



CHINESE COUNTERPART



KENYAN COUNTERPART

IN PARTNERSHIP WITH



CHANGE OF DATE



23RD - 30TH
NOV 2024

1ST EDITION

ZHENG HE BUSINESS ROADSHOW

Shenzhen & Beijing
2 Cities in 7 Days

PACKAGE COST

KNCCI MEMBERS	AMOUNT
Per Person Sharing	US\$4100
Single Accommodation	US\$4195
VIP Per Person	On Request

NON - KNCCI MEMBERS	AMOUNT
Per Person Sharing	US\$4195
Single Accommodation	US\$4300
VIP Per Person	On Request

CONTACT US ON:

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Registration Deadline: 30th September, 2024

ZHENG HE BUSINESS ROADSHOW 2024. (1ST EDITION)

China – Shenzhen and Beijing (Two Cities in 7 days)

KNCCI in partnership with Elite360 Immigration Solutions Limited presents a 7days (Zheng He Roadshow) Business Tour to 2 cities in China

Zheng He was a renowned Chinese explorer (Diplomat) whom was sent to Kenya during the 14 century, He arrived with a message of partnership from Chinese people and Chinese Emperor during Ming Dynasty.

We, the descendants of ZHENG HE's trade partners, seek to revive this trade journey and extend a warm hand of partnership to China and its people to establish business partnerships for mutual benefit. Below are areas of partnerships sort.

ITINERARY HIGHLIGHTS

Brief Itinerary

CITY	NO. OF NIGHTS
Shenzhen	4
Beijing	3

ITINERARY HIGHLIGHTS

- **Food and Agricultural Products** – meet buyers of coffee, tea, nuts, fruits
- **Food and Agriculture** – Meet import/manufacturing partners of agricultural/value addition machinery and technology
- **Mining and minerals** – Meet, Investors, mining partners, buyers, machinery suppliers etc
- **Medical Equipment, Devices and consumables** – meet manufacturers, consolidators, etc
- **Construction and Affordable Housing** – Meet Investors/construction partners, building materials suppliers, machinery suppliers etc
- **Water/Hydro/Dams** – Meet Investors /construction partners, manufacturers, suppliers etc
- **Energy/Renewable Energy/Consumables** – Meet investor/partners, manufacturers, suppliers etc
- **Tourism and Hospitality** – Meet Chinese travel agency partners, manufacturers of hospitality industry supplies, suppliers etc
- **Trade and industrialization partnership between our two countries** – partnerships with investors and manufacturers of various products in electronic consumables, household supplies, apparels Exposure to, Textiles, Leather, food. Machines among other Manufacturing machinery both large and mini machines manufacturers

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Feel free to contact KNCCI office or Elite360 Immigration Solutions Ltd for any further information on contacts below;

OPPORTUNITIES IN CHINA

• Construction and Housing



The government of Kenya has established an Affordable Housing Program which creates an enabling environment that enhance supply and facilitate demand in the housing sector in the interest of making housing affordable to all Kenyans. Kenyan investors who intend to take up this opportunity has an opportunity to meet up with business partners in China who would want to partner in this sector. We will also be having suppliers of materials required in construction of housing sector for those investors already in the progress of construction either through this program or private affordable housing developments.

• Food and Agricultural Products

Kenya produces many agricultural products that can be sold in China such as coffee, tea, avocados, nuts, fish, leather, beef, mutton/lamb among others. In turn, China is a hub of machinery that Kenyans can explore for value addition in Agricultural products like oil plants, dairy, leather, coffee, tea, sugarcane, sugar beets, vegetables like tomatoes among others.





● **Medical Equipment, Devices and Consumable Products**

Shenzen and Beijing Cities host key manufacturers of medical devices and consumable companies. Kenyan medical suppliers will have a chance to meet with the medical devices and consumable manufacturers and negotiate collaborations that may lead to a win-win business partnerships. The local governments of Shenzen and Beijing will invite local manufacturers in respective provinces for this conference. This makes it easy for Kenyan medical business fraternity to meet many manufacturers in one place. Organised factory visit will be done during the Conference.



● **Mining**

Kenya is endowed in vast mineral deposits that are still unexploited. Majority of Kenyan miners lack financial capacity and technological knowhow to utilize the mines that they possess. The Kenyan miners will have an opportunity to meet Chinese investors who would be willing to partner in such ventures. For the miners who are already mining, they will have an opportunity to meet mineral buyers and build their business network.



● **Tourism And Hospitality**

Kenya’s tourism is renowned world over. However, there has been little penetration into the Chinese market even though the tourism market in China commands huge income in other countries. The Kenyan business- men will have a chance to meet Chinese tourism agencies for advanced corporation. Investors in Hospitality industry will also meet counterparts who are interested in establishing their chain of hotels brand in Kenya. They will also meet suppliers of hospitality items for hotels and such tourism industry..

● Water/Hydro Projects

Under the water ministry, there are many projects that will interest investors in china in terms of construction projects. Other projects can be taken up as PPPs. Local investors/suppliers will have an opportunity to meet with Chinese counterparts for business partnerships.



● Energy Sector and Renewable Energy

Investors in Energy Sector will have a chance to meet with their Chinese counterparts to enhance their business partnerships in various cities in China.

● Trade and Industrialization

KNCCI has a branch office in Changsha City, Hunan Province. During the October business tour, the KNCCI will be opening its China Head Office in Shenzhen, Bao'an District, Guangdong Province and the delegates will all be invited for the occasion. This office will be a liaison office between Kenyan traders and the Chinese suppliers or investors in all sectors. The office will be instrumental in linking Kenyan traders with genuine Chinese suppliers, doing due diligence on customer behalf, checking the traders production in Chinese factories and helping them to connect their products with the shipping lines or as the request may be made from time to time. Equally, the office will be instrumental in supporting and linking Kenyan exporters with the Chinese buyers of the various Kenyan products.



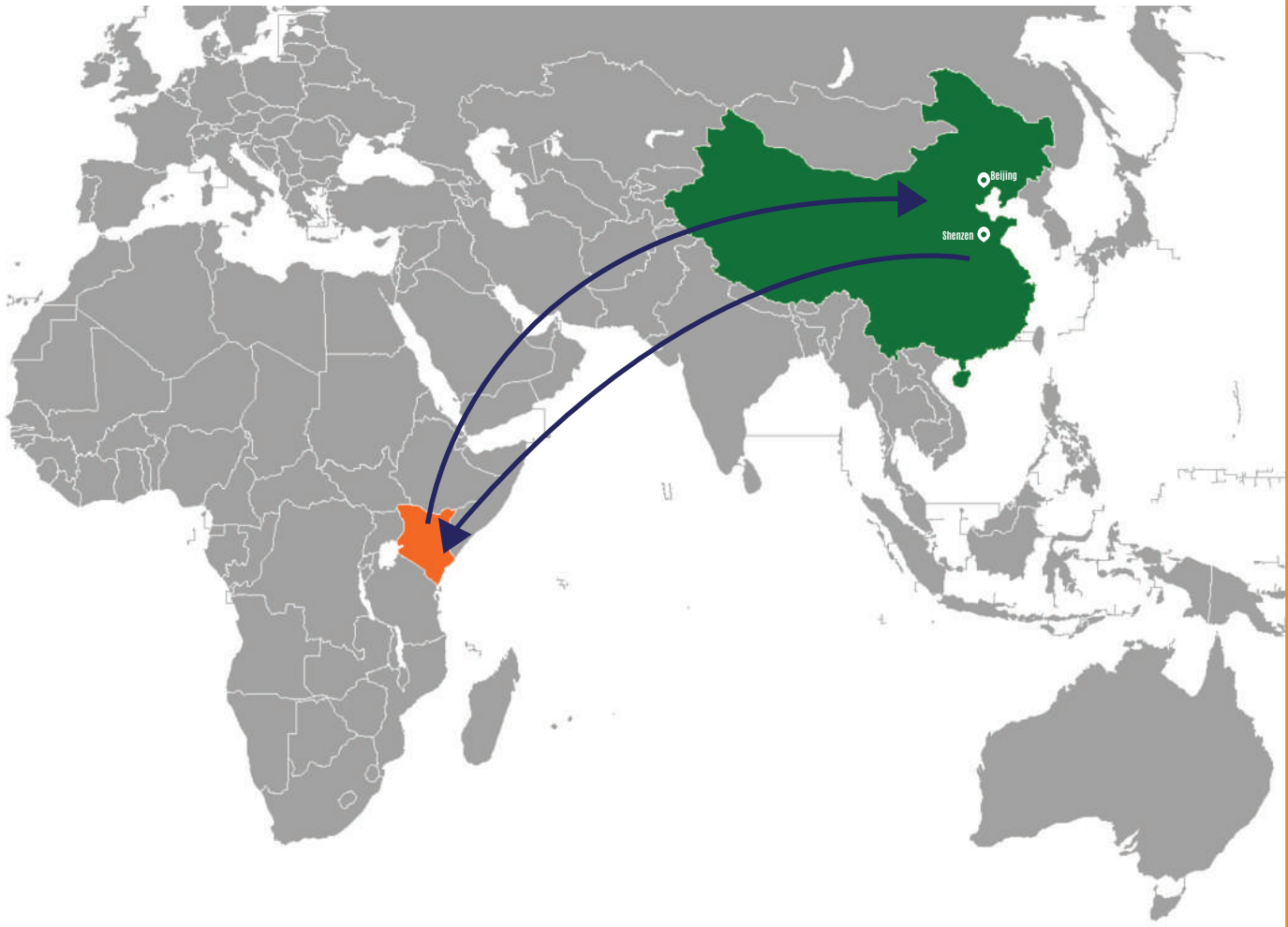
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The above investment includes the following;

- Return air ticket on economy (Nairobi – Shenzhen//Beijing – Nairobi)
- 1 internal one way tickets (Shenzhen-Beijing)
- Ground transportation as per itinerary
- 7 nights accommodation in all 2 cities in 4-Star Hotel on Bed and Breakfast basis (Shenzhen & Beijing)
- 1 Corporate Dinner
- Conference facilities and round table forums
- Services of English Speaking guides per the itinerary
- Mandatory KNCCI Non-Refundable Facilitation Fee of Kshs50,000 (KNCCI Members) and Ksh 100,000 for (Non- Members)
- Visa Fees





DATE	SCHEDULE
23rd Nov	Arrival in Guangdong, transfer to Shenzhen for hotel check - in
24rd Nov.	Morning: Summit Forum
	Afternoon: Sub - Forum & Matching
25th Nov.	Morning - Summit Forum
	Afternoon: Sub - Forum & Matching and MOU Signings
26th Nov.	Visit to matched enterprises and shopping
27th Nov.	Leave for Beijing
28th Nov.	Morning forum
	Afternoon Sub - Forum & matching
29th Nov.	Morning Forum
	Afternoon: Visit to matched Enterprise
30th Nov.	Leave for Nairobi



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