

Investor's Pocket Guide

Quick Guide to
Investing in Kenya

Foreword: Kenya's Digital Leadership and Path to Sustainable Growth

Kenya is at the forefront of Africa's digital revolution, leveraging technology to drive inclusive economic growth and sustainable development. Known for pioneering innovations like M-Pesa, Kenya has set a global standard in mobile banking and digital financial services. This Pocket Guide highlights key investment opportunities in Kenya's vibrant sectors such as fintech, agritech, digital inclusion, renewable energy, and e-health.

The Pocket Guide is developed under the **Data Governance in Africa Initiative**, Digital Social Innovation (DSI) 'Think Like an Investor' program, led by HAUS (**Finnish Institute of Public Management Ltd**) and **ESTDEV (Estonian Centre for International Development)**. Through 'Think Like an Investor' program, the private sector is encouraged to leverage data in creating new services and products that can add societal value while promoting digital and economic transformation across borders in Kenya.

The Data Governance in Africa is a 3.5-year AU-EU partnership Initiative designed to foster human-centric data economy that supports sustainable growth across the continent. The Initiative supports the African Union (AU) and its member states to form development-oriented and human-centric data regulation, data use and data infrastructure at continental, regional and member states levels. The project is co-funded by the European Union, Belgium, Estonia, Finland, France, and Germany under the EU Global Gateway Strategy. It is implemented by Digital Africa, Enabel, ESTDEV, HAUS, Expertise France, and GIZ, under the **Digital for Development (D4D) Hub**.

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Research, content development, publications, and layout by Remode ME and 5DM.

LinkedIn: <https://www.linkedin.com/company/remodememe>

Website: www.remodememe.com

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Kenya

General Country information

	1	Population 52,428,290 (population projection by mid 2024 according to the Kenya National Bureau of statistics)		2	GDP \$107,440,000,000 As of 2023
	3	Currency Kenya Shillings		4	4.8% GDP Growth rate
	5	Time Zone East African Time (EAT)		6	National languages English & Swahili
	7	Imports Volume \$21.1 Million in 2022		8	Political System Multi-Party Democracy
	9	Exports Volume \$6,751,366.22		10	Exports Volume \$7.37 Million in 2022
	11	Trade Partners EU - Biggest export destination (13.6% of its total exports) India - \$75.18M in 2023 UAE - \$399M in 2023 Japan - \$62.55M in 2023		12	Inflation rates 4.4%

Major Banks

Bank of Baroda, KCB Bank, I&M Bank, Standard Chartered, DTB – Diamond Trust Bank, Stanbic Bank, ABSA, Co-op Bank.

<https://wits.worldbank.org/CountryProfile/en/KEN>

<https://wits.worldbank.org/CountrySnapshot/en/KEN>

Economic Overview

Kenya's economy is a blend of agriculture, manufacturing, and services. With GDP growth averaging 5-6% in recent years, it has shown resilience despite global challenges. Inflation, ranging between 5-7%, is driven by food and fuel costs. The Kenyan shilling remains stable, supported by sound monetary policies. Agriculture employs over 40% of the workforce, while manufacturing and services like ICT and tourism are expanding rapidly. Trade, especially with the U.S., China, and the EU, is vital, though Kenya faces a trade deficit. Vision 2030 aims to transform Kenya into a middle-income economy, attracting increasing foreign investment.

On the flipside, Kenya's public debt, which surpassed 65% of GDP in recent years, has raised concerns about fiscal sustainability. The International Monetary Fund (IMF) has urged Kenya to adopt prudent fiscal policies, emphasizing the need for revenue mobilization, debt management, and fiscal consolidation. Kenya's Ministry of Finance has introduced measures such as rationalizing public spending, enhancing tax collection, and reducing reliance on external borrowing to address the rising debt. The IMF's Extended Fund Facility (EFF) program also supports reforms aimed at improving fiscal transparency and strengthening the financial sector, aiming to restore investor confidence while ensuring long-term economic stability.



Investment Climate

East Africa's ecosystem, especially Kenya's, is growing, raising \$540 million in 2021 and \$1.1 billion in 2022 making it one of Africa's top 3 investment destinations. Fintech and agritech sectors are booming, attracting global interest. Kenya's favorable business environment, ranked well by the World Bank, is improving with reforms like tax cuts and regulatory changes under the 2023 Finance Act. The Mombasa Port and regional trade agreements give Kenya strategic access to nearly 500 million consumers. While challenges remain, Kenya is positioning itself as a leading destination for investors in Africa.



Funding Sources

Kenya has a diverse range of funding sources available for businesses, from startups to established companies. The venture capital (VC) and private equity (PE) landscape is flourishing, with Nairobi becoming a hub for tech investors. Kenya attracted around \$1.1 billion in startup funding in 2022, making it a top destination for VC investment in Africa, alongside South Africa and Nigeria. Some prominent VC firms active in Kenya include TLcom Capital, Helios Investment Partners, and Partech Africa. These investors are particularly interested in fintech, e-commerce, and agritech startups.



GDP Growth
5 - 6%



strategic access to
nearly **500 million**
consumers



The IMF's Extended
Fund Facility (EFF)



East Africa's ecosystem
raising **540 million** in
2021 and **\$1.1 billion**
in 2022

[https://www.eac.int/investment-climate-and-incentives/ease-of-doing-business#:~:text=On%20the%20ease%20of%20doing,DB%20score%20of%2034.6%25\)](https://www.eac.int/investment-climate-and-incentives/ease-of-doing-business#:~:text=On%20the%20ease%20of%20doing,DB%20score%20of%2034.6%25))
<https://www.state.gov/reports/2023-investment-climate-statements/kenya/#:~:text=In%202017%20and%202018%20Kenya,platform%2C%20simplified%20registration%20procedures%20for>

Investment Opportunities and what to invest in the next 5 to 10 years



Kenya is a top investment destination in East Africa, offering opportunities in infrastructure, energy, real estate, and agribusiness. Major projects include the LAPSSET Corridor and renewable energy ventures like Lake Turkana Wind Power. Nairobi, known as "Silicon Savannah," is home to startups like M-Pesa, which recorded 33 billion transactions by March 2024. Public-private partnerships (PPPs) are driving infrastructure development, with projects like the Nairobi Expressway and geothermal energy expansions. Kenya's dynamic startup ecosystem, growing cities, and strategic public investments make it an attractive market for investors.



Kenya's affordable housing sector also offers significant investment potential, driven by the government's Big Four Agenda, which targets building 500,000 affordable homes by 2022. Despite challenges, demand for affordable housing remains high, especially in urban centers like Nairobi. Investors can capitalize on public-private partnerships (PPPs), tax incentives, and affordable financing solutions. Urban infrastructure, another key area, is growing rapidly due to Kenya's increasing urbanization. The World Bank reports that 40% of Kenya's population lives in cities, spurring demand for transport, utilities, and green infrastructure. These sectors provide sustainable investment avenues with government support and growing urban needs.



Fintech

Kenya's fintech revolution began with M-Pesa, launched by Safaricom, transforming mobile money transfers and financial inclusion. M-Pesa now serves 70% of Kenyan households, inspiring a fintech boom with mobile wallets and digital financial services. Kenya's Vision 2030 further accelerated access to financial services, growing from 26% in 2006 to 82% within a decade. Equitel and Pezesha are key players in Kenya's fintech landscape, driving financial inclusion and access to credit.

Equitel, launched by Equity Bank in partnership with Safaricom, combines mobile telephony and banking services. It enables users to access banking services directly through their mobile phones, offering mobile money transfers, savings, loans, and bill payments. Equitel has become popular for its convenience, particularly in rural and underserved areas, where traditional banking services are limited. Its integration of telecom services with banking has been instrumental in reaching millions of unbanked Kenyans, supporting Kenya's shift toward a digital economy.

Pezesha focuses on addressing the financing gap for small and medium enterprises (SMEs). It offers a digital platform that connects SMEs with investors and alternative lenders, providing much-needed working capital to businesses that may not qualify for traditional bank loans. Pezesha uses a credit scoring model based on alternative data, enabling quick and accessible loans for SMEs, particularly in sectors like agriculture, retail, and trade. It also incorporates financial literacy programs to ensure responsible borrowing.

Other key players in the fintech space include startups like Wapi pay (cross border payments), Turaco (mobile insurance), Abacus (investment support), and ChamaPesa (informal group finance) are reshaping Kenya's financial landscape, making services faster and more accessible.



E-commerce



With the rise of internet penetration (which stood at 43% in 2023), e-commerce is another high-growth sector. Platforms like Jumia often referred to as “The Amazon of Africa” and local players like Twiga Foods which addresses inefficiencies in the agricultural sector by creating a platform that connects smallholder farmers directly with urban vendors, eliminating the need for middlemen (this results in reduced food wastage, fairer prices for both farmers and consumers, and improved food security) are revolutionizing online retail and agriculture. As digital payments and logistics infrastructure improve, e-commerce is expected to boom, especially with Kenya’s young, tech-savvy population driving demand. International e-commerce giants are playing a pivotal role in shaping Kenya’s online market, reflecting the country’s growing digital economy. Global platforms like Amazon and Alibaba have increased their presence, offering Kenyan consumers access to a wider range of goods than local e-commerce platforms. These companies bring efficiency, competitive pricing, and a seamless user experience, raising the bar for local players. Their entry has fueled consumer expectations, particularly for quality products, faster delivery times, and improved customer service.

Their influence extends to reshaping consumer behavior and boosting cross-border trade, enabling Kenyan businesses to access international markets.

Renewable Energy Tech

Kenya is already a leader in geothermal energy, with approximately 75% of its electricity coming from renewable sources. The push toward sustainability will likely see further investment in wind and solar tech, especially as the country seeks to meet its goal of 100% renewable energy by 2030. Investors can tap into both infrastructure projects and tech innovations around energy storage and efficiency.

Agritech

Agriculture is Kenya’s backbone, employing 40 percent of the total population and 70 percent of the rural population. Agritech companies like Apollo Agriculture are leveraging data, machine learning, and mobile tools to provide farmers with access to credit, improve yields, and optimize supply chains. With food security a national priority, agritech has vast untapped potential.

Exit Environment

Kenya’s startup investment exit environment has matured significantly over the past decade, driven by the success of key sectors such as fintech, agritech, and e-commerce. While the ecosystem is still developing, more Kenyan startups are achieving exits through acquisitions or mergers, signaling increased investor confidence in the market.

One of the most notable exits was the acquisition of Sendy, a Kenyan logistics startup, by mobility54 (Toyota’s mobility platform). Similarly, in 2019, DPO Group, a Kenyan fintech company, was acquired by Network International for \$288 million, representing one of the largest fintech exits in East Africa. This demonstrated that Kenyan startups, especially in fintech, are becoming attractive to global players.

Between 2020 and 2023, there has been a steady increase in mergers and acquisitions (M&A) involving Kenyan startups, especially in sectors like health tech and logistics. According to Partech Partners, Africa saw over 48 exits in 2021, with a significant portion coming from Kenya. Another key exit was by Nairobi-based AI platform, Waya, acquired by a global AI firm, marking a strategic move into Africa’s growing tech talent pool. Fintech startup M-Kopa, known for its solar-powered pay-as-you-go solutions, also had partial exits, with investors cashing in on its success. These exits reflect increased investor interest in Kenya’s tech scene and confidence in the country’s innovation-driven startups.

Political Stability

Kenya enjoys relative political stability, underpinned by peaceful elections, such as the 2022 presidential polls, which saw a smooth transition of power. However, the country faces underlying socio-economic tensions that occasionally trigger unrest. Recent Kenya National Bureau of Statistics (KNBS) data highlight rising costs of living and unemployment, fueling discontent among citizens. In 2023, several protests occurred, as reported by the BBC, particularly over high taxes and inflation. While the government is working on economic reforms, addressing these socio-economic challenges is key to ensuring long-term stability and preventing further unrest.

The Do's and Don'ts of investing in Kenya



Do's:

Build partnerships with Kenyan VCs to help de-risk investments by collaborating with local players who have a deep understanding of the market. By co-investing or joining syndicates, you can tap into existing networks and mitigate risks. Key Kenyan VCs to partner with include:

Novastar Ventures

TLcom Capital

DOB Equity

Chandaria Capital

L.A.V

Enza Capital

The Baobab network

Chui Ventures

Once these relationships are established, European investors can gain valuable insights and market validation, enabling them to lead funding rounds with greater confidence, especially as they understand local dynamics better.

Do understand the regulatory environment

Kenya has a relatively investor-friendly regulatory framework, but it's essential to be aware of laws governing specific sectors, such as finance, real estate, and telecommunications. Engage local legal experts to help navigate licensing and compliance.

Do focus on local partnerships

Whether you are a European or African investor, partnering with local businesses or entrepreneurs can open doors. These partnerships help build trust with communities and navigate cultural and operational nuances. Joint ventures and public-private partnerships (PPPs) are popular and often more successful.

Do conduct thorough market research

Kenya's business environment can be dynamic and sometimes unpredictable. Tailor your investments to sectors where there is genuine demand, such as fintech, agriculture, and renewable energy. Understanding consumer behavior, market gaps, and challenges is essential.

Do leverage mobile and digital platforms

Kenya has a highly developed mobile and tech ecosystem. Investors should look for opportunities to integrate mobile technology into their offerings, particularly in fintech, e-commerce, and agritech.

Do build relationships with government and local authorities

Government policies and initiatives play a significant role in many sectors. Establishing positive relationships with key stakeholders and staying updated on government development goals, especially Vision 2030, can boost your investment success.





Don'ts:

1. Don't underestimate local competition

Kenya has a vibrant and competitive entrepreneurial ecosystem. Foreign investors may assume they have superior knowledge or resources, but local businesses are often agile and well-connected. Learn from the local market before making any assumptions.

2. Don't ignore cultural and social dynamics

Kenya has diverse ethnic and cultural groups, and understanding these dynamics is crucial to doing business, especially in rural areas. Respect for local customs, values, and traditions can build goodwill and long-term business success.

3. Don't neglect infrastructure challenges

While Kenya's infrastructure is improving, challenges remain, particularly in transportation, logistics, and energy. Investors need to account for these constraints, especially if they are entering the manufacturing or distribution sectors.

4. Don't focus solely on urban markets

While Nairobi and Mombasa offer the largest markets, rural areas also present untapped potential, particularly in sectors like agriculture and renewable energy. Overlooking these regions could mean missing out on significant opportunities.

5. Don't overlook due diligence on local partners

Not all local partners are created equal. Be diligent in vetting potential business partners to avoid pitfalls such as corruption or mismatched goals. Trust is essential, but verifying reputations and capabilities is crucial.

Financial Sector



Kenya's financial sector has evolved into one of Africa's most dynamic, offering diverse banking services and investment opportunities for local and global investors. The country's banking sector, with 39 licensed banks, is led by major players like Equity Bank, KCB Group, and Co-operative Bank. Equity Bank, the largest by assets, serves over 17 million clients across East Africa. Digital banking is also thriving, with mobile and internet banking becoming more popular.

Kenya's Capital Markets Authority regulates the Nairobi Securities Exchange (NSE), which has a market capitalization of over KSh 2.3 trillion as of 2023. The NSE is a key platform for IPOs and bonds, signalling strong investor confidence. The insurance sector is also expanding, driven by increasing demand for health, life, and micro-insurance products, supported by new regulations for consumer protection.



Infrastructure and Logistics





Kenya's infrastructure and logistics sector is rapidly advancing, positioning the country as a key East African trade hub. Major projects like the Standard Gauge Railway (SGR) connecting Mombasa to Nairobi and the Northern Corridor are enhancing trade routes.

The Port of Mombasa, handling over 34 million tonnes of cargo annually, supports regional trade. It has undergone significant expansion to enhance its capacity as a key trade gateway for East Africa. Key developments include:



1. Second Container Terminal: Completed in phases, this terminal has added over 1.5 million TEUs (Twenty-foot Equivalent Units) to the port's capacity, improving its ability to handle growing volumes of containerized cargo.

2. Berth Expansion: New deep-water berths have been constructed, enabling the port to accommodate larger vessels, thus increasing throughput and reducing congestion.

3. Automation and Modernization: Systems have been upgraded to streamline cargo handling and clearance processes, reducing delays and boosting efficiency.

These developments reinforce Mombasa's role as a vital link in regional and global trade networks.

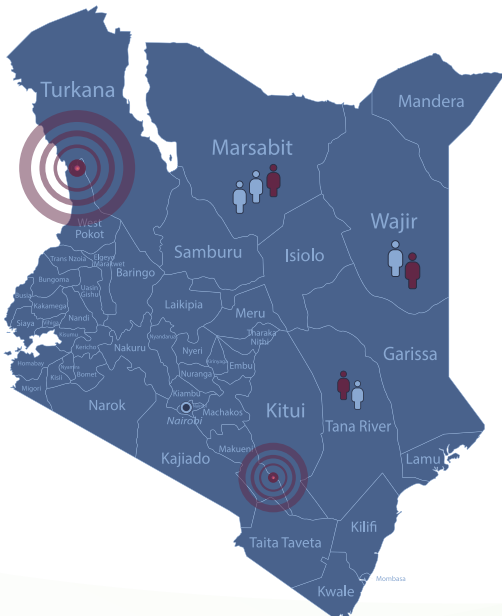
Jomo Kenyatta International Airport (JKIA) on the other hand connects Kenya to global markets. Kenya's energy sector is 80% renewable, with geothermal playing a key role. Other key infrastructural developments include The Lamu Port-South Sudan-Ethiopia Transport Corridor which aims to link Kenya to regional markets in Ethiopia, South Sudan, and beyond, promoting trade through highways, pipelines, and new ports.

Market Access

Kenya's growing domestic market and strategic regional integration make it a key player in East Africa. With over 54 million people in 2023, 75% under 35, and a rising middle class, consumer demand is driven by digitalization and mobile money platforms like M-Pesa. Kenya's GDP per capita reached \$2,100 by 2022, though income inequality remains. As a member of the EAC and COMESA, Kenya accesses a regional market of over 400 million people. Its advanced infrastructure, including the Port of Mombasa and the Standard Gauge Railway, positions it as a trade gateway for neighboring countries.

On the other hand, The African Continental Free Trade Area (AfCFTA) is a game-changer for Kenya, offering unprecedented market access across Africa. By removing tariffs on 90% of goods and reducing trade barriers, it allows Kenyan businesses to reach over 1.3 billion consumers in 54 countries. This integration fosters cross-border trade, spurs industrial growth, and attracts investment. Kenyan industries like agriculture, manufacturing, and services benefit from increased export opportunities.

Additionally, AfCFTA promotes regional value chains, enabling Kenyan firms to tap into new markets, diversify products, and compete globally. For Kenya, it's a gateway to expanding its economic footprint across the continent.



Legal and Compliance

Kenya's legal and compliance framework is structured to encourage investment while maintaining robust oversight through various regulatory bodies. Foreign investors must navigate this system to ensure compliance and successful entry into the market.

Key regulatory agencies play a central role in ensuring businesses operate within legal frameworks. The Capital Markets Authority (CMA) oversees the capital markets, ensuring transparency and protecting investors. For foreign investors seeking to engage in equity markets or issue bonds, compliance with CMA regulations is essential.

The Kenya Revenue Authority (KRA) handles tax matters, including corporate taxes, value-added tax (VAT), and customs duties. Companies operating in Kenya must register with the KRA for tax purposes. Corporate tax stands at 30% for resident companies and 37.5% for non-resident entities.

Kenya offers a range of tax incentives to encourage investment. Key incentives include:

1. Investment Deduction: A 100% deduction on capital expenditure for investment in manufacturing and other sectors within specific locations, such as Nairobi and Mombasa.

2. Industrial Building Deduction: A 10% annual deduction for the construction of industrial buildings.

3. Export Processing Zones (EPZs): Investors in EPZs enjoy a 10-year tax holiday, followed by a reduced tax rate of 25% for the next 10 years.

4. Customs Duty Exemptions: Exemptions on import duties for raw materials and machinery for manufacturing firms.

The Kenya Investment Authority (KenInvest) facilitates foreign investment, guiding investors through the processes of registering a business, securing permits, and navigating incentives. Additionally, the Central Bank of Kenya (CBK) regulates the banking and financial sectors, ensuring stability and protecting consumer interests.

For foreign investors, setting up in Kenya requires obtaining specific licenses and permits, depending on the sector. The Business Registration Service (BRS) facilitates the registration of companies, and businesses must register within 30 days of starting operations.

Investors in certain industries, such as mining, telecommunications, or energy, require additional licenses from sector-specific regulators like the Communications

Authority (CA) or the Energy and Petroleum Regulatory Authority (EPRA). Importantly, the Competition Authority of Kenya (CAK) must approve mergers or acquisitions involving foreign entities.

Foreign investors may also need work permits for expatriate staff, which are issued by the Department of Immigration Services. Compliance with environmental regulations is essential, with businesses needing clearance from the National Environment Management Authority (NEMA) for projects impacting the environment.

Intellectual Property Rights are critical for protecting innovations, trademarks, and patents, encouraging foreign investments by securing investors' creations. In Kenya, the Kenya Industrial Property Institute handles the registration of patents, industrial designs, and trademarks, safeguarding these rights. ARIPO (African Regional Intellectual Property Organization) further strengthens IPR by enabling investors to secure patents and trademarks regionally across African member states.

KenInvest plays a vital role in facilitating foreign investments by assisting investors in navigating regulatory frameworks, securing permits, and accessing tax incentives. It collaborates with IPR bodies like KIPRI to ensure that foreign investments are protected, fostering innovation and industrial growth.

Navigating Kenya's legal and compliance landscape is critical, and working with local legal experts can ensure foreign investors meet all necessary requirements for smooth entry and operations in the country.



Cultural and Social Insights



Kenya's cultural and social landscape is diverse and vibrant, significantly influencing its business environment. Understanding these dynamics is crucial for foreign investors, especially when compared to Europe's more structured and formal business culture.

Business Culture

Kenya's business culture values relationship-building and trust. In contrast to Europe, where business can be more transactional and formal, Kenyans prefer taking time to get to know their partners before closing deals. Face-to-face meetings and personal rapport are important, with greetings often beginning with a handshake, followed by small talk about family or health. Negotiations tend to be flexible and involve careful consideration of all parties' opinions, making patience essential. Hierarchies are respected, and decision-making can be top-down, similar to some European businesses, though in Kenya, senior managers hold significant influence over decisions.

Punctuality is appreciated, especially in urban areas like Nairobi, but it may not be as strictly adhered to as in many parts of Europe. Investors should also recognize the importance of community and group consensus, which can sometimes lead to slower decision-making processes.

Social Factors

Kenya's demographics are key to understanding its market. With a population of over 54 million (2023), 75% of whom are under 35, the country has a youthful, dynamic consumer base that is supported by youth initiatives such as Ajira Digital Program aimed at youth empowerment. This contrasts with Europe's aging population, where a larger portion of the market is older and more established. The young Kenyan population is tech-savvy and increasingly connected, with mobile penetration at 132%(Sim Card subscriptions)according to The Communication Authority of Kenya. This has driven the growth of mobile banking, e-commerce, and digital services, in contrast to Europe, where traditional banking and retail structures still dominate.

Consumer preferences in Kenya are evolving, driven by urbanization, with growing demand for affordable, quality products in sectors like technology, fashion, and fast-moving consumer goods(FMCG). Social trends emphasize convenience, mobile solutions, and sustainability, which align with global trends but have unique local flavors rooted in Kenya's economic and cultural context.

For foreign investors, understanding these cultural and social nuances is key to adapting business practices and strategies for success in Kenya's dynamic market.



Case Studies and Success Stories



M-Pesa is widely regarded as Kenya's biggest success story, transforming the country's financial landscape and becoming one of the most successful mobile money platforms globally. Launched in 2007 by Safaricom, Kenya's largest telecom provider, M-Pesa started as a simple tool for sending and receiving money via mobile phones. Over time, it revolutionized how Kenyans manage their finances, particularly for the unbanked population, which stood at over 60% when it launched.

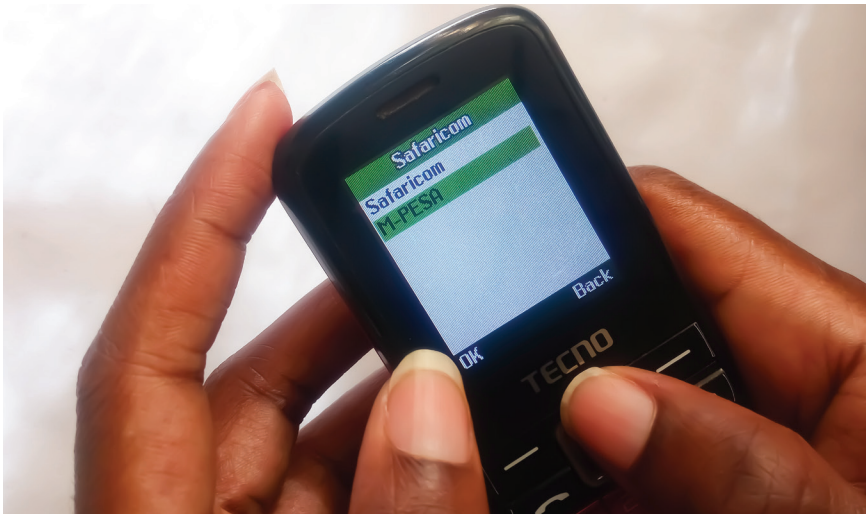
Today, M-Pesa handles 33 billion transactions annually (FY 2024), processing over KSh 30 trillion (\$240 billion) in transaction value each year. With more than 51 million active users across multiple countries, including Tanzania, Ghana, and Egypt, M-Pesa has scaled far beyond its original market.

M-Pesa's success lies in its ability to offer financial inclusion.

By providing mobile payment services, savings, loans, and even insurance products, it allows users to conduct financial transactions without needing a traditional bank account. The platform also evolved with technology, integrating with e-commerce platforms and enabling cross-border transactions.

In 2020, M-Pesa became a joint venture between Vodafone and Safaricom, marking its expansion into new markets and services. As of 2023, M-Pesa has achieved unicorn status, with its valuation crossing the \$1 billion mark.

For investors, M-Pesa is a blueprint for how fintech can disrupt traditional banking systems in emerging markets, demonstrating that scalable, innovative solutions can drive financial inclusion and economic growth, while creating immense value.



Top 10 Startups to watch out for in 2024



Here are some of the top tech startups in Kenya to watch for in 2024, spanning sectors like fintech, e-commerce, and renewable energy:

1. Kilimall – A leading online marketplace in Kenya, offering a wide range of products and fast delivery services, driving the country's e-commerce sector.

2. Watu Credit – A micro-finance startup that provides accessible loans to low- and middle-income individuals and small businesses.

3. Chapter – provides businesses with tools for chat, order management, and payments, all seamlessly integrated into popular e-commerce platforms like Shopify and WooCommerce.

4. SunCulture – Focused on agriculture and renewable energy, it provides solar-powered irrigation systems to improve farm productivity in off-grid areas.

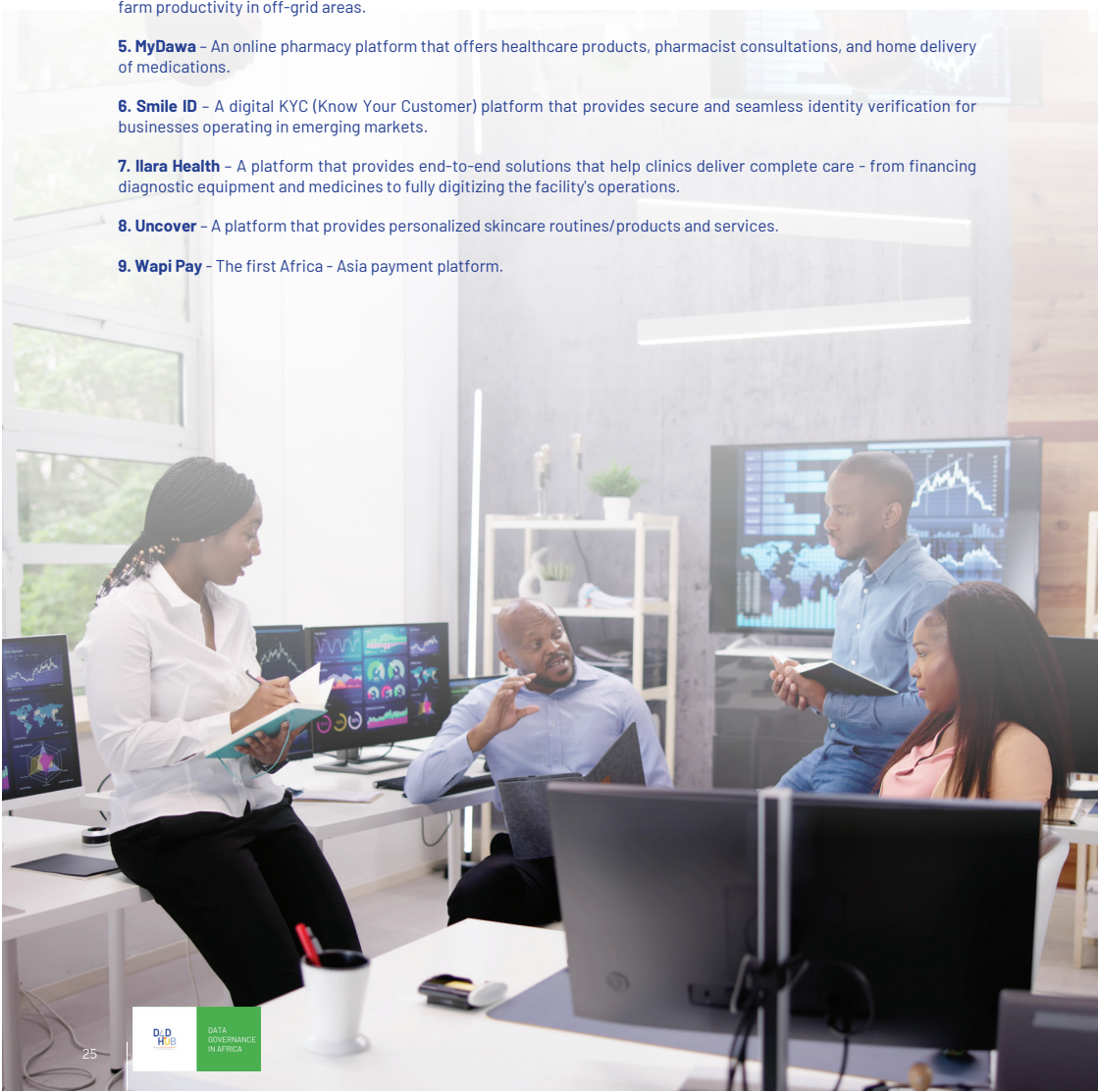
5. MyDawa – An online pharmacy platform that offers healthcare products, pharmacist consultations, and home delivery of medications.

6. Smile ID – A digital KYC (Know Your Customer) platform that provides secure and seamless identity verification for businesses operating in emerging markets.

7. Ilara Health – A platform that provides end-to-end solutions that help clinics deliver complete care – from financing diagnostic equipment and medicines to fully digitizing the facility's operations.

8. Uncover – A platform that provides personalized skincare routines/products and services.

9. Wapi Pay – The first Africa – Asia payment platform.



Practical Information



Living in Kenya offers a vibrant mix of cultures, beautiful landscapes, and modern conveniences, making it an attractive destination for expatriates. The cost of living varies by region, with Nairobi, the capital, being the most expensive city. On average, the cost of living in Nairobi is 50% lower than in most European cities like London or Paris. Rent for a one-bedroom apartment in Nairobi city center averages around \$500 per month, while food, transportation, and entertainment costs are relatively affordable.

Expatriates can enjoy a good quality of life, with access to international schools, healthcare facilities, and a variety of recreational activities. The city offers a mix of local and international cuisine, vibrant arts, and easy access to wildlife safaris and coastal getaways. For those working in Kenya, many companies offer expatriate services, including housing, transportation, and schooling allowances.



Visa and Immigration

For investors, Kenya has streamlined its visa and immigration processes. Visitors can apply for a single-entry visa online, costing around \$51, which is valid for 90 days. Investors planning to stay longer can apply for a long-term business visa or a work permit, issued by the Department of Immigration Services. Work permits are usually required for expatriates, depending on the industry, and applications must include documentation from the hiring company.

Compared to Europe, Kenya's immigration procedures are relatively straightforward and investor-friendly, offering a range of visas and permits designed to attract foreign investment. Additionally, Kenya's KenInvest assists investors with navigating these processes, making the transition smoother.



Notes

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