

AMERICAN CHAMBER OF
COMMERCE KENYA

ANNUAL REPORT

2017/18

MESSAGE FROM THE BOARD



Dear Members,

We are proud to present the AmCham 2017/18 Annual Report, a record of our organization's various achievements over the past year.

This period began with electoral uncertainty, having significant repercussions that were felt throughout the different sectors of the Kenyan economy. Despite this and the resulting uncertainty with regard to the operating environment for business, AmCham members remained committed and we are proud to report that we secured a renewal rate of 88% and an expansion in our membership base to the current 156 members.

This year has also seen significant growth and enhanced collaboration with the U.S. Embassy, the U.S. Chamber of Commerce and the Government of Kenya.

Our activities continue to focus on the Chamber's five core strategic priorities, namely: business advocacy, enhancing business leadership, strengthening member value, building sustainability and operational excellence.

We organized and participated in a total of 16 forums featuring high-profile guest speakers, that offered great opportunities for networking and exchange of business insights. The highlight was the recent, highly successful AmCham Big Four Economic Summit held in June 2018 with over 500 delegates in attendance comprising of U.S. and Kenya government officials and private sector stakeholders. The summit provided an unprecedented advocacy platform with direct access to the highest level of government and raised AmCham's profile as the principle collective for American business and commercial interests in Kenya.

Over 90 Kenyan Government officials including several Cabinet and Principal secretaries were in attendance, led by the Chief Guest, H.E. President Uhuru Kenyatta. Also of note was the over 70 delegation of visiting senior U.S. government officials from the Department of Commerce led by Gilbert Kaplan, the U.S. Undersecretary of Commerce for International Trade, and members of the President's Advisory Council on Doing Business in Africa (PAC-DBIA). Over 250 AmCham members were also in attendance.

Commercial deals worth \$100 million were signed at the Summit. Six roundtable discussions on Manufacturing, Housing, Universal healthcare, Food Security, Digital Economy and Workforce development also took place at the Summit providing a platform for open dialogue on areas and ways in which the private sector can support the government's Big Four Agenda. After the Summit, an expanded bilateral Memorandum of Understanding defining trade and commercial engagement around the Big Four was also signed between the U.S. and Kenya governments.

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Other key forums that took place in this period worth noting include:

The Doing Business with USA Forum – Targeting small and medium enterprises, this forum brought together various actors in Kenya's private sector, the U.S. Embassy, The USAID East Africa Trade and Investment Hub and the State Department of Trade, to talk up opportunities available for Kenyan private sector players in the U.S.

Digital Drivers: Enabling the growth of Africa's Digital Economy – A collaboration with the U.S. Chamber of Commerce, Microsoft, Strathmore University and Dalberg to highlight digital economy drivers across Africa and identify policy best practices to ensure Kenya is a premier trade and investment destination. The event was attended by the Cabinet Secretary for Information and Communication Technology – Joe Mucheru and addressed by H.E. President Uhuru Kenyatta. The event was well attended by AmCham members and provided a good platform for visibility and positioning the AmCham brand with key government stakeholders.

Women in Business Leadership Forum – A moderated discussion that featured Ms. Victoria B. Mars, board member and immediate former chairperson of Mars Incorporated as the keynote speaker, and Ambassador Macharia Kamau, Ms. Florah Mutahi, the Chair of Kenya Association of Manufacturers and Julie Gichuru, a media personality and champion of women empowerment, as panelists.

The annual Thanksgiving Charity Gala – This well attended and fun event raised \$6000 to support the work of two charity organizations – the Nancy Ellen Crooks Foundation and InAble.

Member Open House Forum – A membership sensitization drive on AmCham's strategy and key priorities for 2018. This forum was well received, and members present recommended that the Chamber hold such member forums at least twice a year.

We also held various roundtable discussions in Healthcare, Housing and Renewable energy in conjunction with the Commercial Section of the U.S. Embassy.

Several high profile speakers were featured at our forums including: Dr. Patrick Njoroge, Governor of the Central Bank of Kenya and the U.S. Ambassador to Kenya, Robert Godec who presented the 2018 New Year Economic Outlook for Kenya; Principal Secretary for Trade, Dr. Chris Kiptoo; Citibank's Chief Economist for Africa, David Cowan, who gave perspective and insight on key economic

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issues in the region; Senior Advisor at the Centre for Study of Congress and the Presidency, Sherman Katz, who spoke on Trump's trade policy on Africa; Dow Chemicals' President for Sub-Saharan Africa, Arnold Craig; Ben Simpfendorfer, Founder & CEO of Silk Road Associates who presented on China's Road and Belt Initiative; and Jean - Michel Six, the Chief European Economist for S&P Global Ratings and a member of the World Economic Forum's Global Agenda Council on Europe who spoke at an exclusive CEO Roundtable Breakfast Forum on global and regional macro-economic developments and their impact on business outlook.

Our committees were reconstituted in March 2018 into five key sector workgroups aligned to Kenya government priority areas: Agriculture, Retail and Supply Chain; Manufacturing, Infrastructure and Energy; Travel and Tourism; Life Sciences and Wellness (Healthcare); and Digital Economy and Financial Services. They have since held several meetings, with some playing a key role in government engagement leading to the AmCham Economic Summit.

We have also taken substantive measures to elevate AmCham's profile and visibility. These include enhanced collaboration with the U.S. Embassy, the Kenyan government, the U.S. Chamber, Kenya Private Sector Alliance, as well as increased media engagement to unpack AmCham to the Kenyan public. We have also recently launched our new website and increased our engagement on social media through our Twitter account and the recently opened LinkedIn page. The new website offers better functionality, provides more detailed and better flow of information on AmCham, and features better visibility for members with more showcase opportunities.

Our new member management platform, currently in the testing phase, will facilitate increased communication and engagement with the secretariat, enhanced service delivery and transparency, more direct and dynamic access to member benefits including an online member networking platform to provide increased visibility for members.

The Board stays committed to realizing the objectives of the Chamber and with the support of the membership and the diligence of the Secretariat, AmCham Kenya is well poised to take its rightful place as the leading business membership organization driving growth and economic prosperity in Kenya.

We take this opportunity to most sincerely thank you - our valued members, for your active support and encouragement throughout the year.

Ahmed Rady
President, AmCham, Kenya

Maxwell Okello
CEO, AmCham, Kenya

LEADERSHIP

AHMED RADY

General Manager, Coca-Cola Company, East and Central Africa

ERIC RIITHO

Global Subsidiaries Group Head, Kenya

JANE MWANGI

Area Manager, Delta Air Lines, East Africa

ANDREW WAITITU

CEO, GE Healthcare in East Africa

TOM ONYANGO

Partner, TripleOKlaw Advocates

JAMES C. RIGASSIO

Commercial Counselor, U.S. Department of Commerce

SEBUH HAILELEUL

General Manager, Microsoft, East and Southern Africa (ESA)

HUMPHREY M. LILECH

Government and Regulatory Affairs Executive, IBM East Africa

SEAN WALWYN

CEO, Micato Safaris

PETER NGAHU

Country and Regional Senior Partner, East Africa, PwC

MAXWELL OKELLO

Chief Executive Officer

ABOUT AMCHAM



WHO **WE ARE**

A non-profit business membership organization representing and spearheading trade and commercial interests of American companies in Kenya and Kenyan enterprises with strong business ties with the U.S. for mutual economic prosperity.

OUR **VISION**

To be Kenya's leading business chamber, driving growth and economic prosperity.

OUR **MISSION**

To catalyse and support American and Kenyan business, trade and commercial interests.

WHAT WE **STAND FOR**



Uphold **Integrity**



Engender **Trust**



Create **Value**



AMCHAM 2017/18 IN NUMBERS

150

Corporate
Members

70

Platinum
Members

24

Fortune 500
Companies

16+

Events

500+

AmCham Summit
Delegates

120

Average Event
Attendance

5

Standing
Committees

1363

Unique Website
Visitors

30+

Press
Appearances

KEY ACHIEVEMENTS

1. BUSINESS ADVOCACY

AmCham conducts intentional, strategic engagement with relevant stakeholders for business policy development and enhancement to support business and economic growth. We provide high-level representation for our members to government and other agencies charged with policy development and enhancement. In the year under review we have successfully fulfilled this mandate in the following areas:



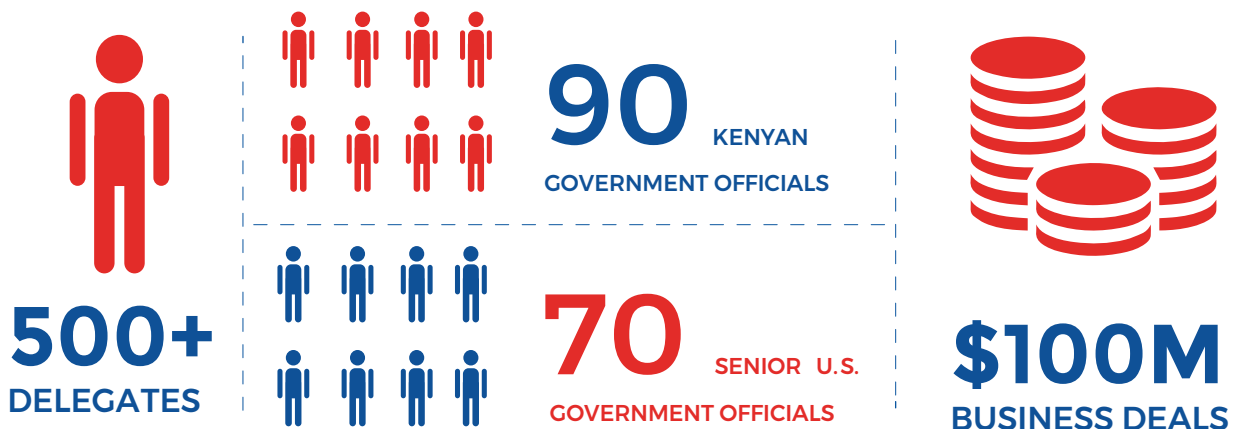


We provide high-level representation for our members to government and other agencies charged with policy development and enhancement.

a. THE AMCHAM ECONOMIC SUMMIT

We held a very successful first edition of the AmCham Economic Summit with over 500 delegates comprising of U.S. and Kenya government officials and private sector stakeholders. Most impressive was the over 90 Kenyan Government officials in attendance, led by the Chief Guest, H.E. President Uhuru Kenyatta accompanied by several Cabinet and Principal secretaries.

The attendance of a delegation of over 70 visiting senior U.S. government officials from the Department of Commerce led by Gilbert Kaplan, the U.S. Undersecretary of Commerce for International Trade and members of the President's Advisory Council on Doing Business in Africa (PAC-DBIA) was also noteworthy. Deals worth \$100 million were signed at the Summit.





KEY OUTPUTS FROM THE SUMMIT

- » Reiteration of government commitment and willingness to partner with the private sector to drive economic transformation. This was indicated to include a willingness to review engagement frameworks with the private sector to remove bottlenecks and to accept unsolicited proposals to fast track the realization of the Big Four Agenda.
- »
- » Government commitment to establish a Business Climate Observatory to service and support the Presidential Investment Council (PIC) in intergovernmental conversations and resolving regulatory business climate issues.
- »
- » Government commitment to consider alternative innovative solutions, financing paradigms and better project packaging with a focus on bankable projects to ensure maximum private sector participation in key projects under the Big Four Agenda.

ROUNDTABLE SESSIONS

The six roundtable discussions held at the Summit with Cabinet and Principal secretaries in attendance alongside PAC-DBIA members and stakeholders of the Kenyan private sector, were unprecedented. Broadly, discussions revolved around opportunities, challenges, policy stability and enhancements as well as creating an enabling environment for business. The discussions covered the four pillars of the Big Four Agenda and two other enabling sectors i.e.



**MANUFACTURING,
INFRASTRUCTURE & ENERGY**



**AFFORDABLE HOUSING AND
INFRASTRUCTURE**



THE DIGITAL ECONOMY



FOOD SECURITY



UNIVERSAL HEALTHCARE



**WORKFORCE
DEVELOPMENT**

KEY OUTPUTS PER ROUNDTABLE

AFFORDABLE HOUSING AND INFRASTRUCTURE



The open call for registration of developers by the Kenya Investment Authority to facilitate direct matching with international financiers and investors in the sector and thus enable them to participate in available opportunities was reiterated.

FOOD SECURITY



Key gap areas were identified and discussed with a resounding call for the private sector to leverage on ongoing government programs and provide innovative solutions to existing challenges such as scaled up production, management of post harvested losses and value addition across the entire value chain.

WORKFORCE DEVELOPMENT



Available opportunities for government-private sector partnerships were discussed, specifically those targeted at closing the skill gap and developing skill-based training for key economic sectors, to support government efforts in implementation of a competency-based curriculum.

MANUFACTURING AND ENERGY



The cabinet representatives present at the roundtable discussion agreed to meet with the AmCham manufacturing taskforce on a regular basis for follow up and contribution to the challenges and solutions facing the manufacturing sector.

UNIVERSAL HEALTHCARE



Cabinet representatives present in the discussion shared government plans to conduct a baseline study on existing health resources in the country, including a stock take of equipment and health workers and committed to share the results with the private sector highlighting key shortfalls that would serve as opportunity areas for private sector investment.

THE DIGITAL ECONOMY



An open invitation was issued to the private sector to participate through the "White Box" initiative, as an engagement platform between the government and private sector to provide tech ideas and solutions for all sectors of the Kenyan economy and within the priority areas of the Big Four Agenda.

b. COMMITTEES

In March 2018, AmCham Committees were restructured based on the Kenyan Government's Big Four Agenda and alignment to the U.S. Chamber's U.S. - Africa Business Centre priority areas. This firmly established AmCham's alignment with both local and global priorities. There are now five work groups focusing on policy advocacy in:



**AGRICULTURE,
RETAIL & SUPPLY CHAIN**



**MANUFACTURING,
INFRASTRUCTURE & ENERGY**



TRAVEL & TOURISM



**LIFE SCIENCES & WELLNESS
WW(HEALTHCARE)**



**THE DIGITAL ECONOMY &
FINANCIAL SERVICES**





These workgroups were instrumental in the conversations leading up to the inaugural AmCham Economic Summit on the Big Four Agenda and will continue to play a vital role in the Chamber's advocacy strategy going forward.



HIGHLIGHTS



The Digital economy and financial services workgroup has identified blockchain and artificial intelligence as a key area of focus and have put together a paper for discussion with key stakeholders and government.



The Tourism and Travel workgroup are leading conversation around MICE and its potential for positioning Kenya as Africa's number 1 business tourism destination.



The Manufacturing, Infrastructure and Energy work group secured government commitment during the Summit to meet the AmCham manufacturing taskforce on a regular basis for follow up and contribution to the challenges and solutions facing the manufacturing sector.

SECTOR-BASED ROUNDTABLE DISCUSSIONS

In the period under review, AmCham was invited to participate in the following key roundtable discussions:

MARCH 2018



TEMPERATURE CONTROL LOGISTICS FOCUS GROUP DISCUSSION

Held in March 2018, with over 15 companies in attendance, this FGD organized by the Global Cold Chain Alliance on behalf of the International Finance Corporation and in collaboration with USAID East Africa Trade and Investment Hub and AmCham sought to identify investment opportunities and inform an investment strategy to attract third party logistics companies into the Temperature Controlled Logistics (TCL) sector in Kenya.

**SEPTEMBER
2017**



HEALTHCARE ROUNDTABLE

Held in September 2017, in partnership with the U.S. Embassy Commercial Service, this roundtable discussed the opportunities and challenges faced by U.S. companies in the Kenya health sector. Specific focus areas included: Kenya Government priorities in provision of healthcare and resultant opportunities from devolved healthcare provision; issues surrounding healthcare and trade policy; capacity building in the health sector; and available U.S. Government and AmCham support to facilitate entry and access to opportunities in the sector.

2. ENHANCING MEMBER VALUE

Enhancing value for our members through relevant benefits, information sharing and regular engagement that contributes to member growth has been a key focus area in the past year. We have achieved this through implementation of better member visibility and communication platforms, facilitating greater exposure to business opportunities and programs that offer key business insights, and providing valuable opportunities for direct engagement with relevant stakeholders to advocate for an improved business environment.

HIGHLIGHTS

- » High-level business networking opportunities.
- » Improved quality of forums and profile of speakers.
- » Improved internal and external communication and profiling of AmCham.
- » Increased diversity of membership providing more potential opportunities for partnerships.
- » Growing influence of the Chamber in the advocacy space.
- » The introduction of the membership engagement platform, now in the testing phase, which will facilitate increased communication and engagement with the secretariat, enhanced service delivery and transparency, more direct and dynamic access to member benefits including an exclusive online member networking platform and provide better visibility for members.

3. ENHANCING BUSINESS LEADERSHIP

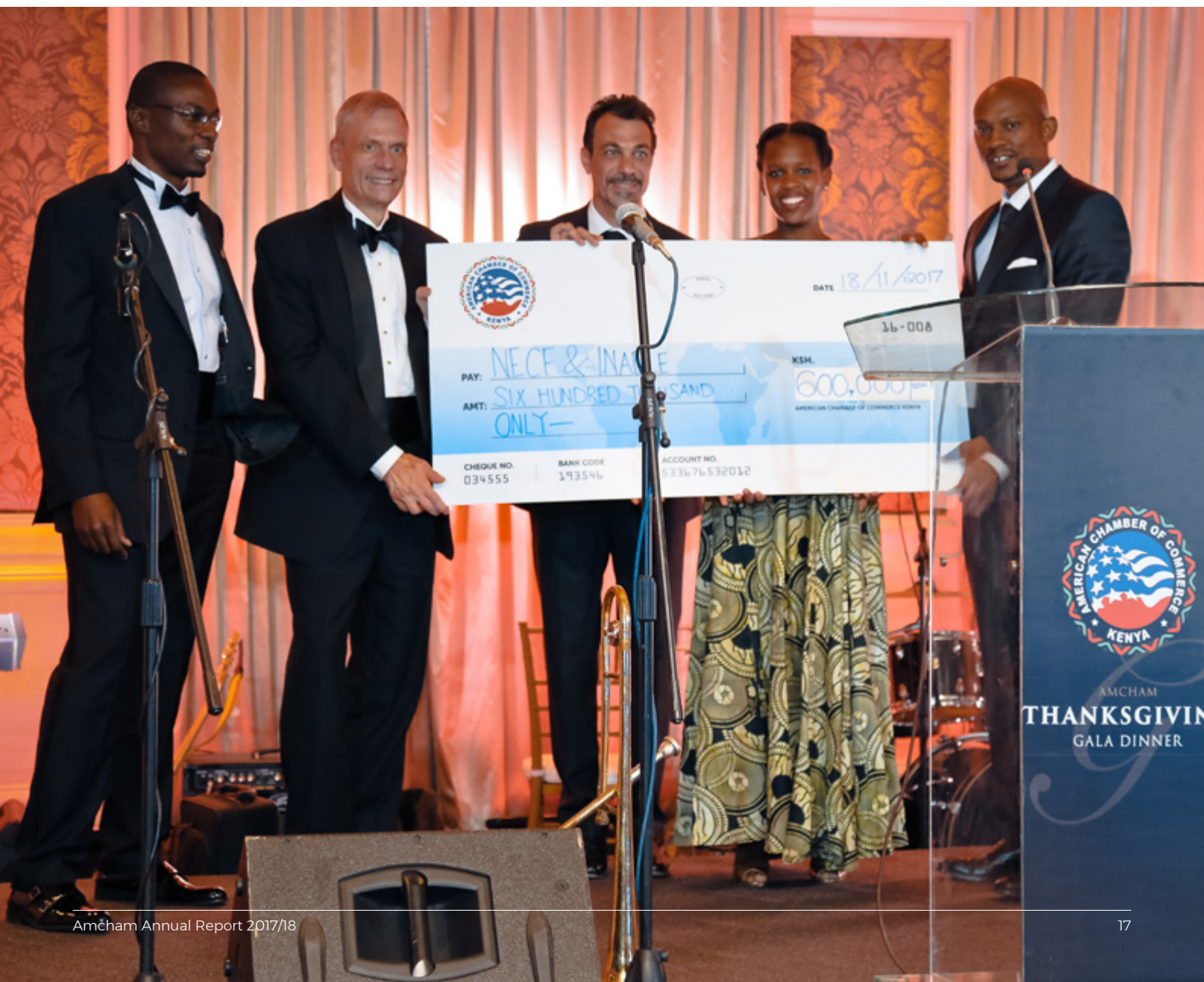
This is a key area of focus for the Chamber as we shift our focus to becoming more relevant in the business landscape in Kenya. While still a work in progress, the strategy has been to position AmCham and its members as partners to government and a thought leader specifically in relation to policy development and skills transfer. The recently held Summit was a great step in this direction as it offered a platform for direct engagement with government and served to start the right conversations towards this objective.



4. SUSTAINABILITY

We remain committed to building financial and social sustainability within the Chamber. We have instituted measures to mitigate financial risk including the diversification of our revenue sources to meet our operational and programmatic costs. A key strategy has been to push for more funded programs through sponsorships and partnerships to reduce the Chamber's financial exposure. In future, we intend to open up other revenue streams through paid up services for both members and non-members to ensure we are adequately capitalized.

We also met our social and community obligations through corporate philanthropy by raising \$6,000 at our 2017 Annual Thanksgiving Charity Gala for InAble and the Nancy Ellen Crooks Foundation. Our members have also been active in the community in supporting the vulnerable and impoverished, developing and facilitating economic opportunities for women and other marginalized groups, providing solutions in water, sanitation and environmental conservation, and facilitating education and health services.



5. OPERATIONAL EXCELLENCE

We continue to develop an operationally sound and efficient secretariat that will add value and enable the chamber to meet its objectives. Some of the key initiatives that have been instituted include:

Financial Management: Tighter financial management and procurement through a Financial Charter of Authority; move to managing all banking transactions through Online Banking and Investment of surplus member funds in various financial instruments to realize more value.

Member Management: We are in the last stages of deploying a member management software (YourMembership) that will increase efficiency and enhance direct member to member engagement and communication.

Internal Structure: The Secretariat has grown to include a stand-alone communications function to focus on creating and enhancing AmCham's visibility, communications and reporting.



LOOKING AHEAD

In the coming year, our strategic priorities remain within our mandate to enhance trade and investment between Kenya and the U.S. These include continued business advocacy to enhance the business environment, facilitating business opportunities for our members and building sustainability. Key among this will be continued engagement with government to fulfill the commitments made at the AmCham Summit and building regional involvement for the AmCham Economic Summit 2019.

In October 2018 we plan to do our first reverse trade mission to the U.S. on the back of the first Kenya Airways Kenya-U.S. direct flight to talk up Kenya as an exceptional trade and investment destination. We will do this in collaboration with KenInvest, The State Department of Trade, the U.S. Chamber of Commerce and other relevant entities that will add value to the mission.

We are also in addition to the AmCham Golf Open and the Annual Charity Thanksgiving Gala, planning an AmCham Family Fun Day to bring together all our members, partners, the American community in Kenya, and the larger diplomatic community, incorporating our friends and families, for an informal, fun-filled day with various attractions centered on the typical family weekend out.

Finally, as part of our role to document and showcase the strength of the Chamber, we plan to commission a study on the Impact of American businesses in Kenya to fill the information gap on level of investment, economic contribution and social impact of American investments in Kenya.

Our focus remains building the profile and influence of AmCham by adding value and providing meaningful benefits to members, and with your support, we believe that we will realize this goal.

EVENTS PICTORIAL HIGHLIGHTS







MEMBER LISTING

PLATINUM MEMBERS

Abbott
 AECOM
 Africair Inc.
 AIG Kenya Insurance
 Alpha Africa Group
 Becton Dickinson E.A.
 Bowmans (Coulson Harney
 Advocates)
 Cargill Kenya Limited
 Cisco Systems East Africa
 Citi Bank N.A.
 Coca-Cola
 Commercial Bank of Africa
 CURE International
 Del Monte Kenya
 Dell EMC
 Deloitte
 Delta Air Lines
 DHL Global Forwarding
 Dow Chemical East Africa Ltd.
 dusitD2 Nairobi
 East Africa Trade and
 Investment Hub (DAI)
 Eaton Electric
 Eco - Steel Africa
 Enashipai Resort and Spa
 Everstrong Capital
 Fairmont Hotels & Resorts,
 Kenya
 Family Health International - FHI
 360
 Fragomen Kenya Limited
 Freight Forwarders
 Freight in Time - UPS
 G.E. East Africa
 Google Kenya
 Grant Thornton
 Gras Savoye Insurance Brokers
 GT Bank Limited
 Hamilton Harrison & Mathews
 Honeywell Technologies
 IBM CEWA
 Insurance Regulatory Authority
 Intel East Africa
 Johnson and Johnson
 Kenya Airways
 Kenya Tourism Board
 Medtronic
 Medtronic
 Micato Safaris
 Microsoft East Africa
 Minet Kenya Insurance Brokers
 Limited
 Nairobi Bottlers Limited
 Oracle Systems Limited

Oseko Ouma Advocates
 Pfizer Labs
 Preferred Personnel Africa
 PricewaterhouseCoopers
 Limited
 Radisson Blu Nairobi
 Re/Max
 Regus Kenya Ltd
 Riverside Grove Apartments Ltd.
 Robinson Security Group
 Sankara Nairobi
 SEACOM
 Stanbic Bank Ltd.
 Tatu City Limited (Rendevour)
 The Nairobi Hospital
 The Wrigley Company (E.A.) Ltd.
 TradeMark EA
 UBA Kenya
 UBER Kenya Ltd.
 Villa Rosa Kempinski
 VISA CEMEA

GOLD MEMBERS

BDP International
 Bechtel Engineering
 Daly and Inamdar
 DT Dobie
 Helios Energy
 Hewlett Packard Enterprise
 Horizons Group Ltd.
 ISUZU East Africa
 Kaplan & Stratton
 KBR Government Services
 EMEA
 KIBO Africa
 KK Security
 Manpower Networks
 Mantrac Kenya
 Movenpick Hotels and Resorts
 Procter & Gamble Services Ltd.
 SGS Kenya Ltd.
 Silver Ray HR
 Timken
 Trans Business Machines (TBM)
 TripleOKLaw Advocates

SILVER MEMBERS

Avenue Leasing and Hire
 Brown's Cheese
 Control Risks East Africa
 Demi Systems
 Dry Associates
 ECOLAB East Africa (K) Ltd.
 Enreal Ltd
 Executive Healthcare Solutions
 Fraym

FSI Worldwide (Kenya) Limited
 G4S Secure Data Solutions
 Kenya Ltd.
 Haussman Group
 Hospitality Systems Consultants
 Ikapamedia EA
 Impulse Promotions
 INable
 InterContinental Nairobi
 Junior Achievement Kenya
 Karen Blixen Coffee Garden
 Kozi Student Travel Ltd.
 Lubeschem K. Ltd.
 Marc (K) Ltd.
 MIC Global Risks (Insurance
 Brokers) Ltd.
 Nancy Ellen Crooks Foundation
 NetBiz Impact Ltd.
 Nielsen Ltd.
 OBG Co. Ltd.
 Ogilvy
 Om Nom Nom Ltd (Domino's,
 Cold Stone Creamer)
 On Eagle Wings (OEW)
 Park Inn by Radisson
 Securex Agencies (K) Ltd.
 Southern Sun Mayfair Nairobi
 Splashworld Limited
 Tamarind Management Limited
 - Tamarind Tree Hotel
 Wood Products (K) Ltd.
 X- Calibur Construction
 Chemistry (E.A.) Ltd.
 Zebra Jobs

AFFILIATE MEMBERS

4G Capital Ltd.
 AAR Credit Services
 Advantech Consulting Ltd.
 Aristocrats Insurance Brokers
 B.M Musau Advocates
 Carlson Wagonlit Travel (Bunson
 Travel)
 City Clock Ltd.
 DLR Group
 Envirofit Kenya Ltd.
 Global Communities - CHF
 International School of Kenya
 Kestrel Capital E.A. Ltd.
 Leadership Management
 International
 Magna Hotel & Suites
 Santa Fe Relocation
 Victoria Furnishers
 WS Insight

