

KNCCI Growing your
Business
together
KENYA NATIONAL CHAMBER OF
COMMERCE & INDUSTRY

UASIN GISHU CHAPTER



**ELDORET INTERNATIONAL
BUSINESS SUMMIT
2025**

24th-26th April

Theme

**Eldoret City, The Rising Hub of Trade
and Industry in Africa**

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Introduction

In a rapidly evolving economic landscape, businesses must adapt to emerging challenges and seize new opportunities. To this end, the Kenya National Chamber of Commerce and Industry (KNCCI) Uasin Gishu Chapter is organizing the Eldoret International Business Summit 2025 under the theme 'Eldoret City, The Rising Hub of Trade and Industry in Africa'. The Summit aims to unite key stakeholders from diverse sectors to explore innovative strategies for sustainable business growth. It will provide a platform for knowledge exchange, networking, and partnerships, fostering economic development across the region and beyond.

Eldoret, known as the City of Champions, is a thriving business hub in the North Rift and a key gateway to East and Central Africa. Renowned for its world-class athletes and vibrant economy, the city plays a vital role in regional trade, agribusiness, manufacturing, and logistics. Its strategic location along major trade corridors, well-developed infrastructure, and growing industrial base make it an ideal destination for investment and business expansion.

The previous edition of the summit was a resounding success, attracting over 7,000 attendees and featuring 120+ exhibitors showcasing diverse innovations, products, and services. The event was graced by investors from the North Rift Economic Bloc (NOREB) and key policymakers, reinforcing its status as a premier business networking platform. Building on this success, this year's summit aims to be even bigger, with expectations of International Delegates and Exhibitors, Policy Makers, County Governments, Principal Secretaries, Ambassadors and Trade Consulars, 10,000+ visitors, 200 exhibitors, and participation of businesses across East Africa.

Objectives



Showcase Investment Opportunities:

Highlight lucrative investment opportunities in Eldoret City, focusing on key sectors such as manufacturing, real estate, agriculture, and technology.



Facilitate Networking:

Offer a conducive environment for entrepreneurs, business leaders, and stakeholders to connect, collaborate, and facilitate B2B networking across various industries.



Support Policy Dialogue:

Encourage discussions with policymakers to create an enabling environment for business growth and innovation.



Enhance Knowledge Sharing:

Present a platform for exchanging best practices, success stories, and insights on sustainable business strategies.



Promote Innovation:

Inspire businesses to embrace innovative approaches that address current market challenges and capitalize on emerging opportunities.



Drive Sustainable Practices:

Emphasize the importance of integrating sustainability into business operations for long-term success.

Key Features

Business Exhibitions:

A showcase of innovative products, services, and solutions from participating companies.

Keynote Speeches:

Insights from industry leaders and experts on emerging trends and sustainable business growth strategies.

Panel Discussions:

Interactive sessions addressing topics such as Investment opportunities, Agribusiness, Sports, Tourism, Healthcare among others.

Networking Sessions:

Opportunities to forge meaningful relationships and explore potential collaborations.

Gala Networking Dinner:

A high-level dinner to foster connections among stakeholders in a relaxed setting.

Skill Development Sessions:

Practical workshops on innovation, skill enhancement, and strategic business planning.



Target Audience

- Business Owners and Entrepreneurs
- Industry Professionals and Experts
- Local and International Investors
- Government Representatives and Policymakers (National and County levels)
- Academic and Research Institutions
- Media and Communication Specialists
- Financial Institutions
- Youth Startups
- Development Partners and NGO's

Expected Outcomes

Enhanced Business Knowledge

Participants will gain valuable insights into innovative practices and strategies for sustainable growth.

New Business Opportunities

Facilitation of collaborations and partnerships among participants. Increase in Intra Africa Trade.

Policy Recommendations

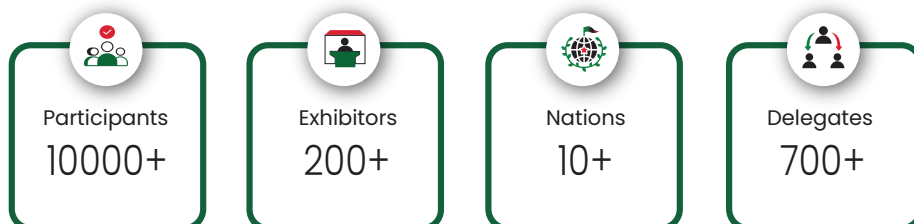
Formulation of actionable recommendations for policymakers to foster business innovation and growth. Signing of investment deals PPP and Private players.

Increased Visibility

Amplified visibility for participating businesses and organizations.

Investment Leads

Identification of key investment prospects and potential partnerships in Eldoret City's rapidly growing economy.



Partnership and Sponsorship Opportunities

The Summit offers several partnership and sponsorship packages tailored to enhance brand visibility, provide speaking opportunities, allocate exhibition spaces, and grant access to exclusive networking events.

Package	Platinum	Gold	Silver	Bronze	Brass
Value	KES 2,000,000	KES 1,000,000	KES 500,000	KES 250,000	KES 100,000
Presentation	45-Min	25-Min	10-Min	5-Min	x
Display and exhibition space	12 x 3	9 x 3	6 x 3	3 x 3	3 x 3
Media coverage.	High	Medium	Standard	Limited	Basic
Membership to KNCCI	✓	✓	✓	x	x
Entry ticket to side events, Gala Dinner and Cocktail party	VIP corporate dinner table for 10	Corporate dinner table for 8	5 dinner cards.	3 dinner card.	1 dinner card.
Certificate of participation	✓	✓	✓	✓	✓
Recognition by the Master of Ceremony	High	Medium	Standard	Limited	Basic
Branding opportunities	Unlimited	Limited	Limited	Minimum	Minimum

Investment Opportunities in North Rift

Agriculture and livestock

Value addition & packaging, agricultural mechanisation

Manufacturing

Fertilizer manufacturing, motor vehicle and motorcycle assembly, Body building technology for vehicles, Steel metal, ICT, Cosmetics, Tyre manufacturing, Textile and Apparel, Leather processing)

Sports

Golf courses, Sports Academy, Stadia, Sports and Equipment

Medical health

Medical supplies, Hospitals, Medical equipment

Water

Water equipment, Irrigation equipment and water Supply chain value

Tourism & hospitality

Resorts, Lodges, Camps, Conference hotels and motels

Energy generation

Solar Power, Wind Power, Biogas

Recycling and waste management

Plastic recycling, e-waste management, and the conversion of organic matter into biofuel and organic manure.

Technology and Innovation

Opportunities in digital transformation, smart solutions, and industrial automation to enhance efficiency and competitiveness in various industries.

Investment Opportunities in North Rift

Development

Promoting sustainable growth through strategic planning, infrastructure, and community-driven initiatives.

Research

Investing in research to drive data-backed solutions, foster innovation, and support evidence-based decision-making for sustainable development.

Academia

Bridging education and industry by fostering learning, skill development, and innovation for a progressive future

Research, Academia, and Development

Strengthening educational institutions, fostering research-driven solutions, and promoting strategic development to enhance economic growth and industry innovation.

Mining

Unlocking mineral wealth with investment opportunities in exploration, extraction, and value addition.

Fishing

Expanding aquaculture and commercial fishing for sustainable growth and export potential.

Real Estate

Prime investment in residential, commercial, and industrial developments in high-growth areas.

Conclusion

The Eldoret International Business Summit 2025 is poised to be a transformative event that inspires, connects, and empowers businesses. Through meaningful dialogue and collaboration, it will drive sustainable business growth and contribute significantly to economic development.

We invite all stakeholders to participate, share, and contribute to the success of this pivotal event.



For inquiries, partnerships, and sponsorships, please contact

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