

Virtual Country Seminar Kenya

Agricultural Machinery, via video conferencing software

Wednesday, 22 September 2021

Introduction

With its almost 53 million inhabitants, the East African country of Kenya is still one of the 50 poorest countries in the world. In terms of its economic development, it is above the average of the other sub-Saharan countries and is considered a growth country, a lower middle-income country and an important transit country (source: GTAI). Kenya faces major challenges in meeting the needs of its growing population with food, also against the backdrop of high weather-related dependencies on rainfall and the implementation of irrigation projects. The main potential for German agricultural machinery manufacturers is seen in larger agricultural enterprises, which are predominantly private companies and cooperatives.

In view of the shortage of capital in the wake of the Corona pandemic, the seminar will also focus on creative financing solutions for German manufacturers as an important building block for maintaining dialogue with potential customers in the country.

Objective

The participants should be enabled to assess the marketing situation and export opportunities against the background of the current economic situation.

Agenda	
German time / Kenya time	topic
13.30 pm / 14:30 pm	Greetings and introduction: Mr. Frank Nordmann , Grimme Landmaschinenfabrik, Overall Sales Manager Africa, South-East Asia and Oceania
13.35 pm / 14:35 pm	Current trends in the region: Mr. Alexander Haus , VDMA
14.00 pm / 15:00 pm	Situation in the agricultural machinery sector in Kenya, Ms. Lucy Muchoki, CEO , Kenya Agribusiness and Agroindustry Alliance
14.30 pm / 15:30 pm	Presentation of the business policy of TingA as a company of VAELL, the largest leasing company in East Africa, Mr. Titus Musyoka , TingA Partnerships Officer
15.00 pm / 16:00 pm	Kenya, current entry regulations, Ms. Gabriele Welcker-Clemens, VDMA Foreign Trade and Investment
15.15 pm / 16:15 pm	Q & A session on Kenya
15.30 pm / 16:30 pm	Brief overview of the current situation regarding agricultural technology in Morocco, Ms. Edith Simeit , German agricultural attache in Algeria, Morocco and Tunisia
16.00 pm / 17:00 pm	End of the seminar

The country seminar is free of charge for VDMA agricultural machinery members.

Bitte um Rücksendung bis **31.08.2021 an**

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Dear Ms. Hammann,

We would like to make a binding booking for participation in the above-mentioned virtual country seminar. VDMA members benefit from cost absorption by VDMA Agricultural Machinery. Non-members pay a price of 90 euros. The costs are per company and do not include VAT. We are a VDMA member: yes no

We agree that a brief overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture for project evaluation.

Our responsible contact for further project coordination is:

Company:

Street:

Postcode and city:

Mr. / Ms.:

Phone:

Mobile:

Email:

We have the following specific question:

City

Date

legally binding signature