efficient mechanisms for approving and enabling cross-border data transfers will support innovation while maintaining appropriate safeguards.

08 **Enable data flows critical to next-generation technologies**
Trusted cross-border data movement is increasingly fundamental to AI development, digital payments and regional supply chains, all of which depend on secure, timely and reliable access to information across jurisdictions.

09 **Institutionalize government-regulator-industry collaboration**
Governments, regulators and industry should work together to develop practical, interoperable data frameworks, build institutional trust and ensure that regulation keeps pace with technological and commercial developments.

10 **Position East Africa for global digital competitiveness**
Predictable, secure and interoperable data frameworks can strengthen investor confidence, attract technology investment and position East Africa as a more competitive participant in global digital trade while deepening regional economic integration.

POLICY RECOMMENDATIONS

01 **Finalize and operationalize the EAC cross-border data-flow framework**
Accelerate the finalization and implementation of a regional framework that harmonizes rules for cross-border data transfers, reduces regulatory fragmentation and establishes greater certainty for businesses operating across EAC markets.

02 **Strengthen regulatory interoperability across member states**
Promote greater coordination and interoperability among national data-protection authorities, including streamlined approval, oversight and enforcement mechanisms for cross-border data processing and transfers.

03 **Adopt common mechanisms for trusted data transfers**
Establish regionally recognized standard contractual clauses, binding corporate rules and other approved transfer mechanisms to simplify legitimate cross-border data flows while maintaining appropriate privacy and security safeguards.

04 **Provide clear and consistent regulatory guidance**
Require regulators to publish accessible guidance, compliance templates and practical implementation tools that reduce uncertainty, lower compliance costs and enable businesses, particularly SMEs, to meet data-protection requirements more efficiently.

05 **Embed SMEs in regional data-policy development**
Institutionalize SME participation in regional data-governance consultations to ensure that emerging frameworks reflect the operational realities, resources and cross-border growth ambitions of smaller businesses.

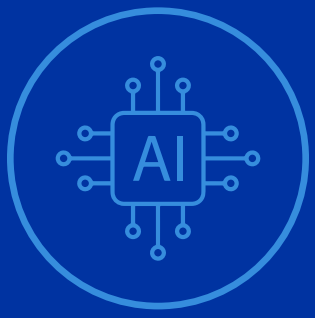
06 **Adopt a proportionate approach to data localization**
Review and remove unnecessary or overly restrictive data-localization requirements while promoting secure regional cloud infrastructure and appropriate infrastructure-sharing models that improve efficiency, resilience and competitiveness.

07 **Advance interoperability across critical digital systems**
Develop regional interoperability standards for digital payments, electronic tax invoicing, digital identity verification and other foundational systems to enable seamless cross-border commerce and strengthen the region's emerging digital single market.

08 **Strengthen regulatory capacity and technical expertise**
Invest in the capacity of data-protection and digital-economy regulators to assess emerging technologies, manage privacy and cybersecurity risks, and facilitate legitimate digital trade without imposing disproportionate barriers to innovation.

09 **Leverage trusted data flows to accelerate digital growth**
Use regional data cooperation as an enabler of AI innovation, financial inclusion, e-commerce and digitally integrated supply chains, ensuring that data governance supports rather than constrains the region's broader digital transformation.

10 **Establish a public-private implementation mechanism**
Create a regional public-private task force to monitor implementation of cross-border data reforms, identify emerging barriers and track measurable outcomes, including investment, SME participation, digital trade, innovation and job creation, to ensure that trusted data flows translate into tangible economic benefits.



PANEL 4

GOVERNING IN THE AGE OF AI

COMPETITION RULES FOR EAST AFRICA'S DIGITAL ECONOMY

The rapid expansion of artificial intelligence and digital platforms is prompting African policymakers to reconsider how competition frameworks can protect consumers and local industries without constraining innovation, investment and the growth of homegrown technology companies. At the Competition Law Roundtable at the AmCham Business Summit 2026, competition lawyers, policymakers, academics and technology leaders examined whether existing competition frameworks are sufficiently equipped to address AI-driven markets, or whether new regulatory approaches are required.

A central message emerged: Africa needs competition rules that protect markets and consumers without regulating innovation out of existence. This will require evidence-based regulation, locally grounded policy frameworks, stronger regional coordination and greater regulatory capacity.

REGULATION SHOULD BE GUIDED BY EVIDENCE, NOT FEAR

Francis Wang'ombe, former Director-General of the Competition Authority of Kenya, urged regulators to assess technology based on its economic impact and potential for harm rather than regulating simply because a technology is new or disruptive. He advocated a balanced approach that considers both the benefits and risks of AI, arguing that regulation should respond to demonstrable market harm while preserving space for innovation. Kenya's experience with M-Pesa was cited as an example of how adaptive regulation can allow transformative technologies to develop without being prematurely constrained.



Francis Wang'ombe
Former Director-General,
Competition Authority of Kenya

"Let's not regulate with fear. Let's look at the harm.

Wang'ombe also cautioned against repeatedly expanding competition legislation before existing regulatory tools have been fully utilized. Excessive complexity and frequent amendments, he argued, can create uncertainty for businesses and investors.

The broader lesson is that regulatory frameworks should remain sufficiently flexible to accommodate technological change while giving regulators the tools to intervene where genuine anti-competitive conduct emerges.

DEVELOPING AFRICAN REGULATORY MODELS FOR AFRICAN MARKETS



Dr. Vellah Kedogo Kigwiru
Competition-Law Scholar,
Technical University of Munich

Dr. Vellah Kedogo Kigwiru, a competition-law scholar at the Technical University of Munich, emphasized the need for African regulatory frameworks that reflect the continent's distinctive markets, institutions and development priorities.

Rather than importing regulatory models developed for other markets, African policymakers should adapt global principles to local realities while maintaining coherence across national and regional frameworks. This is particularly important as digital markets increasingly operate across borders and interact with multiple layers of regulation, including national competition authorities, regional economic communities and the African Continental Free Trade Area.

Kigwiru also stressed the importance of regulators understanding the business models and technologies they seek to regulate. Clear definitions and technically informed policymaking will be essential to avoid regulatory ambiguity and unintended consequences.

"We don't need to copy-paste external digital-market regulation, but to tailor them to adapt to African market specifics."

EXPANDING THE DEFINITION OF COMPETITION



MODERATOR

Hanningtone Amol
Partner,
ALP East Africa

Moderator Hanningtone Amol, Partner at ALP East Africa, broadened the competition debate beyond digital platforms to the physical and human infrastructure underpinning the digital economy.

The rapid expansion of AI and data centres is increasing demand for electricity, water, connectivity and specialized skills, potentially creating new forms of competition for scarce resources. In markets already facing infrastructure constraints, the concentration of these resources among large technology companies could have implications for households, traditional industries and smaller businesses.

Amol also highlighted potential competition concerns in labour markets, including the ability of dominant technology companies to influence access to specialized training and talent.

The discussion therefore pointed to a broader definition of digital-market competition—one that considers not only platform dominance and data access, but also the infrastructure, energy, water and human capital required to sustain AI-driven growth.

M-PESA AND THE CASE FOR LOCALLY GROUNDED INNOVATION

Stephen Kiptinness, Advocate of the High Court of Kenya and Managing Partner at KO Associates LLP, reinforced the value of locally informed regulatory approaches, drawing on Kenya's experience with M-Pesa.

He argued that the mobile-money ecosystem benefited from a regulatory environment that allowed innovation to develop while maintaining appropriate oversight. The experience provides a useful reference point for policymakers considering how to regulate emerging technologies without imposing requirements that are disproportionate to the risks involved.



Stephen Kiptinness
Advocate of the High Court of Kenya and Managing Partner, KO Associates LLP

Kiptinness also questioned whether entirely new competition legislation is necessary to address digital markets, noting that existing concepts such as dominance and market power may already provide a strong foundation for addressing many emerging concerns.

Lessons from telecommunications regulation, including interconnection, open access and infrastructure sharing, could also inform digital-market policy. Data portability and interoperability, in particular, could help reduce barriers to entry and enable smaller businesses to compete more effectively.

REGIONAL COORDINATION AND REGULATORY PREDICTABILITY



Jade Makori
Regional Advisor to the East African Community on AI and Trade

Jade Makori, Regional Advisor to the East African Community on AI and Trade, emphasized that the cross-border nature of AI and digital markets makes regional coordination increasingly important.

With African countries developing their own approaches to digital regulation, participants called for a common regulatory baseline that provides greater consistency across markets while retaining flexibility to address national circumstances. Emerging issues such as acqui-hires, in which companies are acquired primarily for their talent, also highlight the need for competition authorities to anticipate new forms of market concentration and barriers to innovation.

Regulatory predictability emerged as a critical investment consideration. Businesses require stable rules and sufficient visibility to make long-term technology and infrastructure investments. A fragmented or frequently changing regulatory environment can increase compliance costs and discourage investment in emerging markets.

STRENGTHENING AFRICA'S VOICE IN GLOBAL AI GOVERNANCE

Linda Bonyo, Founder and CEO of Lawyers Hub, called for stronger African participation in global debates shaping AI governance, competition and digital standards.

While international AI policy discussions are often led by Europe and North America, African markets have distinct characteristics that require greater representation in global rule-making. Stronger coordination across African jurisdictions would also provide investors with greater clarity and support the development of more integrated regional digital markets.



Linda Bonyo
Founder and CEO,
Lawyers Hub

Bonyo emphasized that regulatory capacity must evolve alongside technology. Policymakers, legislators and regulators need a stronger understanding of AI systems, digital business models and emerging technologies to ensure that interventions address genuine risks rather than unintended consequences.

She also highlighted interoperability and institutional capacity as essential to creating a more coherent African digital market.

"We must harmonize our approaches and give our institutions interoperability, so investors understand the markets they are entering."

A COMPETITION FRAMEWORK FIT FOR THE AI ERA

The discussion converged around a clear principle: Africa should regulate AI and digital markets with confidence, not fear.

Existing competition frameworks already provide many of the tools needed to address market power and anti-competitive conduct. The priority now is to strengthen regulators' technical and economic capacity, apply existing tools proportionately, anticipate emerging forms of market concentration and establish greater coherence across African markets.

Kenya's experience with M-Pesa demonstrates the value of adaptive, locally informed regulation. As AI reshapes markets and creates new sources of economic value, policymakers will need to preserve this balance, protecting consumers and competition while maintaining the regulatory certainty, investment environment and policy flexibility required for African technology companies to innovate, scale and compete globally.

KEY OUTCOMES AND STRATEGIC PRIORITIES

01

Anchor AI regulation in evidence and demonstrable harm
Regulators should adopt proportionate, evidence-based approaches that assess the actual risks and benefits of AI and digital technologies, rather than regulating in response to fear, speculation, or technological novelty.

02

Develop competition frameworks grounded in African market realities
African jurisdictions should design digital-market and AI competition frameworks that reflect local economic, institutional and technological conditions, drawing on international experience without simply transplanting external regulatory models.

03

Apply existing competition tools effectively and consistently
Existing competition laws can address many of the risks emerging in digital markets when regulators have the expertise, institutional capacity and mandate to apply concepts such as market dominance, market power and anti-competitive conduct effectively.

04

Anticipate competition for critical digital-economy resources
Competition policy must extend beyond digital platforms to consider the growing demand for electricity, water, infrastructure and specialized talent associated with AI and data-intensive technologies, particularly as large-scale digital infrastructure expands.

05

Preserve regulatory flexibility to support innovation
Kenya's experience with M-Pesa demonstrates the value of adaptive, locally informed regulation that allows promising technologies to develop while maintaining appropriate safeguards. Regulatory frameworks should provide room for experimentation, innovation and market evolution.

06

Harmonize regional digital-market frameworks
Stronger coordination under the EAC and AfCFTA is essential to prevent fragmented approaches to AI and digital-market regulation, reduce compliance costs and create greater predictability for businesses seeking to scale across African markets.

07

Strengthen Africa's voice and regulatory capacity in global AI governance
Africa should play a more active role in shaping global AI standards and competition rules while investing in the technical expertise of policymakers, legislators and regulators. Stronger institutional capacity will enable African jurisdictions to engage credibly in global governance and develop rules that reflect their own economic priorities.

POLICY RECOMMENDATIONS

01

Institutionalize evidence-based economic impact assessments
Require regulators to assess the potential economic costs, benefits and competitive effects of proposed AI and digital-market regulations before introducing new measures, ensuring that policy responses are proportionate to demonstrable risks.

02

Develop competition frameworks grounded in African market realities
Tailor competition and digital-market regulation to Africa's economic structures, institutional capacity and technological context, drawing on international experience without replicating regulatory models that may not reflect local realities.

03

Strengthen regulatory and technical capacity
Equip competition authorities and other relevant regulators with expertise in AI systems, digital business models, data economics and platform markets to enable more informed, technically sound and timely regulatory decisions.

04

Maximize existing competition-law tools before expanding legislation
Apply established concepts, including market dominance, market power and anti-competitive conduct, more effectively before introducing new legislative frameworks, ensuring that regulation evolves in response to identified gaps rather than technological novelty alone.

05

Integrate critical resource considerations into digital-economy policy
Incorporate energy, water, infrastructure and labor-market implications into competition and technology policy, particularly as AI and data-intensive infrastructure increase demand for scarce resources and specialized skills.

06

Advance data portability and interoperability
Promote data portability, open interoperability and appropriate infrastructure-sharing mechanisms to lower barriers to entry, reduce switching costs and enable smaller and emerging firms to compete more effectively in digital markets.

07

Establish regional regulatory baselines with room for national flexibility
Develop common regional principles and minimum standards for AI and digital-market governance under the EAC and AfCFTA, while allowing national authorities sufficient flexibility to adapt implementation and enforcement to local circumstances.

08

Adopt adaptive regulatory approaches that support innovation
Embrace proportionate, flexible and iterative regulation that allows new technologies and business models to develop while enabling oversight to evolve as evidence, risks and market conditions become clearer.

POLICY RECOMMENDATIONS

09

Prioritize regulatory predictability and policy stability
Maintain clear, consistent and predictable rules to strengthen investor confidence, reduce compliance uncertainty and support long-term investment in Africa's digital economy and emerging technology sectors.

10

Strengthen multi-agency and international collaboration
Build stronger coordination among competition authorities, technology regulators, policymakers and other public institutions, while deepening engagement with regional and global partners to ensure that Africa's AI governance frameworks advance innovation, competitiveness and inclusive development.



AMCHAM BUSINESS SUMMIT

U.S. - EAST AFRICA TRADE & INVESTMENT FORUM