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B2B & B2G MATCHMAKING CONSULTANT- EABC EAST AFRICA CEO & INVESTMENT FORUM 2026

1.0 Assignment Summary

Item	Details
Assignment type	Specialist consultancy assignment. EABC to contract a senior individual consultant experienced in investment facilitation, Business to Business & Business to Government Matchmaking with East African investors
Indicative duration	July to December 2026 (approx. 72 expert days), covering preparation, the September forum, and post-forum follow-up.
Duty station	Home-based with regional travel to Arusha, Tanzania for reporting and Coordination and Nairobi, Kenya during the EABC CEO and Investment, Forum on 17-18 September 2026
Reports to	EABC Executive Director.
Works closely with	EABC Management Team, EAC Partner States IPAs, EU business networks, EAC private sector associations, banks, DFIs, and anchor firms.
Main outcome	Deliver a structured B2B/B2G matchmaking pipeline, Profile investment projects/opportunities, run the deal room, List of Companies for Matchmaking, and support follow-up on high-potential leads.

2.0 About the East African Business Council (EABC)

The East African Business Council (EABC) is the regional apex body of private sector associations and corporates in the East African Community (EAC). Established in 1997, EABC drives private sector-led growth in the EAC integration agenda by promoting intra- and extra-EAC trade and investment ties.

EABC vision is *borderless East Africa for business and investment* while its mission is *to advocate for a conducive business environment and promote sustainable private sector – driven growth in the EAC region.*

EABC is the recognized voice of the private sector in the East African Community, with a network of over 100,000 businesses across the eight EAC Partner States: Burundi, DRC,

Kenya, Rwanda, South Sudan, Tanzania, Uganda, and the Federal Republic of Somalia. EABC represents business interests through established EAC frameworks, including its Observer Status in EAC policy formulation and negotiations at technical, ministerial, and presidential levels. The EAC Consultative Dialogue Framework (CDF) and the EABC–EAC Technical Working Group (TWG) serve as structured platforms for private sector engagement, enabling EABC to champion regional business interests and positions.

3.0 EABC East African CEO & Investment Forum

The East African Business and Investment Summit & Expo (EABIS) has been one of the flagship events for EABC in the region. Last year EABIS 2026 was organized by the East African Business Council (EABC) in partnership with the Kenya Private Sector Alliance (KEPSA) and the East African Community (EAC) Secretariat, took place from 24th–25th February 2026 in Nairobi, Kenya. The Summit convened over 450 delegates, including Ministers, senior government officials, captains of industry, potential investors, development partners, and representatives from financial institutions across the EAC region and beyond.

Aiming at improving and filling the gaps identified in the previous EABIS, EABC has redesigned a new focused annual platform — the EABC East Africa CEO & Investment Forum. The Forum will strengthen EABC’s institutional identity, convene top regional business leaders, and facilitate concrete investment partnerships and policy reforms by emphasizing pre-arranged investment opportunities, strategic engagements, and the launch of the Annual Trade and Investment Climate Report to improve the business environment.

Unlike the EABIS the inaugural East Africa CEO & Investment Forum 2026 aims to be a practical business platform, not a general networking event. The event will play the following roles:

- Investor and corporate interests are warmed up before September, not last-minute.
- EU–East Africa B2B and B2G matchmaking is curated and targeted.
- The deal room is built around prepared opportunities and decision-makers.
- The forum has a strong evidence base through a trade & investment climate report and policy briefs.
- Post-forum leads move toward real transactions, not stalled conversations.

4.0 Assignment Objectives

The consultant will:

- Identify, engage, and qualify investors and companies.
- Profile investment projects/opportunities
- Match companies and investors to credible opportunities, anchor firms, and public counterparts.

- Design and manage the deal room during the September forum.
- Support post-forum follow-up to keep priority leads moving.

4. Main Responsibilities

(i) B2B & B2G Matchmaking and Investor Pipeline

- Build a comprehensive investor and corporate universe:
 - Corporates, SMEs, chambers, and business networks
 - East African anchor firms and SMEs
 - DFIs, private equity, family offices, regional banks, trade finance providers
- Profile investment projects/opportunities
- Segment by appetite, ticket size, sector, geography, and partnership type.
- Prepare a practical **EA investor and corporate outreach pack** using sector briefs and opportunity notes.
- Conduct outreach, qualification calls, and early meetings.
- Match Companies to East African opportunities and vice versa.
- Facilitate B2G meetings where regulatory or IPA engagement is required.

(ii) Deal Room Design and Management

- Design the deal room operating model:
 - Meeting criteria; Templates; Lead tracker; Escalation process.
- Finalize the meeting grid and VIP scheduling with the project manager/Executive Director.
- Manage the deal room during the two-day forum:
 - Curated meetings; Note-taking; Issue management; Daily lead summaries

(iii) Post-Forum Transaction Support

- Track priority leads for 60 days after the forum.
- Provide short closure support and identify bottlenecks.
- Recommend next steps for EABC, IPAs, and partners.

5. Deliverables and Timing

Timeline	Deliverable	Contents
Weeks 1–2	Inception note, investor & corporate map, consultation plan	Segmentation, outreach approach, EA matchmaking strategy, report outline
Month 2	Outreach pack	Messaging, investor/corporate note, meeting request templates
Months 2	Qualified pipeline	Contact tracker, appetite notes, shortlist of serious prospects
Month 2	Draft Trade & Investment	Priority issues, reform proposals
Month 3	Deal room operating pack	Meeting grid, templates, escalation process
Forum week (September)	On-site deal room management	Daily lead notes, issue management
Within 12 days post-forum	Lead follow-up memo	Status, bottlenecks, recommended next steps

6. Outcomes/Outputs of the Assignment

- A qualified pool of investors and companies is ready before September.
- Meetings are curated around real opportunities, not generic introductions.
- The deal room runs with discipline and produces actionable leads.
- The Trade & Investment Climate Report becomes a practical tool, not a long academic document.
- Several opportunities leave the forum with defined next steps and accountable owners.

7. Consultant Qualifications

The ideal consultant should have:

- 5+ years in investment facilitation, corporate finance, private sector development, or transaction advisory.
- Demonstrated experience in Africa business engagement.
- Strong understanding of East African investment profile and sector dynamics.
- Proven ability to curate B2B/B2G meetings and manage deal rooms.
- Experience in conducting similar activity in East African region
- Credibility with CEOs, investors, DFIs, and public institutions.
- Strong writing and presentation skills in English; French is an advantage.
- Degree in finance, economics, business, public policy, or related field.

8. Ethical Considerations

The consultant shall:

- Maintain strict confidentiality of all information obtained during the assignment.
- Recognize that all deliverables produced under this assignment remain the property of EABC.
- Avoid any actual, potential, or perceived conflict of interest and disclose any such situations promptly.
- Ensure all engagements and outputs are inclusive, professional, and gender sensitive.
- Comply with EABC integrity and anti-corruption policies at all times.
- Uphold transparency and fairness in all matchmaking and stakeholder engagement processes.

9. Application Process

Interested consultants are invited to submit their applications as follows:

- Technical Proposal (maximum 20 pages) Clearly outlining the consultant's understanding of the assignment, methodology, relevant experience, work plan, and similar assignments undertaken.
- Financial Proposal (to be submitted separately and password-protected) Providing a detailed cost breakdown for the assignment, including all applicable taxes and professional fees. **Applications should be submitted electronically to procurement@eabc-online.com with a copy to director@eabc-online.com no later than 29th June 2026, clearly marked in the subject line as: "B2B & B2G Matchmaking Consultant – EABC East Africa CEO & Investment Forum 2026"**

EABC is an equal opportunity organization and encourages applications from qualified individuals regardless of gender, age, disability, or background.