



ANNUAL 2020

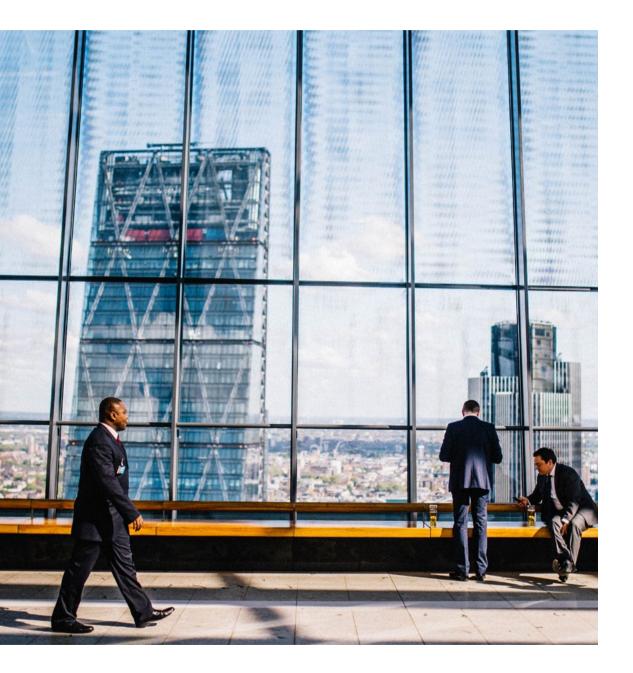


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MESSAGE FROM THE BOARD



2020 was an unprecedented difficult year globally that forced us all to review and pivot our activities to cope and adapt to new realities. Most businesses faced both strategic and operational challenges in response to the pandemic.

However, as we know, with any challenge comes great opportunity. We collectively learnt and identified opportunities to restructure our processes to fit in the new normal as well as explore new growth opportunities and ways of engaging with each other and those we serve. At AmCham, we learnt the power of harnessing digital tools and platforms to enable continuity of our programs and enhance our activities. We quickly shifted our forum programming online; launched two online publications to provide updates on our activities, business intelligence and offer visibility to our members, and conducted online business-to-business matchmaking.

The results of our online forums were impressive. The online shift enabled us to host more forums, reach a wider audience both local and international and host a greater variety of local and international speakers. We are grateful to all who partnered with us to deliver our forums and to all who attended and engaged with us.

Policy Positions

In keeping with our mandate, we continued to advocate for an improved business environment.





We are especially proud of the contribution and support that AmCham members gave to the COVID-19 response effort, through direct financial, equipment, technological, skills and expertise contribution as well as other in-kind contributions. AmCham members displayed admirable, outstanding partnership and community both locally and globally helping keep communities and economies running.

We thank you all for your commitment and partnership and wish you resilient times ahead.

AmCham Board

2.

WHO WE ARE



OUR PHILOSOPHIES



VISION

To be the most valued business Chamber, driving growth and prosperity.

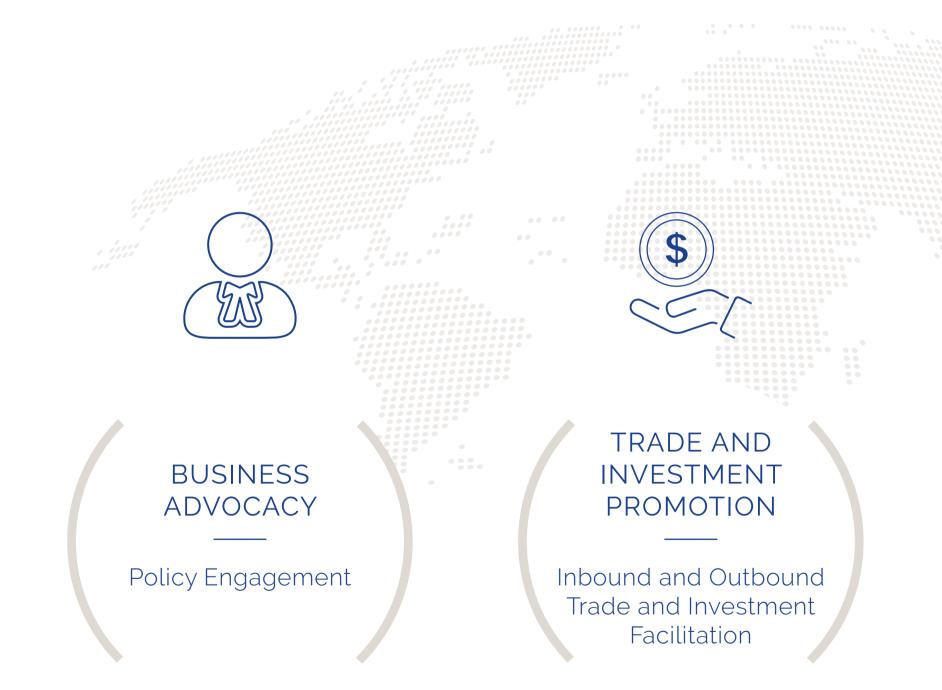


MISSION

To transform lives & create economic opportunity through Trade & Investment.



OUR STRATEGIC PRIORITIES



AMCHAM ANNUAL REPORT 2020



SUSTAINABILITY

Membership Growth and Service Diversification

2.3

LEADERSHIP

BOARD PRESIDENT

Ms. Phillipine Mtikitiki VP & General Manager, Coca-Cola East and Central Africa

BOARD VICE PRESIDENT

Mr. Humphrey Lilech Government & Regulatory Affairs Executive, Central, East and West Africa, IBM East Africa

BOARD TREASURER

Ms. Susan Sawe Global Subsidiaries Group Head, East Africa, Citi

CEO Mr. Maxwell Okello American Chamber of Commerce, Kenya

Ms. Brenda Mbathi	Chief Executive C
Ms. Angela Nganga	Corporate Affairs
Ms. Idah Asin	Director, Governm
Ms. Elizabeth Kimkung	General Manager,
Ms. Jane Mwangi	Area Manager Eas
Mr. Tom Onyango	Partner, TripleOKl
Mr. Peter Ngahu	Regional Senior P
Ms. Diane Jones	Senior Commerci Service, U.S. Emb

Officer, GE East Africa

- Director, Microsoft East Africa Emerging Markets
- ment Affairs & Policy East Africa, Johnson & Johnson
- r, Legal and Corporate Affairs, Freight Forwarders
- ast Africa, Delta Air Lines
- law Advocates LLP
- Partner, PwC Eastern Africa
- ial Counsellor, Foreign Commercial bassy Nairobi.

2020 HIGHLIGHTS

3.



HOW WE PERFORMED



delegations

COMMUNICATION & PUBLIC AFFAIRS











J. I COVID-19 RESPONSE AND SUPPORT



The first coronavirus case was reported in Kenya on March 13, 2020. Shortly thereafter the government instituted a series of early measures to curb the spread, enhance healthcare response and support economic resilience.

AmCham members offered distribution of sanitation equipment such as handwashing stations in vulnerable areas, as well as production and distribution of hand sanitizers and personal protective equipment to healthcare facilities.

They worked to sustain connectivity for critical sites; ensure continuity and efficiency of health services; promote faster detection, tracing and monitoring; and maintain lifesaving equipment and technology in use. Members also facilitated logistics and the supply of essential goods and services such as transport for healthcare workers, first responders, caregivers, and service technicians going on-site to support critical infrastructure.

AmCham members further provided support for government staff, arming them with additional tools and knowledge for remote work, such as broadbandconnected terminals from which government officials could conduct video conferences and the use of digital tools for mass communication to run public health messaging and campaigns.

3.1.1

INITIATIVES UNDERTAKEN BY MEMBERS

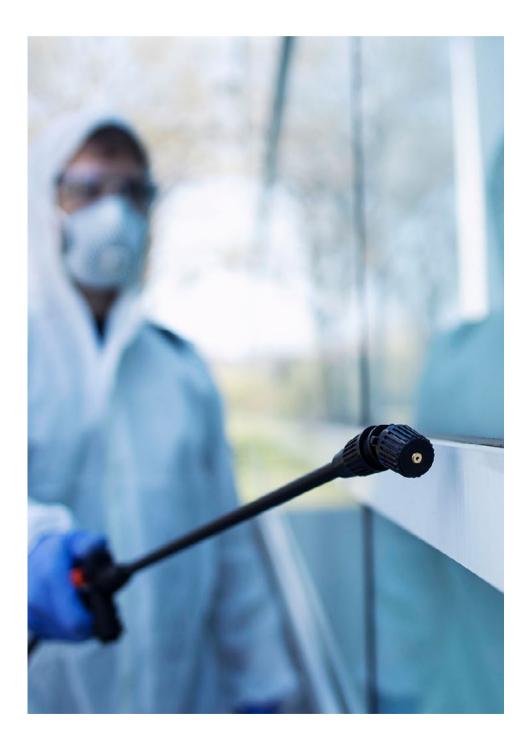
MEASURES:	COMPANY:
Supporting Frontline Workers and Community Safety and Wellbeing.	COCACOLA
Facilitating Access to Verified Information on COVID-19.	FACEBOOK
Facilitating Access to Verified Information and Internet Connectivity.	GOOGLE
Using AI and Analytics to Develop Locally Relevant Solutions.	IBM
Training Healthcare Workers and Expertise for Program Management.	JOHNSON & JOHNSO MASTERCARD
Providing PPEs for Frontline Healthcare Workers.	HONEYWELL
Production of Critical Supplies of Equipment for Healthcare Workers.	3M
Providing Free Contactless Delivery to Support Business Continuity.	UBER



INITIATIVES UNDERTAKEN BY MEMBERS

MEASURES:	COMPANY:
Supporting Community Safety.	DELMONTE
Supporting Remote Learning and Working.	MICROSOFT
Supporting Remote Working for Institutions.	CISCO
Equipping Businesses with Information and Resources.	BOSTON CONSULTIN GROUP
Providing Thought Leadership, Resources and Insights for Business.	HAMILTON HARRISO & MATHEWS
Providing Global Insights on Navigating Existing Business Challenges.	DELOITTE
Offering Tools/Resources to Companies to Navigate Challenges.	PWC
Provision of Testing Kits.	ABBOTT





INITIATIVES UNDERTAKEN BY MEMBERS

MEASURES:	COMPANY:
Helping Businesses Reduce Operating Costs Through an Alternative Green Energy Solar Solution.	REDAVIA
Coordinating and Supporting SMEs on Business Strategy and Operational Transformation.	ENREAL
Providing Information and Support to Vulnerable Communities.	PENDA HEALTH
Repurposing Existing Operations to Supply Critical Equipment for Healthcare Workers.	PVH



3.1.2

OUR COVID-19 RESPONSE

ADAPTING OUR ACTIVITIES FOR CONTINUITY

We quickly harnessed digital tools and platforms to enable continuity of our programs and enhance our activities, shifting our forum programming online. The online shift enabled us to host more forums, reach a wider audience both local and international and host a greater variety of local and international speakers. We also launched two online publications; To support members' digital marketing efforts, we launched a weekly email advertising platform for free use by members. The AmCham Weekly Classifieds helps members market their products and services to a growing database of over 1,500 subscribers. The second publication, The Update, provides updates on our activities and business intelligence.

PROVIDING SUPPORT TO MEMBERS

We collated and shared relevant business insights, tools, and resources on our website. In July 2020, we published a report titled "Assessing the Impact Of The Covid-19 Pandemic On Kenya's Economic And Business Environment" to give AmCham members a broader view for strategic decision making as well as detail our support for the following recommendations for enhancing business continuity:

- Sustained fiscal consolidation, with spending directed to support spread containment measures and public health systems as well as supporting • vulnerable communities, small businesses and protecting jobs.
- Reducing undue impact to the flow of trade in the region ٠
- Support continued learning through infrastructure provision for online learning.
- Support for the tourism sector to adapt their services to meet post COVID-19 working conditions.

OUR COVID-19 RESPONSE

Our shift to online forums also enabled us to facilitate free expert briefings and panel discussions on a wide range of topics to support our members' ability to adjust to the "new normal." We curated a total of 8 thought-leadership webinars to provide insights and leadership to members focused on:



i. HEALTH IMPACT

PARTNER: CIGNA

PURPOSE: We partnered with Cigna for a special webinar focussed on providing AmCham members with the tools and information needed to their personal and teams' overall wellbeing throughout the pandemic.



ii. STRATEGIC BUSINESS DECISION MAKING ON CRISIS MANAGEMENT

PARTNER: The Boston Consulting Group

PURPOSE: Offered guidance and advice for business leaders on crisis management and response, securing sales and how to leverage the crisis to build lasting advantage, based on learnings from businesses and governments across the globe.

iii. MANAGEMENT OF CRISIS INDUCED LEGAL AND TAX IMPLICATIONS



PARTNERS: Deloitte East Africa, DLA Piper Africa – IKM Advocates, Dentons Hamilton Harrison & Mathews and Fragomen **PURPOSE:** These two webinars equipped members with information and tools to enable them to make the right strategic decisions during the crisis period in matters tax, restructuring and insolvency, employment and immigration.

OUR COVID-19 RESPONSE

iv. LEVERAGING DIGITAL TOOLS AND OPPORTUNITIES TO ADAPT AND THRIVE

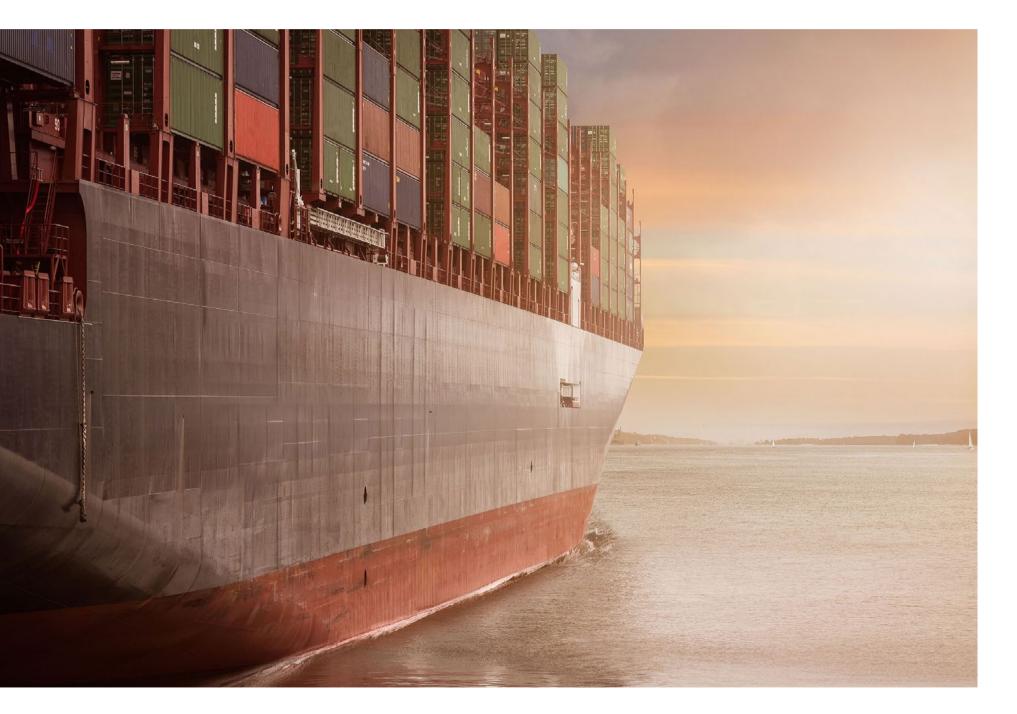
PARTNER: The National Communications Secretariat, Ministry of ICT Innovation and Youth Affairs, VISA East Africa, Uber East Africa, Twiga Foods and CODE-IP Trust.

PURPOSE: In a two-part series titled: Digital Transformation, we explored the potential of the digital economy and associated technologies to support coping with the negative economic impacts of the pandemic and catalyze a transformation of work and business. The series provided members with an in-depth view of the rapid acceleration of digitalization spurred by the pandemic and a realization of the potential and opportunities offered by digitization to reengineer their business models for the new reality within the existing and planned policy regime in Kenya.

v. BUILDING RESILIENCE

PARTNERS: Boston Consulting Group, TradeMark East Africa and the United Nations Economic Commission for Africa (UNECA) PURPOSE: In an online two-part series under the theme: Building Resilience in East Africa we collectively explored actionable, practical information and strategies for strong, sustainable, and inclusive economic recovery and resilience for business in the region.

3.2 **U.S. - KENYA FREE TRADE AGREEMENT NEGOTIATIONS**



On July 8, 2020, Kenya and the United States officially launched negotiations for a comprehensive Free Trade Agreement. Following the announcement, we immediately coordinated engagements and activities to provide information, promote and rally support for a U.S. – Kenya Free Trade Agreement using the following avenues:

THE KENYA PRIVATE SECTOR CONSORTIUM ON THE FTA

We spearheaded and launched the Kenya Private sector consortium on the FTA comprising various Business Membership Organizations under the Kenya Private Sector Alliance (KEPSA) to drive local private sector input to Government of Kenya.

The Consortium comprised of the Kenya Association of Manufacturers (KAM), the Kenya National Chamber of Commerce and Industry (KNCCI), the Kenya Healthcare Federation, the Agriculture Sector Network (ASNET), select industry experts and AmCham member companies.

U.S. - KENYA FREE TRADE AGREEMENT NEGOTIATIONS

POLICY SUBMISSIONS

We coordinated and submitted member input into the U.S.- KE FTA Negotiating Objectives to both the U.S. government, in collaboration with the U.S. Chamber of Commerce and to the Kenya Government as part of the Private Sector Consortium. We also independently coordinated and submitted member input into the following chapters:



I. AGRICULTURE

We submitted recommendations in the following areas:

- Increasing productivity and commercialization of the agricultural sector.
- Promoting good agricultural practices (GAPs) and diversification into non-traditional agricultural commodities and sales channels.
- Private sector driven and enhanced participation in policy processes.
- Improving the enabling environment to spur private sector-led agricultural services in extension and value addition.
- Sustainable land use policy to engender confidence in land as a key factor of production.
- Enhanced market access and trade development.
- Continuous monitoring to build evidence and identify policy bottlenecks.
- Capacity building of sector players around Sanitary and Phytosanitary challenges.
- Diversification of Agricultural production and offering to the market.
- Agricultural sector financing

U.S. - KENYA FREE TRADE AGREEMENT NEGOTIATIONS



II. TRADE IN SERVICES, INCLUDING TELECOMMUNICATIONS AND FINANCIAL SERVICES We submitted recommendations specific to:

- Express delivery services,
- Financial services and
- Electronic payment services



III. DIGITAL TRADE IN GOODS AND SERVICES AND CROSS-BORDER DATA FLOWS Our recommendations covered:

- Free flow of information
- Data localization
- Technology choice and digital architectures
- Privacy and security protections
- Digital taxation
- Intellectual property protections and copyrights
- Technology transfers



U.S. - KENYA FREE TRADE AGREEMENT NEGOTIATIONS

STAKEHOLDER ENGAGEMENTS

We held a total of five high-level engagements with the Ministry of Trade & Industrialization on the US – KE FTA hosting the Cabinet Secretary, Betty Maina, on two forums and having three engagements with the Principal Secretary for Trade Amb. Johnson Weru. We also engaged with the Principal Secretary for Agriculture Prof. Hamadi Boga in relation to US-KE FTA.

ONLINE FORUMS

We held four forums to engage with sector experts and players to explore potential opportunities and constraints; policy considerations and the overall impact that a US - KE FTA could have on the following sectors:

- Agriculture
- The Digital Economy
- Health and
- SME's

PRESS ENGAGEMENT

We conducted a series of press interviews, provided comment and published statements and opinion pieces on a wide range of issues related to the US-KE FTA earning us over 20 press mentions related to the US-KE FTA.

3.3 The Amcham Innovation Forum



We held a revolutionary forum in partnership with Singularity University to offer a new understanding and set of tools required for business to stay ahead of the technological breakthroughs happening now and in the near future, expected to disrupt lives, businesses and industries, and society as a whole while solving some of the greatest problems facing humanity today.

The forum spurred thought and action on opportunities to both run a successful business and positively impact lives.

3.4 A SPECIAL THANKSGIVING



In 2020, due to restrictions on in-person meetings to curb the spread of COVID-19, we were unable to be physically present together, as is our tradition, for our annual Thanksgiving dinner.

However, we still marked the holiday with a campaign that saw us deliver traditional pumpkin pies as Thanksgiving gifts to all our members, combined with social media shares of members having the pies and a virtual call which was attended by then U.S. Ambassador to Kenya, Kyle McCarter to share Thanksgiving messages.

Coca Cola and Uber were part sponsors with Coca Cola providing beverages to accompany the pies and Uber offering free delivery services.



2020 MILESTONES





TRADE AND INVESTMENT FACILITATION



We facilitated a total 72 businessto-business (B2B) meetings in 2020, both in-person and online and hosted two business delegations from the United States.

THE STATE OF ILLINOIS TRADE DELEGATION

We hosted and match-made for a multi-sector delegation from the State of Illinois, comprising of 9 companies operating in Health, Engineering, Construction, Water Treatment and Cosmetics looking for partnership and business opportunities.

TRADE AND INVESTMENT FACILITATION



STERLING INITIATIVES MANAGED PREVENTIVE CARE **ORGANIZATION (SIMPCO) DELEGATION** We facilitated SIMPCO, America's first Managed Preventive Care organization seeking to support implementation of efficiencies within Kenya's preventive, promotive and curative health care paradigms and building of health industry opportunities in Kenya, on an in-bound mission to meet with Ministry of Health officials, County Ministers of Health and health service organizations in the country to identify possibilities for collaboration to support the implementation of the preventive and promotive aspects of Kenya's ambition to achieve Universal Health Coverage.

We coordinated and organized online B2B meetings for the 2020 Diaspora Investment and Trade Deal Event (DITDE) by the Chicago Minority Business Development Council; a first for AmCham.

DIASPORA INVESTMENT AND TRADE DEAL EVENT (DITDE)



BUSINESS ADVOCACY

In addition to advocacy for the US-KE FTA, we focused on the following policy areas and issues in 2020:

DIGITAL SERVICES TAX

ISSUE: Introduction of a unilateral 1.5% Digital Services Tax (DST).

Proposed Policy Intervention: We proposed consideration of an extraterritorial VAT regime over a DST regime.

Outcome: Following high-level engagements and advocacy efforts with all stakeholders involved we received the following concessions:

- DST paid by non-residents without a permanent establishment in Kenya to be a final tax;
- The provision of a simplified registration framework allowing non-residents to register for DST purposes as an alternative to the mandatory appointment of a tax representative in Kenya; and
- The removal of "kill switch" provisions for non-compliance.

BUSINESS ADVOCACY

INTELLECTUAL PROPERTY BILL 2020

ISSUE: A wholesale reorganization of Kenya's enforcement authorities (as was proposed in the IP Bill, 2020) would confuse the priorities and responsibilities for sector-specific IP issues. Further, we noted a lack of clarity on other critical issues, including patent administration, compulsory licenses, patentability for computer inventions, anti-counterfeiting, and copyright enforcement.

EASE OF DOING BUSINESS

We engaged with the Ease of Doing Business Reforms Secretariat under to the Ministry of East African Community and Regional Development on business reforms and made a submission with recommendations on reforms in the following areas:

- Immigration laws
- Employment laws
- Contract Enforcement
- Governance & Rule of law
- Government Procurement
- Taxes and Taxation Measures

- Legal and Regulatory Environment
- Land & Property Registration
- Customs and Cross Boarder Measures
- Intellectual Property Rights (including counterfeits)
- Access to Credit/Investment
- Import/Export Controls

4.2.1

ADVOCACY ENGAGEMENTS WITH U.S. GOVERNMENT



We held the following advocacy engagements with U.S. government in 2020:

 Roundtable with Millennium Challenge Corporation CEO Sean Cairncross focused on business climate issues impacting business.

• Engagements with Ambassador Kyle McCarter on policy advocacy for the Digital Services Tax and Value Added Tax on Digital Marketplace Supply.

• Joint engagements with the Foreign Commercial Services on the ICT consortium bid for the National Infrastructure Digitization project and the Digital Services Tax.

5.

OTHER MILESTONES



SME WORKSHOP

We hosted AmCham's first Small and Medium Enterprises workshop in collaboration with our members Enreal Limited and B-Lab East Africa as well as Standard Chartered Bank.

The program focused on providing actionable information and tools to support SMEs with Finance, Opportunity Development and Structures and Governance.

Thirty SMEs participated in the workshop marking an important shift towards more targeted programming to accommodate and address the specific needs of SMEs at AmCham.





6. Looking AHEAD





We will use every opportunity to catalyze and support economic rebound, adapting and expanding our service offering to support our members' needs and extensive policy engagement on reforms to improve the business environment.

We will further boost efforts related to our chief mandate, Kenya – U.S. trade and investment facilitation, augmenting our service offering and doubling our support efforts for the realization of a Kenya-U.S. Free Trade Agreement.



LOOKING AHEAD

As we enter a much-anticipated recovery phase globally and continue to adapt to new realities, we will continue to support our members to overcome the uncertainties and difficulties of the crisis and beyond.

2020 MEMBER LISTING

7.



PLATINUM MEMBERS

- Crossboundary
- Boston Consulting Group
- Corteva Agrisciences
- JUMIA
- NCBA
- Ernst and Young
- B Lab East Africa
- Covington & Burling
- Iseme Kamau & Maema Advocates
- Intel Corporation (UK) Kenya
- Radisson Blu Arboretum Park Lane
- Mastercard Asia/Pacific Pte Ltd.
- Palladium Development & Consultancy Kenya, Ltd.
- · Roche Kenya Ltd.
- Siginon Group Ltd.
- TNT FedFx
- Twiga Foods Ltd.
- United States African Development Foundation
- Acorn Management Services

- Africa Health Business
- Africair Inc.
- AIG Kenya Insurance
- American Tower Corporation
- Bechtel BNT Construction & Engineering (K)
- Bowmans Law (Coulson Harney LLP)
- Cargill Kenya Ltd.
- Centum Investment
- Cisco Systems East Africa
- Citi Bank N.A.
- Coca-Cola Bottlers Association (CCBA)
- Coca-Cola Central East and West Africa
- CURE International
- Del Monte Kenya
- Deloitte EA
- Delta Air Lines
- Dentons Hamilton Harrison and Mathews
- Dow Chemical East Africa Ltd.
- dusitD2 Nairobi

- Fast Africa Trade and Investment Hub (DAI)
- Eaton Electric Ltd.
- Fairmont hotels & Resorts Kenya
- Family Health International FHI 360
- Fragomen Kenya Ltd.
- Freight Forwarders
- G.E. East Africa Services Ltd.
- Google Kenya
- Gras Savoye Kenya Insurance Brokers Ltd.
- Honeywell Technologies
- IBM East Africa Ltd.
- Insurance Regulatory Authority
- Johnson and Johnson (JNJ)
- Mars Wrigley Confectionary
- Micato Safaris
- Microsoft East Africa
- Preferred Personnel Africa
- PricewaterhouseCoopers Ltd. (PwC)
- Procter & Gamble Services Ltd (P&G)

PLATINUM MEMBERS

- PVH Kenya Ltd.
- Radisson Blu Hotel, Upperhill Nairobi
- SEACOM Kenya
- Standard Chartered Bank, Kenya Ltd.
- Syngenta Foundation
- Tatu City Ltd. (Rendeavour)
- The Nairobi Hospital
- TradeMark East Africa
- TripleOKLaw Advocates
- UBER Kenya Ltd.
- UPS (Freight in Time)
- Varian Medical Systems
- Villa Rosa Kempinski
- Medtronic Plc
- VISA CEMEA
- Adrian Kenya Ltd.
- Astral Aviation Ltd.
- Cigna International Health Services BVBA

- Pfizer Labs Ltd.
- Scribe Services Registrars Ltd.
- Kenya Tourism Board
- Alpha Africa Group
- Abbott Labs
- DHL Global Forwarding
- Becton Dickinson
- American Express (Global Currency Solutions)
- Oracle
- IQVIA Solutions (Pty) Ltd
- Globalization Partners International
- Sankara Nairobi
- Stanbic Bank Ltd.
- Rent Co.
- AECOM Professional Services Kenya (Pty) Ltd.
- Movenpick Hotel and Residences
- Africa Logistics Properties
- Kitchens and Beyond (Kohler)

GOLD MEMBERS

- Leapfrog
- Express Shipping & Logistics EA Ltd.
- Lady Askari
- BOC Kenya PLC (Linde/Plaxair)
- Poa Internet Kenya Ltd.
- Impact (KE)
- REDAVIA Kenya Asset Ltd.
- Silverstone Tyres (K) Ltd.
- DENTSU AEGIS Network Kenya Ltd.
- ABC EXPAT
- City Health Hospital
- Chancery Wright
- 3M
- AZA
- BDP International
- CMC Motors Group Ltd.
- Daly and Inamdar Advocates
- Kaplan & Stratton Advocates Nairobi
- KK Security

- Manpower Networks (Staffing Africa)
- Mantrac Kenya (Caterpillar)
- Selex International Ltd.
- SGS Kenya Ltd.
- Timken (South Africa) Holdings Pty
- Trans Business Machines (TBM)
- Grant Thornton Management Limited
- SAFFARA LTD.
- Siyad Group Pro-Health Care, TLB & US-Africa Foundation
- Tecnosoluciones Integrales Leiva S.A
- Gemsuites
- Horizons Group Ltd.

7.3

SILVER MEMBERS

- Avenue Lease and Rentals East Africa
- Dalberg Global Development Advisors
- Dry Associates Investment Group
- Enreal Ltd.
- Executive Healthcare Solutions Ltd.
- Metrofile Records Management (K) Ltd.
- Hospitality Systems Consultants Ltd.
- InterContinental Nairobi
- Kozi Student Travel Limited
- MIC Global Risks (Insurance Brokers) Ltd.
- Nancy Ellen Crooks Foundation
- Oseko & Ouma Advocates
- Wood Products (K) Ltd.
- Workable LLP.
- Brown's Cheese
- ECOLAB East Africa (K) Ltd.
- Control Risks East Africa
- On Eagle Wings Rescue (OEW)
- Ikapamedia EA
- Flexi Personnel
- The Good Earth Group Ltd.
- Kenya Property Realtors

7.4

AFFILIATE MEMBERS

- 4G Capital
- Aristocrats Insurance Brokers
- B.M Musau & Company Advocates
- City Clock Ltd.
- Fincredit Kenya
- International School of Kenya
- Leadership Management International
- Magna Hotel & Suites
- Santa Fe Relocation Services

7.5

INDIVIDUAL MEMBERS

- Bonnie Dunbar
- Dinesh Shah
- David Furnivall
- Joan Sikand
- Yolanda Engell Andersen
- Tobias Otieno
- Akinyi Adongo
- Paul Rees







