A Growing Market

"Today the Eastern African countries have established themselves as the most attractive collective region on the African continent for foreign investment. Business relations between Germany and this region are strong and growing continuously. More and more German companies are not only setting up representation and distribution offices within the region to better serve the market, but are looking into setting up production sites. Record export rates from Germany to the Eastern African Community underline this growing interest and trust for a promising future.

In addition, Eastern African companies are also increasingly and actively considering the German market and the establishment of business partnerships with Germany. Also in these endeavors we assist with our activities and services.

We all know that bilateral trade relations can never be a one-way street. That is why, here at the Delegation of German Industry and Commerce for Eastern Africa (AHK Eastern Africa), it is our aspiration to assist the business community on both ends in ensuring that we forge even stronger ties and promote the exchange of knowledge, skills and technology. We want to be an integral part of this growing relationship in the future."
I was supported perfectly in regards to individual meetings, preparation of workshops and logistics. Simply impeccable, can hardly be better done better. ARISU GmbH, Bremen

The GBA provides a unique networking platform to help establish strong business relations between German and Kenyan companies. Danielle Pleitz, GBA Chair

The German Business Association in Kenya (GBA) is a business association for German companies and institutions or Kenyan companies with commercial links to Germany. GBA has been active in Kenya for over 25 years and presently consists of more than 150 members.

The Association works very closely with the AHK Eastern Africa office, as the later is administrating all GBA activities.

- Our Objective: To foster business relationships and opportunities between companies, individuals and agencies involved in business and commerce between Germany and Kenya by providing a close and active network.
- Our Activities: Our members meet regularly for networking events, workshops and business lunches. Key-note speakers are invited to inform members on current issues affecting business. We also hold informal events such as the “Stammtisch” and organise the famous annual Oktoberfest in Nairobi.

Any company or individual involved directly or indirectly in business relations between Kenya and Germany can apply for GBA membership.

gbasecretary@kenya-ahk.co.ke
www.gba.co.ke

Our Service Portfolio

BUSINESS DELEGATIONS
- Organization of business trips for German companies of a specific business sector

OTHER SERVICES
- Specific & tailor-made solutions for your particular inquiries
- Organization of trade fairs, workshops and other events

MARKET ENTRY FACILITATION
- Tax and labor regulations, Immigration & Import requirements and other inquiries

BUSINESS PARTNER SEARCH
- Connecting you with relevant business partners
- Verification of accurate contact details

MARKET ANALYSIS, INFORMATION AND SURVEYS
- Individualized and tailor-made market analysis with relevant information for your product or service
- In-depth information on the competitive environment of your target market
- Access to our extensive network and local sources of information

FACT FINDING MISSIONS
- Identification of potential business partners
- Preparation, Implementation and Follow-Up of a comprehensive and individualized program for your business trip
- Optionally an additional presentation event

The tailor-made business trip by AHK Eastern Africa was perfectly organized and ideal for our market entry strategy.”
ML Consulting, Cologne

AHK Eastern Africa is one of the founding members of the think tank Permanent Working Group on TVET (PWG), which includes stakeholders from private and public sector as well as development partners and private training providers and develops solutions towards a demand driven TVET system in Kenya.

Through its longstanding expertise in the German dual vocational education and training system, AHK Eastern Africa
- supports companies setting up their training schemes and obtain government licenses, and
- ensures quality assurance and dual licensing of TVET courses in Kenya.

“AHK Eastern Africa excelled in providing us with valuable business contacts in East Africa.”
Witte Group, Münster

The German Business Association in Kenya supports both German and Eastern African companies by offering various, tailor made services:

With its long-standing experience in the Eastern African market, AHK Eastern Africa is one of the founding members of the think tank Permanent Working Group on TVET (PWG), which includes stakeholders from private and public sector as well as development partners and private training providers and develops solutions towards a demand driven TVET system in Kenya.

The Energy and Environment Desk of the Delegation offers considerable market and stakeholder overview, quality consulting and hands-on services. It is a compass for German companies and institutions targeting the promising Eastern African markets for sustainable technologies like renewable energy, energy efficiency, water and other environmental technologies.

Special emphasis is put on:
- Detailed market studies, subsector analysis and the provision of individual fact-finding missions
- Contact to and considerable overview of relevant stakeholders in the private and public spheres including the identification and the assessment of potential clients and business partners
- Activities to sensitize the target markets and provision of platforms including match-making events, conferences, workshops and trainings
- Support in acquiring adequate public and private project funding opportunities

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