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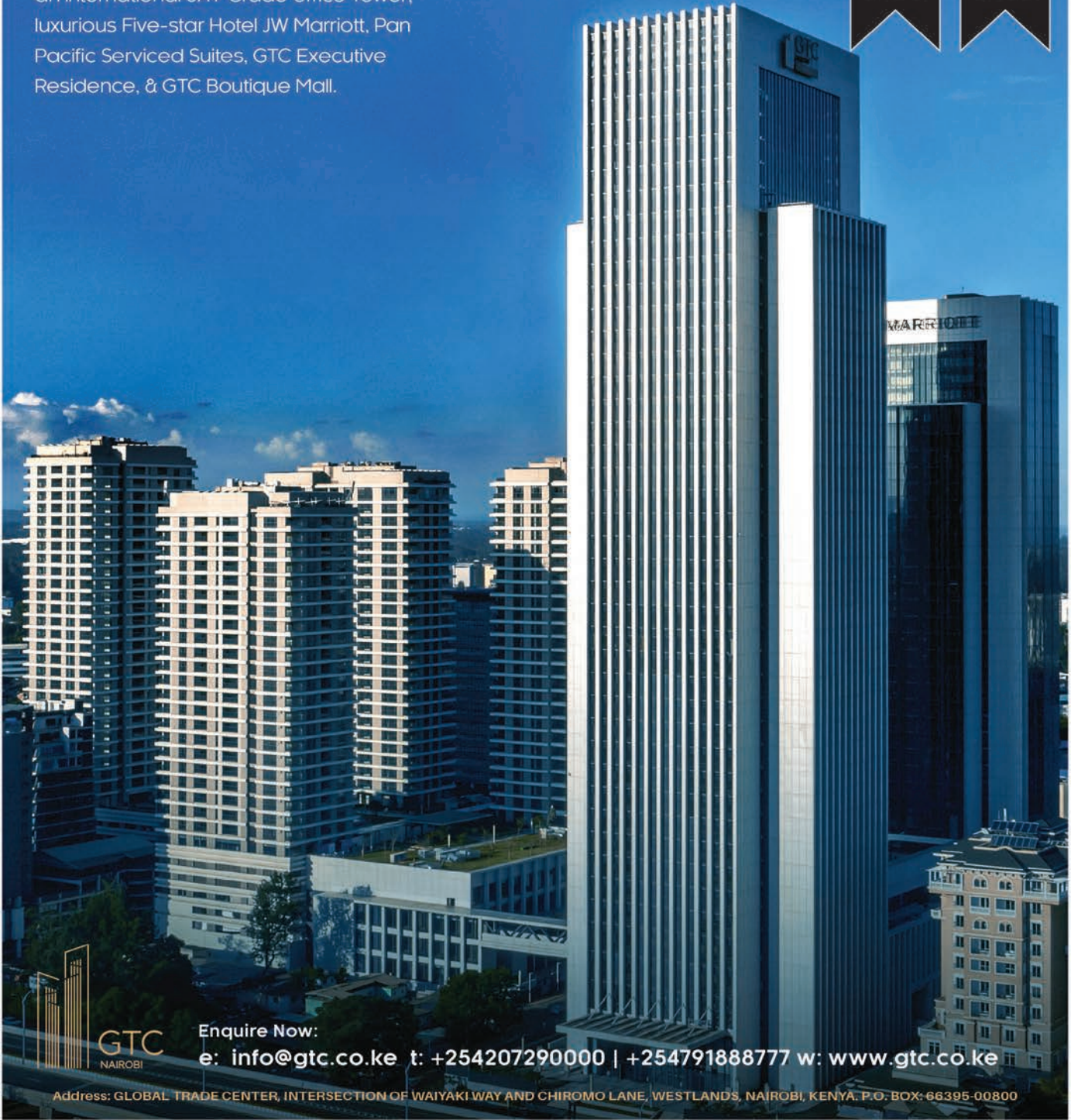
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KENYA 2025

Transforming Through Visionary Leadership

Under President William Ruto's administration, Kenya is embracing bold reforms, fostering global partnerships, and empowering its people to build a sustainable, inclusive future.



H.E. William Ruto's administration has ushered in a new era of economic ambition and transformative policies, positioning Kenya as a regional leader in trade, innovation, and sustainability. With a clear vision for growth and inclusivity, his leadership is redefining the country's trajectory and setting an example for Africa.



**H.E. WILLIAM
SAMOEI
RUTO,
PRESIDENT
OF KENYA**

of its agenda. By investing in education, digital skills, and entrepreneurship, the government is equipping the next generation to lead innovation across key sectors such as fintech, agritech, and green technology.

"Our young people are the engine of this nation," Ruto has said. "By investing in them, we are investing in Kenya's future."

The administration has also introduced initiatives to expand access to affordable credit for small businesses, fostering a culture of innovation and entrepreneurship that is fueling economic diversification and growth. Programs like the Youth Enterprise Development Fund have helped thousands of young people turn ideas into thriving enterprises, supporting Kenya's broader vision of inclusive development.

Kenya's technology sector, often referred to as the "Silicon Savannah," continues to thrive, with Nairobi serving as a hub for startups and tech investors. The government's active support for innovation has strengthened the nation's position as a leader in digital transformation across Africa.

President Ruto's Vision for Economic Growth

Since taking office, President Ruto has prioritized creating an enabling environment for business and investment. His administration has implemented regulatory reforms to ease business operations, attract foreign direct investment, and foster entrepreneurship.

"Kenya's vision is to build an economy that supports enterprise and creates opportunities for all," Ruto emphasized at a recent economic forum. "We are laying the foundation for sustainable and inclusive growth."

Among his administration's flagship initiatives is the expansion of the Standard Gauge Railway, a project aimed at boosting regional trade. Securing new funding from the United Arab Emirates, the government is set to complete this vital infrastructure, connecting Kenya with Uganda and positioning the nation as East Africa's logistics hub.

Additionally, Ruto's administration is leveraging Kenya's strategic location within the African Continental Free Trade Area to attract investment and expand trade. By focusing on infrastructure and market access, Kenya is solidifying its role as a gateway for commerce across the continent.

To further spur economic growth, the government has focused on diversifying Kenya's economy. Sectors such as manufacturing, agriculture, and technology are receiving strategic support to ensure long-term stability and job creation.

Empowering Youth and Driving Innovation

Recognizing that Kenya's young population is its greatest asset, Ruto's administration has made youth empowerment a cornerstone

Leadership in Sustainability

Ruto's leadership extends to Kenya's global standing in renewable energy and environmental conservation. Under his administration, Kenya continues to generate approximately 90% of its electricity from clean sources, including geothermal, wind, and solar power, solidifying its reputation as a leader in sustainability.

"Our leadership in renewable energy is not just about providing power," Ruto remarked. "It is about powering dreams and building a sustainable future for generations to come."

The administration's focus on sustainability is also reflected in its climate-smart agriculture programs and urban development projects, ensuring that growth remains environmentally responsible and inclusive.

To address the pressing challenges of climate change, Kenya is doubling down on its commitment to reforestation and biodiversity conservation, empowering local communities to play an active role in preserving the country's natural heritage.

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Harnessing Kenya's Renewable Energy Boom

HON. J. OPIYO WANDAYI,
MINISTER OF ENERGY
AND PETROLEUM

The Minister outlines Kenya's ambitious plans for renewable energy, economic transformation, and sustainable development.



What is your vision for Kenya's energy sector during your tenure?

The Ministry of Energy and Petroleum is central to Kenya's economic growth and transformation. Energy drives industrialization,

which is a cornerstone of Kenya's vision to become a middle-income, industrialized country.

Our primary focus is to ensure access to affordable, clean, and renewable energy for all Kenyans. Currently, 93% of Kenya's electricity is generated from renewable energy sources such as geothermal, hydroelectric, and wind power. This remarkable achievement places Kenya among global leaders in clean energy. Our goal is to achieve 100% renewable energy by 2030, which would eliminate the need for fossil fuels entirely. Achieving this goal not only aligns with our climate commitments but also ensures we have a reliable and sustainable energy supply to drive industrial and economic growth.

Energy accessibility is essential for equitable development. By extending reliable electricity to underserved areas, we are ensuring that all Kenyans—whether in rural or urban settings—can participate in and benefit from Kenya's industrial progress.

Can you elaborate on the role of solar energy in this transition?

Solar energy is an important part of Kenya's renewable energy mix, particularly in rural areas where grid connections are unavailable. Through off-grid solar initiatives, we are extending electricity access to communities that have historically been left out of the grid system. This is transforming lives by enabling small businesses to grow, improving education in schools, and enhancing healthcare delivery by powering medical equipment.

Solar energy complements our geothermal and hydroelectric resources, especially during the daytime when demand for energy peaks. While solar energy is intermittent, it plays a crucial role in balancing the energy mix. As part of our least-cost energy development plan, we have integrated solar solutions to ensure affordability and reliability for all Kenyans. Solar power is also key to rural electrification, which has been one of the most impactful aspects of our renewable energy strategy.

“Kenya's geothermal potential of 10,000 megawatts offers vast untapped opportunities, supported by stable policies and incentives to attract global investors.”

Kenya has been attracting international investment in green energy. What areas are you targeting?

Geothermal energy offers the most significant opportunity for investment in Kenya. Our country has an estimated potential of 10,000 megawatts of geothermal energy, but we have currently developed just around 1,000 megawatts. This means there is vast untapped potential, and we are focusing on scaling up geothermal capacity to support industrialization and urban development.

Energy efficiency and innovation in storage solutions are also areas of focus. As demand for electricity grows alongside industrial and urban expansion, we must ensure our renewable energy systems remain sustainable. To attract investment, we have worked to create a stable regulatory environment supported by clear policies and incentives for investors. These efforts are making Kenya an increasingly competitive destination for green energy projects. Collaboration with international partners has been instrumental in scaling up our renewable energy capacity and will remain key to achieving our long-term goals.

What is the role of the private sector in Kenya's energy transformation?

The private sector is an essential partner in Kenya's energy journey. Public-private partnerships have enabled us to mobilize resources, finance infrastructure, and leverage expertise to expand and maintain our energy systems.

Private investors have played a critical role in developing renewable energy projects, including geothermal, wind, and solar. Their contributions have been vital to ensuring that Kenya meets its growing energy needs sustainably and efficiently. Our regulatory framework is designed to align private investments with Kenya's national goals, ensuring mutual benefits and long-term success.

As Kenya's industrial and urban centers continue to grow, the private sector will remain central to delivering innovative solutions that support our vision for a cleaner, more sustainable future.

By working together, we can ensure energy remains a key driver of Kenya's economic transformation.



Sowing Innovation for Farming Success

HON. DR. ANDREW MWIHIA
KARANJA, MINISTER
OF AGRICULTURE AND
LIVESTOCK DEVELOPMENT

Minister Karanja discusses his collaborative leadership approach, transformative achievements, and the vast investment opportunities in Kenya's agriculture sector.



How would you characterize your leadership style, and in what ways do you believe it is shaping and positively influencing the development of Kenya's agriculture sector?

My leadership style is collaborative, consultative, and adaptive. Agriculture is a devolved function in Kenya, and I work closely with county governments and the Council of Governors to align national and county priorities. This ensures the effective delivery of services to farmers and the coordination of resources across regions.

In October 2024, we held the first intergovernmental consultative meeting, bringing together agricultural stakeholders. This meeting resulted in 17 resolutions aimed at transforming the sector. These resolutions address challenges in service delivery and identify practical solutions for improving agricultural practices. By engaging stakeholders at all levels, I promote inclusivity and accountability in decision-making, which ultimately benefits farmers.

Public-private dialogue is also a key part of my approach. These conversations create opportunities for discussing the challenges faced by farmers and agro-dealers and for implementing solutions to strengthen the sector. Through collaboration, we are addressing the key barriers to agricultural growth and ensuring that farmers are supported at every level.

What would you consider to be your most significant achievements so far, and what key milestones do you aim to reach during your tenure?

One of my most significant achievements is the implementation of the Kenya Integrated Agriculture Management Information System (KIAMIS). Through KIAMIS, we have registered over 6.45 million farmers. This system enables the distribution of subsidies for fertilizers, seeds, pesticides, and other inputs using an e-voucher system, ensuring transparency and efficiency in service delivery. Agro-dealers have also benefited significantly from this initiative, which strengthens their networks and enhances input availability.

Another key milestone is the enhanced use of the Agricultural Information Resource Center (AIRC). AIRC plays a critical role in providing farmers with information tailored to their needs, including best practices, market updates, and strategies for improving productivity. This has strengthened communication channels and enabled farmers to make more informed decisions.

“Kenya's agriculture sector offers immense potential through innovation, inclusivity, and sustainability, making it a globally attractive investment opportunity.”

Looking ahead, we aim to organize farmers into cooperatives to improve aggregation, increase market access, and enhance their bargaining power. Additionally, we are working to expand exports of key cash crops such as tea, coffee, and horticultural products, which are crucial for economic growth.

Advancing climate-smart agriculture is also a major priority. We are developing policies to support smallholder farmers in adopting sustainable practices that protect the environment while boosting productivity. Kenya's agriculture sector offers immense potential through innovation, inclusivity, and sustainability, making it a globally attractive investment opportunity.

How are you ensuring sustainable development in agriculture while balancing economic growth with environmental preservation?

Sustainability is central to Kenya's agricultural strategy. We are implementing measures to conserve the environment while ensuring agriculture remains a driver of economic growth.

Irrigation development is a critical part of our efforts. We are constructing dams and boreholes to improve access to water resources, allowing farmers to cultivate crops year-round. In addition, we are restoring degraded rangelands through reseeding programs, establishing feedlots, and improving pasture management. These initiatives are critical to supporting Kenya's livestock sector.

Crop and livestock insurance programs are also being implemented to protect farmers from climate-related risks, such as droughts and floods. This ensures that farmers can recover from losses and maintain their productivity.

Integrated pest management systems are another key focus. These approaches help reduce reliance on chemical pesticides, minimizing environmental harm while protecting crop yields.

Youth involvement is essential to the sustainability of agriculture. By training young people as extension workers and promoting technology-driven agri-preneurship, we are fostering a new generation of innovators in the sector. These efforts ensure that the future of agriculture is both innovative and resilient.

Kenya's agricultural transformation reflects a commitment to collaboration, sustainability, and innovation. These efforts ensure the sector remains a cornerstone of Kenya's economy while protecting the environment for future generations.

Discover Kenya's Investment Potential

Kenya offers unparalleled investment opportunities in housing, ICT, and infrastructure. This is driven by urbanization, strategic government initiatives, and a rapidly growing economy in East Africa.



Thierno Habib-Hann
CEO of Shelter Afrique

“Kenya is a vibrant and dynamic investment destination, offering a strategic location, a skilled workforce, robust infrastructure, and a government committed to fostering a business-friendly environment for sustainable growth. It is a land of immense opportunity, especially in housing and urban development.

With a housing deficit of over two million units, there's a pressing demand for affordable, sustainable housing solutions that also present significant opportunities for investors to make a real impact. This isn't just about building homes; it's about addressing a fundamental need that touches millions of lives. Kenya's position as the economic hub of East Africa further amplifies its appeal. It's a gateway to a dynamic growth region, with improving infrastructure, a skilled and youthful workforce, and a rising middle class. The country's proactive policies, such as tax incentives and support for public-private partnerships, further reduce barriers for investors looking to enter the market. Investing in Kenya means contributing to more than just economic growth—it means creating communities, improving livelihoods, and setting a foundation for sustainable urban development. Kenya isn't just open for business—it's ready to partner with those who see the possibilities, understand the urgency, and share the vision.”



Dennis Ondeng
CEO of Kopo Kopo

“Kenya presents a compelling investment opportunity, particularly in digital payments and financial services. The country has one of the highest mobile money adoption rates in the world, with around 64% of Kenyans actively using M-Pesa wallets. Unlike in many other markets, where mobile money is primarily

used for cash-in and cash-out transactions, Kenyans retain money in their wallets, creating a thriving ecosystem for digital payments. The evolution of mobile payments has allowed businesses to move beyond simple transactions, offering additional services such as payroll management, customer engagement tools, and merchant cash advances. Many small businesses struggle to access working

capital through traditional banks, making digital transaction data a powerful tool for assessing creditworthiness and supporting SME growth. Kenya's regulatory environment is also evolving, with initiatives like the Central Bank of Kenya's fast payment system promising to enhance financial infrastructure. As businesses increasingly digitize their operations, there is a growing need for tailored financial solutions that address real market demands. With strong demand for digital financial services and a market that continuously adapts to innovation, Kenya remains an attractive destination for investors looking to support digital commerce.”



Dr. Yogesh K. Pattni
CEO of Victoria Commercial Bank PLC (VCB PLC)

“Kenya offers a dynamic environment for investment, driven by a strong and evolving financial sector that has demonstrated resilience through changing economic landscapes. The banking industry, supported by robust partnerships with international

development finance institutions, provides investors with access to global networks and resources while meeting local needs. Kenya's financial institutions emphasize personalized relationships with clients, fostering trust and collaboration to achieve long-term growth. Even during challenging periods, such as global economic shifts, Kenya's banking sector has maintained stability and attracted international investment, demonstrating its credibility and potential. Furthermore, the country's financial ecosystem continues to evolve, with banks prioritizing high-quality service delivery, innovative financial solutions, and ethical governance practices. Kenya's focus on long-term partnerships, rather than short-term profits, offers a solid foundation for investors seeking sustainable opportunities. The country's ability to balance global banking standards with local expertise ensures that investment in Kenya contributes not only to economic growth but also to shared progress within its communities.”



Frank Wang
CEO of the Global Trade Center (GTC)

“Kenya is a remarkable destination for investment, offering unique opportunities in urban development to address the challenges of a rapidly growing population. As the country urbanizes at a rate of over 3.5% annually, the demand for sustainable, high-quality infrastructure is rising. Kenya presents

investors with the chance to be part of transformative projects focused on safety, sustainability, and modern living standards. By integrating advanced safety measures, passive energy-saving designs, and efficient resource use, such developments meet the evolving needs of urban centers while supporting a higher quality of life. Kenya's cities, particularly Nairobi, are transitioning towards



urban consolidation to optimize land use and reduce urban sprawl, creating an environment ripe for innovative solutions. With its focus on improving construction standards, ensuring better living conditions, and delivering projects that cater to modern needs, Kenya represents a forward-looking market for investors. Supporting these efforts means contributing to a country transforming into a model for sustainable urbanization in Africa.”



Paren Harji Hirani
Managing Director
of Sentrim Hotels & Lodges

“Kenya is one of the most promising investment destinations in Africa, with a rapidly expanding tourism and hospitality sector that offers immense opportunities. The country is home to world-renowned wildlife reserves, pristine beaches, and a rich cultural

heritage that continues to attract millions of visitors annually. With the government prioritizing infrastructure development, including modernized airports, improved roads, and enhanced connectivity, Kenya is well-positioned as a leading tourism hub. Sustainable tourism is also a major focus, with investments in eco-friendly hotels, renewable energy solutions, and community-driven tourism projects helping to preserve Kenya’s natural beauty while driving economic growth. Moreover, Kenya’s hospitality industry is evolving to meet global standards, with a strong demand for high-quality accommodations and experiences. As investor confidence grows, new projects in luxury resorts, business hotels, and adventure tourism are reshaping the landscape. Investing in Kenya’s tourism industry means becoming a partner in a country that is committed to sustainable growth, hospitality excellence, and global tourism leadership.”



Andrew Muthee Gitau
Director of AMG Realtors

“Kenya is a land of immense promise, offering unparalleled investment opportunities. Its real estate sector, contributing 10.3% to the GDP in 2023, exemplifies resilience and growth, driven by rapid urbanization and infrastructure advancements. Satellite towns and affordable

housing projects are reshaping urban living, making Kenya a haven for forward-thinking investors. AMG Realtors plays

a pivotal role in this transformation by providing affordable and strategic land options to individuals and businesses. Real estate is not only a driver of Kenya’s economy but also a key enabler of wealth creation and job opportunities, empowering communities while supporting national development. Kenya’s strategic infrastructure projects, such as roads and railways, enhance connectivity, unlocking new economic corridors that foster trade and investment. With a literacy rate exceeding 82% and a youthful, ambitious population, Kenya stands as a hub of innovation and economic progress. By investing in Kenya today, you are securing a future in a thriving, reliable, and resilient market. AMG Realtors ensures every opportunity aligns with Kenya’s growth vision, offering a trusted path to financial security and community upliftment. This is the moment to embrace Kenya’s story of progress and shared success.”



Fiona Asonga
CEO of TESPOK

“Kenya stands as a beacon of opportunity for global investors, particularly in the ICT sector. With a proven track record of innovation, exemplified by transformative breakthroughs like M-Pesa and the ambitious Konza Technopolis, the country is at the forefront of digital progress.

The Kenyan government is actively championing ICT as a cornerstone of economic growth, creating a supportive environment for technological advancements, and fostering partnerships that prioritize investor protection. Our infrastructure is robust and expanding. By 2025, Kenya’s fiber networks will provide unmatched regional connectivity, supporting eight neighboring countries and ensuring reliable, high-speed internet. Data centers in Kenya boast years of uninterrupted uptime, solidifying the nation’s reputation as a stable digital hub. The government’s proactive stance, including the introduction of clear policies that protect infrastructure and prohibit internet shutdowns, demonstrates a commitment to fostering a transparent and resilient ICT ecosystem. Kenya is more than just a market; it’s a launchpad for innovation. With one of the fastest rates of mobile and internet adoption, the nation provides an eager, tech-savvy population ready to embrace and refine new ideas. Investors have access to a regional market through Kenya, with its position as a logistics and ICT hub serving East Africa’s 400+ million population.”

A Paradigm of Human-Centric Architecture in Nairobi

The Global Trade Center leads Kenya’s urban transformation with high-end mixed-use developments featuring energy-efficient designs, integrated amenities, and state-of-the-art safety systems.



Under the dynamic leadership of Frank Wang, the Global Trade Center (GTC) in Nairobi is redefining Kenya’s urban landscape. With a focus on innovation, sustainability, and safety, GTC transitioned from construction to operation in 2024, becoming a symbol of modernity and progress in Kenya.

“Kenya’s economic stability and growth potential make it an exceptional destination for long-term investments,” asserts Wang, CEO of GTC. Since joining the company in 2015, Wang has brought a wealth of expertise and has been a driving force behind the organization’s strategic vision, spearheading the delivery of the project. Under his leadership, GTC has embraced cutting-edge urban design principles and sustainable development practices, positioning the company at the forefront of innovative, future-focused real estate solutions.

This year marked GTC’s transformation into a fully operational mixed-use development, achieving milestones that highlight its pivotal role in Kenya’s economic growth. Among its most notable accomplishments is the launch of the JW Marriott Hotel, which Wang describes as “one of the largest hotels in Kenya, with 366 rooms redefining its impressive capacity and consistent performance.” The JW Marriott has swiftly risen to prominence as a distinguished hub, accommodating esteemed international and local dignitaries together with high-caliber events.

Similarly, the Pan Pacific Serviced Suites, another integral part of the GTC ecosystem, has catered to high-profile clients, including foreign ministers and presidents. Complementing these achievements, the GTC Mall opened its doors this year, completing the development’s vision of a mixed-use property that integrates the vibrancy of the offices, residences, retail, and hospitality.

The GTC’s office tower is an international address that is attracting global Fortune 500 companies. “Our sustainable, open-space designs and state-of-the-art facilities have created a competitive edge, making us a top choice for multinational tenants,” Wang says. This accomplishment, coupled with GTC’s recognition by the African Property Awards for Best Mixed-Use Development and Best Office Development in 2024–2025, underscores its market leadership.

One of GTC’s standout features is its commitment to sustainability. Wang explains the use of passive design principles: “Our tubular structures maximize natural light, reducing artificial lighting needs, while Low-E coated curtain walls provide soundproofing and thermal insulation.” These design innovations minimize energy consumption, aligning with Kenya’s emphasis on sustainable urbanization.

GTC’s cutting-edge glass curtain walls are designed with the bird’s sky in mind. By minimizing light pollution, it preserves Nairobi’s stunning evenings while protecting local wildlife by taking a simple yet impactful step to safeguard local avian populations from collisions. This thoughtful design detail is a perfect balance between urban development and the natural world, offering a peaceful, sustainable atmosphere for all.

The development also incorporates solar panels, rainwater harvesting and recycling systems, and rooftop gardens, which Wang elaborates on: “Rainwater collected from the gardens is reused to maintain the landscaping, while the rooftop greenery reduces heat and eliminates the need for air conditioning in the mall below.”

GTC is more than just a development; it’s a transformative step towards a greener, more connected future. With sustainability at its core, this innovative project is redefining urban living in Nairobi, blending modern convenience with a deep commitment to the environment. We are proud to foster a community that prioritizes eco-conscious living by enlightening residents and visitors to say no to single-use plastics. This way we collectively reduce waste and create a cleaner, healthier environment.

GTC is not just a landmark development but also a testament to Kenya’s growing potential as a hub for investment and urban growth. “Kenya has incredible potential, but there’s a clear need to modernize urban living

by addressing safety, sustainability, and resource efficiency,” says Wang.

Additionally, GTC integrates advanced safety measures, such as sprinklers in office towers and responsive smoke-detection systems, which Wang says are “essential as Nairobi becomes more densely populated.”

The GTC stands as a shining example of Kenya’s journey towards modern urban living. Under Wang’s leadership, it has redefined real estate development, offering innovative solutions that balance sustainability, luxury, and functionality. Wang’s closing words encapsulate the project’s ethos: “At GTC, we’re not just building structures; we’re shaping the future of urban living in Kenya.”



“Our approach is about creating spaces that aren’t just functional but also elevate living and working standards in Nairobi.”
Frank Wang, CEO of GTC

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**THIERNO-HABIB HANN,
CEO OF SHELTER
AFRIQUE DEVELOPMENT
BANK (SHAFDB)**

Redefining Africa's Urban Future Through Housing and Development

Shelter Afrique Development Bank addresses Africa's US\$1.4 trillion housing gap with tailored financing like green bonds, diaspora financing, and climate-resilient housing, impacting millions.

In October 2023, a defining moment unfolded for Shelter Afrique. The institution, long recognized as a cornerstone in African housing finance, transformed into the Shelter Afrique Development Bank (ShafDB), a transition ratified at the Extraordinary General Meeting in Algiers. Under the visionary leadership of CEO Thierno-Habib Hann, this transformation was more than a rebranding—it was a rebirth, equipping ShafDB with the governance and tools necessary to tackle Africa's housing deficits head-on. "Our transition represents a paradigm shift, equipping us with the tools and governance necessary to tackle housing deficits across Africa," Hann reflects.

With its expanded mandate, ShafDB is the only Pan-African development bank solely focused on housing and urban development, serving 44 member states. Its new framework introduces innovative financing tools, such as green bonds, diaspora financing, gender-based and other specialized funds, to address the continent's complex housing and urban infrastructure needs. "We provide inclusive financing solutions tailored to Africa's unique needs," Hann says, emphasizing the bank's commitment to adapting to the dynamic challenges of the continent.

The past year has marked a period of remarkable transformation for ShafDB. Achieving profitability in 2023 after a challenging financial period was a significant milestone, highlighting the institution's renewed strength and commitment to economic sustainability. This success was accompanied by recognition from the African Union and UN-Habitat's inaugural African Urban Forum which designated ShafDB as the anchor resource mobilization partner for housing and urban development, solidifying its pivotal role in shaping Africa's housing future. Furthermore, ShafDB was honored with the "Pan-African Development Bank Leadership Award – A Pioneer in Housing Finance" at the 40th Annual African Union for Housing Finance Awards Gala, a testament to its 42-year legacy in advancing sustainable housing across the continent.

As ShafDB looks to the future, it is clear that the journey is only just beginning. The rebranding process, which symbolizes the organization's broadened vision, will culminate with launching a bold new visual identity in 2025. Hann sees this evolution as a reflection

"Our Pan-African mandate allows us to tackle Africa's housing deficit head-on, leveraging partnerships and cutting-edge technologies to meet this critical need."

of the bank's strategic priorities: enhancing housing impact by providing affordable housing finance solutions and technical assistance, ensuring financial sustainability through profitability and robust asset management, and strengthening organizational governance to support its growing mandate. These goals align with Africa's immense challenges, where over 53 million housing units are needed—requiring an estimated US\$1.4 trillion to bridge the gap. With urbanization projected to double the continent's urban population by 2050, ShafDB is uniquely positioned to address these pressing needs.

ShafDB is leveraging innovation and partnerships to scale its impact to achieve its ambitious vision. Engaging the African diaspora to mobilize remittances for housing projects and embracing digital financing platforms are key strategies that reflect the bank's forward-thinking approach. "Technology and diaspora contributions are game-changers, enabling us to scale solutions effectively," Hann notes. By working closely with governments, communities, and multilateral organizations, the bank ensures its projects align with local socio-economic realities while adhering to international standards.

The commitment to excellence extends to ShafDB's internal operations, where global experts are brought on board to enhance governance and develop transformative solutions. These efforts have resulted in projects that improve living conditions, create resilient urban environments, and drive economic opportunities. Hann succinctly captures this mission's essence: "We're not just financing houses; we're building futures for Africans."

As ShafDB moves forward, it is strengthening partnerships with institutions such as the Arab Bank for Economic Development in Africa (BADEA), the African Development Bank Group (AfDB), and Afreximbank to expand its reach and mobilize additional resources. Hann emphasizes the importance of this collaborative approach: "Our journey is one of continuous adaptation and collaboration, ensuring we meet the evolving needs of the continent."



HIROKI ISHIDA,
MANAGING DIRECTOR
OF AAIC PARTNERS
AFRICA (KENYA)

Building a Strong Healthcare Industry Across Africa

The Japanese investment firm, AAIC, is dedicated to nurturing the growth of innovative healthcare start-ups in Africa, providing strategic support for their multinational expansion.



Since 2017, AAIC Investment has invested in over 50 start-ups in Africa's healthcare and innovation sectors. One of these start-ups, fintech firm Chipper Cash, grew into a unicorn in 2021 - a testament to AAIC's discerning eye for investment opportunities. From a startup offering affordable care to under insured blue-collar workers to another providing an AI-assisted teleradiology platform, the Japanese investment firm supports diverse companies striving to change the medical industry across the continent. "One of our biggest milestones last year was reaching a cumulative total of US\$40 million for our African Innovation Healthcare Fund (AHF2)," says Hiroki Ishida, Managing Director of AAIC Partners Africa (Kenya). The firm raised funds from Japanese institutions, such as the state-owned Development Bank of Japan, which began exploring opportunities in Africa following their focus on the Asian market. "One of our newest investors is Hokkoku, a regional bank in Japan that, with AAIC's support, has opened its first office in Kenya among Japanese commercial banks. They have already begun providing cross-border loans," notes Ishida, emphasizing that AAIC actively seeks strategic partnerships with investors from Japan and beyond.



Kenya's healthcare sector has changed in the past few years. "MYDAWA is one of our oldest portfolio companies. It was an e-commerce firm focused on pharmaceuticals, selling prescription drugs online and delivering them to people's homes within three hours in Nairobi. Now, they have opened a call center, providing telemedicine services eliminating the need for people to go to hospitals," says Ishida, while mentioning that MYDAWA has expanded its geographical reach and acquired the Guardian Health Pharmacy in Uganda, one of the largest pharmacies in the country with over 20 branches.

The Managing Director reflects on the evolving landscape of healthcare services in Africa, pointing to consumers' demand for comprehensive solutions. This has resulted in companies recognizing the need to offer a holistic range of services, from consultation to treatment and aftercare. This shift departs from traditional partnerships, as businesses increasingly integrate diverse offerings under a single umbrella. In alignment with this evolving landscape, the firm's 2025 plan prioritizes the

consolidation of services provided by the start-ups it supports. "We're exploring opportunities for our companies to consolidate their services and form strategic partnerships within specific areas or regions. This will enhance the patient journey, facilitate increased revenue generation, and attract more investors," notes Ishida.

Technological advancements and digitalization have paved the way for a paradigm shift in the insurance industry. Traditional insurance companies often grapple with the high costs associated with a human-centric sales model. In contrast, the innovative companies that AAIC supports leverage digital platforms to streamline operations and target middle-and lower-income households, offering more affordable and accessible insurance solutions. "We have strategically invested in BIMA, a company operating in Ghana and Tanzania that provides more affordable medical insurance, priced at an average of two to three dollars per month, along with telemedicine services. This will expand access to healthcare for a wider segment of the population," Ishida says, mentioning that while some patients may require hospital visits for further diagnosis or consultation, 70-80% of cases can be effectively addressed through telemedicine consultations.

AAIC Investment, with its deep understanding of the African landscape, recognizes the untapped potential for Japanese involvement in the region. "We have a deep understanding of the healthcare sector in Africa. We have offices in Kenya, Nigeria, South Africa, and Egypt. We share our knowledge and experience in the sector with investors and provide them options to partner with our portfolio companies," says Ishida. Through its fund, the company aims to maximize returns for its investors while introducing innovative Japanese technologies and expertise to the continent. By supporting partnerships between AAIC's portfolio companies and Japanese businesses and deepening the engagement between the two nations, AAIC is paving the way for a mutually beneficial partnership that will shape the future of healthcare in Africa.

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Leading Kenya's Real Estate Market with Vision and Purpose

AMG Realtors delivers affordable land ownership solutions, fostering economic growth in Kenya while supporting community development through education initiatives and international investment opportunities.

AMG Realtors has established itself as a leader in Kenya's real estate market, contributing significantly to the country's economic growth and community development. Under Director Andrew Muthee Gitau's leadership, the company has continued to grow its influence both locally and internationally, with a focus on making real estate accessible to all while giving back to society. According to Gitau, AMG Realtors is committed to providing "a one-stop solution for all real estate needs in Kenya," assisting individuals in securing their future through affordable land ownership.

Real estate is a critical component of Kenya's economy, and AMG Realtors has played a significant role in its expansion. According to the Kenya National Bureau of Statistics, the real estate business generated 10.3% of the country's GDP in 2023. "AMG Realtors has been at the forefront of facilitating land ownership, which is critical for wealth creation and job growth in Kenya," Gitau says. The company is aligned with the country's initiatives that have resulted in the creation of about 200,000 direct and indirect jobs, greatly increasing the nation's employment rates.

AMG Realtors supports people and companies to invest in real estate by offering cheap land alternatives, hence promoting infrastructure development and strengthening local economies. Gitau underlines that "securing land ownership is a key driver of wealth creation," citing research that demonstrates that a 10% increase in land ownership leads to a 2% rise in family wealth in Kenya.

The vision of AMG Realtors extends beyond Kenya's borders. The company's recent venture into the American market with its Texas-based project, 'Kenya One,' exemplifies its ambition to offer diverse real estate investment opportunities. According to Gitau, this expansion is primarily aimed at "connecting with the Kenyan diaspora" and providing a secure investment platform.

Texas, with its thriving economy, is a good location for real estate investments. "The state's population is growing by 1.5% annually, and its US\$2 trillion GDP makes it the 9th largest economy in the world," Gitau says. With a 20% real estate appreciation rate between 2021 and 2023, Texas offers tremendous prospects for first-time homeowners, growing families, and retirees.

One of AMG Realtors' unique characteristics is its dedication to social responsibility, particularly through the AMG Foundation. The



**ANDREW MUTHEE GITAU,
DIRECTOR OF
AMG REALTORS**



**AGNES WARUGURU
NJAAGA,
CO-DIRECTOR
OF AMG REALTORS**

effort includes the recent establishment of the Kibera Library in one of Africa's largest informal settlements, where 800 people have already received educational materials in less than a month. "Our libraries are equipped with books approved by the Ministry of Education, offering free access to knowledge for both children and adults," Gitau says.

The AMG Foundation's initiatives extend beyond simply delivering books. Beneficiaries benefit from utilities such as power and internet access, allowing them to continue their studies and research without interruption. Gitau underlines the importance of these programs, saying that "education is the foundation of any thriving community, and by empowering communities through knowledge, we aim to inspire the next generation of leaders."

Moreover, AMG Realtors actively encourages its clients and partners to contribute to these community-building efforts. In September 2024, a percentage of the revenue from each piece of land acquired went towards the expansion of these libraries. "For every US\$1,000 invested, 12 books are added to the shelves, and for every US\$5,000, a computer is provided," Gitau says, demonstrating the company's novel strategy of combining real estate investments with social good.

Under the Affordable Housing Programme, Kenya's government aims to develop 250,000 low-cost housing units annually. AMG Realtors is aligned with this vision, offering affordable land in areas designated for housing projects. "We collaborate with developers and the government to make homeownership accessible to a larger portion of the population," Gitau says.

AMG Realtors has undergone significant corporatization, marked by strategic leadership changes enhancing service delivery and governance. Andrew Muthee Gitau transitioned from CEO to Executive Director as of January 2024. This shift has enabled him to focus on broader strategic goals while a newly inducted five-member board has been established to strengthen corporate governance and steer the company toward sustainable growth.





MICHAEL ALDRIDGE,
CEO OF KOFISI

Shared Workplace Provider Grows Amid Demand for Quality Environments

A leading provider of bespoke, hospitality-led office environments across Africa, KOFISI’s award-winning spaces have enabled expansion into four regions of the continent.



In a constantly changing corporate landscape, KOFISI has emerged as a market leader in Africa’s serviced office space industry – opening two new locations in 2024/2025 and expanding the footprints of its existing eight centers across the continent. The provider’s emphasis on hospitality-driven office settings, cutting-edge technologies, and sustainability has established a new standard for workplace experiences across Africa. KOFISI is driving the conversation and creating workplaces of the future with innovative spaces that go beyond providing office space.

2024 has been a transformative year for KOFISI, with an impressive 40% growth through the expansion of existing centers in Kenya, Nigeria, and Tanzania and the opening of new territories. Aldridge explains, “We’ve continued to grow organically. Nearly all of our centers have increased in size, which is a clear indicator of the growing demand for sophisticated serviced office environments.” This growth speaks to the global trend for flexible office space, as companies move away from traditional independent office spaces.

The company’s dedication to quality design and five-star service earned significant recognition this year. KOFISI Square was the regional winner of the prestigious SBID International Design Award 2024 and was voted Africa’s Best Shared Workspace Provider. Additionally, Aldridge was the runner-up for Top Africa Property CEO at the API Summit in September.

Aldridge announced two major projects for 2024: a 40,000 sq ft office facility in Morocco and a 60,000 sq ft center in Rwanda. These initiatives are part of a larger effort to address the growing demand for serviced office spaces in major African markets. KOFISI is also looking at opportunities in Ghana, Egypt, and Ethiopia, demonstrating its commitment to growing its presence across the continent.

A strategic partnership with South Africa-based Workshop17 has created Africa’s largest private network of office spaces, spanning 600,000 sq ft across 22 locations. According to Aldridge, “This partnership is a game changer, not just for KOFISI but for the entire serviced office sector across Africa. It allows us to offer even more product evolution and greater access to our clients.”



“Our focus has always been on creating workspaces that go beyond the norm—spaces where productivity and hospitality intersect in meaningful ways.”

Aldridge described the company’s unique approach, explaining that KOFISI champions the concept of the “hotelification” of the workplace. “At KOFISI we believe the modern workspace should offer more than just an office. We’ve always focused on hospitality and customized environments to create a more compelling and productive reason to come to work,” he says.

This hospitality-first approach sets KOFISI apart from competitors and has been well received by clients.

Looking to 2025, KOFISI has laid out plans for further expansion. “From 2025, we plan to open four new locations each year, each around 80,000 sq ft. We have a pipeline of eight locations that we’re actively discussing in both new and existing cities,” Aldridge says. This expansion will be supported by a Series B capital raise of US\$35 million, which the company expects to close by early 2025.

Sustainability is a core value for KOFISI, and the company has made noteworthy efforts towards its ESG targets. “We’ve made significant strides in areas like reducing single-use plastics—our kitchens are now 92% sustainable, reducing food wastage and minimizing single-use plastics,” Aldridge says. KOFISI plans to launch a recycling program in 2025 as well as a hospitality academy to equip people with industry-relevant skills, improving employability and reducing unemployment.

Additionally, the partnership with Workshop17 will create Africa’s largest private gallery of African art within shared office spaces. Aldridge is proud of this initiative and says, “With 600,000 sq ft of office space,

we’re supporting African artists and showcasing their work. This is something we’re excited about, as it not only beautifies our spaces but also contributes to cultural sustainability.”

While KOFISI moves across Africa, its roots in Kenya remain strong. Aldridge highlighted the country’s evolving business environment, noting a shift in client demand in 2024. “Companies are still expanding, but they’re doing so in a more consolidated manner,” he says.

With KOFISI’s customizable, service-driven environments, Aldridge is confident that the company is well-positioned to help businesses grow.



FORGING THE FUTURE TOGETHER

The world is full of untapped opportunities—markets rich in talent, growing economies, and communities striving to build a brighter future. These nations are stepping beyond traditional narratives, highlighting their resilience, creativity, and cultural depth on the global stage.

Since 2016, Penresa has championed the idea of “responsible promotion and advertisement,” bringing to light stories of determination and innovation that often remain unheard. These are the stories of people and communities whose efforts drive prosperity—not just for themselves, but for entire regions.

In 2020, we launched the “CONNECTING NATIONS, CREATING PROSPERITY” initiative to build bridges between emerging markets and global investors who value trust, reliability, and long-term partnerships.

Through our acclaimed series of country reports, Penresa connects industries, cultures, and sectors—highlighting opportunities for growth and collaboration while fostering a future of peace, progress, and shared prosperity. We believe in a world where optimism and trust thrive, cultural diversity is an asset that unites, and economic success creates ripples of opportunity for all.

DISCOVER THE STORIES SHAPING TOMORROW.



Transforming Financial Services Through Digitalization

Kenya's leading provider of digital insurance and goal-based investment protection.

Kenbright, a leading insurance and financial services provider, will continue to drive innovation and sustainability in 2024. With 30 years of experience, the company, led by Ezekiel Macharia, Chief Actuary and Managing Director, has developed several ground-breaking solutions. Among its most notable accomplishments is its collaboration with Safaricom on digital insurance distribution. "We've partnered with Safaricom to offer digital insurance solutions, making it easier for consumers to access insurance services seamlessly," says Macharia.

One of Kenbright's key innovations this year is a climate-related insurance product for geothermal energy. This product is intended to help developers and financiers by reducing the risk of investing in geothermal wells, a sector critical to Kenya's green energy goals. "Geothermal development is an expensive affair, and our product helps de-risk both developers and financiers, allowing for greater investment in sustainable energy," says Macharia. Furthermore, Kenbright's collaboration with the Zep-Re and IFC (World Bank) on the development of Takaful Insurance in Somalia demonstrates the company's commitment to Environmental, Social, and Governance initiatives, strengthening its reputation for providing sustainable insurance solutions.



EZEKIEL MACHARIA, CHIEF ACTUARY AND MANAGING DIRECTOR

Kenbright has also positioned itself as a one-stop shop for insurers and financial institutions, offering services ranging from product development and pricing to legislative advocacy. "We support our partners in everything from reinsurance to pushing for legislative changes to making sustainable insurance possible," Macharia notes. This comprehensive approach sets Kenbright apart from competitors and solidifies its status as an industry leader.

Looking ahead, Kenbright is focused on expanding goal-based investing, where consumers can save for major life events like buying a house, with the added security of insurance protection. "We're empowering consumers to mix and match investment and protection services, making it easier for them to achieve their financial goals while being insured against unexpected events," says Macharia. Kenbright is also keen to contribute to Kenya's status as an attractive investment destination. As international markets experience

lower returns, Macharia believes Kenya offers compelling opportunities for investors. "Kenya's financial infrastructure, stable internet, and well-developed mobile money system, like M-Pesa, make it an ideal hub for investment," he says.

As Kenya's insurance market continues to evolve, Kenbright remains at the forefront of digitization, sustainability, and innovation.

kenbright.africa

OUR KEY SERVICES



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Pioneering ICT Growth Through Policy and Security

Revolutionizing Kenya’s ICT sector to enhance digital connectivity and progress.

Kenya’s ICT sector has grown dramatically over the last few decades, and TESPOK (Technology Service Providers of Kenya) has been at the forefront of this revolution. Under Fiona Asonga’s leadership, TESPOK continues to drive technological advancements, infrastructure development, and policy advocacy, establishing Kenya as a key player in the African technology space.

Since its inception in 1999, TESPOK has made significant contributions to Kenya’s ICT sector. The organization was founded during the liberalization of Kenya’s telecommunications market and has grown significantly, from four founding members to over 150 corporate members. TESPOK’s mission has always been to create an environment that encourages technological growth, and this has served as its guiding principle throughout its history.

One of TESPOK’s most notable achievements has been the successful management of the Kenya Internet Exchange Point (KIXP). According to Asonga, the KIXP enables seamless interconnections between large and small service providers, ensuring fast, dependable, and cost-effective internet access throughout the region. This critical infrastructure enables international technology companies to collaborate with local



FIONA ASONGA, CEO OF TESPOK

providers, improving connectivity and ensuring high-quality internet service for Kenyans.

In addition to its role in connectivity, TESPOK has taken the lead in cybersecurity by establishing an early warning system that allows service providers to be proactive in addressing cyber threats. “We have an early warning system that sees potential cyber attacks before they happen, allowing service providers to prepare,” says Asonga. This system has enabled TESPOK members to maintain network security and reduce the impact of cyberattacks on Kenya’s ICT infrastructure.

Over the years, TESPOK has influenced major policy decisions, helping to shape Kenya’s ICT regulations. “The ability to influence policy has been one of our greatest strengths, and it continues to be central to our work,” says Asonga.

TESPOK’s policy work includes efforts to review existing legislation and advocate for regulatory reform. As Kenya’s technology sector evolves, policies must be adjusted to meet the demands of modern technology, particularly as new players enter the market, such as Starlink. TESPOK has led these discussions to ensure that all stakeholders in the ICT ecosystem, including satellite and fiber service providers, can coexist and thrive.

Accelerating Technology Freedom

Our primary purpose is to provide a platform for members to voice their concerns, needs, and aspirations, as well as to provide a link between technology service providers and regulatory authorities.

SERVICES WE OFFER

- Capacity Building
- Partnerships and Collaborations
- Events and Networking
- Stakeholder Engagement

PRODUCTS

- Kenya Internet Exchange Point (KIXP) Industry
- Computer Security Incident Response Team (i-Csirt)
- Global Roaming Exchange (GRX)

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tespok
 The Voice of Information Technology influencing Policy, Direction and Development in the Industry

Empowering Communities with Tailored Financial Solutions and Equality

A leading private bank in Kenya, VCB PLC focuses on providing personalized banking services while promoting gender equality, strategic growth, and impactful corporate social responsibility initiatives.



Over the last 36 years, Victoria Commercial Bank (VCB) PLC has established itself as a prominent institution in Kenya's banking market, providing private banking services with a focus on individualized client experiences. With a specialized market emphasis, VCB PLC has consistently developed, from a single branch in Nairobi to five in Nairobi and one in Mombasa. Under the leadership of Dr. Yogesh K. Pattni, the bank's CEO, together with Chairlady Ketaki Sheth and Chief Business Officer Azmina Pattni, VCB PLC continues to push the envelope while remaining committed to excellent service, gender equality, and corporate social responsibility.

Dr. Yogesh K. Pattni's banking career began immediately after he earned his master's degree in business and finance. "I've been a banker all my life," he says, having previously worked for two financial organizations before co-founding Victoria Commercial Bank in 1987. His leadership has helped shape the bank's client-first attitude. When discussing VCB's past, Pattni says, "We started as a finance company and then moved into commercial banking, but our focus has always been on providing tailored financial solutions rather than simply offering loans."

Chairlady Ketaki Sheth emphasizes that VCB has always strived to be more than just another bank. "Our goal from the very beginning was to understand our clients deeply and walk the financial journey with them," she says. This long-term approach has allowed VCB to carve out a unique niche in Kenya's banking market, especially with its emphasis on private banking.

One of the defining features of Victoria Commercial Bank PLC is its strong commitment to gender equality. The bank is proud to have a workforce where 52% of the employees are women, with most branches led by female managers. "We've always believed in equal opportunity for all," says Azmina Pattni, VCB's Chief Business Officer. She elaborates that VCB's focus on gender equality wasn't driven by recent trends but by a long-standing commitment to meritocracy.



DR. YOGESH K. PATTNI,
CHIEF EXECUTIVE
OFFICER OF
VICTORIA
COMMERCIAL
BANK PLC



KETAKI D. SHETH,
CHAIRLADY OF
THE BOARD
OF VICTORIA
COMMERCIAL
BANK PLC



AZMINA PATTNI,
CHIEF BUSINESS
OFFICER OF
VICTORIA
COMMERCIAL
BANK PLC

VCB's growth in Kenya has been notable, and the company plans to expand further into other counties and cities across the country. "We're focused on Kenya," Sheth says, citing the need to build a solid foundation domestically before considering international expansion. The decision to open a branch in Mombasa was driven by an existing clientele and word-of-mouth referrals, indicating the demand for VCB PLC's services.

In addition to geographical expansion, VCB PLC has forged strong international partnerships, particularly with Development Finance Institutions (DFIs). These partnerships have been vital in ensuring the bank's sustainability during challenging periods, such as major banks like Chase Bank and Imperial Bank closures. "We onboarded our first DFI, Swedfund, during a time of great uncertainty in the banking sector," Dr. Pattni says. VCB PLC now boasts partnerships with five DFIs, including organizations from the U.S., Switzerland, and Belgium.

Looking forward, VCB PLC aims to transition into the tier-two banking space, a move that Dr. Pattni considers one of their most significant milestones. "We're at 0.85% market share, just shy of the 1% required to move into tier two," he says. Reaching this goal would solidify VCB's position as a major player in the Kenyan banking industry.

Victoria Commercial Bank PLC is deeply invested in giving back to the community through its robust corporate social responsibility initiatives. One of the bank's flagship projects is funding a hospital in Amboseli, which provides much-needed maternal healthcare to marginalized communities. "There was a real need for a hospital in this region, where women had to walk for hours to get medical help," says Azmina Pattni.

Victoria Commercial Bank PLC's success over the past 36 years is a testament to its commitment to providing exceptional service, promoting equality, and making a meaningful difference in the community. With strong leadership from Dr. Yogesh Pattni, Ketaki Sheth, and Azmina Pattni, VCB PLC continues to expand its footprint in Kenya while staying true to its core values. As Dr. Pattni puts it, "We want to be more than just a bank; we want to be a partner in our client's financial journey."

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DENNIS ONDENG,
CEO OF
KOPO KOPO

Transforming Kenya's SMEs Through Digital Financial Solutions

Kopo Kopo empowers over 40,000 SMEs in Kenya with digital payment solutions, merchant cash advances, and innovative tools for managing finances and customer engagement.



Kenya, known for its pioneering work in mobile money and digital banking, is a beacon of innovation in Africa. Kopo Kopo is at the core of this change, providing digital payment solutions and financial tools to small

and medium-sized businesses (SMEs).

Kopo Kopo's major objective is to improve the financial landscape for SMEs, the backbone of Kenya's economy. "We've always aimed to offer tools that help businesses grow, whether through enabling digital payments, providing working capital, or helping merchants engage their customers more effectively," Dennis Ondeng, CEO of Kopo Kopo, says. The company's strategy is heavily anchored in tackling the genuine difficulties that SMEs confront, such as finance availability and customer relationship management.

The company was among the first to assist companies in transitioning from cash to mobile money, using Kenya's high adoption rate of platforms such as M-PESA. "When we started, about 64% of Kenyans were using M-PESA wallets, and we saw an opportunity to enable merchants to accept payments directly through them," Ondeng says. Today, Kopo Kopo serves over 40,000 merchants by providing cutting-edge solutions for digitizing and growing their companies.

Kopo Kopo has developed a comprehensive range of services designed to address the different demands of its clientele. Its digital payment network enables retailers to accept payments via mobile money, but the offers are far more extensive. One noteworthy product is the merchant cash advance, which gives SMEs much-needed working capital.

"We realized early on that many small businesses struggle to get loans from traditional banks due to a lack of proper financial records," Ondeng says. To solve this, Kopo Kopo created an in-house loan algorithm that uses transaction data to determine creditworthiness. "Merchants can borrow up to 15 million KSh and receive the cash immediately—at any time of day. This kind of real-time access to capital has been transformative," he says.

Kopo Kopo's innovations go beyond payments and loans. The company has offered solutions to assist retailers with outgoing payments to suppliers, payroll administration, and targeted consumer interaction. Ondeng gives the following example: "A florist can use

"Every decision we make—from product development to customer support—is designed to provide SMEs with tools that deliver real, measurable value."

our platform to send personalized offers to customers ahead of Valentine's Day, driving both engagement and sales."

While Kopo Kopo's roots are firmly planted in Kenya, the company is no stranger to expansion. It has ventured into neighboring markets such as Tanzania, Rwanda, and Uganda, adapting to unique market dynamics. "What we learned is that every country is different. While Kenya is highly advanced in mobile payments, other markets required more groundwork to integrate digital solutions," says Ondeng.

In addition to regional growth, the company is exploring new product lines. For instance, Kopo Kopo is working on infrastructure to process Visa and Mastercard payments. "Kenya isn't a card-heavy market yet, but it's growing, and we want to be ready to support businesses when it does," Ondeng says. He is equally excited about upcoming developments in Kenya's financial ecosystem, such as the Central Bank of Kenya's Fast Payment Service, which promises to add more choices for consumers and businesses alike.

One of Ondeng's proudest achievements as CEO is the impact Kopo Kopo has had on its clients. He recounts the story of Lucy, a merchant who has taken 15 working capital loans through Kopo Kopo and expanded her business to multiple outlets. "We have her picture in our office as a reminder of why we do what we do," he says. Stories like Lucy's highlight the tangible difference Kopo Kopo is making in the lives of business owners.

Looking ahead, Kopo Kopo is committed to driving financial inclusion and supporting the digital economy. "Cash is still king in many parts of Kenya, but the potential for digital payments is vast," Ondeng says. The company plans to deepen its footprint within Kenya before scaling further across East Africa and beyond.

As Kenya continues to shine as a hotbed for financial innovation, Kopo Kopo exemplifies what can be accomplished with a clear goal and a customer-focused strategy. With Ondeng at the helm, the firm is ideally positioned to spearhead the next wave of digital transformation for SMEs throughout the continent.

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A Family Legacy Drives Sustainable Hospitality Growth in Kenya

Sentrim Hotels & Lodges combines Kenya's rich heritage with eco-friendly practices, offering immersive hospitality experiences that prioritize community engagement, quality service, and responsible tourism.



Paren Harji Hirani, Managing Director of Sentrim Hotels & Lodges, embodies a legacy of passion, family commitment, and dedication to sustainable growth in

Kenya's hospitality industry. Paren's career began humbly, as he worked his way up from kitchen hand, chef, waiter, and barman to banquets and F&B operations before taking over as Group Operations Manager at Sentrim Hotels & Lodges and now the Group Managing Director. He attributes his commitment to hospitality to these formative experiences, particularly an internship at Marriott in the United States, where he distinguished himself from hundreds of applicants. "That experience at Marriott instilled in me a sense of pride and professionalism that I carry forward in Sentrim's mission," Paren says.

Under Paren's leadership, Sentrim Hotels & Lodges has pursued an ambitious growth trajectory, evolving to include properties steeped in history, like the Castle Royal Hotel in Mombasa, originally known as the Palace Hotel, established in 1903. This hotel is a striking example of coral architecture and a silent witness to Kenya's complex past. "The Castle Royal Hotel is more than just a building—it is a preserved piece of history," Paren says. The building's preservation is both a challenge and a labor of love for the family, who has maintained its museum-like status. "Despite the upkeep costs, it's something we will continue to uphold as a tribute to our heritage," he adds.

Beyond historical preservation, Paren's vision for Sentrim Hotels & Lodges is anchored on building a formidable team, modernization, sustainability, and growth. The family's ethos is clear: every property should reflect high standards and community values. This approach drives Paren's focus on maintaining a collaborative team environment where roles are respected but titles remain understated. "I avoid titles and prefer decision-making based on mutual respect," he emphasizes. For Paren, humility and shared decision-making are crucial for a cohesive team and effective leadership.

The Sentrim brand, under Paren's guidance, has also made strides in sustainable practices. Recognizing the global shift towards eco-conscious tourism, he has led efforts to transition all properties to solar energy, a move that sets Sentrim apart in Kenya's hospitality sector. "Sustainability is not just a buzzword for us; it's about creating a model that aligns with community needs and environmental responsibility," he explains. This commitment to eco-friendliness extends beyond energy use, as Sentrim also seeks to work with local communities by providing



**PAREN HARJI HIRANI,
MANAGING DIRECTOR
OF SENTRIM HOTELS
& LODGES**



**HARJI VELJI HIRANI,
CHAIRMAN OF SENTRIM
HOTELS & LODGES**



training and employment opportunities. Paren says, "Working with various local communities isn't just about filling roles; it's about educating, training, empowering, and building a future together."

Sentrim's ambitious growth plan includes a new beach hotel and the management of properties that may require professional expertise to enhance their reach within the high-end market segment. This project reflects Paren's philosophy that quality service, rather than high prices, creates sustainable success. He believes that by offering world-class service at a fair price, Sentrim can set a new standard for Kenyan hospitality. "In Kenya, there's a lot of overdevelopment without regulation. But when you focus on quality and cultural integration, you create something enduring," he says.

Family legacy plays a profound role in Paren's journey. His grandfather, who

emigrated from India in the 1940's, was instrumental in developing some of Kenya's iconic hotels and forged friendships with notable Kenyan leaders, including His Excellency the late Mzee Jomo Kenyatta. His father Harji Velji Hirani continued this legacy, and Paren has since taken the baton with the same commitment. "Upholding the family's legacy in hospitality has always been a personal mission. The connection to Kenya is deeply embedded in our work ethic and values," he says.

Beyond infrastructure and regulations, Paren underscores the importance of cultivating a service-oriented culture within the industry. At Sentrim, quality service and cultural appreciation are paramount. The hotels and lodges, which cater to a largely international clientele, provide an authentic Kenyan experience that Paren believes is the key to lasting success.

Paren is optimistic about Sentrim's future. His vision extends beyond financial gains, emphasizing the importance of community and sustainability. As he looks toward 2025, a year he sees as pivotal for Sentrim Hotels & Lodges, Paren's focus remains on nurturing a profitable and people-centric brand. "Success in hospitality isn't about quick profits; it's about building something genuine people can believe in," Paren concludes.

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MANUEL MOSES,
CEO OF ATIDI

Mitigating Investment Risks to Unlock Africa's True Potential

ATIDI facilitates transformative trade and investment across Africa by providing political and credit risk insurance, enabling sustainable energy, infrastructure, and industrial growth.



Manuel Moses, CEO of African Trade & Investment Development Insurance (ATIDI), is spearheading the growth and impact of a unique organization aimed at driving economic development across Africa. Moses' career began with unexpected turns. Trained as a civil engineer in Zimbabwe, he found himself transitioning into banking and investment due to economic conditions. Reflecting on this, he says, "I was jobless as the construction sector slowed, so I pursued consultancies, eventually pitching a dam project to a bank. That pitch earned me a job offer in banking—an 'accident' that became my career." After decades in various development banks, including the World Bank and IFC, Moses joined ATIDI during the pandemic, a period he described as challenging yet opportune.

Founded in 2001 by COMESA and with the World Bank's support, ATIDI was designed to bridge a critical gap in Africa's investment landscape: the lack of political risk insurance. "The absence of a pan-African trade and investment insurer deterred foreign investors," Moses says. "ATIDI was established to provide the confidence investors need, ensuring their investments are safeguarded against risks like political instability."

Kenya was chosen as ATIDI's headquarters, a decision Moses praises for its strategic and logistical benefits. He says, "Kenya serves as a natural hub for the continent. Investors see it as a launchpad for Africa due to its talent, infrastructure, and stability."

ATIDI has grown significantly since its inception. Initially supported by seven countries in East Africa, it currently spans 24 member states and aims to reach 32 by 2027. Moses highlights partnerships with global institutions like the African Development Bank, the African Union, the European Investment Bank, KfW Development Bank, and Japan's NEXI, which have bolstered ATIDI's capacity. He says, "We've grown from US\$450 million in capital to nearly US\$800 million today, with a goal of US\$1 billion by 2027. This will allow us to underwrite US\$15-20 billion in investments, supporting transformative projects across Africa."

ATIDI has been instrumental in enabling investments across critical sectors. Moses shares how the organization's political risk insurance has supported Kenya's renewable energy journey. "Kenya is a shining example of transitioning to green energy. ATIDI has contributed to the Lake Turkana and Kipeto wind projects, Alten's Kesses 1 Solar Project, and the Globeleq Menengai Geothermal Project, amounting to 485MW of renewable capacity."

"ATIDI's de-risking solutions turn Africa's real or perceived risks into investment opportunities, showcasing the continent as a reliable and rewarding investment destination."

Such projects not only align with ATIDI's environmental, social, and governance commitments but also address Africa's energy needs. Moses says, "We've developed innovative solutions like liquidity facilities, ensuring energy providers get paid promptly, which builds investor confidence."

Kenya remains central to ATIDI's operations. Moses praised the country's educated workforce, dynamic private sector, and advancements in infrastructure. He says, "Kenya's energy, talent, and vibrant democracy make it the ideal base. It embodies Africa's potential and progress."

ATIDI's role in supporting sectors such as telecommunications, energy, and green hydrogen is shaping Kenya's future. "Our focus is to lower the cost of doing business, attract investments, and create jobs," Moses says.

Moses sees ATIDI as more than an insurer—it is a catalyst for Africa's industrialization and integration into global trade. "Our mantra, 'turning risk into opportunity,' reflects our belief in Africa's potential. We aim to show that Africa is less risky than perceived, paving the way for greater investments," he says.

While focused on Africa, ATIDI welcomes international investors. Moses says, "We don't just insure African investors; we attract global investors to Africa. Our partnerships with firms worldwide demonstrate the continent's opportunities."

Under Moses' leadership, ATIDI continues to innovate and expand. He concludes with optimism, "The 21st century belongs to Africa. We are committed to transforming challenges into opportunities, ensuring the continent thrives economically and sustainably."

ATIDI's journey illustrates how strategic risk mitigation can unlock Africa's vast potential, empowering nations and communities through economic growth and stability. By fostering investor confidence, supporting transformative projects, and driving sustainable development, ATIDI is paving the way for a resilient, prosperous Africa, where opportunities abound, and the future shines brighter for generations to come.

Shaping Tomorrow Through Visionary Leadership and Global Collaboration

Kenya exemplifies how natural resources, innovation, and community-driven efforts can converge to create a sustainable, resilient, and globally impactful future.

Kenya is a prime example of how a country may use its abundant natural and human resources to create a sustainable, innovative, and prosperous future. Kenya has a key role in Africa's transition because its strategic location as an East African center combines a solid economic base with a dedication to global sustainability goals.

One of the pillars of Kenya's sustainability initiatives is its leadership in renewable energy. Kenya is at the forefront of geothermal, wind, and solar energy, generating more than 90% of its power from renewable sources. Two notable accomplishments that highlight the country's aspirations are the Olkaria Geothermal Plant and the Lake Turkana Wind Power Project.

"The issue of greenhouse gases remains critical, and Kenya's focus on geothermal development is a forward-thinking solution," says Ezekiel Macharia, Managing Director of Kenbright. "Our efforts to de-risk geothermal energy projects have been instrumental in promoting sustainability and reducing dependency on carbon-intensive energy sources." These programs are crucial for halting climate change, guaranteeing energy independence, and giving sectors like technology and agriculture a sustainable foundation.

Kenya's real estate market is changing quickly, adopting sustainable designs and green building techniques. Eco-friendly concepts are being included in urban development, improving resource conservation and energy efficiency. Michael Aldridge, CEO of Kofisi, highlights how shared workspaces contribute to sustainability: "Shared workspaces reduce the need for new construction, extending the economic life of existing buildings. They are inherently sustainable and help businesses embrace greener practices." This pattern reflects a larger dedication to striking a balance between ecological preservation and development, which has been a defining feature of Kenya's recent history.

Kenya's economy still depends heavily on agriculture, which is changing due to sustainability and technology. Climate-smart agriculture and regenerative farming methods are improving production while lessening their negative effects on the environment. Startups in Kenya are using technology to guarantee food security and encourage resource efficiency.

"Kenya's strategic location and its robust trade agreements make it an ideal launchpad for businesses seeking to scale across Africa."

*Ezekiel Macharia,
Managing Director of
Kenbright*

These innovative practices position Kenya as a leader in sustainable agricultural solutions, capable of addressing both local and global challenges in food production. Kenya's healthcare landscape is another testament to its adaptability and forward-thinking approach. Hiroki Ishida, Director of AAIC, points to advancements in digital healthcare: "Kenya is making strides with telemedicine and affordable medical insurance. Innovations like these are reshaping access to healthcare, making services more accessible and scalable."

One of Kenya's most valuable resources is its biodiversity, which the country has embraced via community-driven conservation efforts. Initiatives like those in the Maasai Mara conservancies show how local people may take the lead in attempting to strike a balance between ecological preservation and economic growth. In addition to protecting wildlife, these programs encourage eco-friendly travel, which boosts Kenya's economy and serves as an example for other countries.

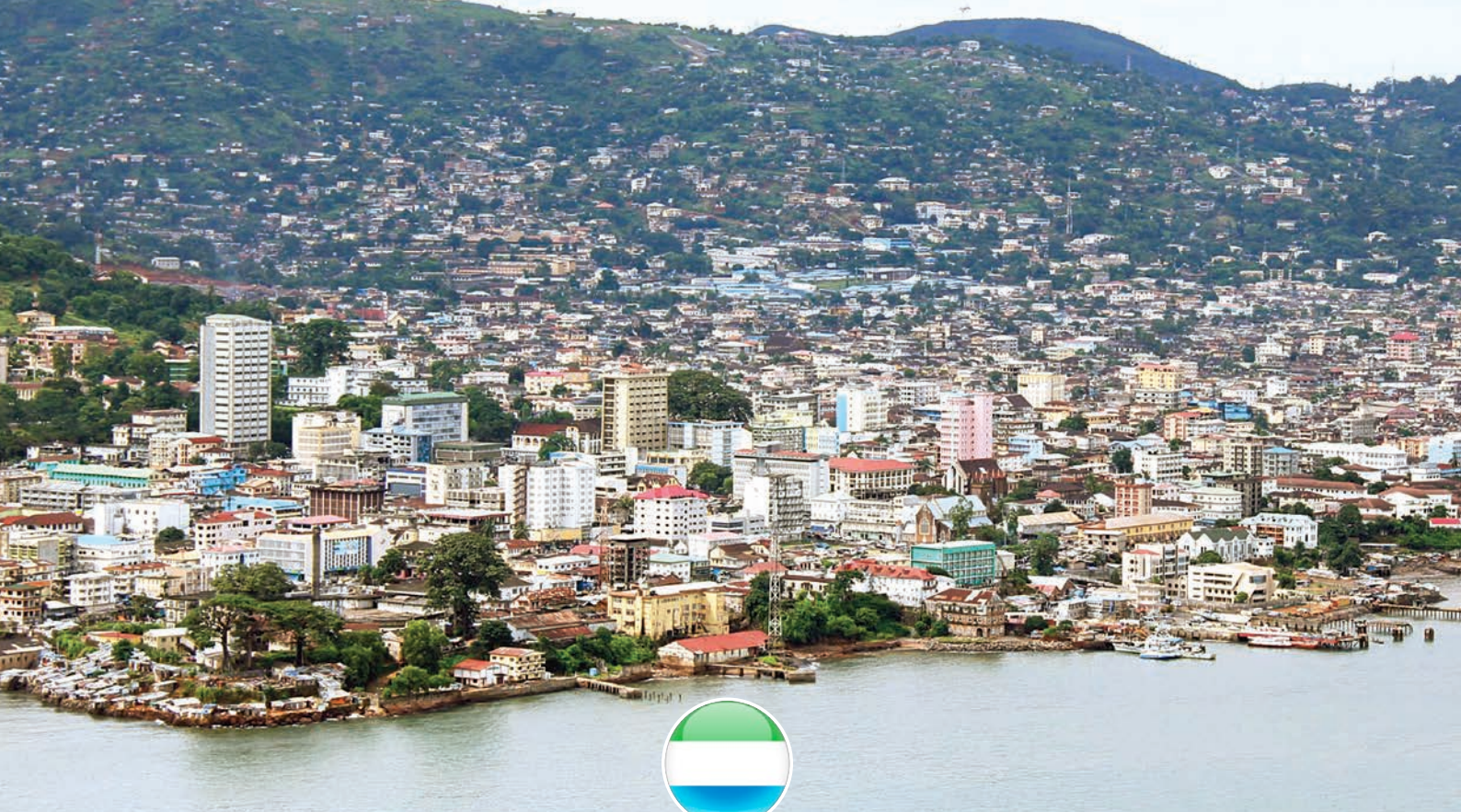
Kenya's stability, skilled workforce, and infrastructure make it a prime destination for global investors. As Macharia says, "Kenya's strategic position within Africa, coupled with trade agreements like the African Continental Free Trade Area, allows businesses here to reach markets across the continent with ease."

Additionally, Kenya's robust internet infrastructure and reputation as a transport hub provide a seamless environment for global operations. Ishida says, "Kenya's healthcare and tech ecosystems are evolving rapidly, offering tremendous opportunities for both innovation and impact."

Kenya is a center of innovation, sustainability, and advancement, more than just a geographic center. The country is a comprehensive example of sustainable development because of its dedication to renewable energy, creative approaches to healthcare and agriculture, and community-led conservation initiatives.

As the world grapples with climate change and resource constraints, Kenya offers a blueprint for a sustainable and inclusive future. "Kenya embodies the essence of resilience and opportunity," Aldridge says. This spirit, combined with strategic vision, positions Kenya as a leader not just in Africa, but on the global stage.

For investors, innovators, and environmentalists alike, Kenya represents a destination where ambition meets possibility—a beacon for the Africa of tomorrow.



SIERRA LEONE

PATH TO PROSPERITY

RAPIDLY EMERGING AS AN ATTRACTIVE DESTINATION FOR FOREIGN INVESTMENT, THE WEST AFRICAN NATION HAS LAUNCHED THE MEDIUM-TERM NATIONAL DEVELOPMENT PLAN (MTNDP) 2024-2030 TO GUIDE ITS ECONOMIC GROWTH. THE EFFECTIVE IMPLEMENTATION OF THE PLAN WOULD ENSURE THAT SIERRA LEONE BECOMES FOOD SELF-SUFFICIENT BY 2030 WHILE ENHANCING ITS HUMAN CAPITAL DEVELOPMENT AND JOB CREATION. THE MTNDP PRIORITIZES DEVELOPING A VALUE-ADDED EXPORT SECTOR, LEVERAGING SIERRA LEONE'S RICH NATURAL RESOURCES. IRON, TITANIUM, DIAMONDS, AND COCOA BEANS FORM THE CORNERSTONE OF THE COUNTRY'S EXPORT INDUSTRY. IN ADDITION TO MINING, AGRICULTURE IS A KEY SECTOR OF THE SIERRA LEONEAN ECONOMY. WITH FERTILE LAND AND A FAVORABLE CLIMATE, THE COUNTRY HAS THE POTENTIAL TO BECOME A MAJOR AGRICULTURAL EXPORTER.

WITH ITS RICH HISTORY, ABUNDANT NATURAL RESOURCES, STRATEGIC LOCATION, DIVERSE ECONOMY, AND SUPPORTIVE GOVERNMENT POLICIES, SIERRA LEONE HAS ESTABLISHED ITSELF AS A COMPELLING INVESTMENT DESTINATION. THE COUNTRY'S FAVORABLE CONDITIONS CREATE A FERTILE GROUND FOR ECONOMIC GROWTH AND DEVELOPMENT.





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NIGERIA The Rebirth of Africa's Giant



Often hailed as the giant of Africa, Nigeria stands at the threshold of a momentous era under the visionary stewardship of President Bola Tinubu.



MOROCCO A Bridge to Africa



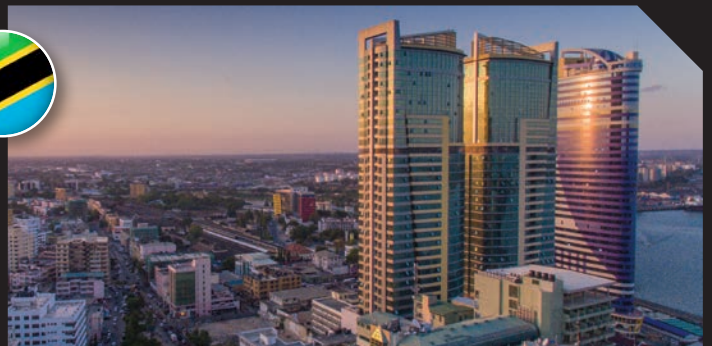
With its rich culture, stable political climate, and progressive economic initiatives, Morocco is gaining traction as a top investment and innovation destination.



TANZANIA The African Dream



Today, Tanzania stands as a symbol of harmony and advancement, cordially inviting entrepreneurs to become stakeholders in its narrative of achievement.



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