

TRADE & INVESTMENT
ROADSHOW 2026



KENYA

Where global capital
meets a continent

25 – 29 NOVEMBER 2026
NAIROBI & SELECTED COUNTIES

EUROPE · THE AMERICAS · MIDDLE EAST · ASIA
WIDER AFRICA · AUSTRALASIA

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A message from Equity Group

Dear Esteemed Partners and Investors,

It is my pleasure to welcome you to Kenya for our Trade and Investment Roadshow this November.

For more than four years, Equity Group has been at the forefront of facilitating trade missions and investment roadshows that promote opportunity across East and Central Africa. This work sits at the heart of our vision: championing the sustainable socio-economic prosperity of the people of Africa.

Under our Africa Recovery and Resilience Plan, our regional banking subsidiaries across six countries have implemented a range of initiatives to accelerate sustainable growth. Our trade and investment schedule remains pivotal in offering foreign and regional investors an invaluable platform to explore what this region has to offer.

Kenya is where much of that opportunity begins. It is the commercial and financial gateway to the East African Community, a base from which goods and capital move to more than 300 million people, and a country whose agricultural, industrial and creative value chains are ready for partnership rather than aid.

Building on the success of previous missions - including those to and from Kenya and the DRC, the United States and Tanzania, Belgium, Rwanda, Singapore, India and South Africa - this roadshow promises to be another milestone in our journey toward advancing the prosperity of the continent.

I believe that collectively we will surpass our objectives, harnessing our combined expertise, resources and vision to unlock fresh opportunities. Your participation signifies more than a commercial commitment; it is a vote of confidence in our shared capacity to make a positive impact on the global stage.

We deeply value your presence, and we are honoured to have you as partners in our ongoing endeavour to transform lives and expand opportunities for wealth creation.



"Our objective is the inclusivity of 100 million households and the banking of the entire value chain."

Africa Recovery and Resilience Plan · Five pillars: food and agriculture; manufacturing and logistics; trade and investment; MSMEs; social and environmental transformation.

Dr James Mwangi, CBS

GROUP MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER



Five days inside East Africa's largest economy.

This is not a conference about Africa. It is five working days inside the market - with the counterparties, the regulators, the factory floors and the balance sheets in front of you.

Equity Group invites senior executives, investors and trade principals from Europe, the Americas, the Middle East, Asia, wider Africa and Australasia to Kenya this November. You will arrive to a diary that has already been built for you: pre-screened matchmaking with businesses seeking capital, partners and offtake; direct access to the government agencies that grant licences and land; and site visits that let you verify what you have been told.

Every delegate is met by a bank that operates in six African markets and knows the names behind the numbers. What begins as an introduction in Nairobi can be structured, banked and settled across the region long after you have flown home.

05

DAYS,
ONE MARKET

06

EQUITY
MARKETS

04

VALUE-CHAIN
STREAMS

06

CONTINENTS
REPRESENTED

ACCESS

To decision-makers

Ministries, investment promotion agencies, standards and revenue authorities — in scheduled sessions, not queues.

EVIDENCE

On the ground

Plants, ports, estates and projects, hosted by the people who run them, with time for the questions that belong off the record.

CONTINUITY

After you leave

A named Equity banker tracks every live conversation across all six of the Group's markets.

Where Global Capital Meets East Africa's Greatest Opportunities.

The **Kenya Trade & Investment Roadshow 2026**, hosted by **Equity Group Holdings**, offers investors exclusive access to Kenya's highest-potential value chains, connecting global capital with the businesses driving East Africa's economic transformation. Discover investment, sourcing and partnership opportunities across **specialty coffee, premium tea, leather and leather manufacturing, natural cosmetics, advanced manufacturing and agribusiness** through high-level government engagement, curated B2B meetings and immersive visits to production facilities, processing plants, cooperatives and export hubs. Meet the producers, manufacturers, exporters and industry leaders shaping the future of African trade, and position your business at the gateway to one of the continent's fastest-growing and most competitive markets.

The main programme is open to every delegate. Meetings are scheduled in advance from the mandate you submit at registration.

25

WEDNESDAY

ARRIVAL · EVENING

Welcome Networking Cocktail

The delegation meets for the first time in Nairobi, alongside Kenyan business principals, sector associations and senior Equity leadership. Delegates receive their personalised meeting schedules for the days ahead.

- Delegate registration, briefing pack and market orientation
- Introductions to Kenyan counterparties matched to your mandate
- Address by Equity Group leadership on the mission's commercial agenda

26

THURSDAY

FULL DAY

Business Forum, Exhibition & Matchmaking

The centrepiece. A morning of substance - policy, capital and sector outlooks - followed by an afternoon of scheduled one-to-one meetings. The exhibition runs alongside throughout, so you can walk the floor between appointments.

- **Business Forum** - keynote addresses and sector panels on Kenya's investment climate, incentives and priority industries
- **Exhibition** - Kenyan manufacturers, processors, exporters and service providers presenting products, capacity and certification
- **B2B matchmaking** - pre-scheduled meetings with screened counterparties seeking partners, capital, distribution or offtake
- **B2G matchmaking** - direct sessions with investment promotion, revenue, standards, land and sector regulators
- Signature ceremonies for agreements concluded during the mission
- Participation from global and pan-African leaders.

27

FRIDAY

FULL DAY · SECTOR TRACKS

Field Visits

Delegates travel in curated groups to industrial parks, special economic zones, ports and logistics hubs, production facilities and infrastructure projects selected to match the sectors named at registration. Site management and project sponsors host each visit, with time set aside for the questions that belong off the record.

28

SATURDAY

MORNING & AFTERNOON

Value Chain Visits

A day spent following a product from source to shelf. Delegates join the chain that matches their interest and travel it end to end — the growers or producers, the processing and finishing plants, the aggregators, the quality and certification bodies, and the export gateway. It is the fastest way to understand where the margin sits, where the bottlenecks are, and where an investor or an offtaker can enter.

- Leather · Tea · Coffee · Cosmetics and essential oils
- Producer, processor and exporter meetings arranged along the route
- Commercial briefings on volumes, standards, certification and logistics

SATURDAY ·
EVENING

BLACK TIE · BY INVITATION

Concluding Gala Dinner, Fashion Show & Concert

The mission closes as it should — with the country's creative economy on full display. A gala dinner brings the delegation together with Kenyan business leaders and government principals, followed by a runway showcase of Kenyan designers working in leather, textile and craft, and a live concert from some of the region's finest performers.

The creative sector is not an entertainment interlude. Fashion, music, film and design are among Kenya's fastest-growing export industries, and the evening is designed to introduce delegates to the talent, the houses and the intellectual property behind them.

29

SUNDAY

DEPARTURES

Onward Meetings & Optional Experiences

Delegates wishing to extend a conversation are supported with follow-up meetings in Nairobi. For those with time before departure, optional experiences can be arranged on request — from Nairobi National Park to coastal and safari extensions.



Four value chains, in depth.

For delegates whose interest is concentrated in a single sector, four specialist streams run in depth throughout the week. Each has its own dedicated sessions, its own curated counterparties and its own route through the value chain. In all four, the commercial story is the same: Kenya exports the raw material and imports the margin. That gap is the opportunity.



STREAM 01

Leather

≈ 90% OF LEATHER EXPORTS STILL LEAVE AS RAW HIDES, SKINS OR SEMI-PROCESSED MATERIAL

Kenya holds one of Africa's largest livestock herds, yet the finishing, tanning and manufacturing value is captured elsewhere. Government policy is pushing hard toward domestic value addition, and the industrial park capacity is being built for it.

- Tanneries, finishing plants and leather park capacity
- Footwear and goods manufacturers seeking equity, equipment or offtake
- Effluent treatment, compliance and export certification



STREAM 02

Tea

652.8M KG EXPORTED IN 2025 · US\$1.44BN · SOLD INTO 100 COUNTRIES

Kenya is the world's largest exporter of black tea and the third largest producer after China and India. But CTC accounts for around 99% of shipments and specialty barely 1% - so the sector is now being reset toward orthodox, specialty, branded and value added product. For buyers and brand owners, this is the moment to secure origin.

- Estates, smallholder factories and the Mombasa auction - the world's largest
- Value addition: blending, packing, orthodox and specialty lines
- Traceability, sustainability certification and direct-trade structures



STREAM 03

Coffee

≈ 95% EXPORTED AS GREEN BEAN · DRY MILLING CAPACITY RUNNING NEAR 13%

Kenyan arabica commands a premium on every specialty table in the world, and reforms to the cooperative and marketing system have opened new routes to growers. Roasting, milling and packing capacity at origin remains substantially underused — which is precisely where the margin is.

- Cooperatives, washing stations and estate producers
- Direct-trade sourcing, cupping sessions and quality grading
- Roasting, packaging and branded export ventures; EUDR traceability



STREAM 04

Cosmetics & Essential Oils

ALTITUDE, CLIMATE AND BOTANICAL DIVERSITY — A NATURAL INGREDIENTS BASE

Kenya's growing conditions support a fast-expanding natural ingredients sector: essential oils, extracts and botanicals feeding global cosmetics, wellness and personal care brands, alongside a domestic beauty market growing with the middle class.

- Growers, distillers and extraction facilities
- Ingredient sourcing, formulation and contract manufacturing
- Standards, labelling and access to EU and Gulf markets

The gateway is not a metaphor.

Kenya is the commercial, financial and logistical entry point to a region of more than 300 million people, and the base from which most global firms run East and Central Africa. Goods land at Mombasa and move up the Northern Corridor to six markets. Capital lands in Nairobi and finds a legal system, a deep banking sector and a professional class used to working to international standards.

Growth here is steady rather than speculative. The economy expanded by **4.6% in 2025** and accelerated to **5.3% year-on-year in the first quarter of 2026**, with the United Nations projecting East Africa as the continent's fastest-growing sub-region this year.



01

One base, six markets

A Nairobi entity trades across the East African Community and COMESA, and into the African Continental Free Trade Area — a single addressable market of 1.4 billion people.

02

Preferential access to the North

Kenyan-made goods enter the European Union duty-free and quota-free under the Kenya-EU Economic Partnership Agreement, making the country an export platform, not only a consumer market.

03

A green industrial grid

The large majority of Kenya's electricity is renewable, led by geothermal. For manufacturers facing carbon border taxes and scope-3 targets, that is a commercial advantage, not a talking point.

04

Corridors and capacity

Mombasa Port, the Standard Gauge Railway and the Northern Corridor serve landlocked neighbours, alongside a planned modernisation of Jomo Kenyatta International Airport.

05

Where digital money was invented

Mobile money is universal, settlement is instant, and a large, young, English-speaking talent pool supplies the region's technology, shared-services and creative industries.

06

The convening capital

Nairobi hosts the only United Nations global headquarters in the Global South and the regional offices of most multinationals operating between Cairo and Cape Town.



57.5m

POPULATION,
2026 ESTIMATE



5.3%

GDP GROWTH,
Q1 2026 Y/Y



US\$12.2bn

FX RESERVES,
~5.3 MONTHS COVER



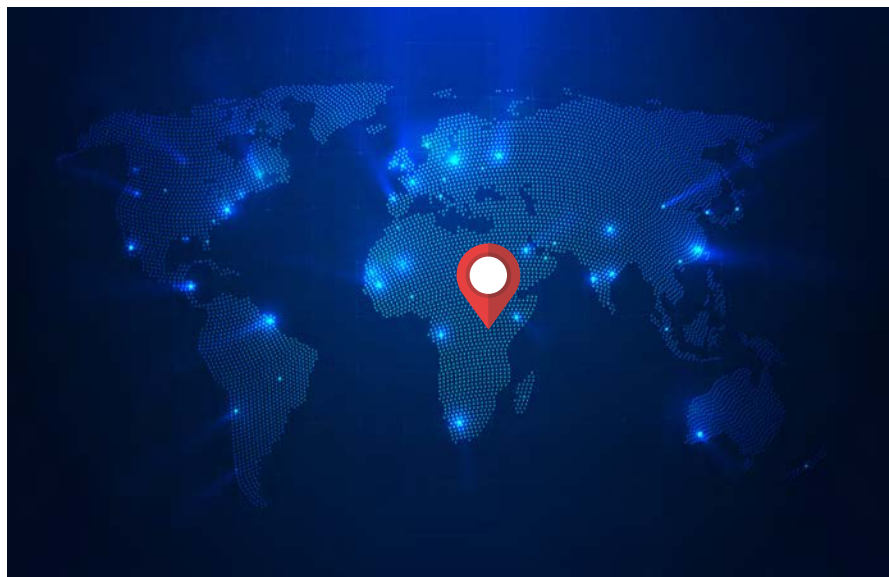
2.5–7.5%

CENTRAL BANK
INFLATION TARGET BAND

Nairobi is not a destination. It is a hub.

Within two hours' flying time sits an East African market of more than 300 million consumers. Within five, the Gulf and southern Africa. Within nine, Europe and India. Kenya is one of the few places on earth where a single base gives a business genuine reach into three continents.

That geography is matched by agreements. Kenya sits inside the EAC customs union and COMESA, is a signatory to the African Continental Free Trade Area, and holds duty-free, quota-free access to the European Union.



THE NORTHERN CORRIDOR

Mombasa is the sea gate for six countries. Cargo moves inland by Standard Gauge Railway and road to the landlocked interior — the single busiest trade artery in East and Central Africa.



TRADE BLOC OR AGREEMENT	REACH	WHAT IT GIVES A BUSINESS BASED IN KENYA
East African Community	300m+	Customs union and common market across eight partner states — free movement of goods, capital and labour.
COMESA	640m+	Preferential tariffs across 21 member states from Egypt to Southern Africa.
AfCFTA	1.4bn	The world's largest free trade area by number of countries, with combined GDP of roughly US\$3.4 trillion.
Kenya-EU EPA	450m	Duty-free, quota-free access to the European Union for Kenyan-originating goods.

Growth you can point at.

Kenya's expansion is broad rather than concentrated: in 2025 every sector of the economy grew. Hospitality led as visitor numbers climbed, mining rebounded sharply on construction materials demand, and construction itself returned to growth after a contraction the year before. Financial services and ICT continued their long compounding run.

For an investor, the significance is the shape of the curve rather than its height: this is an economy adding capacity across industry and services at the same time, with inflation contained and reserves at comfortable levels.

REAL SECTOR GROWTH, 2025

Accommodation & food service	15.6%
Mining & quarrying	14.9%
Public administration	8.3%
Construction	6.8%
Financial & insurance	6.5%
Whole economy	4.6%
Information & communication	4.8%
Transportation & storage	3.7%
Wholesale & retail trade	3.6%
Agriculture, forestry & fishing	3.1%

Source: Kenya National Bureau of Statistics, Economic Survey 2026. Agriculture accounts for over a fifth of the total economy.

WHERE THE DELEGATION'S ATTENTION IS GOING

Agro-processing

From raw to finished

Tea, coffee, horticulture, leather and botanicals still leave the country largely unprocessed. Every percentage point of value added at origin is a margin currently being exported.

Financial services

Deep and digital

The sector grew 6.5% in 2025. Mobile money, instant settlement and a competitive banking market make working capital genuinely available.

Manufacturing & logistics

Corridor industry

Special economic zones, export processing zones and the Naivasha inland container depot are drawing assembly, packaging and warehousing closer to the rail line.

Technology

The regional engine room

ICT grew 4.8% in 2025, with Nairobi supplying engineering, shared services and product teams to the wider continent.

Energy

Geothermal and green

A renewables-led grid supports energy-intensive industry with a carbon profile that survives scrutiny in European and Asian supply chains.

Creative economy

Design, music, film

Fashion, music and film are among the fastest-growing export industries - and the subject of this mission's closing night.



5.8%

PROJECTED 2026 GROWTH FOR EAST AFRICA – THE CONTINENT'S FASTEST-GROWING SUB-REGION, WITH KENYA NAMED A PRINCIPAL DRIVER (UN WESP 2026)

The bank that knows the names behind the numbers.

Equity Group Holdings Plc is a pan-African financial services holding company listed on the Nairobi Securities Exchange, the Uganda Securities Exchange and the Rwanda Stock Exchange. The Group has banking subsidiaries in Kenya, the DRC, Rwanda, Uganda, Tanzania and South Sudan, and a Commercial Representative Office in Ethiopia, alongside subsidiaries in investment banking, insurance, telecommunications, fintech and social impact investment.

It is the largest integrated financial services firm in the region, with a market capitalisation of **USD 1.94 billion** and an asset base of **USD 14.08 billion**. For a delegate, that scale is practical rather than abstract: it means the counterparty across the table is very often already a customer, and the transaction that follows can be banked end to end.



23+M

Customers across East Africa



6 AFRICAN MARKETS

with an integrated regional footprint



EXTENSIVE NETWORK

of governments, chambers of commerce, development partners, industry associations and private sector leaders



1000s

of businesses supported through trade and investment initiatives annually



100s

of international delegates hosted through trade missions and investment forums

REGIONAL PRESENCE



KENYA



UGANDA



SOUTH SUDAN



RWANDA



TANZANIA



DRC



ETHIOPIA

RECOGNITION

BRAND FINANCE • 2024

Second Strongest Financial Brand in the World — Brand Strength Index 92.5 out of 100, with the highest possible AAA+ rating.

EUROMONEY • 2024

Best Bank in Kenya; Best Bank for SME Banking in Kenya; Best Bank for Corporate Responsibility in Africa; Best Bank for CSR in Kenya.



Twenty-five missions. One method.

Equity Group has delivered more than 25 trade and investment missions across East and Central Africa in four years. The format is deliberate, and it is why delegates return.

These roadshows sit inside the Group's **Africa Recovery and Resilience Plan** - a multi-billion-dollar framework built on five pillars, one of which is trade and investment. The aim is to finance regional value chains rather than simply import finished goods into them. Equity banks the buyer, the supplier, the logistics operator and the offtaker, which is why introductions made on a mission tend to survive contact with a term sheet.

What we do differently

- **Counterparties are screened, not self-selected.** Businesses are proposed by our relationship teams against your stated mandate.
- **Government in the room, not on a panel.** B2G sessions with the agencies that issue licences, land and incentives.
- **On-site due diligence.** You see the plant, the farm, the port and the books — in the same week you meet the owners.
- **The follow-through.** A named Equity banker tracks every live conversation after the mission closes, across all six markets.



The 2025 Kenya Trade & Investment Roadshow set a new benchmark for international business engagement, bringing together over 400 delegates from more than 40 countries to explore investment opportunities across 22 strategic sectors. Through hundreds of curated business meetings, direct engagement with government leaders, investment forums and immersive value chain visits, the mission accelerated cross-border partnerships, connected international capital with high-growth opportunities and strengthened Kenya's position as East Africa's leading hub for trade, investment and regional value chain development.

RECENT EDITIONS

June–July 2026

Tanzania & Zanzibar

Over 50 international investors from Africa, Europe, Canada and Australia across manufacturing, logistics, real estate, the blue economy and technology — with visits to special economic zones, export processing facilities and the Fumba Port project.

2024 · 2026

Democratic Republic of Congo

Kinshasa and Lubumbashi. Delegations drawn from across East Africa and beyond into agriculture, logistics, manufacturing and mining, in a market EquityBCDC serves through a nationwide branch network.

2021 – 2024

Bilateral missions

Kenya–DRC, US–Tanzania, Belgium–DRC–Rwanda, Singapore–Kenya, India–Kenya, South Africa–Kenya, US–Tanzania–Kenya, India–Rwanda and India–Uganda.

Bring a mandate. Leave with a pipeline.



WHO SHOULD ATTEND

- Chief executives and boards assessing East African entry or expansion
- Investors, funds and development finance institutions seeking bankable assets
- Importers, buyers and brand owners securing origin and supply
- Manufacturers evaluating production, assembly or joint-venture capacity
- Trade bodies, chambers and investment promotion agencies leading delegations

WHAT YOUR PLACE INCLUDES

- Pre-mission profiling and a personalised meeting schedule
- Full access to the forum, exhibition and all matchmaking sessions
- Field visits and value chain visits with incountry transport
- Welcome cocktail and concluding gala dinner, fashion show and concert
- Delegate market pack, and post-mission follow-up by a named Equity banker

REGISTRATION & ENQUIRIES

Places are limited and confirmed following a short profiling call. Register your interest, or request a delegation package for groups of five or more.

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25 – 29 November 2026

REGISTRATION CLOSES
20th November 2026

[Click to Register](#)

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