



# KENYA BLUE INVEST AFRICA

#BlueInvest Africa

KENYA





## BUSINESS EVENT ORGANISED BY THE EUROPEAN UNION IN PARTNERSHIP WITH THE GOVERNMENT OF THE REPUBLIC OF KENYA

### Dates

3- 4 July 2024.

### Venue

Republic of Kenya, Kwale County.

“  
The event was full of knowledge, awesome and superb  
a participant in the first edition of BlueInvest Africa  
”

# CONTEXT

### A B2B event

BlueInvest Africa 2024 is the second edition of this business-to-business event initiated in 2022 by the European Commission. Its aim is to enable African entrepreneurs looking for financing and investors looking for opportunities to meet around projects likely to boost Africa's blue economy.

The first edition of the event took place in September 2022 in the Seychelles. Nearly 500 onsite and online participants attended 6 pitching sessions, discovered dozens of innovative projects and took part in more than 100 networking meetings.

### Blue economy

The blue economy encompasses all economic activities that take place in marine or inland water environments. These activities can be traditional, such as fishing, or innovative, such as biotechnology. They can be aquatic, such as maritime transport, or terrestrial, such as coastal tourism. The blue economy is undergoing worldwide expansion, providing employment for millions and yielding substantial revenue.

### EU-Africa Partnership

Both Africa and Europe recognize the blue economy as a pivotal sector in realizing their socio-economic aspirations and achieving the objectives outlined in the 2030 Agenda, notably Sustainable Development Goal 14, on the conservation and sustainable management of marine resources. The European Union has declared its ambition to promote a sustainable blue economy on a global scale, in particular by supporting innovative business-led initiatives.

### Sustainability and Responsibility

BlueInvest Africa focuses on equitable and sustainable development and on solutions to food security and resilience to climate change. In the blue economy, as in many sectors, experience shows that sustainability efforts are always a guarantee of medium and long-term growth for a company. Effective environmental protection, sustainable production and equitable prosperity are keys to develop a sustainable blue economy and increase employment in maritime sectors.

“  
This event in Seychelles was excellent. Inspiring and on point  
”



# OBJECTIVES

## Spotlight on blue projects

The BlueInvest Africa event centers around a series of themed pitching sessions, during which 30 companies established in Africa will present their projects to a panel of investors, both in person and online.

The event is a unique opportunity for African companies active in the blue economy to draw attention to their skills and capacity for innovation and to attract the interest of potential partners with whom they can develop their product or service.

## Untapped Potential

BlueInvest Africa aims to highlight Africa's largely untapped potential, promote entrepreneurial initiatives, and encourage the active participation of the public and private sectors in the continent's booming blue economy.

The aim is to shine a spotlight on concrete projects from the field, facilitate the exchange of best practices and innovative ideas, and encourage the creation of a network of potential partners.

## In Kenya

BlueInvest Africa will take place in Kenya, a leading country in the development of the blue economy in Africa and worldwide. Kenya has prioritised the transition to a green economy, combining the needs to generate growth and create employment, with the sustainable conservation of natural resources, resilience, and a reduced negative climate impact.

Kenya and the European Union have sustained a consistent and long-term partnership over many years. They share multilateral and global aims such as combating climate change, promoting resource-efficient economies and fostering peace and security.

“  
Impactful  
”

# OPPORTUNITIES FOR AFRICAN COMPANIES

The companies represented in the pitching sessions will be established in Africa, officially registered, and already active in one or more sectors of the blue economy. BlueInvest Africa 2024 will also seek to involve other non-pitching companies, in particular African Small, Micro, and Medium-sized enterprises (SMMEs) whose innovative ideas need support to grow.

BlueInvest Africa offers **these entrepreneurs** several opportunities:

- > Build partnerships with investors.
- > Exchange ideas with other African entrepreneurs involved in the blue economy.
- > Find out about funding opportunities from various institutions, particularly development banks.
- > For selected pitchers: training, in particular to develop pitching skills.
- > For selected pitchers: increase visibility on an international platform.

“  
A contagious positivity and ‘can-do’ attitude  
”



# OPPORTUNITIES FOR INVESTORS

BlueInvest Africa will be inviting European and African investors from the public and private sectors to attend the pitching sessions, either on-site or online. This is an opportunity for them to discover innovative projects looking for partnerships to develop.

BlueInvest Africa offers **these investors** several opportunities:

- > Get in touch with selected African entrepreneurs whose files are already ready.
- > Discover projects with high growth potential in emerging sectors.
- > Add a geographical and sectoral dimension to their portfolio, with a focus on corporate social responsibility.
- > Assess the business climate in Africa's blue economy.
- > Network with other investors around common business opportunities.
- > Special event for investors in the margins of BlueInvest Africa

# PRACTICAL INFORMATION

BlueInvest Africa expects approximately 200 on-site participants, in addition to remote participants from Africa and Europe.

## Target audience

- > The private sector, particularly young African companies involved in the blue economy, including small businesses.
- > International, regional, and national financial institutions and public and private institutional investors.
- > International, national, and regional organisations, in particular private enterprise platforms active in different countries.
- > Research institutes, incubators, and innovators.
- > The international press and media.

## Programme

- > Pitching sessions.
- > Visits to sites linked to blue economy activities.
- > Time for meetings, networking, and B2B meetings.
- > Exhibition showcasing African projects.
- > Inspiring Ted Talks.





### Participants on site

1. Sponsored (travel and accommodation provided)
  - > Pitchers: 30 selected entrepreneurs.
  - > Micro, Small and Medium Enterprise (MSME) representatives selected for the exhibition.
  - > Ted-talkers.
2. Non-sponsored
  - > Investors and other private sector operators.
  - > Press and media.
  - > Representatives of public authorities and institutions.
  - > Other participants.

### Online participants

All sessions will be broadcast live. Live interpretation and interactivity tools will enable online participants to access the content of the event. The networking application will enable on-site and online participants to interact and network.

### Event languages:

Interpretation (English <> French) will be available for participants on-site and remotely.

*More information on the event website:  
[www.b2match.com/e/blue-invest-africa-2024](http://www.b2match.com/e/blue-invest-africa-2024)*





# PROVISIONAL AGENDA

<b>WEDNESDAY, 3 JULY 2024</b>		
8 h 30	9 h 00	Participants' welcoming and registration
9 h 00	10 h 00	Opening ceremony
10 h 00	10 h 15	Group picture
10 h 15	10 h 35	Networking coffee break
10 h 35	11 h 30	First pitching session
11 h 30	11 h 45	TED Talk 1 First success story
11 h 45	12 h 35	Second pitching session
12 h 40	14 h 00	Networking lunch and exhibition (showcasing MSMEs)
14 h 00	14 h 50	Third pitching session
14 h 50	15 h 05	TED Talk 2 - success story 2
15 h 05	15 h 25	Networking coffee break
15 h 30	17 h 30	Site visit
17 h 30	17 h 45	Closing remarks of the day
18 h 00	20 h 00	Networking cocktail at the venue focusing on MSMEs

<b>THURSDAY, 4 JULY 2024</b>		
8 h 30	9 h 00	Participants' welcoming and registration
9 h 00	9 h 15	Day two opening remarks
9 h 15	10 h 05	Fourth pitching session
10 h 05	10 h 55	Panel discussion (Plenary session)
10 h 55	11 h 15	Networking coffee break
11 h 15	11 h 30	TED Talk 3 - success story 3
11 h 30	12 h 20	Fifth pitching session
12 h 30	14 h 00	Networking lunch and exhibition (showcasing MSMEs)
14 h 00	14 h 50	Sixth pitching session
14 h 50	15 h 50	Prearranged B2B meetings
15 h 30	15 h 50	Networking coffee-break
15 h 50	16 h 30	Recognition awards for best pitcher(s) selected via App
16 h 30	17 h 00	Closing ceremony