

# EXECUTIVE-LED U.S. BUSINESS DEVELOPMENT TRADE MISSION TO KENYA (with optional stop in Tanzania)

March 27 - 30, 2023

## About the Trade Mission

The United States Department of Commerce, International Trade Administration (ITA), is excited to announce an executive-led Trade Mission that will coincide with the American Chamber of Commerce (AmCham) Kenya's Regional Business Summit that brings together key government and business leaders from East Africa – Kenya, Ethiopia, Rwanda, Tanzania, Uganda, and the DRC.

## Why Should Your Company Join?

The Trade Mission will allow interested U.S. companies to engage with businesses and government executives from Kenya as well as from across the East Africa Community in one setting.

In addition, the Trade Mission is strategically timed to provide one of the first opportunities for U.S. companies to engage and develop relationships with a newly elected Government of Kenya.

Companies will have the opportunity to learn about Kenya's new economic plan, current and prospective government projects, and present their products and solutions that can help the government achieve its economic goals. Similarly, participants will be able to engage governments within the region on their respective country priorities and projects. The mission will focus on the following priority sectors:

- Healthcare
- Information Communications Technology (ICT)
- Infrastructure

## Event Details

### Date

March 27 - 30, 2023

March 30, 2023 (Optional Tanzania stop)

### Location

Nairobi, Kenya

Dar-es-Salaam, Tanzania (Optional)

### Cost

Large = \$3,500

SME = \$2,400

### Registration

Register now by clicking here or visit:

<https://emenuapps.ita.doc.gov/ePublic/TM/3N1G>

## For questions and assistance contact:

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