



# FocusAfrica-Kenya'2011



**15th International trade exhibition  
on multy industry sectors**  
26th-28th November 2011  
**KICC, Nairobi, Kenya**

## FocusAfrica-Kenya'2011

The event is quality international Trade Exhibition on multi Industry sectors with facilities and atmosphere to match the highest standards possible. The exhibition is jointly organized by Jt. Kenya Chamber of Commerce & Industry and Arabian Exposition, Dubai. The event is supported by The Kenya National Chamber of Commerce & Industry.

The event would attract manufacturers, importers, exporter, traders & distributors of related products, equipment & machinery, Manufacturers-Importers-Exporters associations, Govt. & Private purchasing organizations etc. from East-Central-Southern African countries

### Products being exhibited

- ◆ Industrial machinery
- ◆ Consumer-House hold.
- ◆ Information Technology, Computers & their peripherals.
- ◆ Real Estate & Properties
- ◆ Building-Construction, Safety -Security
- ◆ Medical-Health- hospital supplies
- ◆ Plastic-Rubber
- ◆ Auto-parts & Accessories
- ◆ Oilfield -Gas-Petroleum
- ◆ Mineral-Metal-Chemicals
- ◆ Printing & Packaging
- ◆ Office automation
- ◆ Furniture.
- ◆ Food & Agriculture



### Venue

KICC, The Kenyatta International Conference Centre performed exceptionally well in the recently released results of Performance Contracting obligations of Public Agencies for the 2009/ 2010 Financial Year. The results were released on 15th June 2011 at an event held at the KICC and was presided over by the president of Kenya H.E. Mwai Kibaki. On overall KICC was position ten (10) out of a total 162 State Corporations with a 2.0121 mark which is "Very Good" grade according to the Performance Contracting Department rankings and therefore securing a place in the top ten Best Performing.

KICC was also announced the third (3rd) Best Improved State Corporation. This is rightly so because KICC leaped from position 123 in 2008/2009 to the present place (10), beating a whopping 113 institutions in just one year. The visitor's attendance on normal days is 8-10,000 per day and on Saturday-Sunday averages nearly 20,000 daily, having doubled with the opening of the Uchumi Hyper-Market and additional shops and other facilities constructed recently.

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## Visitors Profile



Manufacturers Importers Exporters Traders General public, consumers  
Distributors of related Products Govt. departments  
corporate offices Purchasing Managers  
Equipment & Machinery Directors

## Promotion of FocusAfrica'2011-Kenya

An aggressive advertising campaign will be carried out to maximize exposure and visitor attendance.

### This will include

Newspaper Advertising Magazines & Trade Journals  
Outdoor Advertising Online Advertising  
Trade Press Radio Advertising  
E-Marketing Direct mail

## Country Info



**Physical Location** Kenya is located in Eastern Africa, bordering the Indian Ocean, between Tanzania and Somalia. It covers an area about twice the size of Nevada. Kenya has a tropical climate along the coast, turning increasingly arid farther inland. Low plains rise into central highlands bisected by the Great Rift Valley, with a fertile plateau in the west. Natural resources include gold, limestone, soda ash, salt barites, flourspar, garnets, wildlife, hydropower, and rubies.

### Population:

31,140,000 people; Kikuyu (22%); Luhya (14%); Luo (13%); Kalenjin (12%); Kamba (11%) Annual growth rate: 1.15% Major languages are English; Kiswahili; Maasai Religions: Protestant (38%); Catholic (28%); indigenous beliefs (26%)

### Communication and Transportation:

310,000 main telephone lines 400,000 Internet users (2002) 38,198 miles of highway 1,654 miles of railroad  
231 airfields 357,000 motor vehicles

### Economy:

Currency: shillings- USD 1= 75 Ksh., Per capita GDP: \$1,000 GDP: \$ 31 billion GDP growth rate: 1% Inflation rate: 3.3% Labor force: 75-80% agriculture

### Jointly organized by:

Joint Kenya Arab Chamber of  
Commerce & Industry  
and Arabian Exposition, Dubai

**Arabian  
Exposition**

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### Supported by:



The Kenya National  
Chamber of Commerce  
and Industry



Joint Kenya Arab  
Chamber of Commerce  
and Industry