

Post-Webinar Report

Powering East Africa's Growth

29th January 2026

Hosted by Equity Group Holdings Plc

THEME: TRADE, INVESTMENT, AND REGIONAL ECONOMIC GROWTH IN EAST AFRICA

1. Executive Summary

Equity Group Holdings Plc convened the Powering East Africa's Growth webinar to examine East Africa's economic outlook and highlight practical pathways for accelerating trade, investment, and regional integration. The session brought together senior leaders from Equity Group, the private sector, and regional institutions to explore how finance, policy alignment, and partnerships can translate East Africa's strong momentum into scalable and sustainable growth.

The webinar reaffirmed East Africa's position as one of Africa's most compelling investment regions, driven by a youthful population, expanding intra-regional trade, accelerating digital adoption, and growing global investor interest. It also highlighted Equity Group's role as an active enabler of trade and investment through finance, advisory, and its structured 2026 Trade and Investment Roadshows.

2. Speakers

The webinar featured insights from the following speakers and panellists:

Mahvish Malik	Associate Director, Trade Relations, Equity Group Holdings Plc (Moderator)
Hannington Namara	Managing Director, Equity Bank Rwanda
Rosalyne Muchangi	Macro-Economic Modelling Analyst, Equity Group
AQ Hamza	Group Director, International Trade Relations, Equity Group
Sandeep Khapre	Regional CEO, BDO East Africa
Adrian Njau	Acting Executive Director, East Africa Business Council
Vimal Shah	Chairman, Bidco Africa
Brendan du Preez	Group Director, Trade Finance, Equity Group

3. East Africa's Economic Outlook

The economic overview underscored East Africa's strong fundamentals and resilience. Growth is being supported by rising domestic demand, continued infrastructure investment, deeper regional integration, and increased policy focus on trade facilitation and industrialisation.

Speakers noted that the East African Community and the African Continental Free Trade Area (AfCFTA) are expanding market access and creating new opportunities for businesses to scale regionally. While global uncertainties persist, the region continues to demonstrate positive growth momentum and increasing investor confidence.

4. Role of Equity Group in Trade and Investment

A central theme of the discussion was the critical role of financial institutions in converting opportunity into execution. Equity Group was positioned as a key catalyst for inclusive economic growth through its integrated Pan-African banking model and deep regional footprint.

Equity Group's support spans:



Access to finance for SMEs, corporates, and investors



Trade finance and working capital solutions enabling cross-border trade



Investment facilitation and advisory services



Digital financial solutions that enhance efficiency and inclusion

Through these capabilities, Equity Group is actively enabling businesses to enter new markets, expand regionally, and participate in regional value chains.

5. Equity Group's 2026 Trade and Investment Calendar

The webinar featured an overview of Equity Group's 2026 Trade and Investment Roadshow Calendar, a structured initiative designed to connect businesses, investors, policymakers, and partners across Africa and key global markets.

The calendar outlines targeted trade missions, investment forums, sector-focused engagements, and business matchmaking platforms. It is intended to support deal origination, market entry, partnership development, and capital mobilisation—bridging strategy and execution for clients and stakeholders.

This initiative reinforces Equity Group's positioning as not only a financier, but also a convenor and facilitator of regional and cross-border economic activity.

6. Private Sector and Regional Perspectives

Insights from private sector leaders and regional institutions highlighted real-world experience in scaling across East Africa.



Investor Perspective: Strong deal flow is emerging in manufacturing, agribusiness, energy, infrastructure, and the digital economy. Success depends on local partnerships, regulatory understanding, and long-term market commitment.



Regional Integration: Progress is being made in trade facilitation and connectivity, though harmonisation of policies and consistent implementation remain critical to unlocking higher levels of intra-regional trade.



Enterprise Growth: Businesses that invest in regional diversification, local value chains, and patient capital are best positioned to succeed in East Africa's evolving markets.



Economic Outlook to 2026: Growth is expected to be driven by infrastructure-led expansion, resilient consumer demand, and deeper integration across key East African markets.

7. Priority Growth Sectors

The webinar identified several high-growth sectors shaping East Africa's future:



Intra-Africa trade and regional value chains



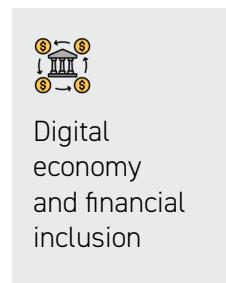
Energy and infrastructure development



Manufacturing and industrialisation



Agribusiness and food security



Digital economy and financial inclusion

These sectors were highlighted as key drivers of competitiveness, job creation, and sustainable economic transformation.

8. Key Takeaways

- Graph icon: East Africa's growth trajectory is strong, investable, and accelerating
- Briefcase icon: Execution—through finance, partnerships, and market access—is critical to converting opportunity into impact
- Globe icon: Equity Group plays a central role in enabling trade, investment, and regional integration
- Group icon: The 2026 Trade and Investment Roadshows provide a practical platform for engagement, deal flow, and market entry
- Handshake icon: Collaboration between finance, policy, and enterprise will determine the region's long-term success

9. Conclusion

Powering East Africa's Growth reinforced confidence in East Africa's economic prospects and underscored Equity Group's commitment to driving inclusive prosperity. By combining financial solutions with convening power and market intelligence—particularly through its 2026 Trade and Investment Calendar—Equity Group