



EAST AFRICAN BUSINESS & INVESTMENT SUMMIT + EXPO 2025

HIGH LEVEL CONFERENCE | MATCHMAKING | EXHIBITION



16th-17th October 2025



Safari Park Hotel - Nairobi, Kenya



Co-funded by the
European Union



Afrika-Verein
der deutschen Wirtschaft

EAST AFRICAN BUSINESS & INVESTMENT SUMMIT & EXPO 2025



The East African Business Council (EABC) in partnership with the East African Community (EAC) will be organizing the East African Business & Investment Summit 2025.

The East African Business and Investment Summit convenes the EAC Heads of State, Council of Ministers and business leaders from the region, continent and beyond to foster trade and investment ties plus chart out the East Africa Economic Agenda.

The 2025 Summit will take place at an important confluence of several important developments including the continued advance of the African Continental Free Trade Agreement (AfCFTA), the commencement of the Tripartite Agreement implementation, and other global dynamics such as climate change, de-globalization. The summit will explore continental and global trends, aiming to reposition the EAC as Africa's premier trade and investment hub. **Website <https://eabc-online.com/businesssummit2025/>**



EAST AFRICAN BUSINESS & INVESTMENT

SUMMIT & EXPO 2025

The Summit will showcase investment opportunities across the region in the diverse range of sectors from services, energy, infrastructure, agriculture, technology, financial, creative economy, manufacturing, digital economy and health.

The 2025 East African Business and Investment Summit is expected to attract over 600+ attendees, including EAC Heads of State, Council of Ministers, CEOs, investors, and SMEs, women and youth entrepreneurs. The event will feature plenary sessions, panel discussions, investment pitch sessions, B2B networking opportunities, and an exhibition - showcasing new technologies, innovative products and service.

EAST AFRICAN BUSINESS & INVESTMENT SUMMIT & EXPO 2025



Acknowledging the critical role of Public-Private Partnerships in fostering, advancing, and deepening EAC regional integration, trade and investment ties with African counterparts, the summit will evaluate achievements, address challenges, and identify future opportunities in the business landscape. This summit is not just about dialogue but tangible action. A CEOs Industry Round Table with Ministers will take place, fostering direct engagement on pressing issues. The resolutions from these discussions will be presented by the EABC Chairperson to the EAC Council of Ministers for endorsement, ensuring they inform policy decision-making.

EAST AFRICAN BUSINESS & INVESTMENT SUMMIT & EXPO 2025

The 2025 Summit will be a pivotal platform for high-level discussions on trade agreements, business sector challenges, and growth opportunities, reinforcing the private sector's role as the engine of socio-economic growth. It will provide business perspectives on trade and investment agreements, address practical realities, and craft solutions to deepen supply chain integration, diversify the EAC economy, and boost intra- and extra-EAC trade and investment. B2B and B2G engagements will foster strategic partnerships, facilitate deal-making, and unlock new business opportunities. By enhancing trade and investment, the Summit aims to create a significant positive impact on East African enterprises, workers, consumers, and the broader economy.



STATE OF BUSINESS AND INVESTMENT

East Africa's economic growth is projected to reach 5.7% in 2025, up from 5.1% in 2024, largely driven by public infrastructure investments. Global dynamics of protectionism and declining aid flows underscores importance of private sector driven growth.

Intra-EAC exports have increased from 17% of total exports in 2017 to 21% in 2023, reaching USD 6.3 billion. Despite this, intra-regional trade continues to stagnate at 15% of total trade. Full implementation of the EAC Common Market and Customs Union protocols is essential to unlocking regional trade potential.

The African Continental Free Trade Area (AfCFTA) 1.3 billion market presents a major opportunity for the EAC to expand its market access, with a trade potential of USD 1.9 billion.

Creating an enabling environment through regulatory reforms, regional value chain integration, and addressing the cost of doing business, double taxation, high excise duties, and transparent & simple Rules of Origin is central to enhancing the competitiveness of the EAC bloc.



SUMMIT OBJECTIVES

To connect business leaders and government decision-makers in discussing and formulating strategies, policy proposals/resolutions to enhance intra- and extra-EAC trade and investment.

Foster Public-Private Dialogue

Unite government leaders and businesses to unlock trade and investment opportunities, address barriers within the EAC and continental agreements, and shape the East Africa Economic Agenda.

Reposition the EAC Globally

Explore regional, continental, and global trends to strategically position the EAC as Africa's premier trade and investment hub.

Assess Progress & Strengthen Commitment

Reflect on the implementation of EABIS 2023 resolutions and reinforce government commitment to improving the business and investment climate while strengthening partnerships with the private sector as the engine of socio-economic growth.

Showcase Trade & Investment Opportunities

Provide a platform to highlight East Africa's trade and investment opportunities/projects, facilitating direct engagements between the private sector and Investment Promotion Authorities, as well as EAC Partner State governments.

Promote 'Made in Africa' & Facilitate Business Deals

Showcase African innovations, technologies, products, and services while fostering Business-to-Business (B2B) engagements, leading to successful commercial partnerships.

EVENT STRUCTURE

The East African Business and Investment Summit 2025 is a must-attend event, featuring a well-structured agenda and high-profile discussions that provide valuable insights into the economic and investment landscape of the region, the continent, and beyond.

INVESTING & DOING BUSINESS IN EAC: Interact with high-level government officials from the EAC Investment Promotion Agencies and explore business opportunities, government incentives and success stories.

CEO HIGH-LEVEL DIALOGUE WITH MINISTERS: The CEOs' High-Level Dialogue with Ministers on Trade in Services and Manufacturing will devise a comprehensive plan to remove barriers in the services sector. It will also outline a roadmap and commitment to accelerating industrialization and boosting made in East Africa exports.

FIRE SIDE CHATS & THOUGHT LEADERSHIP SESSIONS: Hear from an exceptional line up of 100+ business and government thought leaders on solutions to today's trade and investment challenges in agribusiness, mining & energy, infrastructure – transport and logistics, SMEs, women and youth entrepreneurs, Access to Finance, creative economy and health and more.

PATHWAYS TO FINANCING: Explore available financing options from Afreximbank, investors, and East African banks and others.

B2B & B2G NETWORKING: Connect, network, and discover new business opportunities with over 600 delegates. The online B2B platform profiles attendees, enabling seamless networking through chat and video conversations.

EXPECTED PARTICIPANTS

- Investors from Africa
- EAC Ministers and Senior Officials
- Investment Promotion Agencies
- Manufacturers and distributors
- SME operators (especially women)
- Government Ministries, Parastatals, and other Agencies
- Investment Banks & Financial Institutions
- Research and Technology Organizations
- Suppliers and retailers of manufactured products
- Local and International Potential Investors and business entities
- Development Partners
- Academia and Research and Development Institutions
- Diaspora Associations and Foreign missions
- International Business Associations
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Registration Fee: USD. 100 EABC Members USD 200 Other Stakeholders

Register: <https://eabc-online.com/businesssummit2025/>



EXPO

The Expo of the East African Business and Investment Summit will showcase products, services and latest technologies from the East African and the Continent. Exhibitors will include services, manufacturers, SMEs, Women and Youth in Business and will be open to the public. Investment Promotion Authorities from the 8 EAC Partner States will also showcase investment opportunities and projects from their respective countries.

Benefits of Exhibiting

- Presentation of products and services, latest technologies to over 600 delegates
- Networking and sharing company information
- Brand visibility
- Match Making for business partnerships and establishing joint ventures
- Spot sales

Investors Benefits

- Opportunity to expand investments, develop subsidiaries and international marketing programmes / grow sales
- Access potential trade and investment opportunities in line with company needs
- Identify potential joint venture and local representation partners
- Opportunity to meet and interact with senior government and public officials
- Industrial visit

Exhibition Fee: USD 400 3X3M

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SPONSORSHIP PACKAGES

PLATINUM SPONSOR (\$30,000)

- Seating at the presidential dais/Chief Guest
- Opportunity to be Keynote speaker
- Branding per the client's needs in the main hall
- Opportunity to participate in the pre-event briefing
- 10 complimentary conference tickets
- Photo with the Chief Guest
- Certificate of recognition to be handed over by the Chief Guest
- Special media coverage pre-event and post-event
- Take part in press conference
- Opportunities to display brochures, branded pads, pens, and delegate goodies in Delegate packs.
- Large company advertisement
- Co-organize 1 Sessions on the topic of interest
- Large Exhibition booth





SPONSORSHIP PACKAGES

GOLD SPONSOR (\$15,000)

- Seating at the Minister's dais and the sponsor table
- Speaking opportunity during the event
- Photo with the Chief Guest
- Corporate branding in the main hall
- Preferential seating near the Chief Guest
- Recognition as a sponsor
- 7 complimentary conference tickets
- Media coverage
- Take part in press conference
- Company profile, logo in conference program
- Opportunity to contribute to the memorandum of issues
- Medium company advertisement
- Co-organize 1 Session on the topic of interest or propose a panelist
- Corporate Exhibition booth
- Certificate of recognition

SPONSORSHIP PACKAGES

SILVER SPONSOR (\$10,000)

- Preferential seating near the Ministers
- Recognition as a sponsor
- 5 complimentary conference tickets
- Media coverage
- Company profile and logo in conference program
- Medium-sized company advertisement
- Medium-sized company profile, logo in conference program
- Part in 2-panelist session of choice
- Large Exhibition booth + 2 delegates' attendance
- Certificate of recognition



SPONSORSHIP PACKAGES

NETWORKING SESSION (\$10,000)

Benefits

- Enjoy co-branding visibility during the networking session.
- Secure a speaking slot at the networking cocktail or dinner.
- Showcase your products or services with a booth at the venue.
- Gain visibility through four dedicated social media posts.
- Receive a certificate of recognition for your support.
- Engage in B2B networking with leading East African companies.



SPONSORSHIP PACKAGES

OFFICIAL TRAVEL PARTNER (\$5,000)

Benefits

- Logo on all event collateral as "Official Travel Partner"
- Speaking slot at the networking cocktail/dinner
- Exclusive email blast to all delegates
- Booth space at the event venue
- Social media spotlight (4 dedicated posts)
- Full-page ad in publicity materials
- Opportunity to distribute travel brochures in delegate kits



SPONSORSHIP PACKAGES

SAFARI PARTNER (\$5,000)

- Branding as "Official Safari Experience Partner"
- Opportunity to host a VIP excursion
- Speaking slot at the networking cocktail/dinner
- Featured article in event website
- Booth at the event venue
- 4 dedicated social media posts
- Opportunity to offer promotional deals to delegates
- Access to B2B matchmaking sessions





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