



KENYA: DESCOBRINT LA SILICON SAVANNAH

Robert Bach Casanovas
Director Oficina ACCIÓ Nairobi

Barcelona, 19 de març de 2019

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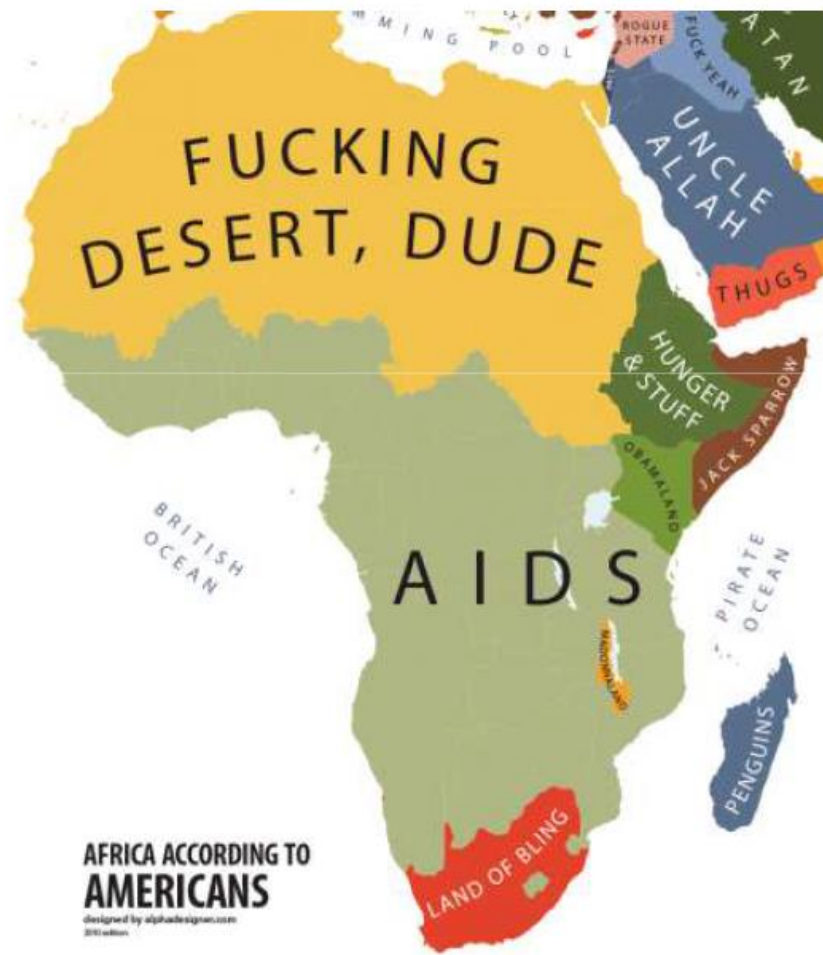


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Problema: mala reputació d'Àfrica degut als prejudicis...

Afrika aus Sicht der Europäer



Font: Marc Peter Zander, XCOMAfrica GmbH 2013

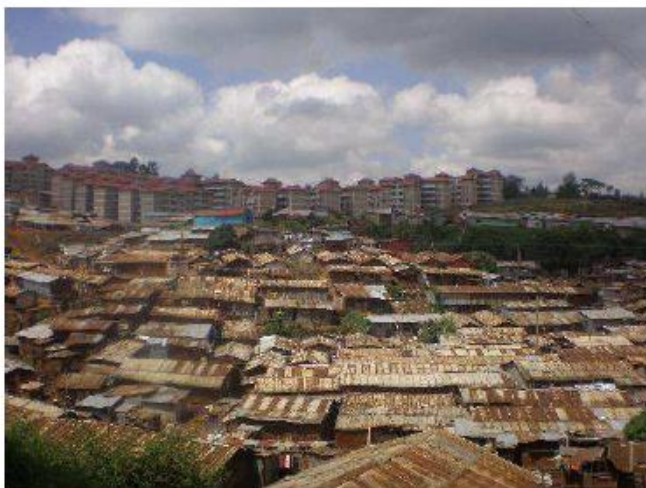
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Solució: un viatge a l'Àfrica per a conèixer la seva realitat...



Font: Marc Peter Zander, XCOMAfrica GmbH 2013

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KENYA





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PANORAMA DEL MERCAT

Per què Kenya? “The Silicon Savannah of Africa”

- Hub regional - EAC
- Creixement econòmic
- Classe mitjana creixent
- Diversificació i industrialització
- Descobriment de petroli
- Clima favorable per a la inversió
- Nairobi i Port de Mombasa
- Població educada – nivell anglès
- Descentralització política i econòmica



- Corrupció
- Inflació
- Dèficit energètic
- Competència
- Dualitat urbà/rural



Kenya is gateway to wider Eastern African market

Jul. 17, 2015, 6:30 am | By PHYLLIS KANDIE

Panorama del sector TIC a Kenya

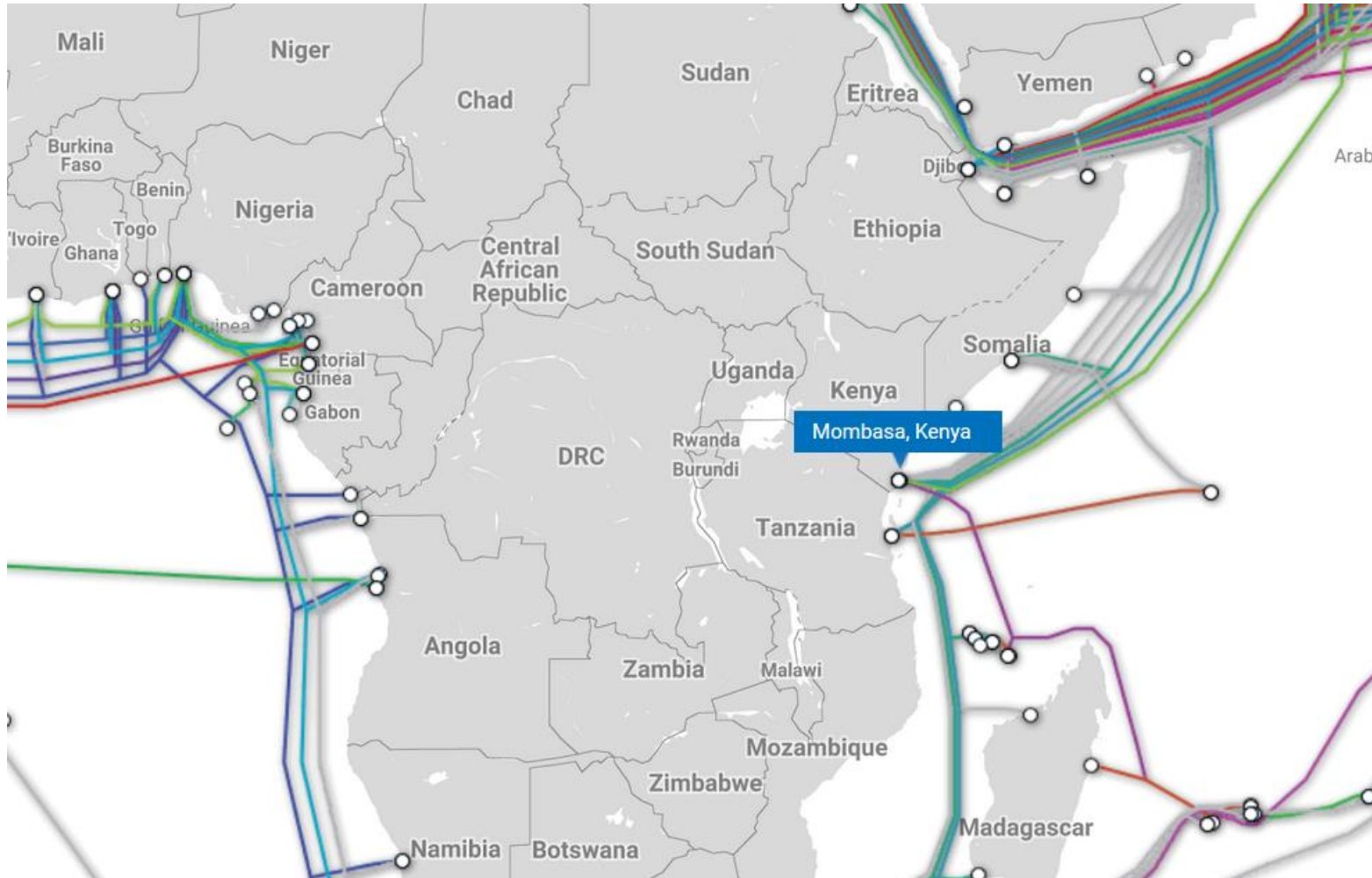
Ship carrying TEAMS fibre optic cable arrives

THURSDAY JUNE 11 2009

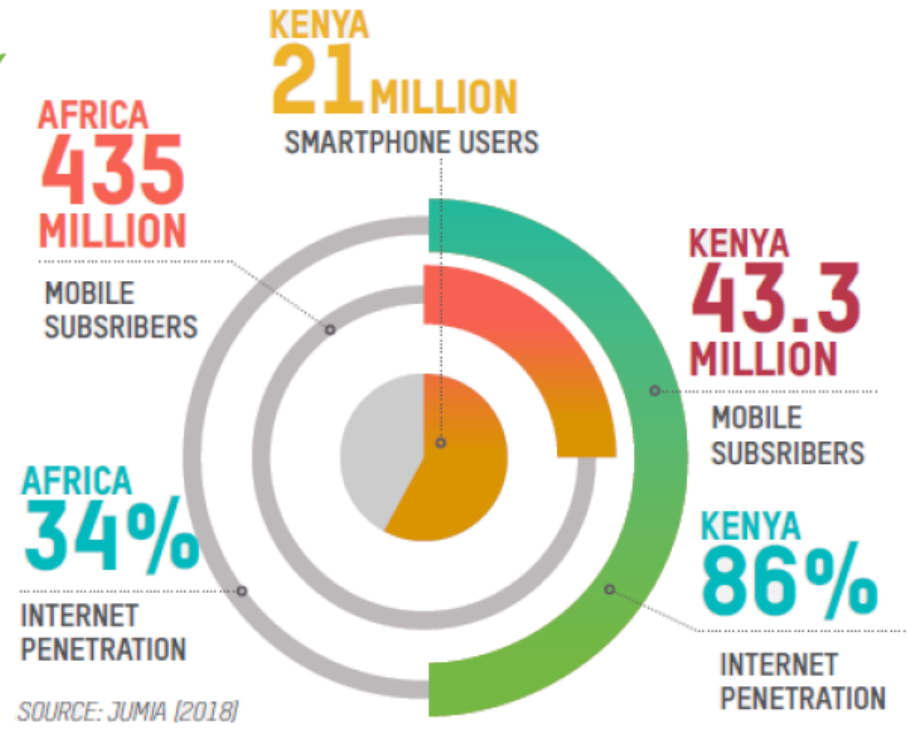
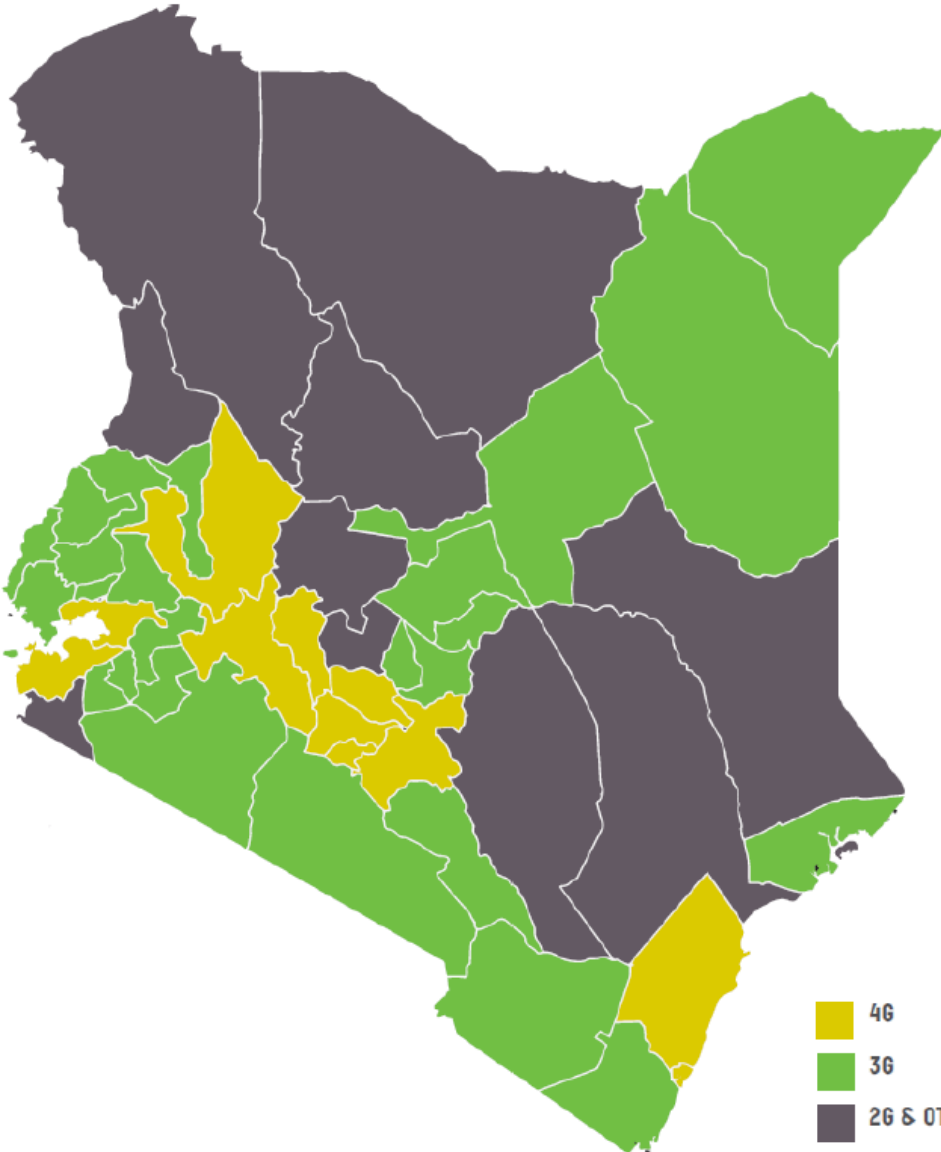


Optic cable arrival stirs ICT sector

MONDAY JUNE 29 2009



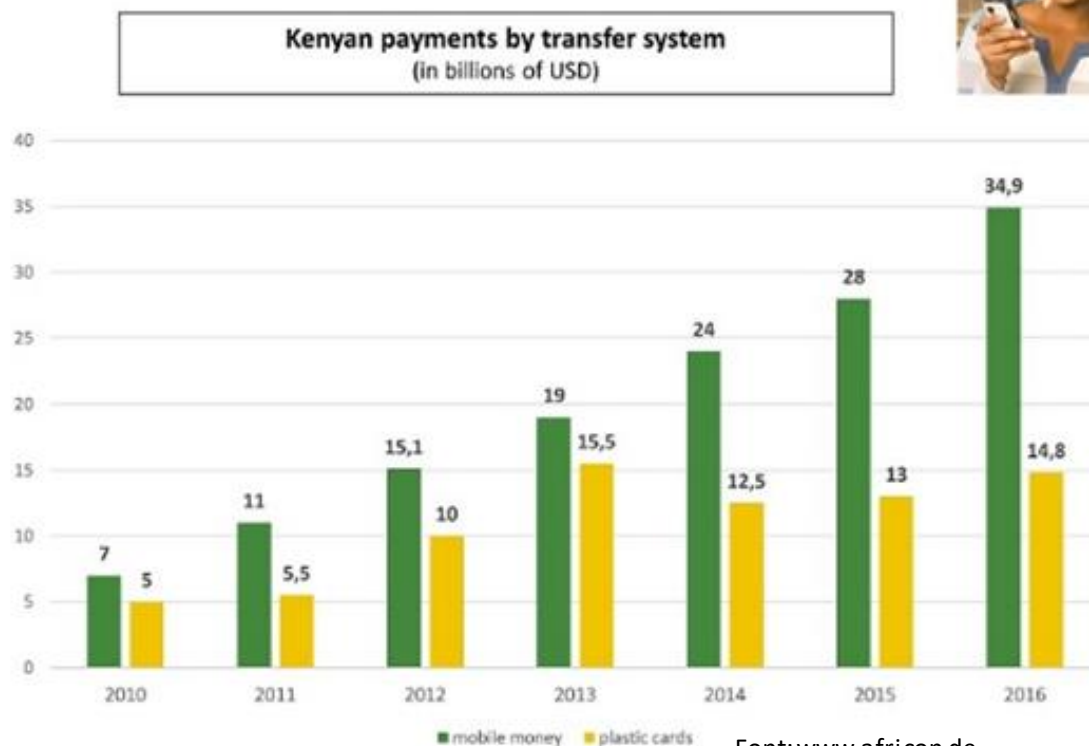
Kenya Is Driven By Mobile



The Silicon Savannah of Africa



In Kenya, mobile money dominates the financial market and competes the use of plastic cards in payments.



The Silicon Savannah is Africa's Silicon Valley.

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Why Kenya for ICT



Sophisticated Market: Kenya has over 85.5% mobile penetration, 71.7% internet penetration rate.



Access to Regional Markets: Kenya is a member of the East African Community (EAC) and Common Market for Eastern and Southern Africa (COMESA).



High Literacy Levels: Kenya has a total adult literacy rate of 72.2% & over 80% youth (15-24 years) literacy rate (2008-2012, UNICEF)



Vibrant Startup and Innovation Ecosystem: Known as the 'Silicon Savannah', Kenya is a leading ICT innovation hub in Africa.



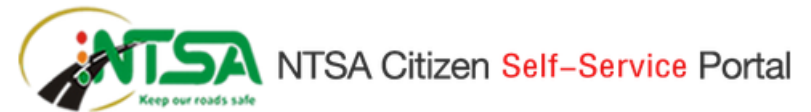
Supportive Government: The government provides supportive legal and regulatory frameworks to support the industry. It also supports and adopts innovative ideas and solutions



Ready Infrastructure: Kenya has been ranked second in Africa and 64 worldwide in the speed of internet at 10.11Mbps in 2018, There is extensive and cheap connectivity options that include fiber and 4G networks across the country.

Invest in kenya

Digitalització del sector públic



eCitizen Kenyan Citizen

This account is for Kenyan citizens only. You will need your National ID number and your first name to register.

[Create an Account](#)

eCitizen Foreign Residents

This account is for foreigners residing in Kenya. You will need your foreigner certificate and your first name to register.

[Create an Account](#)

eVisa Visitors

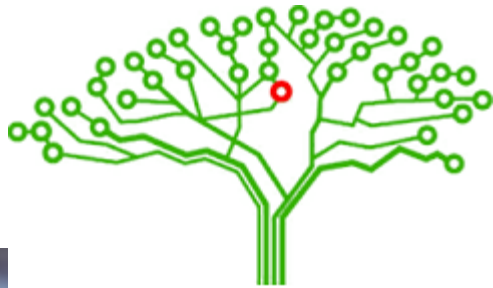
This account is for nationals who require a visa to enter the Republic of Kenya.

[Create an Account](#)

eBusiness Business

This account is for businesses registered in Kenya. You will need your business registration number.

[Create an Account](#)



KONZA
TECHNO CITY KENYA



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**ICT TECHNOPOLIS
VISION 2030 FLAGSHIP PROJECT**

Ministry of Education and Communications
Lipase, Jalan Antares 1/1, 11.000, Kota Bharu
Tel: 010 8820000, 820 01000
www.kem.edu.my

VISION 2030



Presència internacional a Kenya



truecaller



SAMSUNG



ORACLE



FUJITSU



ERICSSON

PHILIPS



SONY



ZTE中兴



BBC



Google

FINTECH

FinTech

VS

**Traditional
Banks**

FINTECH

Payments



Deposit and Lending



Money Transfer



Capital Raising



FINTECH

Fintech Drivers



- **Inadequate Incumbent Financial Institutions:** Banks were making huge profits from 20% of the population
- **Digital Infrastructure** Kenya's internet penetration is among the best in Africa
- **The Kenyan 'Side Hustle'** The Kenyan population is very entrepreneurial.
- **Investment Support** All the infrastructure you need for innovation is more or less in place
- **Geopolitical stability** and comparatively open business environment relative to many of its neighbors.
- **Supporting Regulation.** The CBK support development of new products and innovations towards enhancing financial access

CLEANTECH



CLEANTECH

Innovation Hubs



CleanTech Companies



Capital Raising



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AGRITECH



AGRITECH

Agritech Companies



Capital Raising



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DRONS



Kenya Power

**TENDER NO. KP1/9A.2/EOI/002/17-18 ON USE OF DRONE
TECHNOLOGY (UAV) FOR NETWORK SUPPORT AND
MAINTENANCE OPTIMIZATION**

JUNE 2018

**ALL TENDERERS ARE ADVISED TO READ CAREFULLY THIS EXPRESSION OF
INTEREST IN ITS ENTIRETY BEFORE MAKING ANY BID**

MOBILITY



MOBILITY

Uber

 taxify

Bolt

 Sendy

 **SafeBoda**
YOUR CITY RIDE



Little
ride a little better...



MARAMOJA
transport

Glovo[!]

E-COMMERCE / M-COMMERCE

CASH IS KING

Amazon is targeting customers in Kenya who want to pay in cash

Quartz Africa

Africa's largest e-commerce company is set to list on the New York Stock Exchange

By [Yomi Kazeem](#) & [Yinka Adegoke](#) • March 13, 2019

COMPANIES

Safaricom secures deal to use M-Pesa payments on Aliexpress.com

TUESDAY, MARCH 12, 2019 13:08



Other Verticals

Healthtech



Big Data



Retail



Startup Accelerators



Capacity Development



Innovation Hubs



Oportunitats en el sector TIC a Kenya

A man in a dark grey suit and red tie stands with his arms crossed in the foreground. Behind him is a large, dense crowd of people, many with their hands raised, suggesting a public event or rally. The background is slightly blurred, emphasizing the man in the foreground.

My Big 4 Action Plan

-
1. Food Security
 2. Affordable Housing
 3. Manufacturing
 4. Affordable Healthcare
for all

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Oportunitats

- Smart cities,
- Precision agriculture,
- Education or health care applications,
- Computer games, film animation and production,
- Training and technical assistance,
- Value-add services and apps for mobile phone subscribers
- Cyber-security and efficient anti-fraud systems
- Mobile, web, and image processing for international business transactions
- Designing, customising, and distributing e-learning
- Customised mobile and web applications

Noves tendències també a Kenya



IOT

Increased connectivity and growth in M-commerce is expected to drive demand for internet of things, cloud solutions and data analytics



4G

There is demand for cheaper 4G enabled handsets to tap into the expanding 4G networks and available broadband



Gaming
& Entertainment

There is growing demand for mobile enabled high-definition video, gaming services and internet based television in the upper middle-class market segment



Corporate IT

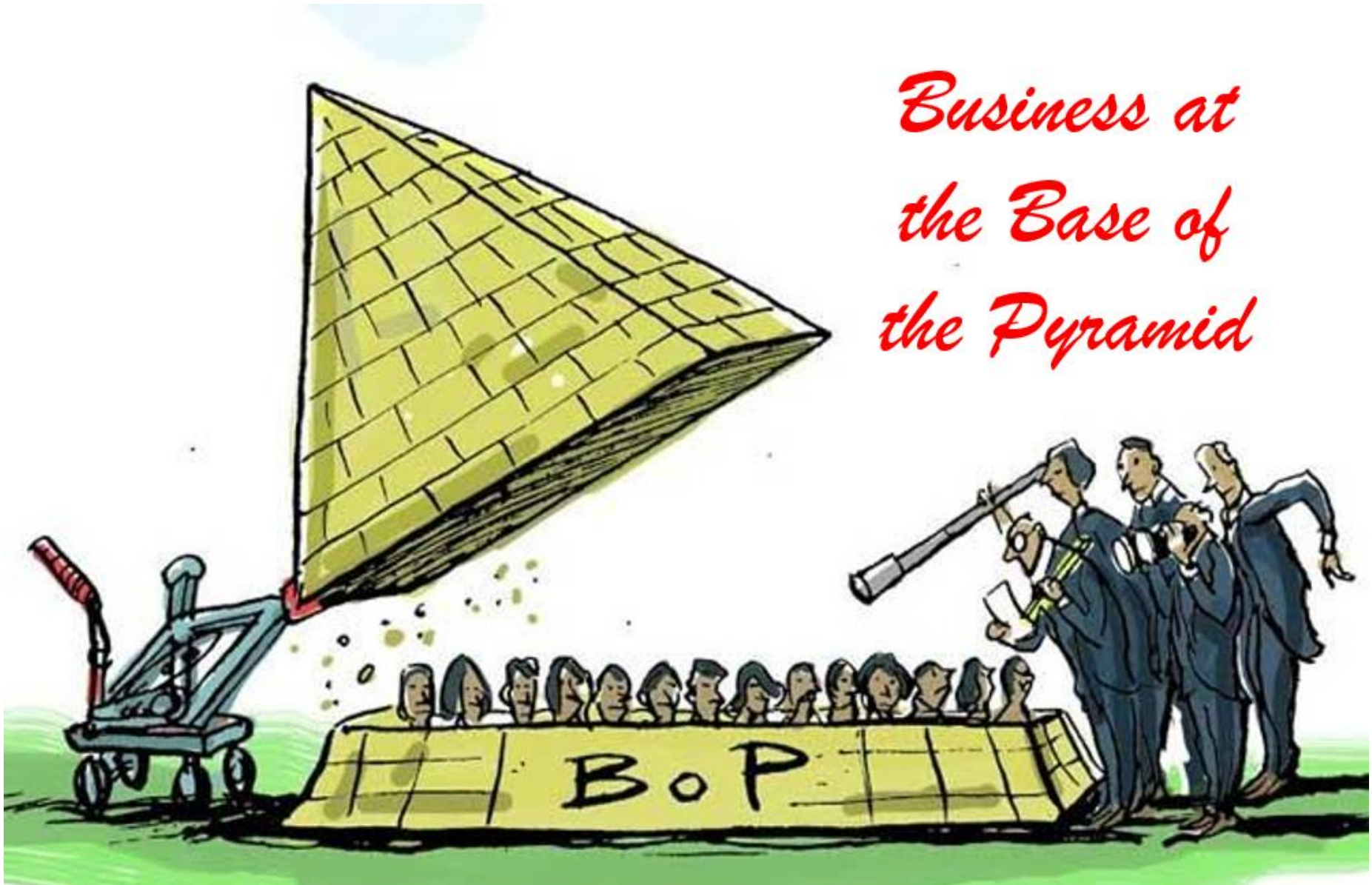
The growth of industries such as manufacturing and financial services is expected to drive demand for corporate IT solutions and they are expected to ramp up their IT investments to remain competitive



Cyber Security

With the rapid expansion of the IT sector, internet security will become important particularly targeting larger business clusters

*Business at
the Base of
the Pyramid*



Experiència d'empreses catalanes TIC presents a Kenya

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ACCIÓ i el Pla Àfrica

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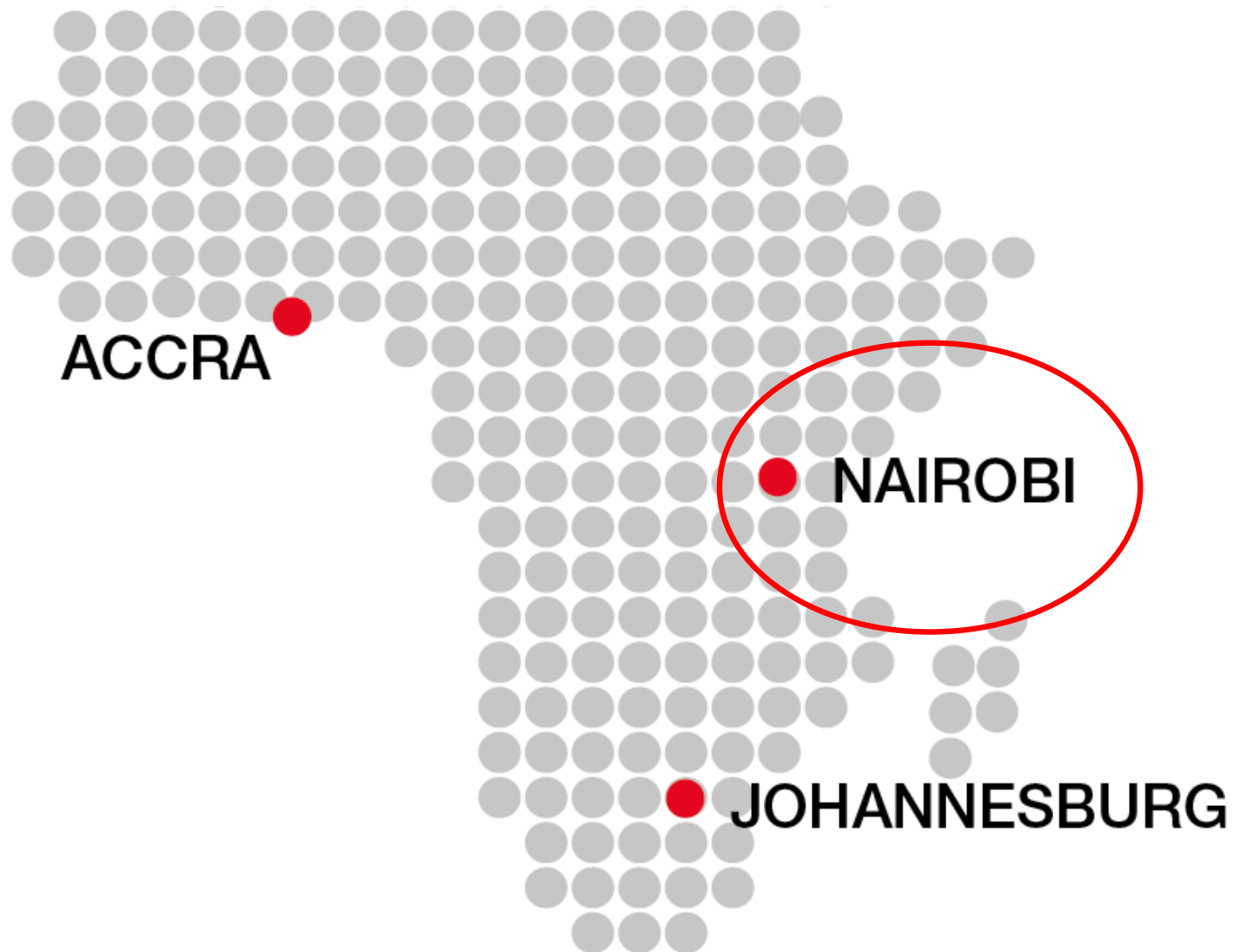
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40 Oficines Exteriors de Comerç i Inversions d'ACCIÓ



Avancem amb la implementació del Pla Àfrica...



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Amb què us podem ajudar?

Des de l'Oficina Exterior de Catalunya a Nairobi t'oferim **serveis d'acompanyament personalitzats** i actuem com una prolongació de la teva empresa a l'exterior:

- Cerca de distribuïdors, socis i clients finals
- Seguiment de contactes i projectes
- Selecció de personal en destinació
- Constitució legal de l'empresa
- Implantació física
- Consultes (nou servei: barreres a la internacionalització)

MOLTES GRÀCIES



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