



WHY NAIROBI IN JUNE 2019?



Eastern Africa and Kenya are developing at a rapid pace bringing new cooperation and business opportunities to Finnish companies and actors. Despite its fast economic growth, Kenya faces several development challenges that affect the well-being of everyday life. Companies play an important role in providing new solutions, services and innovations to address these global development challenges while finding new business opportunities. Participating in the Innovation Week and Side Events in Nairobi 10th -14th June, 2019 opens up an opportunity for businesses, universities and NGOs to network, map business opportunities and increase understanding of development innovations in Kenya.

NAIROBI INNOVATION WEEK

Innovation Week (<http://innovationweek.co.ke>) is held in Nairobi on 10th-14th June 2019 targeting thousands of participants (especially through universities and startups), mainly from Kenya. The focus of the week's program is on innovation, modern solutions and new partnerships between the private sector, universities and other stakeholders, such as NGOs, to solve the developmental problems that have an impact on the lives of the people in the region.

Finland participates in the preparation of the week's program as a strategic partner together with the University of Nairobi, Kenyan ministries and UNICEF. Nairobi is ideally suited to host an innovation event, because the country's capacity and ability to adopt modern solutions and innovations are much more advanced than the benchmark countries. Nairobi works as a great test field and role model in the region's startup and technology environment. A number of innovative solutions originate from Kenya, such as the Mpesa mobile money service, which is used by almost 70 percent of Kenyan people. However, especially the agricultural sector has been lagging behind in innovations.

Embassy of Finland in Nairobi, Ministry for Foreign Affairs of Finland, Fingo, Business Finland and Save the Children organize a travel program focusing on innovations and development for Finnish companies and universities 10th -14th June 2019. In addition to the Nairobi Innovation Week -program, there is an opportunity to network with local startups, UN organizations, and key players in the local private sector and public administration.

KENYA COUNTRY PROFILE

Kenya has one of the fastest growing economies of the lower middle-income countries, at almost six percent annually and the growth is estimated to be Africa's strongest up until 2030. Kenya is not dependent on raw material yields, but the economy is driven by **growth in consumption and the service sector**. Kenya is the **economic, financial and transport hub of East Africa** and it has made **significant political, structural and economic reforms** that have largely driven sustained economic growth, social development and political gains over the past decade. Kenya's recent political reform has aimed at promoting greater investments in major infrastructure initiatives and legislative changes to make the country's commercial environment more attractive. Nairobi is the regional center for many of our companies. Despite challenges, such as corruption, in Kenya's operational environment, together with the help of local partners and an open business culture the country holds many opportunities.

NGOs have historically played and continue to play an important role in Kenya in various sectors. In the health sector, local and international NGOs continue to provide a significant share of health services. Cooperation with NGOs provides companies with a good opportunity to co-develop and test new services.

The middle class is growing but poverty and a lack of access to basic services are still serious problems especially in rural areas. The main sectors of economic activity and employment have remained unchanged: services, agriculture and industry. Agriculture and industrial sectors in Kenya lack modernization. Agriculture, in particular, is sensitive to external shocks such as drought and heavy rain. In addition, the relatively high cost

of work and safety related issues affect foreign investments. However, Kenya has the **highest level of education** in the region (80% literacy) and in **innovation and IT skills** (e.g. mobile technology). Kenya's startup ecosystem is the most advanced in East Africa.

Urbanization and infrastructure investments offer opportunities in many sectors. **Renewable energy**, especially wind and solar power as well as waste and biomass energy have great potential. The agricultural sector employs 80% of Kenya's jobs, with a significant impact on GNI. Innovations and technological developments are needed in agriculture as the sector remains very traditional. There is a demand for high quality and efficient solutions of every stage of the agricultural value chain. Innovations contribute to the development of a cleaner and healthier nutrition and enable the creation of new jobs, especially for women and young people. **Healthcare** solutions are also a growing opportunity in the near future. The Kenyan administration is committed to investing in healthcare, but innovative solutions are also needed to enable all citizens to have a more developed and equal health care system. Modern solutions are already in use in the **education sector** (the introduction of tablets for schoolchildren is currently underway). More than half of Kenyans are under 25 years old. Investment in all stages of the education sector is inevitably growing. The relatively high level of education in Kenya also offers opportunities in higher education. In Kenya's 50 universities, many have innovation-oriented programs such as University of Nairobi and Strathmore University. The Kenyan administration is investing in the modernization of systems and practices especially related to **ICT solutions**. **Water** is still a major challenge in Kenya. Almost a third of Kenyan people get their water from unhealthy sources such as lakes and ponds. The ambition of the Kenyan administration is to achieve access to clean water for all citizens and to develop a more advanced sanitation system. Of course, the target needs significant investments as well as innovations in the country over the next 15 years





Pictures from previous Nairobi Innovation week's events.

PARTICIPANTS' COMMENTS FROM THE PREVIOUS YEARS:

“Nairobi Innovation Week is a unique platform in East-Africa to network with public and private sectors and plant seeds for transformative ideas that will eventually grow into concrete projects with tangible benefits for the society. I am truly excited to join NIW2019 and talk about Nokia exciting project with UNICEF.”

- Joachim Wuilmet, Head of Marketing, NOKIA

“NIW provides a great entry point to the Kenyan startup and business ecosystem and a chance to build and explore partnerships with stakeholders that would be otherwise difficult to access. A week well spent to get your Kenya experience on the ground.”

- Jussi Hinkkanen, CEO of Fuzu

“Participating NIW 2017 really pushed Nopia forward in Nairobi. During the event, I made numerous valuable contacts, met like-minded people, and recruited our local Country Director. I recommend this event to all that want to enter Kenyan market.”

- Juha Suojanen, CEO of Nopia Ride

PRELIMINARY PROGRAM FOR FINNISH COMPANIES AND UNIVERSITIES

Nairobi Innovation Week 10.-14.6.2019 is a good networking platform for Finnish companies, universities and research institutes with expertise and interest in cooperation and partnerships in Kenya and East Africa. Finland's special theme in 2019 is **Kenya's Big Four-Agenda**, which focuses on themes of food security, health, food industry and housing, but the week can also be used in other sectors mentioned above. During the week, there is also the opportunity to visit key players and meet with the representatives of different stakeholders. A more detailed program will be completed closer to the Innovation Week (the background of the participating delegates will also affect meetings and visits).

Monday 10.6.2019

Doing Business with Finland -seminar organized in cooperation with the Embassy of Finland and Business Finland. Local companies with an interest in commercial cooperation with Finnish companies and universities especially in the health sector are invited to the event. Kenyan partner in the event is a Kenya Private Sector Alliance (KEPSA) with over 500,000-member network.

Tuesday 11.6.2019

Innovation for development and Crisis - Co-creation workshop by Save the Children and Business Finland

Save the Children is the world's largest independent children's organization operating across the globe in over 120 countries. Nairobi is home to both the Kenya and Somali country offices. **Business Finland** offers Finnish companies innovative financing and internationalization services, and has about 600 employees both in Finland and abroad. **BEAM** is a program within Business Finland that helps export Finnish expertise and supports the emergence of new solutions to meet the needs of emerging markets.

In the co-creation workshop organized by Save the Children and Business Finland the organization's experts, companies and educational institutions explore together concrete development challenges in Kenya and East Africa, seeking new solutions through a facilitated co-creation process. The aim is, that the participants choose the challenges they want to deal with already beforehand. In addition to sharing information, the goal for the event is to bring together innovative partnerships and solutions based on shared values and to launch concrete action models that can be further developed after the innovation week. The Nairobi workshop will also be preceded by a preliminary meeting in Finland (10th May, in Helsinki), which will give more insight into the challenges presented at the workshop, financing opportunities for innovations and Save the Children's Procurement Processes.

At the end of the day, the Ambassador's residence will host a reception with key partners.

Wednesday 12.6.2019

Fingo: Fingo is an umbrella organization for 300 NGOs and global development experts. More than 30 member organizations work in Kenya in different sectors.

Open Session in the Morning: Digital development principles and contextual design

How to succeed in Kenya and create solutions that people really need? What kind of business models promote growth and sustainability? How to ensure that the law-based and equality-based services are implemented in databased services? The event is looking for answers to these questions and is led by local and international experts.

Afternoon workshop: The workshop aims at NGOs but is also suitable for digital service companies. Through case studies, the workshop will focus on modeling the potential of digital solutions from the point of view of social innovations, social change and civic engagement. Themes can relate to, among others health but also on issues of corruption and freedom of expression.

Exhibition area - Finland-Booth present

Thursday 13.6.2019

Exhibition area - Finland-Booth present

Friday 14.6.2019

Startup Day, which offers the opportunity to network with local startups, SMEs and investors.

ADDITIONAL INFORMATION

Hotel recommendation is the Fairmont Norfolk Hotel, located right next to the main campus of Nairobi University (NIW). Special rate available when booking through the Embassy (approx. 150 USD / night). In addition to accommodation costs, additional cost may include travel (EUR 600-1000), as well as possible taxi and transportation costs in Nairobi.

INTERESTED?

➔ **Confirmations by 12.5.2019 to: johanna.nurminen@formin.fi**

MORE INFORMATION ON THE PROGRAM

MINISTRY FOR FOREIGN AFFAIRS

Ramses Malaty (*Deputy Head of Mission*), Embassy of Finland in Nairobi

ramses.malaty@formin.fi

Tony Paso (*Team Leader*), Ministry for Foreign Affairs

tony.paso@formin.fi

Annika Launiala (Senior Adviser, Innovations), Ministry for Foreign Affairs

annika.launiala@formin.fi

BUSINESS FINLAND

BEAM - PROGRAM

Preworkshop in Helsinki and Side event “Innovation for development and crisis” – co creation workshop by Save the Children and Business Finland. Registration by 3rd May to:

Marjukka Holopainen-Rainio (Project Manager)

Marjukka.Holopainen-Rainio@businessfinland.fi

Christopher Palmberg (Head of the program)

Christopher.Palmberg@businessfinland.fi

SAVE THE CHILDREN

Reeta Partanen

Reeta.Partanen@pelastakaalapset.fi

FINGO Ry.

Kari-Pekka Murtonen

kari-pekka.murtonen@fingo.fi