Business Matching Profile For East Africa and Ethiopia

"Aware of Target"



About Business in Kenya and East Africa

- Kenya is regarded as a prime African business destination, with significant growth potential for transport, logistics development and business acumen.
- Kenya is the main hub of the East African region therefore a key focal entry point in the market.
- Travelling as a business delegation to meet the authorities, associations, chambers and key decision-makers in Nairobi as well as operations authorities on the ground allows business mission delegates to form partnerships that give weight to their business propositions.
- Over the years, there is growth to cater to the demands not just of the Kenyan market, but of the whole region of East Africa and Ethiopia.
- Africa is seen as the second most attractive investment destination in the world.
- It has strong fundamentals to encourage investment including steady democracy and macroeconomic growth; an improving business environment; rising consumer class; abundant natural resources and infrastructure development



Who We Are!

- B2B Africa Limited is a firm duly registered in Kenya and coverage across the East Africa Region and Ethiopia.
- We have a growing portfolio of handling over 300 events and clients regionally in business matching forums, trade and consumer fairs, conferences and other special events. Our client portfolio ranges across 20 industry sectors, from manufacturing, agriculture, pharmaceuticals, automotives etc.
- B2B Africa Ltd offers customized and integrated business matching services dedicated to helping global manufacturers and service providers identify and screen potential East Africa and neighboring Africa business partners. The service draws on the directors bringing in more than 35 years of experience in B2B matching, trade fairs and Hosted buyer programs for Africa and overseas companies and international exhibition organizers.
- Our Marketing subsidiary is B2B Marketing Ltd.

Events Handled

- Jordan Manufacturers Trade Mission to Kenya, Tanzania & Ethiopia (Nov 2017)
- COSMEET Istanbul by invite only delegation from Kenya, Uganda, Tanzania & Ethiopia to Istanbul Turkey (Nov 2017)
- Turkey Houseware by invite only delegation from Kenya, Uganda , Tanzania & Ethiopia to Istanbul Turkey (Nov 2017)
- USAID Jordan Competitive Program Mini Delegation (November 2017)
- Kenya Gem & Jewellery Trade Fair (July 6 -7 , 2017)
- Egypt Export Exhibition (Nairobi – May 15 – 18, 2017)
- Hosted buyers from Kenya and Ethiopia to ExpoMaffe & Agrishow, Sao Paulo Brazil (May 2017)
- Turkey Houseware delegation Trade Mission - Ethiopia and Kenya (March 2017)
- Jordan Week in Kenya (December 2016)
- Big 5 Construct East Africa (November 2016)
- Turkey Auto & Truck spares delegation Trade Mission Kenya (November 2016)
- Turkey Medical delegation Trade Mission Kenya (June 2016)
- Hosted delegations to Project Egypt Cairo and Food Africa Cairo (February & May 2016)
- East Amman Investors Industrials Association Business Delegation to Nairobi (April 2016)
- Jordan Enterprises Development Corporation (JEDCO) – Trade Mission to Addis Ababa (December 2015)
- Jordan Exporters Association Trade Mission to Dar es Salaam – Tanzania (May 2015)
- East Africa & Ethiopia Business Forum, Amman – Jordan (December 2014)
- Zarqa Chamber of Industry, Jordan eye open mission to Tanzania, Kenya & Ethiopia (April 2014)
- Build Expo, Afriwood, Solar Expo - Kenya and Tanzania(2011 – 2015)
- KITE and EAITE (2011 – 2015)
- Food Agro, PPP Expo, Med Expo - Kenya and Tanzania (2011 -2015)
- Lift Expo and Buildcon Expo (2015)
- Colombia Week at FoodAgro Kenya (2015)
- Kenya Schools & Colleges Expo (2014)
- Kindergarten & Schools Expo Kenya (2013)
- Focus Africa Expo Kenya (2010)
- Women's Show Kenya (2010)





Kenya Gem & Jewellery Trade Fair (July 6 -8, 2017 at Hotel Intercontinental, Nairobi)



National Chairman of Kenya National Chamber of Commerce & Industry Mr. Kiprono Kittony visiting Egypt Export Expo in Nairobi, Kenya (15 -18 May, 2017)



Turkey Ambassador to Kenya, Her Excellence Deniz Eke during the IKMIB - Turkey House Ware Business Meeting in Nairobi 8 – 11 March, 2017 at Villa Rosa Kempinski Hotel



Turkey House Ware Business Meeting Sessions in Nairobi March, 2017



Turkey House Ware Delegation with IKMIB officials and Mr. Selman, Commercial Attache, Turkey Embassy in Nairobi March, 2017



Mr. Ole Mapelu, Chairman Board of Directors, Kenya Pharmaceutical Association making a presentation to Turkey Medical Delegation on 23rd June, 2016 at Villa Rosa Kempinski Nairobi



Business Matching Sessions for Turkey Medical Delegation on 24th June, 2016 at Villa Rosa Kempinski Nairobi



IKMIB Turkey Medical Delegation in June 2016 on retail visit to Aga Khan University Hospital in Nairobi



Konya Chamber Officials (Turkey) with B2B Africa Team on a pre-visit to Kenya Association of Manufacturers offices in October, 2016





Konya Chamber Truck and spares delegation on retail visit to R. T. East Africa offices in November, 2016





Ethiopian Jordan Business Forum 15th December 2015



Opening of Jordan Week Exhibition and Conference December 13 – 16, 2016 in Nairobi by H.E. Deputy Prime Minister of Jordan



Jordan Week in Nairobi, December 13 – 16, 2016 at Kenyatta International Conference Center (KICC), Nairobi - Kenya



Jordan Week Conference December 13, 2016 in KICC, Nairobi



Opening of a past event in 2013 on Construction



B2B Africa Ltd. Director – Mr. Lawrence Kuria and ExpoJordan Director – Mr. Mohammed Al Zeyadat on a courtesy call to meet National Chairman of Kenya National Chamber of Commerce & Industry, Mr. Kiprono Kittony at KNCCI Head Office in October, 2016 after discussions on Jordan Week Nairobi.

How We Do It!

- **Buyer Meetings**
- Our team arranges personalized one-on-one meetings for suppliers and buyers. The Buyer Meetings service process involves three stages:

1. Our team meet buyers in order to understand their sourcing requirements in detail
2. We pre-screen and shortlist suitable suppliers
3. We then create high-value, immediate business opportunities and meetings

- We can make all the necessary arrangements for a business trip within East Africa & Ethiopia covering transportation, accommodation, meeting venues, etc.

- **Business Matching**
- Your enquiries will be managed by our Business Matching team made up of industry and market specialists based in East Africa and Ethiopia connecting to more than 60 associations and chambers across Africa.
- Matching is backed by an extensive databank of Africa and East African companies. Covering a wide spectrum of industries and sectors, we match you to suppliers, service providers, agents, distributors, licensees or many other strategic partners.
- We have handled business matching enquiries of all sorts and everyday intercourse with worldwide companies. Our team is at the forefront of industry advancement and new business development.
- We offer a very effective way to enter into contact with potential partners, to exchange ideas, discuss opportunities, build-up new partnerships and do business.

- **Business Training**
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- We organize seminars and trainings, sometimes as a joint event with various chambers and associations across East Africa.
- We help to put business people together through various means including networking, market studies and marketing research.
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- **Marketing and Market Reporting**
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- We can assist in obtaining sales information and opportunities for clients through our direct marketing service and extensive market research portfolio from handling of various high profile business trade missions and trade fairs.

Affiliations

- B2B Africa Ltd / B2B Marketing Ltd. works closely with: -

1. Kenya National Chamber of Commerce & Industry,
2. Tanzania Chamber of Commerce & Industry
3. Ethiopia Chamber of Commerce
4. Addis Chamber of Commerce
5. East Africa Chamber of Commerce Industry & Agriculture
6. Uganda National Association of Building & Civil Engineers Contractors

- Etc…

Process of the Business Matching Service

- Inform us your details, interests and preferences of your Business Matching requirements
- Email us your requirements info@b2bafrica.co.ke / Laurekuria@gmail.com
- We will prepare a proposal to match your need target market
- Upon approval the matching service team would then connect you with the right companies representing your desired supplies, and face-to-face b2b meeting will be arranged at a defined venue for the delegation.
- Direct Contact: +254 722 858 611