

OCTOBER 2021 TO MARCH 2022



EXPO  
2020  
DUBAI  
UAE



## OFFICIAL PARTICIPANT - KENYA







**MAKE IT  
KENYA**





# Dubai Expo 2020

Kenya participated in Expo 2020 Dubai, which was dubbed 'the World's Greatest Show'. Dubai hosted 192 countries, international organizations and regional bloc pavilions such as the United Nations and the African Union pavilion for 182 days from 1st October 2021 to 31st March 2022.

The theme for the Expo was "Connecting Minds, Creating the Future" while Kenya's theme was Feel the Energy. Kenya participated to promote Kenya's development initiatives in its efforts to attract tourists, foreign direct investment, showcase and enhance exports penetration to the UAE and GCC region markets.







**MAKE IT  
KENYA**





# Kenya at Dubai Expo 2020



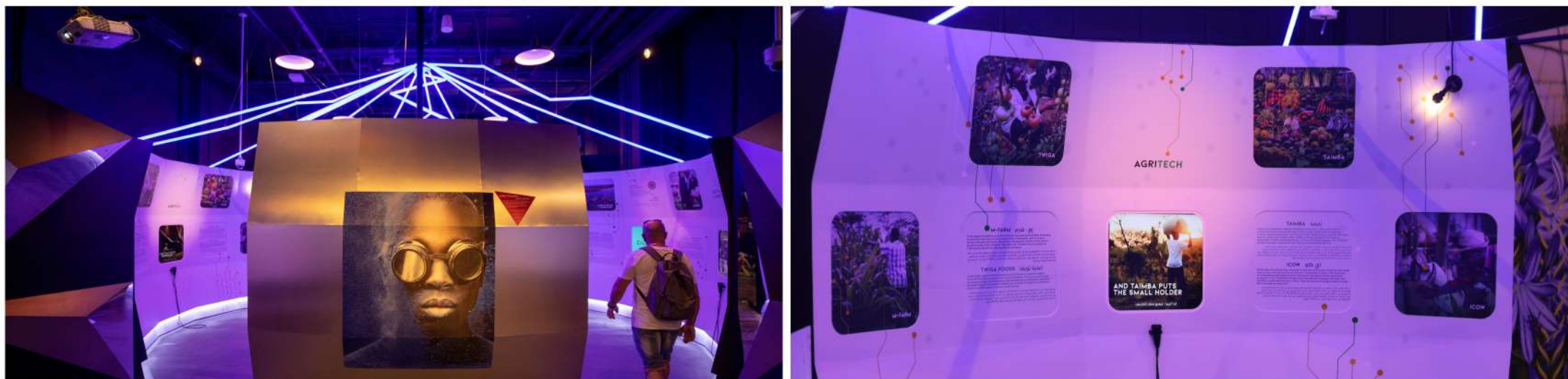
Kenya pavilion was located in the opportunity district. The pavilion was strategically located next to the host country (UAE) pavilion and the heart of the Expo – Al Wasl Dome.

The exterior façade was branded with pictures of legendary Kenyans including Lupita Nyong'o, Eliud Kipchoge, the late Dr. Chris Kirubi, Late Wangari Maathai; icons who had put Kenya on the global map through talent, business acumen and environmental conservation.





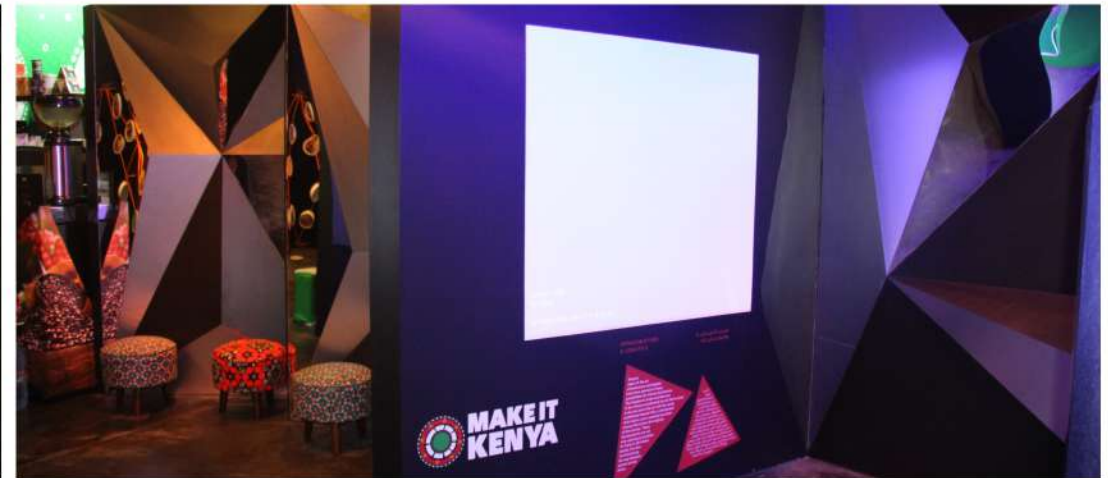
**Zone 1 (Agricultural Zone):** This was the first section upon entry into the Kenya's pavilion. In this zone, visitors were introduced to the theme of Kenya's participation at the Expo which was "Feel the Energy" and were provided with a brief description on what the theme implied. The theme was a rallying call to the visitors to the Kenya pavilion to feel the energy in the Kenya's soil through consumption of the products grown on it (Kenya's agricultural products). This was in a bid to promote consumption by the visitors and so Kenya's exports of goods.



**Zone 2 (Innovation):** In this zone, Kenya showcased the energy in the minds of Kenyans through innovations in various projects. Visitors to this zone experienced and were encouraged to invest in Kenya. Kenya showcased projects in energy, Education, Agritech, and Fintech.



# Kenya at Dubai Expo 2020



**Zone 3 (Manufacturing):** Kenya showcased progress in the manufacturing sector to position Kenya as a competitive investment destination due to its well-developed infrastructure. Projects that were showcased under this sector included infrastructure and logistics. Other projects showcased included the Kenyan industries.



**Zone 4 (Tourism):** Under this zone, Kenya showcased her cultural tourism for visitors to appreciate the rich culture of the 44 tribes that co-exist in harmony in the Country. Further, the Country aimed at showcasing the diversity of the 44 communities which despite speaking different languages, the Country is still unified through a common National language called Swahili.







# Kenya Pavilion







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# Kenya Pavilion

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# Kenya Pavilion





# START



## The Expo Run and Dubai Run

The runs, dubbed the “Expo Run” and the “Dubai Run” were conducted on 19th and 26th November 2021 respectively. The Expo Run was conducted within the precincts of the expo, targeting Kenya’s World and Olympic Champions, athletes from other countries, Expo participating countries, other institutions and the general public. On the other hand, the Dubai Run dubbed the Dubai fitness challenge was organized by Dubai tourism and took place on the iconic Sheikh Zayed Road.



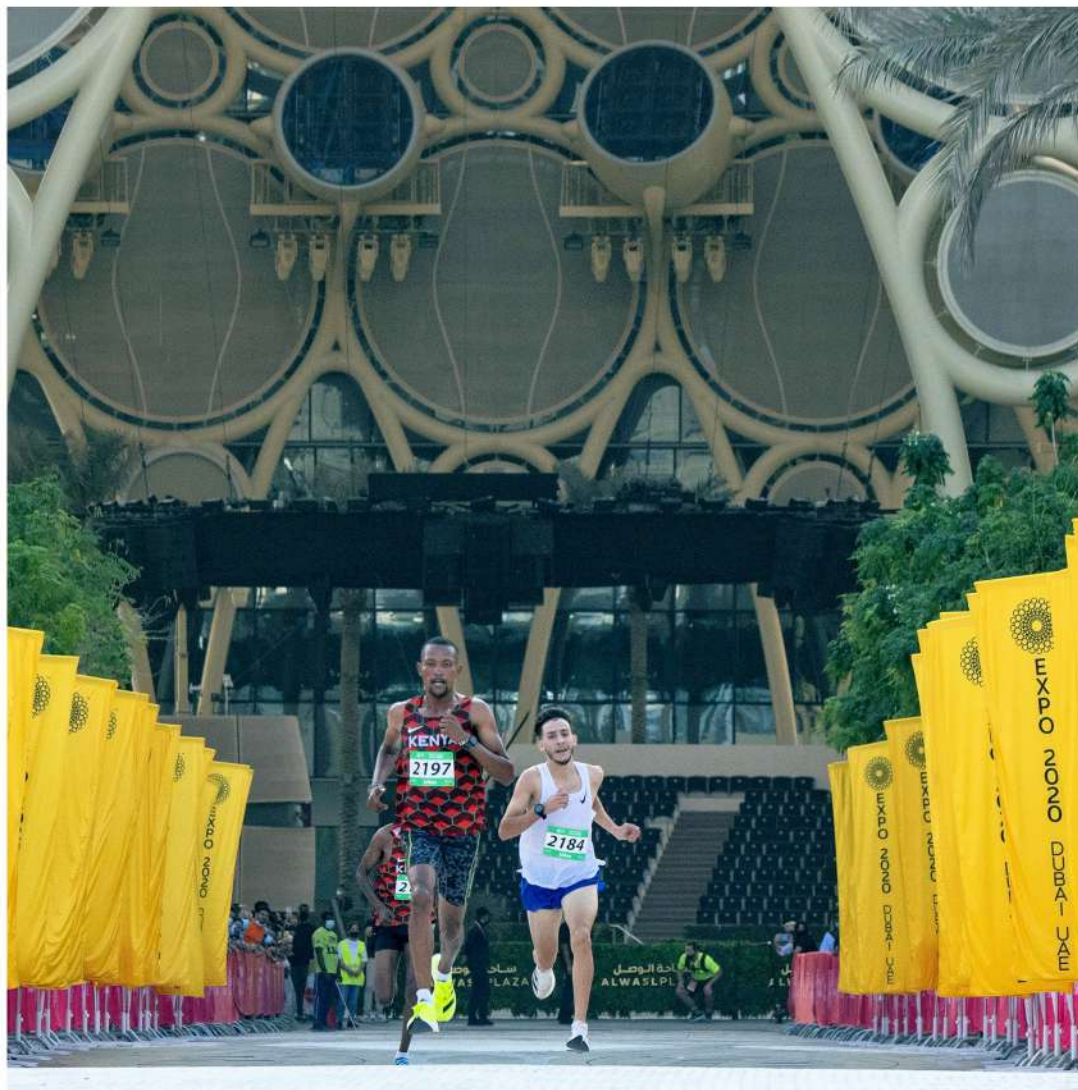
# The Expo Run and Dubai Run

## Expo run

The Expo run began at the Kenyan Pavilion at 7 a.m. The Kenyan athletes performed exceptionally well with Bethwel Yegon winning 10km race and Jonathan Kiplimo Maiyo coming in third position







## Dubai Run

Kenya's Bethwel Yegon and Prisca Jeptoo were crowned the Men and Women's Champions of the 2021 Dubai Run. Kenya continued its winning streak with Janet Jepkosgei commonly known as 'Eldoret Express' who won the Women's 5km race.



# The Expo Run and Dubai Run

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# The Expo Run and Dubai Run







## The Global Village

This venue was located outside the Expo2020 site approximately 45 minutes' drive from the Expo. Global Village is an annual event where countries showcase their cultural experiences and sell their products. The Event commenced on 26th October 2021 and was scheduled to end on 10th April 2022. However due to the flight bans experienced in January, the event was extended to 7th May 2022. The agency acquired 10 shops and set up a Kenya House within the Africa Pavilion.

14 out of the 31 exhibitors that expressed interest exhibited their products. A total of Ksh. 39,905,800 was invested. The shops were initially offered at cost; Ksh 1,023,750 for the entire 6 months on sharing basis or Ksh 170,625 per month. Following the request by the applicants for the government to reduce the rate due to economic effects of COVID-19 the 6-month rate was reduced to Ksh 511,875 but the monthly rate remained the same.



# Kenya Sellers at the Global Village





## Valentine's Day Story

Flower activations and Business to Business meetings on Kenyan flowers, during which at least a quarter a million stems of Kenyan flowers were distributed to the expo participants during the Valentine's Day. This aimed at sharing Kenya's love to the Expo participants through the Kenyan flowers. These flower stems were mobilized through among others donations by the following flower farms: Fleur Africa, Tambuzi farm, Molo greens, Panocal, Wildfire, Penta flowers, Sian roses, Nini limited, United selections, Flower bliss, Mega Pack (K) ltd and Molo greens.





# Roses handed out for Kenya National Day







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# Roses handed out for Kenya National Day





## High Level Business Forum

The Kenya-GCC High level business forum was held at the Raffles hotel in Dubai, United Arab Emirates on 15th February 2022. Led by a galaxy of traders, senior government officials and captains of industry, the forum sought to create an enabling environment for decision makers and opinion shapers to engage and explore opportunities for investment, partnership development and export promotion for Kenya's goods and services to the UAE and greater Gulf region.

The event was presided by Kenya's Head of State and Commander in Chief, H.E, President Uhuru Kenyatta, CGH. The President was accompanied by a host of senior government officials, private sector players and a delegation from the host country, UAE. His speech was preceded by engagements between Public and private sector players from Kenya, UAE and GCC where presentations were made, and discussions held.





# Kenya-GCC high level business forum







**A group photo with His Excellency Uhuru Kenyatta (C), President of the Kenya, His Excellency Sultan Mohammed Al Shamsi (R5),**



# Kenya's National Day of Honour



**Republic of Kenya and the Commander in Chief of the Defence Forces of  
Assistant Minister of Foreign Affairs and International Co**





### **Kenya's National Day of Honour**

The Kenya National Day of Honour, which was graced by His, Excellency, the President of the Republic of Kenya, Hon. Uhuru Kenyatta, EGH and his host, H.E Sheikh Nahyan bin Mubarak Al Nahyan, UAE's Minister of tolerance and coexistence. During this event, Kenya hinted and received a nod for establishment of Free Trade Agreement between EAC and the Gulf Cooperation Council under the framework of the AfCFTA as a build up to the foundation for promoting trade and investment ties through a Joint Commission for Cooperation (JCC). The Day's programme was concluded with visits to the Kenyan and UAE pavilions where the two leaders appreciated the products and culture that was showcased therein.



# Kenya's National Day of Honour









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**MAKE IT  
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# Kenya's National Day of Honour

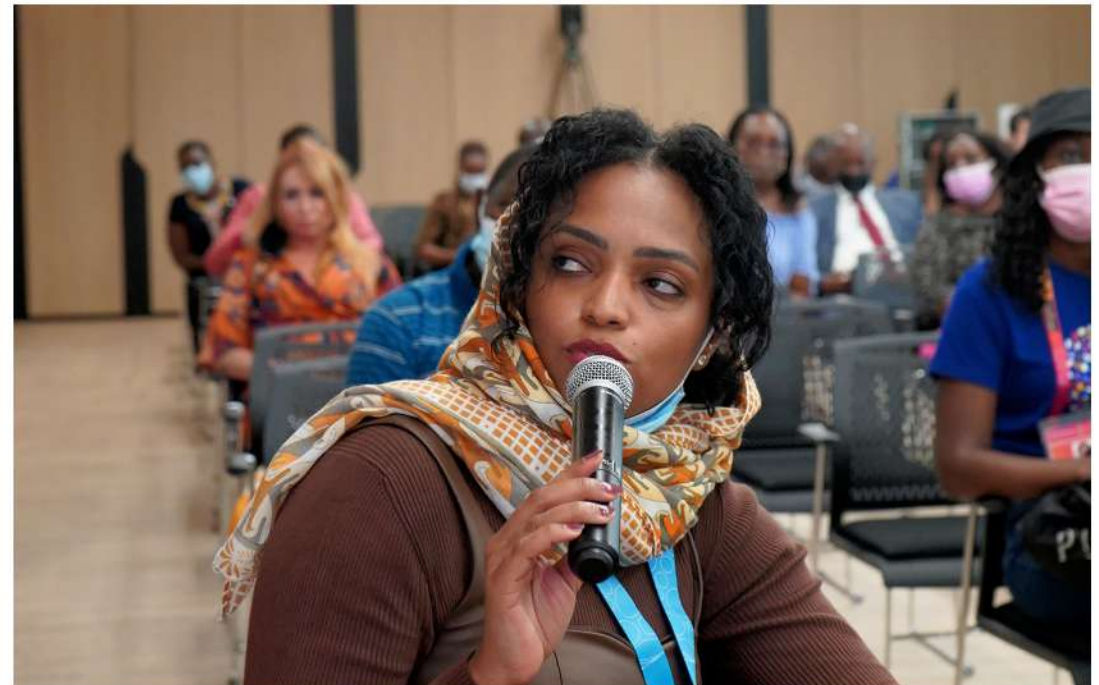








# Kenya's National Day of Honour









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