

DOING BUSINESS WITH EAST AFRICA - KENIA

November 11, 2024

6:00 PM - 9:00 PM (followed by networking with refreshments)

IHK Schwaben, Stettenstraße 1 + 3, 86150 Augsburg

Limited to 50 attendees | Language: English



Event Program

6:00 PM

- Guest registration and welcome reception

6:30 PM

- Opening Remarks
- Address by the President of Wirtschaftsjunioren
- Moderator introduces the agenda and highlights the evening's key topics

6:45 PM

- Keynote Address by the Guest of Honor
- The Kenyan Ambassador delivers the opening keynote.

7:15 PM - Keynote Presentations

Three distinguished speakers (10 minutes each) will provide insights into various aspects of doing business in East Africa, particularly in Kenya:

1. The Role of the Diaspora in Economic Cooperation – Migration frameworks between Kenya and Europe

– *H.E. Stella Mokaya Orina, Ambassador of Kenya to Germany*

2. Skilled Workforce Immigration – Current achievements and future challenges, with a focus on sustainability and innovation in Kenya

– *Michael Wörle, 1st Mayor of Gersthofen*

3. Kenya's Economic Potential and Investment Opportunities – Positioning East Africa as a strategic trade hub

– *Dr. Marc Lucassen, CEO, IHK Schwaben*

7:45 PM

- Panel Discussion and Q&A
 - o Moderated discussion featuring the keynote speakers and company representatives.
 - o Topics: Opportunities, challenges, and fostering partnerships within the region.
 - o The session will conclude with an open floor Q&A, allowing guests to engage with the panel and the Guest of Honor.

8:15 PM

- Networking Reception
- Guests are invited to a casual networking session accompanied by finger food and refreshments, providing an opportunity to foster connections and continue discussions.

9:30 PM

Close of event