

## **Press release - European Business Council Kenya Formally Launched; Guest of Honor being CS Industrialization Betty Maina**

Nairobi, 28<sup>th</sup> January, 2021

The European Business Council Kenya, (EBC) was officially launched with a hybrid event on Thursday, 28 January 2021, at the Sankara Hotel, Nairobi.

### **About the European Business Council Kenya**

The European Business Council Kenya (EBC Kenya) is the umbrella organization of the Business Associations, Chambers of Commerce or Embassies' Trade Services from 17 European countries, as represented in Kenya. Formed with the main objective of broader networking and providing a strong united voice on major issues of member companies regarding trade and trade policy in Kenya. The EBC Kenya, through its 17 members organizations, represents 600 European companies on site in Kenya with investments of around 2 Billion EUR and directly employing 350.000 Kenyans. For most European companies Kenya also serves as the hub and headquarter for their operations in the entire East African Region.

Guests of Honor at the Launch were Honorable Betty Maina, Cabinet Secretary Ministry of Industrialization, Trade and Enterprise Development, and H.E. Simon Mordue, European Union Ambassador for Kenya.

Also present at the launch, which was conducted under strict adherence to COVID-19 health protocols, were the chief representatives from the members organizations and the Ambassadors of the respective countries. The event was also blessed with the presence of Dr. Kevit Desai, PS EAC, as well as the Chairs and CEOs of partner organizations such as KEPISA and KAM.

In his welcoming remarks , Chairman of EBC, Darren Gillen, expressed his excitement of now having successfully established the EBC as THE organization that can speak on behalf of European Companies doing business in Kenya. EBC shall be their joint voice, source of advice and help to utilize the strong network EBC has already established in the years since the idea of such an umbrella organization was born in 2017.

CS Betty Maina, in her key note address, congratulated the European Business Council at its official launch recognizing the EBC as the umbrella organization representing European Business Associations, Chambers of Commerce and Embassies` Trade Service. She encouraged the EBC to increase its footprint in the Kenyan economy, and personally committed to continue to hand-hold investors and partners to realized growth that is of mutual benefit for Kenya and Europe.

H.E. Simon Mordue, European Union Ambassador for Kenya, emphasized in his remarks that the EU attaches great importance to business organizations like the EBC. Although the EU is already the largest destination for Kenyan goods, a great and untapped potential still exists. The EU will continue to work with the Government of Kenya and the Kenyan and European Private

sector to increase European investment in Kenya and to ensure that Kenya can expand and diversify its exports to the EU and elsewhere. The EBC will be play an important role in this.”

About 100 representatives from European business community in Kenya joined the event digitally, using the opportunity of a specially organized virtual networking forum.

The EBC thanks our sponsors for supporting this event and thus showing their commitment to the joint European cause in Kenya: EABL, Allianz, Aramex, BASF, Caetano, L’Oréal, Mazars, Mobikey Truck & Bus, and Neuce Paint.

Present members of the EBC are the Business organizations from the following European countries: Austria, Belgium Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Slovakia, Sweden, Switzerland, Spain and the UK. The EU Delegation is an Honorary member of the EBC.

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