



# ANNUAL REPORT 2025

# CONTENTS

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## From Our Leadership

Message from the Board  
President



## Vision Forward

1. Strategic Priorities for 2026
2. New Partnerships and Collaborations



## Impact and Achievements

1. Business Climate Reforms
2. Trade and Investment Promotion
3. Member Networking Forums



## Our Community

1. Acknowledgments and Partners
2. 2025 Member Listing
3. Photo gallery Highlighting Key Moments

01

FROM OUR  
LEADERSHIP



# FROM OUR LEADERSHIP

## Message from the Board President

**Angela Ng'ang'a**  
Board President



*Dear Members,*

**It is my honor and privilege to present the American Chamber of Commerce Kenya's 2025 Annual Report**, a record of a year that tested our resilience, deepened our relevance, and reaffirmed our collective purpose. 2025 was not a year without challenge. The global trade environment shifted in ways that few anticipated, and Kenya's domestic business landscape continued to evolve rapidly, demanding agility, advocacy, and an unwavering commitment to the long-term interests of our membership. Yet it was precisely in this context that we demonstrated what a well-positioned, strategically focused chamber can achieve. We did not merely respond to change; we helped shape it.

**AmCham remained resilient and dynamic despite a challenging operating environment, delivering strong financial performance anchored in disciplined management and growing member engagement.** The Chamber recorded a surplus of KES 31.4 million before tax, a result that speaks to the robustness of our operating model and the strength of our revenue foundation. A 15% increase in subscription income was among the year's most encouraging indicators, reflecting not only membership growth but also the sustained, tangible value members continue to derive from their association with the Chamber. Total revenue for the year stood at KES 109 million, a variance from the previous year's KES 294.4 million, attributable to the biennial cycle of the AmCham Business Summit.

**This financial resilience takes on added meaning in a year of profound significance: 2025 marked AmCham Kenya's 20th Anniversary**, two decades of fostering robust Kenya-U.S. business relations, driving mutual economic growth, and building an institution whose legacy rests on the collective achievements, dedication, and vision of our members and partners. AmCham@20 is not merely a celebration of the past; it is a reaffirmation of our commitment to the next chapter, and a reminder that the most important work still lies ahead.

**AmCham submitted 16 policy & regulatory recommendations and convened 34 high-level advocacy dialogues** with Kenyan and U.S. government officials, we ensured that the voice of our members remained central to the national policy conversations. Our advocacy translated into tangible outcomes. Several of our recommendations were adopted into key legislative and policy frameworks, including the Finance Act (2025), the Business Laws (Amendment) Act, and Kenya's emerging digital policy architecture, such as the National Artificial Intelligence Strategy and the Kenya Cloud Policy. These achievements affirm the value of evidence-based advocacy and the strength of our collaborative approach with policymakers.

**Our trade and investment agenda was equally dynamic.** The inaugural U.S.–Kenya Creative Economy Forum, convened in partnership with the U.S. Embassy, opened an entirely new frontier for bilateral economic engagement, one that recognizes Kenya’s creative sector not merely as culture, but as commerce. We convened roundtables on the Investment Promotion and Facilitation Bill, co-hosted forums on cross-border data flows and public-private partnerships, and engaged alongside fellow foreign chambers to advance a coordinated vision for Kenya’s investment climate. Through participation in the 5th Presidential Roundtable, the California–Africa Climate Economic Forum, and high-level meetings with Cabinet Secretaries and Principal Secretaries across multiple ministries, AmCham ensured that the perspective of American business remained central to Kenya’s most consequential policy conversations.

**Beyond advocacy and investment, 2025 was a year in which AmCham leaned into its identity as a force for good.** Our Women in Business Leadership Forum, the Business Case for Disability Mainstreaming Forum, the Junior Achievement Africa Business Breakfast, and our partnership with the Aspen Initiative Africa reflected a chamber that understands its responsibility extends beyond the boardroom. **Our community continued to expand, with 40 new member companies joining in 2025.** With more than 280 members, AmCham Kenya is a thriving, dynamic business network. We hosted 81 forums, meetings, and events throughout the year, providing our members with valuable insights and networking opportunities.

**As we look ahead to 2026, we do so with clarity of purpose and renewed ambition.** We remain committed to advancing business climate reforms, deepening U.S.–Kenya trade and investment ties, enhancing member value, and championing sustainable business practices. Our upcoming programs, including the AmCham Business Summit and the expansion into the Creative Economy and Critical Supply Chains sectors, will build on the strong foundation established this year. The progress we celebrate in this report is a collective achievement. It reflects the dedication of our members, the strength of our partnerships, and the shared belief that business can be a force for good, driving growth, creating opportunity, and transforming lives.

**On behalf of the Board, I thank you for your continued trust and engagement.** We look forward to building on this momentum together in the year ahead. I am proud to serve this community and confident in what we will achieve together.

*Sincerely,*

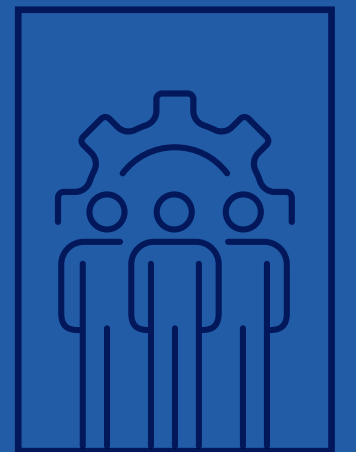
**Angela Ng’ang’a**

Board President

40  
new member  
companies  
joined in  
2025



Over  
280  
members  
joined  
AmCham  
Kenya



# LEADERSHIP



**BOARD PRESIDENT**  
**Angela Ng'ang'a**

Regional Customer Success Director,  
Multi-Country Cluster, Microsoft



**BOARD VICE PRESIDENT**  
**Daniel Ngumy**

Managing Partner,  
ALN Kenya | Anjarwalla & Khanna



**BOARD FINANCE DIRECTOR**  
**Susan Sawe**

Global Subsidiaries Group  
Head, Citi Bank Kenya



**Alfred Olajide**  
Vice President East & Central  
Africa, Coca-Cola Central  
East & West Africa



**Caroline Mukiira**  
New Client Acquisition &  
Product Led Growth Leader -  
IBM East Africa LTD



**Elizabeth Kimkung**

General Manager, Legal and  
Corporate Affairs, Freight Forwarders



**Philana Mugenyi**

Director, Government Affairs and  
Market Access SSA, GE East Africa



**Isaac Otolo**

Partner, Deals: Infrastructure  
Advisory, Corporate Finance, and  
M&A Advisory, PWC



**James Potts**

Economic Counsellor,  
U.S. Embassy Nairobi



**Ryan Hollowell**

Commercial Counselor,  
U.S. Embassy Nairobi

# 02

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## IMPACT AND ACHIEVEMENTS



# IMPACT AND ACHIEVEMENTS

## 1. BUSINESS CLIMATE REFORMS

Throughout 2025, AmCham Kenya strengthened its reputation as a catalyst for meaningful reform of the business environment. Our year was marked by sustained engagement and measurable impact, with 16 policy and regulatory submissions to the Government of Kenya addressing challenges across key sectors, and 34 high-level advocacy dialogues with both Kenyan and U.S. government officials. These efforts reflect our strategic commitment to building an environment where business can thrive, and investment can flourish.

### A. KEY POLICY ACHIEVEMENTS

The true measure of effective advocacy lies in outcomes. In 2025, six of AmCham's policy recommendations were adopted into law or integrated into national frameworks, concrete validation of our evidence-based methodology and the collaborative relationships we've cultivated with government stakeholders. These wins reflect not just technical expertise but also the trust and credibility earned through consistent, constructive engagement.

#### Legislative and Policy Wins

- ⤵ Finance Act (2025)
- ⤵ Tax Procedures Act
- ⤵ Business Laws (Amendment) Bill 2025
- ⤵ Kenya National Artificial Intelligence Strategy (2025-2030)
- ⤵ Kenya Cloud Policy (2025)
- ⤵ Kenya Code of Practice for Artificial Intelligence (2025)
- ⤵ Computer Misuse and Cybercrimes (Amendment) Act (2025)
- ⤵ Moratorium on Power Purchase Agreements (PPAs) lifted

These achievements span fiscal policy, business regulation, and digital innovation, reflecting the breadth of AmCham's influence and our ability to shape policy across the economic spectrum.

#### Digital Economy Taskforce Technical Working Group

The Ministry of ICT and Digital Economy - AmCham Digital Economy Taskforce Technical Working Group was institutionalized in 2025. This formalized partnership provides AmCham with direct involvement in shaping Kenya's digital policy framework, including initiatives related to digital infrastructure development, technology regulation, and digital economy growth strategies.

## B. POLICY SUBMISSIONS

Draft Kenya National AI Strategy  
2025–2030

01

09

Business Laws (Amendment) Bill, 2025

Kenya Cloud Policy (2024)

02

10

AGOA Position Paper

Computer Misuse & Cybercrime  
(Amendment) Bill, 2024

03

11

Draft E-Commerce Policy, 2025

Sustainable Waste Management Extended  
Producer Responsibility (EPR), 2025

04

12

Draft Significant Economic  
Presence Tax Regulations, 2025

Health Products and Technology  
Authority Regulatory Authority Bill, 2022

05

13

Competition Guidelines – Abuse of  
Buyer Power, 2025

Finance Bill, 2025

06

14

Draft Minimum Top-Up Tax  
Regulations, 2025

National Energy Policy (2025-2034)

07

15

Draft Advance Pricing Regulations,  
2025

Kenya Nutrient Profile Model, 2025

08

16

Local Content Bill, 2025



## C. KEY ENGAGEMENTS

### 1. SUBMISSION OF FINANCE BILL

AmCham's engagement on Kenya's Finance Bill 2025 yielded meaningful results, with the Parliamentary Finance Committee incorporating several of the Chamber's key recommendations into the final legislation. The Committee moved to preserve the existing VAT treatment for locally assembled mobile phones, retain accelerated investment allowances critical to capital-intensive industries, and strengthen taxpayer protections throughout the appeals process. Existing appeal timelines and data protection provisions were likewise upheld, while the Committee introduced added flexibility on tax-loss carry-forward extensions, removing the rigidity of the originally proposed five-year ceiling.



### 2. DIGITAL ECONOMY TASKFORCE MEETING ICT CABINET SECRETARY

The AmCham Digital Taskforce held a high-level meeting with the Hon. William Kabogo, Cabinet Secretary, Ministry of Information, Communication Technology (ICT) and Digital Economy, to strengthen public-private collaboration on Kenya's digital transformation. Key discussions focused on investment in digital infrastructure, emerging technologies, cybersecurity, e-commerce, and leveraging technology for social good.

Representatives from leading U.S. tech firms, including Google, Microsoft, Meta, and Cisco, participated in the talks, underscoring the private sector's role in advancing Kenya's digital economy.



### 3. AMCHAM BOARD MEETS WITH HON. LEE KINYANJUI

AmCham Board representatives met with Hon. Lee Kinyanjui, Cabinet Secretary, Ministry of Industry, Trade, and Investment, and Principal Secretary, Alfred K'Ombudo, to discuss pathways to strengthen Kenya's business environment and expand investment across priority sectors. Conversations spanned opportunities in healthcare, financial services, and renewable energy, as well as efforts to reinforce critical trade frameworks, including the African Growth and Opportunity Act (AGOA). The meeting underscored the importance of sustained public-private collaboration in cementing Kenya's position as a leading regional investment destination, and AmCham remains an active partner in that shared ambition.



## C. KEY ENGAGEMENTS

### 4. AMCHAM ENERGY TASK FORCE MEETING WITH HON. J. OPIYO WANDAYI

The AmCham Energy Taskforce held a courtesy meeting with Hon. J. Opiyo Wandayi, Cabinet Secretary for Energy and Petroleum, reaffirming the Chamber's commitment to developing Kenya's energy sector. The engagement opened a channel for continued dialogue on advancing accessible, affordable, and clean energy solutions, priorities that closely align with both Kenya's national energy agenda and AmCham's membership interests.



### 5. AMCHAM DIGITAL ECONOMY TASKFORCE - MINISTRY OF ICT & DIGITAL ECONOMY TECHNICAL WORKING GROUP

The AmCham Digital Economy Taskforce joined the Ministry of Information, Communications, and the Digital Economy (MOICDE) for the inaugural meeting of a newly established Technical Working Group (TWG), marking a significant step forward in structured public-private engagement on Kenya's digital economy. The TWG was designed to create a sustained platform for dialogue on policy, regulatory, and investment priorities, bringing together government and private sector voices to advance national development goals and unlock new trade and investment opportunities across the digital and technology landscape. Its launch reflects a shared recognition that meaningful progress in the digital economy requires deliberate, ongoing collaboration between policymakers and industry.



## C. KEY ENGAGEMENTS

### 6. DIGITAL ECONOMY TASKFORCE - COMPETITION AUTHORITY OF KENYA HIGH-LEVEL MEETING

The Digital Economy Taskforce convened a high-level policy dialogue with the Competition Authority of Kenya (CAK) leadership, deepening the Chamber's regulatory engagement and exploring concrete pathways for public-private collaboration. The conversation reflected AmCham's continued commitment to shaping a competitive, innovation-driven digital economy in which businesses can operate with confidence in a predictable regulatory environment.



### 7. 5<sup>TH</sup> PRIVATE SECTOR PRESIDENTIAL ROUNDTABLE

AmCham was honored to participate in the 5th Presidential Roundtable (PRT), convened by H.E. President William Ruto in partnership with the Kenya Private Sector Alliance (KEPSA) and the Ministry of Investments, Trade, and Industry (MITI). The PRT continues to serve as Kenya's premier platform for structured, high-level dialogue between government and the private sector on the country's economic competitiveness and growth agenda.

This edition of the roundtable centered on three critical areas: presidential commitments to the private sector, progress on outstanding business environment issues, and strategic trade priorities. AmCham's participation reflects the Chamber's ongoing commitment to ensuring that the voice of American business is represented at the highest levels of policy engagement in Kenya.



## C. KEY ENGAGEMENTS

### 8. HEALTH HIGH-LEVEL MULTI-STAKEHOLDER FORUM

We were honored to convene senior government officials, legislators, regulators, private sector leaders, and development partners for a transformative dialogue on Kenya's journey toward achieving WHO Maturity Level 3 (ML3).

Our Health High-Level Multi-Stakeholder Forum, themed "Unlocking WHO ML3: Building a Globally Competitive Regulatory Ecosystem for Health Products & Technologies," brought together diverse voices committed to strengthening Kenya's regulatory framework for health products and technologies.



### 9. AMCHAM – STATE DEPARTMENT FOR TRADE

We held a high-level meeting with Regina Ombam, the Principal Secretary at the State Department for Trade, to discuss key issues impacting U.S.–Kenya trade and investment relations. The meeting provided a strategic platform to discuss key issues shaping U.S.–Kenya trade and investment relations, including the post-AGOA trade environment, digital trade and e-commerce, and sectoral collaboration opportunities across manufacturing, agriculture, and the digital economy. Discussions focused on ensuring a predictable, competitive trade framework beyond 2025, addressing regulatory and market-access challenges, and enhancing public–private coordination to strengthen Kenya's global competitiveness and investment attractiveness.



### 10. AMCHAM DIGITAL TRADE TAX FORUM

The Digital Trade & Tax Forum convened government officials, industry leaders, and technical experts to examine Kenya's evolving regulatory landscape as the digital economy expands across financial services, e-commerce, and emerging technology platforms. The forum emphasized the importance of clarity, competitiveness, and predictability in digital taxation frameworks to sustain innovation and attract long-term investment in Kenya's rapidly scaling digital sector. Expert panelists provided a comprehensive analysis of the policy, regulatory, legal, and business dimensions of digital taxation, contributing to ongoing efforts to align Kenya's business environment with global standards, fostering a competitive, investment-friendly ecosystem for digital trade.



## C. KEY ENGAGEMENTS

### 11. AMCHAM MANUFACTURING TASK FORCE HIGH-LEVEL MEETING WITH PS FOR INDUSTRY

The AmCham Manufacturing Taskforce held a courtesy visit with the Principal Secretary for Industry, Dr. Juma Mukwana, to discuss priority issues affecting U.S. and Kenyan manufacturers operating in the country. The task force highlighted several key policy positions aimed at strengthening Kenya's competitiveness and supporting a more predictable business environment: Excise Goods Management System (EGMS), Extended Producer Responsibility (EPR) & Eco Levy, Kenya Nutrient Profile Model (KNPM), Trade & Market Access. These engagements form part of AmCham's ongoing commitment to champion a conducive and competitive business environment for our members across Kenya's manufacturing sector.

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### 12. UNPACKING THE SIGNIFICANT ECONOMIC PRESENCE TAX (SEPT) REGULATIONS

We convened private sector leaders and senior government officials to examine the implications of Kenya's new Significant Economic Presence Tax (SEPT) Regulations for the business community. The panel discussion addressed compliance requirements, potential regulatory risks, and the broader commercial impact of the SEPT framework on Kenya's evolving tax landscape.



# IMPACT AND ACHIEVEMENTS

## 2. TRADE & INVESTMENT PROMOTION

In 2025, AmCham deepened its role as a catalyst for trade and investment, convening high-level forums, forging strategic partnerships, and engaging policymakers across a wide range of sectors and platforms.



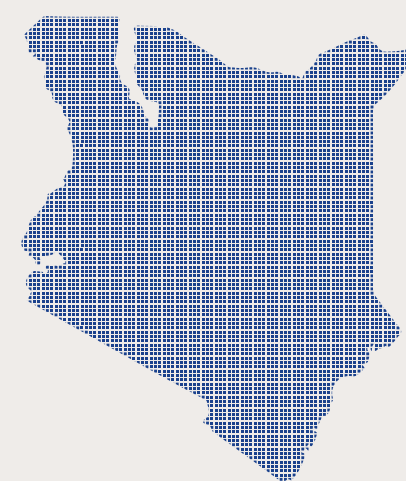
From the inaugural U.S.-Kenya Creative Economy Forum, which spotlighted Kenya's growing creative sector as a compelling destination for American investment, to roundtables on the Investment Promotion and Facilitation Bill, cross-border data flows, and public-private partnership opportunities, the Chamber consistently created spaces where policy meets opportunity.



Engagements with the Kenya Investment Authority, fellow foreign chambers, and regional bodies reflected a coordinated and deliberate approach to strengthening Kenya's investment climate and advancing the interests of U.S. businesses operating in the country.



Whether moderating dialogue on diaspora-driven solutions at the Aspen Initiative Africa or co-hosting a digital trade forum alongside Microsoft, AmCham demonstrated that meaningful economic progress requires sustained, multi-stakeholder collaboration.




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The breadth and quality of this year's trade and investment engagements underscore the Chamber's enduring commitment to positioning Kenya as a premier destination for U.S. foreign direct investment and a gateway to the broader East African market.

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## 1. U.S.-KENYA CREATIVE ECONOMY FORUM

**The inaugural U.S.-Kenya Creative Economy Forum, convened on June 6, 2025, in Nairobi,** marked a pivotal moment in bilateral economic relations. Hosted by the U.S. Embassy in Kenya and the American Chamber of Commerce in Kenya (AmCham Kenya), this landmark event, under the theme “Powering the Future of the Creative Economy,” brought together industry leaders, government officials, and investors to explore the vast opportunities in Kenya’s rapidly expanding creative sector.

**The event provided a timely platform for high-level discussions on the untapped investment opportunities within Kenya’s creative economy.** It also facilitated informed dialogue between the public and private sectors on the policy reforms needed to stimulate economic growth and attract investment in film, music, and sports.

**The forum’s significance extends beyond a single day of presentations and networking.** It represents the formalization of a strategic vision: positioning Kenya as a premier destination for American investment while establishing pathways for Kenyan creative talent to access global markets.

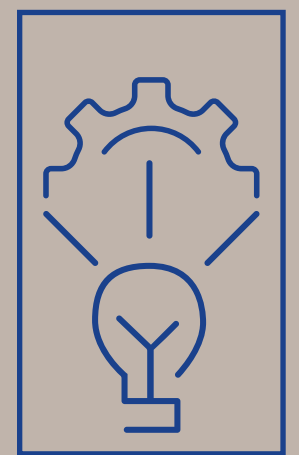
With Kenya’s creative economy already contributing 5% to the nation’s GDP and ambitious plans to double this contribution by 2025, the forum unveiled a market landscape ripe for strategic partnerships and exponential growth potential.

**The forum’s credibility was underscored by participation from leading American creative industry executives,** including Nicholas Weinstock (Invention Studios), Michael Finley (NBA Africa Kenya), Robert Boyd (Tyler Perry Studios), and Panos A. Panay (The Recording Academy). Their presence signaled a serious interest in the potential of Kenya’s creative economy by American industry.



Kenya’s creative sector represents not just an investment opportunity but a strategic gateway to the broader East African market of over 300 million consumers. With strong bilateral relations, favorable investment policies, and a rapidly maturing creative ecosystem, American companies are positioned to build profitable partnerships that drive mutual economic growth and shared prosperity between the two nations.

Kenya’s  
creative  
economy  
contributes  
**5%**  
to the GDP



Kenya’s creative sector is  
a strategic gateway to the  
broader East African market of  
over 300 million consumers.

## 2. AMCHAM - KENINVEST HIGH-LEVEL MEETING

AmCham convened a strategic meeting with the Kenya Investment Authority (KenInvest) to advance shared goals around investor engagement, regulatory efficiency, and business competitiveness. Central to the discussions was the implementation of the 2023 tripartite Memorandum of Understanding between AmCham Kenya, KenInvest, and the U.S. Embassy in Kenya, a framework that continues to guide coordinated action on investment promotion, policy priorities, and business climate reform. The meeting reinforced AmCham's ongoing commitment to positioning Kenya as a destination of choice for U.S. foreign direct investment and championing policies that underpin long-term, sustainable economic growth.



## 3. AMCHAM OUTLOOK FORUM

The AmCham Outlook Forum brought together business leaders and senior policymakers for a forward-looking conversation on Kenya's economic trajectory. Participants gained substantive insights on economic performance, emerging trends, key risks, and planned policy interventions, equipping them with the intelligence needed to inform strategic business decisions in the year ahead. Beyond the expert perspectives, the forum created valuable space for open dialogue on the pressing issues shaping the operating environment, and for exploring collaborative solutions between the private sector and government.



## 4. SHAPING KENYA'S INVESTMENT FUTURE ROUNDTABLE

In partnership with the Kenya Investment Authority (KenInvest), we convened the "Shaping Kenya's Investment Future" Roundtable, a high-level forum to discuss the draft Investment Promotion and Facilitation Bill 2025. The session drew together senior public and private sector stakeholders to examine Kenya's evolving investment landscape and engage substantively with the proposed legislation. The roundtable represented a pivotal moment in the effort to craft a future-ready legal framework, one capable of unlocking private sector potential, attracting sustained investment, and advancing Kenya's long-term development agenda.



## 5. ENABLING CROSS-BORDER DATA FLOWS IN THE EAC TO CATALYZE DIGITAL TRADE FORUM

In partnership with Microsoft, we co-hosted the “Enabling Cross-Border Data Flows in the EAC to Catalyze Digital Trade” Forum, a high-level session convened on the sidelines of the Connected Summit 2025. The forum facilitated strategic dialogue among senior policymakers, regional regulators, U.S. technology firms, African digital innovators, and global policy experts, bringing together a uniquely diverse set of voices to advance the case for regulatory harmonization and stronger institutional coordination across the East African Community. The session resulted in meaningful momentum toward a more seamless regional digital trade environment, underscoring AmCham’s role as a convener of consequential conversations at the intersection of policy and technology.



## 6. UNLOCKING PUBLIC-PRIVATE PARTNERSHIP OPPORTUNITIES FORUM

AmCham convened a strategic forum on unlocking Public-Private Partnership (PPP) opportunities, connecting members with the expanding landscape of PPP activity in Kenya. The forum examined the country’s overarching PPP framework, anchored in Vision 2030 and the Bottom-Up Economic Transformation Agenda (BETA), illuminating the substantial opportunities these frameworks create for private-sector participation across multiple sectors. Facilitated by the National Treasury’s PPP Directorate, the session provided participants with a grounded understanding of the current PPP environment and concrete pathways for American businesses seeking to engage as strategic partners in Kenya’s development agenda.



## 7. U.S. EMBASSY – AMCHAM TECH BREAKFAST ROUNDTABLE

The U.S. Embassy’s Economic Prosperity Team and the AmCham Digital Economy Taskforce co-hosted the U.S. Tech Breakfast Roundtable, bringing together industry leaders to chart a strategic course for Kenya’s digital transformation. The session reflected a shared conviction that the ICT sector is a cornerstone of the region’s economic growth potential and that realizing this potential requires consistent policy implementation, a stable regulatory environment, and transparent investment pathways that reward innovation and support sustainable development. The roundtable served as both a diagnostic and a call to action, aligning private-sector priorities with the policy commitments needed to accelerate Kenya’s emergence as a leading digital economy.



## 8. AMCHAM - ASPEN INITIATIVE AFRICA TO SPOTLIGHT DIASPORA-DRIVEN SOLUTIONS

AmCham partnered with the Aspen Initiative Africa – Nairobi to contribute to bold, solutions-focused dialogue on Africa’s development future at the Diaspora Dialogues convening. AmCham CEO Maxwell Okello moderated a dynamic mid-morning session exploring the transformative potential of three high-impact sectors: artificial intelligence, energy, and sports. The discussion brought into sharp focus the critical role that diaspora investment can play in bridging Africa’s infrastructure gaps, accelerating the transition to clean energy, and unlocking the continent’s rapidly expanding sports economy, positioning these sectors as compelling frontiers for strategic engagement and long-term impact.



## 9. AMCHAM IMMIGRATION FORUM

We co-hosted the AmCham Immigration Forum with Fragomen, which provided a substantive platform for examining the intersection of immigration, trade, and policy across Kenya and Sub-Saharan Africa. Discussions ranged across the role of talent mobility in driving economic growth, the impact of immigration policies on business expansion decisions, the transformative influence of digital innovation on workforce mobility, and the importance of proactive, ongoing engagement between policymakers and the private sector. At a time when the ability to attract and move talent across borders is increasingly central to business competitiveness, the forum underscored the need for forward-looking immigration frameworks that unlock opportunity and support sustainable regional growth.



## 10. CALIFORNIA–AFRICA CLIMATE & ECONOMIC DELEGATION

AmCham participated in the California–Africa Climate Economic Forum in Nairobi, which brought together senior Kenyan government officials, a high-level California delegation, the U.S. Embassy, and private sector leaders to deepen U.S.–Kenya collaboration on climate and trade. The forum produced tangible outcomes, including the launch of the Africa Clean Transportation Initiative, commitments to joint research with UC Davis, and the identification of new investment opportunities spanning renewable energy, agritech, electric vehicle assembly, and carbon markets.

Kenya’s emergence as a hub for climate-smart investment, green manufacturing, and innovation was a central theme, and with initial investment agreements anticipated within the next twelve months, the forum marked not just a moment of dialogue, but the beginning of a concrete and consequential partnership between two of the world’s most forward-looking climate economies.



## 11. THE OFFICE OF PRESIDENTIAL SPECIAL PROJECTS AND CREATIVE ECONOMY

The Office of Presidential Special Projects & Creative Economy convened a strategic meeting with AmCham, the U.S. Embassy in Kenya, and KenInvest to examine the evolving Kenya–U.S. creative economy landscape and chart pathways for deeper collaboration. Discussions examined current policy initiatives and emerging frameworks to unlock the sector’s full potential, with a particular focus on identifying concrete opportunities for strategic investment and enhanced bilateral engagement. The meeting reinforced a shared understanding that accelerating Kenya’s creative economy requires purposeful public-private partnerships that can drive innovation, nurture local creative talent, and consolidate Kenya’s growing reputation as the region’s leading hub for creative industries.

## 13. ADVANCING AI PARTNERSHIP AND POLICY DIALOGUE

We held a meeting with representatives from the U.S. Department of State’s Diplomatic Technology Office, the Center for Analytics, and the Bureau of African Affairs (AF/EX). The discussions centered on Kenya’s AI developments, levels of adoption, and policy considerations, and drew on insights from the U.S. federal government’s experience with AI adoption. The exchange provided a valuable platform to explore strategies for fostering responsible sector growth and strengthening Kenya–U.S. collaboration in the digital economy.

## 12. FOREIGN CHAMBERS & KEN-INVEST PARTNERSHIP ON INVESTMENT CLIMATE

AmCham Kenya joined fellow foreign chamber leaders, including CEOs from the French Chamber of Commerce and the British Chamber of Commerce Kenya (BCCK), for a high-level consultative dialogue with the CEO of the Kenya Investment Authority (KenInvest). The conversation centered on the pivotal role of public-private collaboration in building a business environment defined by transparency, predictability, and a solutions-oriented approach to reform. Discussions explored the alignment of reform priorities and the unlocking of investment opportunities across key sectors, reflecting the growing collective influence of foreign chambers working in concert to strengthen Kenya’s investment climate and advocate for meaningful, sustained improvement.

## 14. THE AMERICAN AI ADVANTAGE: POWERING INNOVATION AND ECONOMIC GROWTH FORUM

In collaboration with the U.S. Embassy in Kenya and supported by the U.S. Speakers Program, AmCham convened stakeholders from government, private sector, and academia to examine how American leadership in artificial intelligence is driving global economic prosperity and identify practical pathways for Kenya and the East African region to leverage AI technologies for economic growth.

## 15. AMCHAM STATE OF TRADE FORUM

The AmCham State of Trade Forum 2025 convened AmCham members and senior leaders for strategic dialogue on Kenya's trade and investment outlook at a pivotal moment for the economy. We were honored to host Hon. Lee Kinyanjui, Cabinet Secretary for Investments, Trade & Industry, and Gavin van der Burgh, CEO, U.S. Africa Trade Desk (USATD), who delivered insightful keynote addresses on Kenya's strategic trade direction amid evolving global dynamics, including the lapse of AGOA and its implications for exporters and investors.



# IMPACT AND ACHIEVEMENTS

## 3. OTHER KEY EVENTS

Beyond policy and trade engagements, our 2025 calendar was also defined by a rich and diverse program of events that reflected the full breadth of the Chamber's mission, from advocacy and thought leadership to community, culture, and celebration.

This year's events tackled some of the most pressing conversations in business today:



Women's leadership in uncertain times



Economic case for disability inclusion



Power of intellectual property in Kenya's creative economy



Transformative potential of Africa's youth

At the same time, AmCham created spaces for the kind of informal connection that is the lifeblood of any thriving business community, through networking cocktails, a golf open, and a landmark Thanksgiving Dinner that marked two decades of advancing U.S.–Kenya commercial relations. These events embody AmCham's conviction that building a stronger business environment requires not only engaging with policy but investing in people, ideas, and the relationships that make commerce human.



## 1. AMCHAM WOMEN IN BUSINESS LEADERSHIP FORUM

The AmCham Women in Business Leadership Forum brought together a compelling gathering of leaders for an honest and energizing conversation on **“Leading in Uncertain Times.”** The forum moved beyond inspiration to offer practical insights and strategies for navigating complexity, exploring what it means to lead boldly, build networks of mutual support, and transform uncertainty into a catalyst for opportunity and meaningful change. The quality of dialogue and the ideas that emerged reflected both the depth of experience in the room and the growing influence of women leaders shaping Kenya’s business landscape. The conversations sparked represent an ongoing commitment by AmCham to advancing women’s leadership as a cornerstone of a more resilient and inclusive private sector.





The quality of dialogue and the ideas that emerged reflected both the depth of experience in the room and the growing influence of women leaders shaping Kenya’s business landscape.

## 2. THE BUSINESS CASE FOR DISABILITY MAINSTREAMING FORUM

**Held in partnership with inABLE, the Business Case for Disability Mainstreaming Forum made a compelling argument for embedding accessibility and inclusion at the heart of business strategy,** not as a compliance exercise, but as a driver of innovation and growth. Discussions explored how accessible design expands market reach, how digital tools and assistive technology are reshaping inclusive workplaces, and why genuine leadership commitment is essential to moving beyond rhetoric.

The forum also highlighted inclusive hiring practices and cross-sector collaboration as critical accelerators of meaningful, lasting change. Taken together, the conversations reinforced a clear message: disability inclusion is not peripheral to business excellence; it is integral to it. AmCham remains committed to advancing this agenda across its membership and the broader private sector.



### 3. CREATIVE ECONOMY MASTERCLASS

In collaboration with the U.S. Embassy, we hosted the Creative Economy Masterclass on “Unlocking Revenue: How Creatives Can Leverage Intellectual Property”. We engaged in an illuminating discussion on how Kenyan creatives can unlock revenue streams by strategically leveraging Intellectual Property (IP) spanning copyrights, licensing agreements, and the full spectrum of IP assets.



## 4. AFRICA FUTURES PROGRAM

We partnered with the Aspen Initiative Africa and the World Data Lab to spotlight Gen Z's values, preferences, and purchasing power, and to show how businesses can harness this momentum to drive sustainable growth. The forum brought together industry leaders, researchers, and stakeholders to examine the emerging role of Generation Z in shaping Africa's consumer landscape. Members engaged with data-driven presentations and discussions that highlighted the consumption patterns, preferences, and economic impact of this demographic across the region.



## 5. JUNIOR ACHIEVEMENT AFRICA - AMCHAM BUSINESS BREAKFAST FORUM

AmCham partnered with Junior Achievement Africa to convene the JA Africa–AmCham Business Breakfast Forum, anchored in a powerful shared conviction: that **Africa's future belongs to its youth**. With 60% of the continent's population under the age of 25, the collaboration speaks directly to AmCham's Force for Good pillar, the belief that business, at its best, is a catalyst for meaningful and lasting change. The forum brought together business leaders, educators, and policymakers around the shared imperative of youth entrepreneurship, recognizing that when these voices align, the outcome is not simply job creation but the forging of more resilient, dynamic economies. Africa's demographic dividend is among its most significant competitive advantages, and partnerships like this one are how that potential is translated into opportunity, one empowered young entrepreneur at a time.



With 60% of the continent's population under the age of 25, the collaboration speaks directly to AmCham's Force for Good pillar.

## 6. AMCHAM GOLF OPEN

The 2025 AmCham Golf Open brought together members and guests for a vibrant day of golf, networking, and camaraderie. The event provided a valuable platform for informal engagement and relationship-building among business leaders and stakeholders.



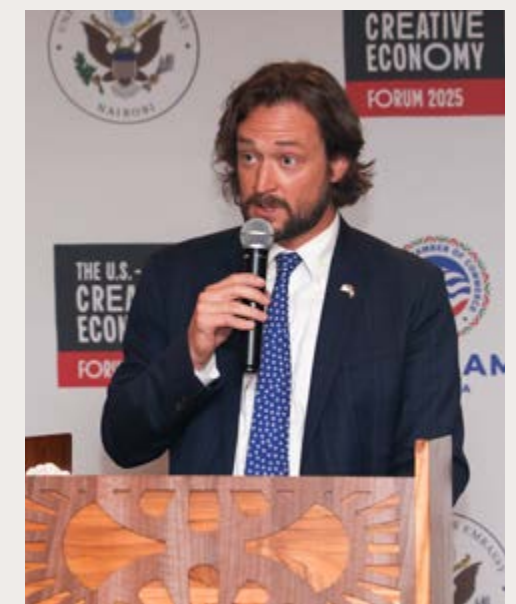
## 7. AMCHAM THANKSGIVING DINNER

We hosted our annual Thanksgiving Dinner, bringing together members and stakeholders for an evening of elegance, warmth, and meaningful connection as we commemorated our 20th anniversary of advancing U.S.-Kenya commercial relations and fostering bilateral trade and investment.



## 8. CREATIVE ECONOMY NETWORKING COCKTAIL

The Creative Economy Networking Cocktail, hosted in partnership with the U.S. Embassy in Kenya, brought together a powerhouse of industry leaders, policymakers, and creative entrepreneurs to celebrate Kenya's dynamic and growing creative economy. Highlights of the night included inspiring remarks from Chargé d'Affaires Marc Dillard, powerful networking, and a special trophy ceremony honoring the Nairobi City Thunder basketball team for their outstanding contributions to excellence in the creative economy.



## 9. AMCHAM - BCCK NETWORKING COCKTAIL

We're grateful to everyone who joined us for the joint cocktail with the British Chamber of Commerce Kenya (BCCK), the meaningful conversations, and the new partnerships forged. The connections made are proof that when we come together, we create opportunities that drive business growth and strengthen the UK-U.S.-Kenya trade corridor.



## 10. AMCHAM MEMBER NETWORKING COCKTAILS

AmCham hosted four Members Networking Cocktails, each offering a relaxed yet purposeful setting for connection, conversation, and business engagement among members and stakeholders. The consistently strong turnout and energetic participation underscored the enduring value of informal gatherings in cultivating the relationships that underpin a vibrant, collaborative business community. AmCham extends its sincere appreciation to the member companies whose continued support and active presence make these occasions a highlight of the Chamber's calendar and a meaningful contributor to the collective growth of the community we serve.



# 03

## LOOKING FORWARD



# LOOKING FORWARD

## 1. STRATEGIC PRIORITIES FOR 2026

We remain committed to leveraging trade and investment to transform lives. Our strategic priorities for 2026 build on the momentum of the past year, continuing to create value for our members while advancing economic growth and sustainable business practices. Through targeted advocacy, investment promotion, and enhanced member services, we aim to deepen U.S.–Kenya business relations and drive positive impact across key sectors.

### I. ADVOCACY FOR BUSINESS CLIMATE REFORMS

- ① Policy Advocacy for Enhanced Business and Investment Climate: Working with government stakeholders to promote policies that create a more transparent, predictable, and competitive business environment.
- ① Strengthening Sector Policy Task Forces: Deepening our policy engagement in critical sectors, including Health, Digital Economy, Critical Supply Chains, Creative Economy, Agriculture, Manufacturing, Tax, and Energy & Infrastructure, to address industry-specific challenges and opportunities.

### II. LEADERSHIP ON U.S.-KENYA INVESTMENT PROMOTION

- ① Facilitating increased investment flow between the U.S. and Kenya through strategic partnerships with the U.S. Embassy, U.S. Chamber of Commerce, and Kenya Investment Authority (KenInvest).
- ① Creating platforms for businesses to explore investment opportunities and navigate market entry strategies.

### III. MEMBERSHIP VALUE & GROWTH

- ① Enhance Member Engagement & Recruitment: Delivering high-value networking opportunities and business connections that drive member success.
- ① Diversified Offerings: Expanding our portfolio of workshops, platforms, and resources to meet evolving member needs and provide tangible business solutions.

### IV. CHAMPION SUSTAINABLE BUSINESS

- ① Advocating for responsible business practices that balance economic, social, and environmental considerations.
- ① Amplifying and championing sustainability and social impact initiatives by AmCham members.
- ① Catalyzing the adoption of sustainability as a core business practice across the broader business community.

## 2. KEY PROGRAMS OF WORK

### Policy & Regulatory Reform



# 04

## OUR COMMUNITY



# OUR COMMUNITY

## 1. ACKNOWLEDGMENTS AND PARTNERS

AmCham Kenya extends its sincere appreciation to our key partners whose collaboration was instrumental to our success in 2025.

We are especially grateful to the U.S. Embassy in Kenya, the Government of Kenya, the United States Government, and the U.S. Chamber of Commerce for their unwavering support, strategic engagement, and shared commitment to advancing U.S.–Kenya trade and investment. Their partnership has significantly strengthened our programs, expanded our reach, and enhanced our impact in fostering a more robust and resilient business environment.

We also acknowledge the valuable contributions of our co-hosting partners throughout the year, including the Kenya Investment Authority (KenInvest), Microsoft, Fragomen, inABLE, Junior Achievement Africa, the Aspen Initiative Africa, and the British Chamber of Commerce Kenya (BCCK), among others. Each of these partnerships enriched our programming, broadened our convening power, and deepened the Chamber's ability to deliver meaningful value to our members and the wider business community. We look forward to sustaining and growing these relationships as we pursue our shared vision for a thriving U.S.–Kenya commercial partnership in the years ahead.



## PATRON CIRCLE MEMBERS

- |   |                               |               |
|---|-------------------------------|---------------|
| 1. Apple                                  | 4. Google Kenya               | 7. SC Johnson |
| 2. Citi Bank N.A. Kenya                   | 5. Mars Wrigley Confectionary | 8. VISA CEMEA |
| 3. Coca-Cola Central East and West Africa | 6. Meta                       |               |

## PLATINUM MEMBERS

- |   |                                      |  |
|---|--------------------------------------|--|
| 1. Abbott Labs                                | 14. Aspen Initiative Africa Nairobi  | 27. BURN Manufacturing USA LLC               |
| 2. Absa Bank Kenya Plc                        | 15. Astral Aviation Ltd              | 28. Cadbury Kenya Limited                    |
| 3. Acorn Management Services                  | 16. Baker Hughes                     | 29. Cargill Kenya Limited                    |
| 4. Africa Health Business                     | 17. Base Titanium Limited            | 30. Centum Investment                        |
| 5. Africa Healthcare Network                  | 18. Bayer East Africa                | 31. Cepheid Diagnostics and Lifesciences Ltd |
| 6. Africa Practice                            | 19. Becton Dickinson                 | 32. Cigna International Health Services BVBA |
| 7. Africair Inc.                              | 20. Bentworth Energy Limited         | 33. Cisco Systems East Africa                |
| 8. AfricaNenda Foundation                     | 21. Best Lifestyle Kenya EPZ Limited | 34. CloudFactory Kenya Limited               |
| 9. Airmarc Limited TA Four Points by Sheraton | 22. Boston Consulting Group          | 35. CM Advocates LLP                         |
| 10. Akili Network                             | 23. Bower Group Africa               | 36. Coca Cola Beverages Africa Kenya         |
| 11. Amazon Web Services                       | 24. Bowmans Law (Coulson Harney LLP) | 37. Control Risks East Africa Limited        |
| 12. American Tower Corporation                | 25. Branch Microfinance Bank Limited | 38. Covington & Burling                      |
| 13. Anjarwalla & Khanna LLP                   | 26. Bridging the Gap Africa          | 39. Credit Reference Bureau Africa Limited   |

## PLATINUM MEMBERS

- |   |  |  |
|---|--|--|
| 40. Del Monte Kenya                           | 63. Hologic                                | 86. Pfizer Labs Ltd  |
| 41. Dell Technologies                         | 64. IBM East Africa Ltd.                   | 87. Planate Management Group   |
| 42. Deloitte EA                               | 65. Insurance Regulatory Authority         | 88. Preferred Personnel Africa   |
| 43. Delta Air Lines Inc.                      | 66. Inventure Mobile Limited (Tala)        | 89. PricewaterhouseCoopers Limited (PwC)   |
| 44. Dentons Hamilton Harrison and Mathews     | 67. Irvine's Kenya                         | 90. PVH Kenya Limited  |
| 45. DHL Global Forwarding                     | 68. John Deere (PTY) Limited               | 91. Rentworks East Africa Ltd  |
| 46. DIVERSEY Eastern & Central Africa Ltd     | 69. JP Morgan Chase Bank N.A Kenya 70.     | 92. Roche Kenya Ltd  |
| 47. DuPont Performance Specialty Products Ltd | 70. Representative Office                  | 93. Rwazi Inc  |
| 48. East African Breweries Limited            | 71. Jumia - Ecart Services Kenya Limited   | 94. Safaricom PLC  |
| 49. Eaton Electric Ltd.                       | 72. KCSSA East Africa Limited              | 95. Samasource Kenya EPZ Limited   |
| 50. Ernst & Young                             | 73. KOKO Networks                          | 96. Sankara Nairobi  |
| 51. Everstrong Capital                        | 74. KPMG East Africa                       | 97. Schenker Kenya Limited   |
| 52. eWAKA Mobility Limited                    | 75. Kuku Foods Kenya Ltd                   | 98. Selectium Ken Limited  |
| 53. Exigent Risk Advisory                     | 76. Arboretum Park Lane                    | 99. Siemens Healthineers   |
| 54. Flamingo Horticulture Kenya Limited       | 77. LIGHTPULSE                             | 100. Smart Applications International Limited  |
| 55. Flutterwave                               | 78. Medtronic Plc                          | 101. Sokowatch Limited   |
| 56. Fragomen Kenya Limited                    | 79. Micato Safaris                         | 102. Standard Chartered Bank, Kenya Limited  |
| 57. Freight Forwarders                        | 80. Microsoft East Africa                  | 103. Tatu City Limited (Rendeavour)  |
| 58. G4S Kenya Ltd                             | 81. Netflix International BV               | 104. Tawifresh Kenya Limited   |
| 59. Gatsby Africa                             | 82. Oracle Systems Limited                 | 105. TradeMark East Africa   |
| 60. GE HealthCare Kenya Limited               | 83. OSI Systems, Inc.                      | 106. Trademark Hotel   |
| 61. Gras Savoye Kenya Insurance Brokers Ltd.  | 84. Osprey Renewables East Africa Limited. | 107. Leisure Park Development Ltd/Ta Radisson Blu<br>Hotel & Residence Nairobi-Arboretum Park Lane |
| 62. Habitat for Humanity International        | 85. Oxford HR East Africa Limited          |  |

## PLATINUM MEMBERS

- |  |  |                             |
|--|--|-----------------------------|
| 108. TripleOKLaw Advocates                         | 111. Vigilant Global Trade Services        | 114. WILD FLAVORS KENYA LTD |
| 109. UBER Kenya Ltd                                | 112. Villa Rosa Kempinski                  | 115. WPP Scangroup          |
| 110. United States International University-Africa | 113. VIZX International Staffing Solutions |                             |

## GOLD MEMBERS

- |  |   |  |
|--|---|--|
| 1. Adept Technologies                    | 14. Botanical Extracts EPZ Ltd                          | 27. FTG Holdings                               |
| 2. Afex Fair Trade Ltd                   | 15. CBRE Excellerate                                    | 28. Gem Forest MGallery Nairobi                |
| 3. Africa Global Logistics               | 16. Cedar Africa Group                                  | 29. Gemsuites                                  |
| 4. African Management Institute (AMI)    | 17. City Health Hospital                                | 30. Grant Thornton Management Limited          |
| 5. AGS Worldwide Movers                  | 18. Cliffe Dekker Hofmeyr Incorporating Kieti Law LLP   | 31. GREYDALE AFRICA                            |
| 6. AMG Realtors Limited                  | 19. Competitive Manpower USA LLC                        | 32. Hillspan Insurance Brokers                 |
| 7. Andersen                              | 20. Corteva Agriscience                                 | 33. Hudson Sandler Africa Limited              |
| 8. Apollo Agriculture Limited            | 21. CrossBoundary East Africa Limited                   | 34. Human Performance Dynamics Africa Limited  |
| 9. Atlas Tower Kenya                     | 22. Diani Properties Limited                            | 35. Hyatt Place, Hyatt House Nairobi Westlands |
| 10. Avenue Lesae and Rentals East Africa | 23. Dow Chemical East Africa Ltd.                       | 36. Hyatt Regency Nairobi Westlands            |
| 11. Benchmark Solutions Limited          | 24. Down To Earth Technologies Limited (DTE)            | 37. inABLE                                     |
| 12. Beyond Capital Ventures              | 25. Express Shipping & Logistics EA Ltd                 | 38. InnoVent Rental Solutions Limited          |
| 13. BizSolutions 360 (B360)              | 26. FCM Travel Solutions (Trading as Charelston Travel) | 39. IX Africa Data Centre                      |

## GOLD MEMBERS

- |  |  |  |
|--|--|--|
| 40. Junior Achievement Africa                | 54. OSF Flavors Africa Limited               | 68. The Dream Factory Kenya Ltd        |
| 41. JW Marriott Nairobi                      | 55. Poa Internet Kenya Ltd                   | 69. The Social House Niarobi           |
| 42. Kenya Nut Company Ltd                    | 56. Raxio Group                              | 70. Thermo Fisher Scientific           |
| 43. Kurrent Technologies Limited             | 57. Rescue Connect Limited                   | 71. Timken (South Africa) Holdings Pty |
| 44. Kwetu Nairobi Curio Collection By Hilton | 58. RIM Information Management Kenya Limited | 72. Trans Business Machines (TBM)      |
| 45. Mantrac Kenya (Caterpillar)              | 59. Salvador Caetano Kenya Limited           | 73. UPS (Freight in Time)              |
| 46. Mazars Kenya                             | 60. Scribe Services Registrars Limited       | 74. Uzima Water                        |
| 47. MGK Consulting Limited                   | 61. Serena Hotels                            | 75. Valar Kenya Ltd                    |
| 48. Mitchell Cotts Freight Kenya Limited     | 62. SGS Kenya Ltd                            | 76. Victory Farms Ltd                  |
| 49. Movenpick Hotel and Residences           | 63. Skyline Design Ltd                       | 77. Village Market                     |
| 50. Nairobi Securities Exchange (NSE)        | 64. Stanford University Global LLC           | 78. Workable LLP                       |
| 51. Nellions Moving and Relocations Limited  | 65. Stratostaff East Africa                  | 79. YALI Regional Center East Africa   |
| 52. Novotel Nairobi Westlands                | 66. Taxwise Africa Consulting LLP            | 80. Yellow Card Financial Inc          |
| 53. Nutri Nuts and Fruits Limited            | 67. The Childrens Place                      |  |

## SME MEMBERS

- |                             |  |                                    |
|-----------------------------|--|------------------------------------|
| 1. 4G Capital               | 4. B.M Musau & Company Advocates                     | 7. Container Technology Ltd        |
| 2. Adpack Limited           | 5. Brand K Integrated Marketing & Communications Ltd | 8. D2A Consulting Ltd.             |
| 3. Afriavo Orchards Limited | 6. CheckUps  | 9. Dry Associates Investment Group |

## SME MEMBERS

- |  |   |   |
|--|---|---|
| 10. Enreal Limited                             | 27. Jibu                                      | 44. Rilani Advocates LLP                            |
| 11. Exotic EPZ Limited                         | 28. Junior League of Nairobi                  | 45. RTR Global Logistics Limited DBA RTR CHauffeurs |
| 12. Fincredit Kenya                            | 29. Karibu Loo                                | 46. Sahihi Interior Designers Limited               |
| 13. Flexi Personnel                            | 30. Kentegra Biotechnology Holdings LLC       | 47. sawo creatives group limited                    |
| 14. Frontier Optical Networks                  | 31. Lady Askari                               | 48. Seko Minayo & Company Advocates LLP             |
| 15. Fulfillment Resources Centre               | 32. Leadership Management International       | 49. Shopit Limited                                  |
| 16. Future Kenya                               | 33. Magna Hotel & Suites                      | 50. Silver Ray HR                                   |
| 17. Gex Logistics Solutions Kenya Limited      | 34. MIC Global Risks (Insurance Brokers) Ltd. | 51. Symbion Kenya Limited                           |
| 18. Gitzell Fairtrade International            | 35. Mind Pulse Research & Consulting          | 52. The Epic Properties Limited                     |
| 19. GlascoteRose Advocates                     | 36. Moringa School Limited                    | 53. The Fresh Products EPZ limited                  |
| 20. Global Slacker Enterprises Limited         | 37. Nzuri Strategy                            | 54. Trapoz Asphalt Ltd                              |
| 21. GreenMax Capital Group                     | 38. Ong'anya Ombo Advocates LLP               | 55. Twende Sports                                   |
| 22. Hospitality Systems Consultants Ltd        | 39. Peaks & Safaris Ltd                       | 56. Value Connect Management Consultancy Ltd.       |
| 23. IF WE BUILD IT.ORG, INC.                   | 40. Precision Recruitment International       | 57. VetNOW Global, LLC                              |
| 24. Interlink Consulting International Limited | 41. Purple Dot International Limited          | 58. WaRig Technologies LTD                          |
| 25. Intouch Relocations Ltd                    | 42. Response-Med                              |   |
| 26. JAD Accountants CPA (K)                    | 43. Revolution Healthcare Solutions Limited   |   |



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