



# NORDIC EAST AFRICA BUSINESS EXPO & CONFERENCE 3 - 5 SEPTEMBER 2019 | HELSINKI



# DOING BUSINESS IN EAST AFRICA

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## The objective of NEABEC

- Learn about the East African market
- Connect companies and investors
- Discover real business opportunities

The event will attract over 300 people from companies in East Africa and Nordics.

The NEABEC Conference is part of a long term 5 year project aiming to create a platform for companies from East Africa and Nordic countries.







# WHY WHO

## Why attend

- Understand market and business potential
- Find trade opportunities
- Discover investment opportunities
- Network with the East African and Nordic top decisions makers
- Enjoy the best event ever done on East Africa in FINLAND

## Who is this event for

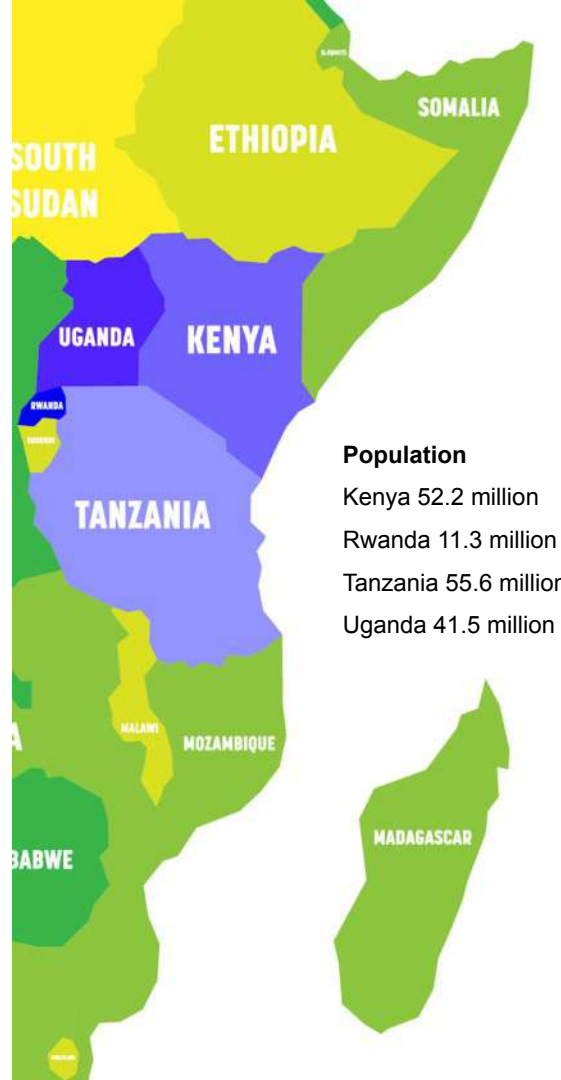
- Key Business leaders
- Entrepreneurs
- Investors
- National and local government decision makers
- International development partners
- Academics

# Why East Africa?

The average economic growth in East Africa was 5.9 percent reported in 2017 mainly attributed to an expanding middle class. The exponential growth is primarily being experienced in Kenya, Rwanda, Tanzania and Uganda.

Constraints and challenges remain despite the growth in GDP, and the countries in the region are looking for ways to attract trade and investment into various sectors to maintain growth and evenly distribute income.

*The East African regional challenges offer a good opportunity for Nordic companies to invest in East Africa.*



## 01 World Bank Report

East Africa Economic outlook of 2018 by the World Bank highlights the fastest growing sectors.

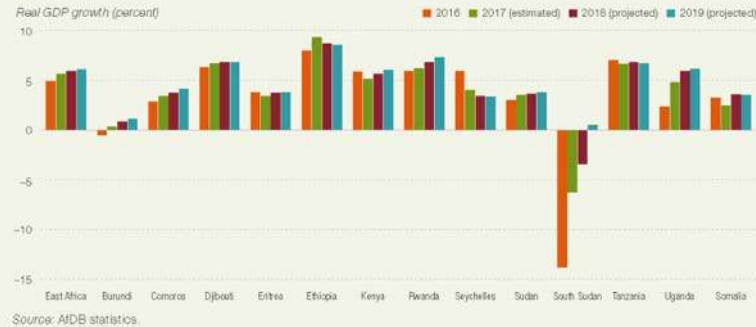
- Agriculture sector
- Manufacturing subsector
- Niche pharmaceuticals
- Health
- Banking sector
- Energy/power supply
- Construction sector
- Fisheries and Aquaculture, Maritime Logistics and transport services



**FIGURE 1** Regional economic growth in Africa, 2016–19



**FIGURE 2** Regional economic growth in East Africa, 2016–19



## Fast growth in East Africa

The East Africa Economic Outlook reviewed economic performance in 2017. Forecasts have been determined for the next two years by highlighting the region's key drivers of growth, opportunities, and challenges.

Services grew 12.4 percent in 2017, compared to 12.0 percent for industry and 7.1 percent for agriculture. The mineral and industrial sectors' role in driving growth is continuously increasing.

# Format and agenda of the event



<http://www.marinacongresscenter.com/fi>

## Venue

*Grand Marina Congress Center*, Katajanokka, Helsinki, Finland

## Theme

Unveiling the potential of Africa's fastest growing region - East Africa

**Tue** 3<sup>rd</sup> September

## Seminar

Engage in the success of trade and industry in East Africa

**Seminar 9.00 – 17:00**

Exhibition

Keynote speakers

Panel discussions

Extended networking session with drinks



**Wed** 4<sup>th</sup> September

## Workshop

**Build Successful Business in East Africa & Nordics**

**Workshop 9:00 – 12:30**

Private one on one meetings for VIP guests

**Thu** 5<sup>th</sup> September

## Company visits

Meet and greet TOP Finnish Companies

# Keynote Speakers

## Ms Ritva Reinikka

***How development in East Africa is creating business opportunities for Nordic Companies***

Development Economist, former Director of Human Development for the African Region



## Mr Patrick Mweheire

***The growing potential of Fintech in East Africa, how the Nordic countries can drive business in the sector***

CEO of Stanbic Bank, the largest commercial bank in Uganda



## Ms Olive Kikongo

***East African trade opportunities in renewable energy, ICT, Agriculture and education for the Nordic businesses.***

Entrepreneur and the President of Uganda National Chamber of Commerce and Commerce (UNCCI)



## Ms Pirjo Suhonen

***Finnish education export: Academically happy and healthy children though better education. Using new technology to teach Common targets for Nordic and East Africa***

Global Education Influencer, Founder and Learning Facilitator for ALO Finland.



## Ms Susanna Kiijärvi

***Applying market intelligence to ensure positive development impact in new in emerging markets.***

Consultant in business development, emerging market research expert  
Founder and CEO of Invivace Oy





# Key Sectors of NEABEC

## Energy - Clean and Renewable

East Africa has vast natural resources which presents major opportunities for renewable energy investors. Solar irradiation levels are high due to proximity to the equator, wind speeds are some of the strongest on the continent, hydropower resources are plentiful, and the Great Rift Valley is a promising source for geothermal power

## ICT

New technology has changed many lives across East Africa. An examples are mobile banking, small loans. The consumer benefits of financial technology include accessibility to services and increases in digital literacy.

## Agribusiness

East Africa is taking the critical steps towards adoption of existing and emerging technologies in the farming processes. This, as the entire African continent seeks to guarantee food security for its population, which is estimated to peak at two billion by 2050.



## Education

Significant increases in internet usage in East Africa means education technology is yet another promising sector. Localizing solutions, empowering teachers and investing in developing East African Youth are central to success.





# Get your ticket now!

**EARLY BIRD OFFER 397€**

***(until 31.7.2018), REG 497€***

seminar, workshop, food and beverage, networking events, company visits and evening party

**VIP TICKET 997€**

***(until 31.7.2019) REG. 1197€***

include seminar VIP seating, food and beverage, workshop, private one-to-one meetings, networking events, company visit and evening party

## List of participants

- Industrialists
- Entrepreneurs
- Executive directors of private and government companies
- Ambassadors
- Mayors
- International development partners and funders
- Researchers
- Business experts
- Ministers
- Students

## Participating countries

Finland, Sweden, Denmark, Norway, Iceland, Rwanda, Kenya, Uganda, Mauritius, Tanzania. Other participants are welcome to grace the conference.

## Contacts

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# EVENT ORGANISERS



## Event organisers:

- **Ferrum Capital Oy and Debridge Oy** are nurturing partnership with East Africa and Nordic countries in collaboration with strategic partners. This is the first of a kind expo and conference that will foster business partnerships between companies from East Africa and Nordics.
- **Finncham & Finnpartnership**
- Our other partners are Source of the Nile Foundation Uganda, in collaboration with British & Commonwealth Chamber of Commerce in Finland, **The Uganda Urban Expo**, organizer of the first Urban Expo in Uganda in 2018.

# Collaborators

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Finnpartnership

FINLAND  
CHAMBER OF COMMERCE



Uganda Urban Expo



B3CF - British & Commonwealth  
Chamber of Commerce in Finland

# Collaborators

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Uganda National Chamber of  
Commerce & Industry

*"Enhancing Business Opportunity"*





# Collaborators

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*Business growth is our business*



THINK  
AFRICA



ONNELLISUUSOPISTO



Intelligent Millionaires Network