



Polish Investment
& Trade Agency
PFR Group

ENTER THE KENYAN MARKET WITH US

Polish Investment and Trade Agency
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Nairobi Bureau Chief



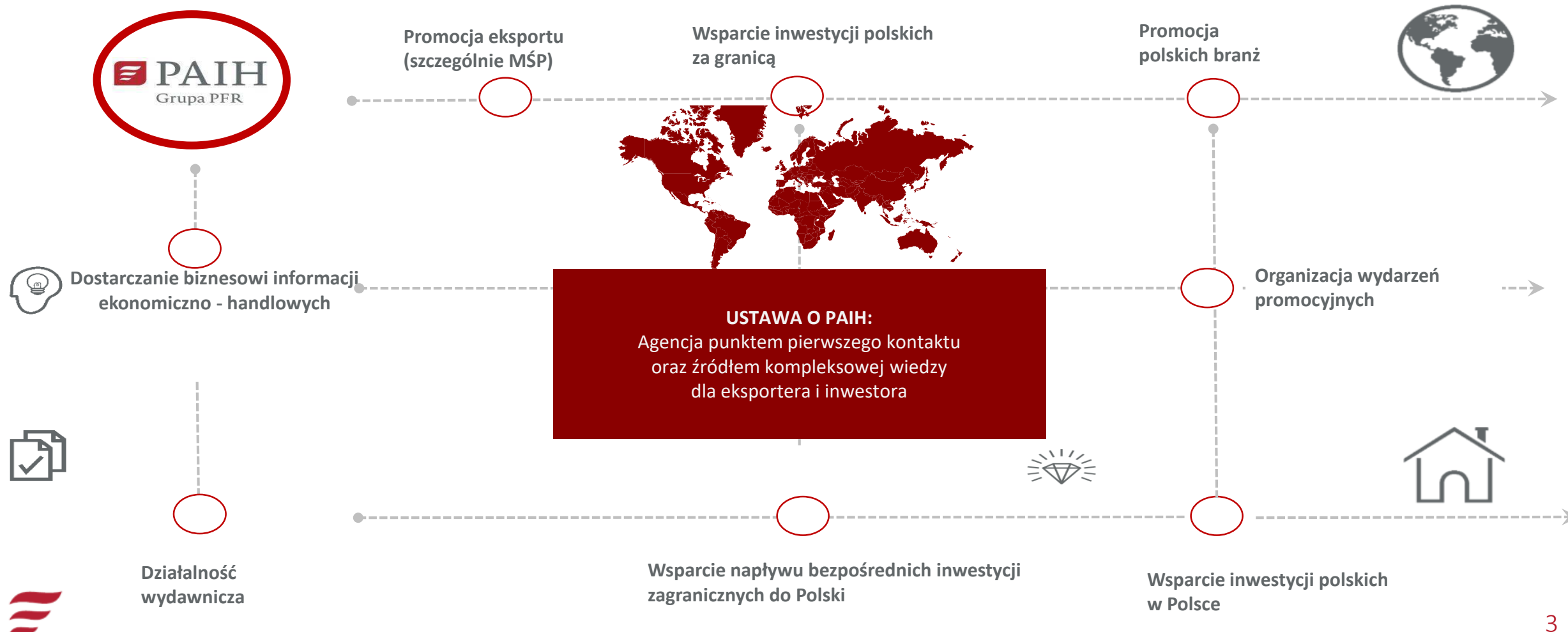
PFR – Polish Development Fund

OUR GROUP



MINISTRY
OF ENTREPRENEURSHIP
AND TECHNOLOGY





WHERE ARE WE?

FOREIGN TRADE OFFICES



POLISH PRESENCE IN KENYA

Export to Kenya

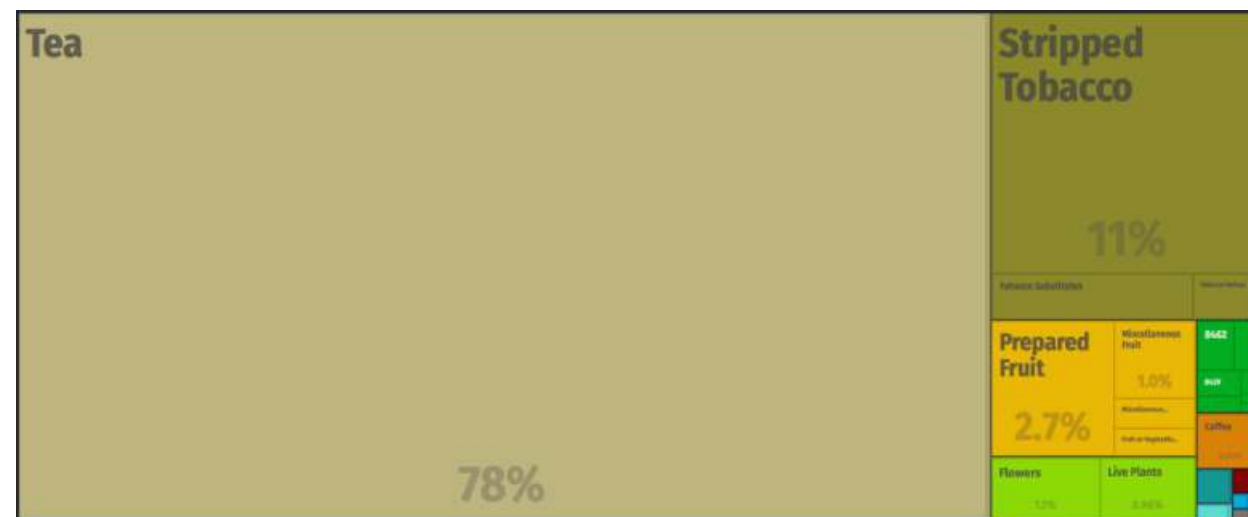
- As of 2016, export value of 49.6 million USD.
- Wheat – leader export product each year since 2014. In 2016 valued at 18.1 mln USD
- Textiles
- Machinery
- Paper goods
- Transportation equipment
- Chemicals
- Plastics and Rubbers
- Wood products
- Metals



POLISH PRESENCE IN KENYA

Import from Kenya

- As of 2016, import value of 27.3 million USD.
- Tea – leading Kenyan product from beginning of data collection.
- Tea (21.3 mln USD)
- Stripped Tobacco (3 mln USD)
- Prepared fruit (0.73 mln USD)
- Coffee? Only 0.16 mln USD. All Kenyan coffee comes to Poland via UK, Germany or Italy.



POLISH PRESENCE IN KENYA

Polish food brands on Kenyan shelves

SANTE



Supermarkets like Chandarana Foodplus, Carrefour via local distributor

LOTTE
WEDEL



Supermarkets like Chandaran Foodplus, Carrefour and Tusky's via local distributor

POLISH PRESENCE IN KENYA

Major exports via EU partners

APPLE
JUICE
CONCENTRATE



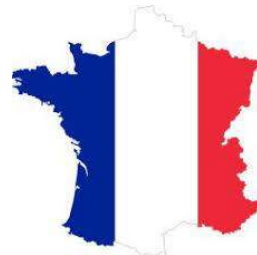
Leading Kenyan juice brand

WHEAT



3 major flour mills in Kenya

INFANT
MILK



Largest dairy producer in Kenya

NAIROBI OFFICE

OUR GOALS

- Create a trusted platform for Polish and Kenyan entrepreneurs to engage in future business talks
- To become one of the many institutions in Kenya driving Kenya's **new “industrial development”**
- How can we measure our development?
 - ✓ Double the total trade value within 5 years (both export and import) – from around US\$ 70 million to around **US\$ 140 million**
 - ✓ Register between **30-50 Kenyan companies** with Polish capital



NAIROBI OFFICE

WHAT ARE WE? WHO ARE WE?

- Registered Feb 2017, started operations June 2017
- We are a physical office (140 m²) situated the district of Upper Hill – a new business and financial centre in Nairobi
- We are 3 people – Bureau Chief and 2 Business Development Officers (Kenyan citizens)
- We are a business “one-stop-shop” and a co-working office space for Polish companies and entrepreneurs visiting and operating in Kenya



NAIROBI OFFICE

HOW CAN WE HELP?

- Databases, contacts, networking! What is ours, is also yours – just ask for it nicely 😊
- Help organise your business visit(s) to Nairobi - use our Office as if yours for the duration of your visit to Nairobi
- Organise business seminar, conferences, B2B meetings – our focus is on specific sectors!
- Support in registering companies
- Linking you with suitable partners – legal advisory, tax/finance advisory, accountants, freight-forwarders, clearing agents and also industry partners e.g. architects or quantity surveyors in the construction sector, etc.

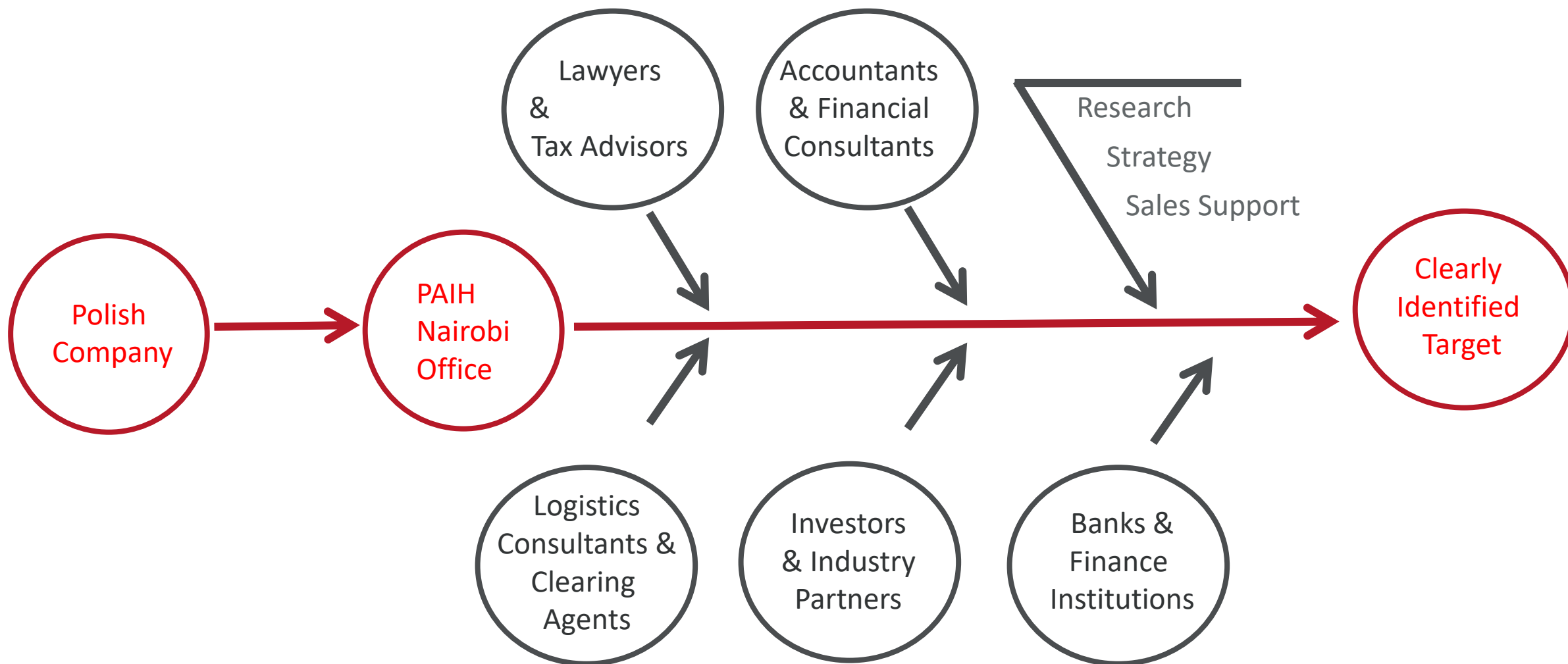


26 Polish companies visited us since establishment of our Office.



We already helped register **6 Limited Liability companies** in Kenya. It costs no more than US\$ 110.





- 140 Polish companies have contacted us
- 26 Polish companies visited us in Kenya
- Around 10-15% Polish companies that contacted us seem genuinely interested in Kenya and are actively pursuing operations
- We strive for quality business relations, not quantity!
- **Please note:** Business in Kenya starts once a Polish company visits Kenya, not from the first e-mail or phone-call it makes



Food producers – 21 companies
Agri-food value addition – 15 companies
Construction and finishing materials – 25 companies



Agri-Food Industry



Faspol

Digital Industry

Your way to the digital world



Health Services



KCM Clinic

Packaging Industry



Start-Ups



eMedica

bringing healthcare to the people



wajenzi

building solutions from Poland





Bringing e-health solutions to Kenya; cooperating with companies like NESTMEDIC S.A., Medapp S.A., M4Medical sp. z o.o., Medsystems sp. z o.o.



Bringing Polish construction quality solutions to Kenya; started cooperation with PARADYZ, SWISS KRONO, BALTIC WOOD, NOXAN, AMIX, LAYMAN.



Automotive workshop – signed contracts with AC S.A. (LPG conversion units) and INTERCARS S.A. (car parts)



Opened a Kenyan subsidiary offering direct maintenance services across Kenya

NAIROBI OFFICE

PROMOTIONAL ACTIVITIES in 2018

1st Poland-Kenya e-Health Summit



Co-organised with **e-Medica Limited**
Polish companies present:
Asseco, Nestmedic, KCM Clinic, Cormay
Orphee, Famed Żywiec, MedApp,

Polish National Pavilion @ PROPAK EAST AFRICA 2018



Polish companies present:
Faspol, SMF, Metalbud Nowicki,
Araj, FOGO



1. **FARM-TECH EXPO** in Naivasha (8-9 August 2018)
1. **PAIH EXPO** in Nadarzyn (24-25 October 2018) – a major end-of-year event held for Polish entrepreneurs to directly meet all PAIH foreign office Bureau Chiefs in one place.



DOING BUSINESS IN KENYA

CHALLENGES



- Communication, communication, communication!
- Long decision-making time
- Kenyans only buy products they can see and services they truly understand – very much like Poles in 90s, 2000s
- Kenyans have poor access to finance and often find major challenges with cashflow



DOING BUSINESS IN KENYA

FINANCIAL SUPPORT

OUR GROUP PARTNERS:



State Development Bank of Poland -
supports and services export transactions



An Export Credit Agency - providing export
insurance backed by the State Treasury,
thus offering insurance cover on markets
exposed to higher political risk.

Available financial instruments



or



WHEN DO WE START?



let's get started.



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Thank you for your attention:

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