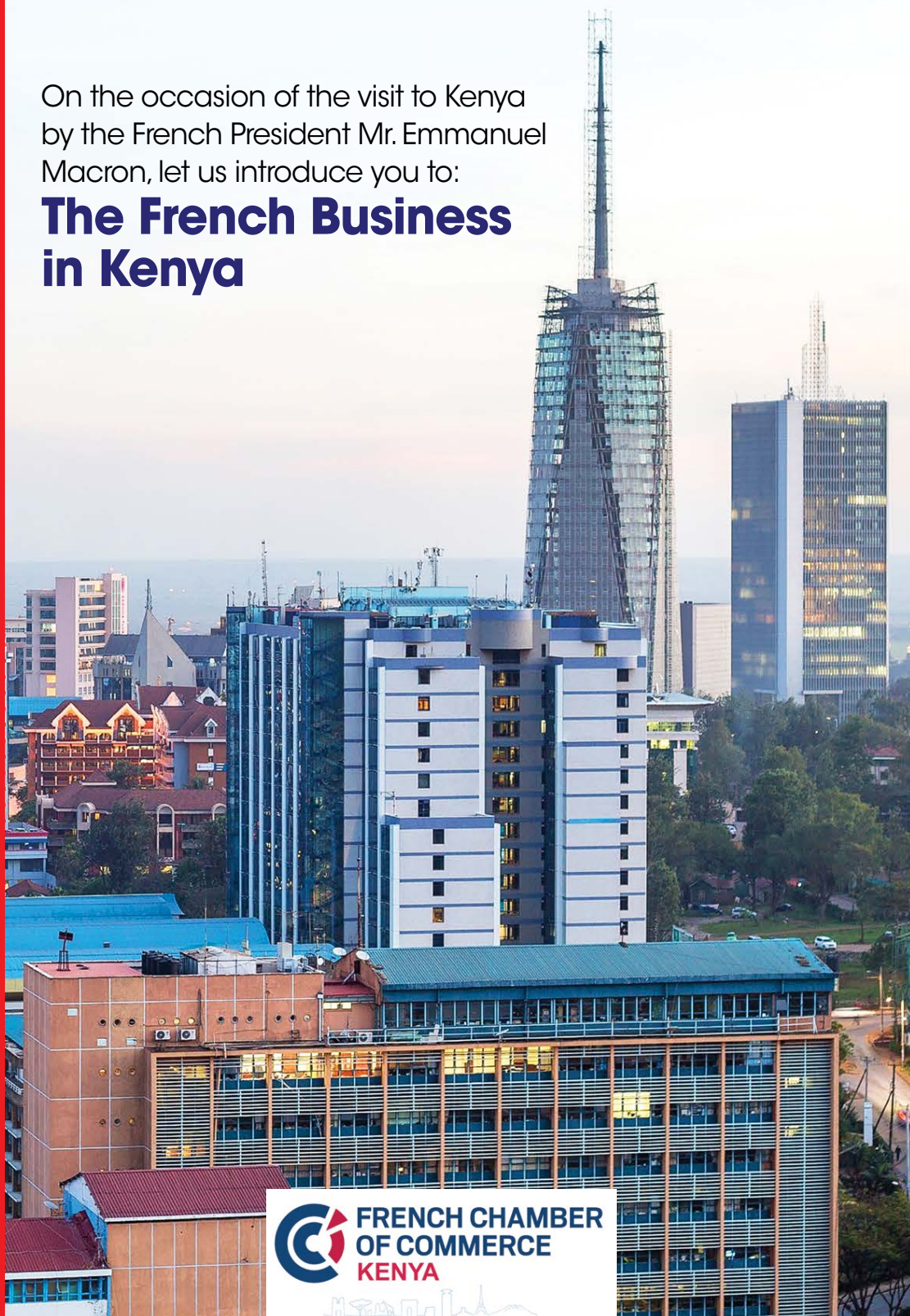


BONJOUR KENYA!

On the occasion of the visit to Kenya
by the French President Mr. Emmanuel
Macron, let us introduce you to:

The French Business in Kenya



**FRENCH CHAMBER
OF COMMERCE
KENYA**





ACKNOWLEDGEMENT

H.E. Aline Kuster-Menager
Ambassador of France in Kenya

“France and Kenya have a long history of friendship, sustained by mutual respect and concrete realisations. Therefore, the very first visit of a President of the French Republic to Kenya can be considered as a milestone in the construction of an ever stronger political, economic, cultural and human partnership.

President Emmanuel Macron considers that Africa will frame the common future of humanity as it faces big challenges today, but also that the continent demonstrates a great potential for innovation and development.

In this regard, Kenya shows the way in many aspects: a resilient and vibrant democracy, a strong priority for education and vocational training, an unparalleled effort to green the energy mix and address the climate change challenges, a determined support to innovation, digitization and industrialisation, the promotion of free trade and regional economic integration, a vibrant cultural scene and high level athletes. Our two countries share these values and priorities, in a common vision of an open and united world.

Kenya is France's largest bilateral trading partner in East Africa. And our bilateral trade continues to grow, for both our countries. For the first time in 2017, Kenyan exports to France exceeded EUR 100 million. Kenya is also an attractive country for investment by French companies in East Africa. France is cited as the third country of origin for foreign investment in Kenya. The number of French companies established in Kenya has increased from 35 in 2014 to 110 today. Kenya offers many assets for setting up an economic activity: a friendly legal framework, a well-educated and skilled young population, efficient business services, and a direct access to the integrated market of the East African Community.

The visit of a delegation led by the President of the MEDEF in March 2018 has marked a milestone for connecting better our business communities, with 12 priority projects identified and closely followed-up, out of which some are about to be delivered.

Building stronger business links is also about promoting Kenya in France and France in Kenya as business destinations. To that end, the French export agency Business France, based in Nairobi, has launched a two-year cooperation programme with the Kenya Export Promotion Council. It is also supporting KenInvest to attract more French companies to establish partnerships with their Kenyan counterparts. About 400 of them, most of them SME's, have been visiting Kenya in 2018.

Networking and creating business opportunities is also what the French Chamber of Commerce in Kenya is doing on a day-to-day basis, mobilising its members and their Kenyan counterparts in order to facilitate business contacts and, based on good interactions with the relevant Kenyan authorities, a better understanding of the "doing business" in Kenya.

At the occasion of the visit of President Macron to Kenya, I am therefore happy and proud, that our companies can share in this special edition their "savoir-faire" and achievements in Kenya and show the way for more successful partnerships.





Augustin Bonniol
CEO of ABC Expat
Chairman of the French
Chamber of Commerce



GREETINGS FROM THE CHAIRMAN OF THE FRENCH CHAMBER OF COMMERCE

Founded in 2016 by two entrepreneurs, the French Chamber of Commerce in Kenya is the first in Eastern Africa and as such, it is a clear sign of the rousing interest of the French private sector in the region. Kenya has become the main economic hub in the region and a fast-growing number of companies decide to establish in Nairobi to operate their regional projects.

The French Chamber already represents nearly 100 members from various industries (construction, retail, logistics, oil & gas, IT, energy, etc.) You will have the opportunity to meet them more in detail in this booklet.

Open to any individual, company or institution in Kenya that has economic interests with France, the French Chamber's mission is to enhance the Francophile business community in Kenya to help our members to reach their business targets. We are stronger together.

To that purpose, we facilitate access to the Kenyan market by French investors. We support our members' growth by sharing valuable insights and best practices. We improve the business environment, thanks to our exchanges with the local authorities and we help to promote our members' brands on the Kenyan market.

From a Kenyan perspective, the French Chamber offers the opportunity to reach a large business audience through a single interlocutor who can channel the feedbacks from the private sector. Our vision for the French Chamber is to become a key player in the development of further business relationships between France and Kenya.





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- **Mombasa Container Terminal (MCT)**, *a dry port and Container Freight Station located adjacent to the Port of Mombasa,*
- Two shipping agencies – **East Africa Commercial & Shipping** and **SOCOPAO Ltd**
- **Bolloré-NYK Autologistics Limited (BNYK)**, *a joint venture with shipping giant NYK Group dealing exclusively in vehicle logistics for new car imports into East Africa.*

With operational centers in Nairobi, Mombasa, as well as at Jomo Kenyatta International Airport, and a presence at every border point in Kenya, we facilitate freight forwarding, customs clearance, warehousing as well as distribution within Kenya and regionally to Uganda, South Sudan, East DRC, Tanzania, Rwanda and Burundi.

Through our international network covering 106 countries, Bolloré Transport & Logistics offers end-to-end logistics solutions to meet the unique supply chain requirements of our clients – from international conglomerates to local SMEs. We have developed dedicated sector-based services in oil and mining logistics, manufacturing, soft commodities, energy, telephony, humanitarian aid, and retail.

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"KENYA IS THE PERFECT GATEWAY FOR THE REGION TO SETTLE A HUB"

JUSTINE DE GUERRE, EXECUTIVE DIRECTOR OF THE FRENCH CHAMBER KENYA, SHARES WITH US HER VISION

Justine, you have been the Director of the French Chamber for two years now, what evolutions have you seen?

We are proud of the growth of the French Business community in Kenya. The growth of the Chamber is a great reflection of it. We have doubled the number of our members last year to about 100 companies, and we plan to be 120 by the end of 2019.

How do you explain this interest for Kenya?

Historically, the French companies used to tackle more the francophone African market, but the businesses are more saturated and they can now see the potential of the East African market. Kenya is the perfect gateway to the region and Nairobi has become a hub. There is a large potential market with a fast-growing middle class market. Furthermore, the economic growth is stable and the investment risk is low.

Are there a lot of French companies coming to Kenya ?

Yes, and we see a real increase of interest since 2018. As part of the Team France Export, we encourage French companies to export. Business France, the public institution, supports the companies in exploring the

Market, and we take over in helping in the implementation and connecting with the local and the French business communities.

How do you do that?

We help and advise companies on their first steps when they establish. We host companies looking for temporary office solutions or 'V.I.E.', the young professional French programme. We organise several events - at least two per month - to bring local content but also to ease networking. We provide also other business services such as recruitment and training and more services are to come...

What are the feedback from the companies once they settle?

They appreciate the favourable business environment, the high local skilled talents pool and the business opportunities. But they also face challenges with customs, taxes, corruption and immigration. We help them on that as well; we gather common issues to address them to the public actors. Most of our companies are quite confident for 2019 and are planning to increase their activities, investment and create additional jobs in Kenya.

A FEW SUCCESSES FROM THE FRENCH IN KENYA

*There are many French success stories in Kenya.
Here are few exemples of them.*



AFRIBON is specialised in the development, production and marketing of food flavours. Created by two French in 2012, the group is present in Kenya, Uganda, Rwanda, Tanzania, Cameroon and Nigeria.

In 2018, the group closed in an equity financing agreement with the investment firm Investisseurs & Partenaires (I&P), bringing its total capital raised to US\$2million. It will help accelerate growth in its existing operations while supporting development in new countries. The funds will be used to finance new production line in Kenya.



OLEA
INSURANCE SOLUTIONS



OLEA is a French Pan-African insurance broker launched in January 2017. After a fruitful partnership with the Kenyan company Koolridge Insurance Brokers, Olea invested in the company in April 2018 and is now handling some of the strongest European accounts in various sectors as logistics, shipping, energy or investment funds.

Olea in Kenya plans to double its turnover for the two coming years, offering its insurance advisory and risk management services to both Kenyan and foreign companies.



SCHNEIDER ELECTRIC

Established in Kenya in 2015, they provide solutions ranging from the simplest of switches to complex operational systems.



AMETHIS – Africa focused investment fund.

“Since our first Kenyan investment in 2013, the country has been and continue to be a strong focus in our investment strategy. Strong local market, a pool of opportunities and its position as a regional hub are only some of the reasons we have opened a local office in 2018 - to increase our local presence and to support further the local and regional private sector. ”

IMANY ENERGY is specialised in wholesaling of petroleum products (fuels, LPG and Lubricants). We pride ourselves in dedicating our efforts to ensure the customers receive the best service without compromising on quality.



The company was incorporated in December 2014, and has since then has been growing its volumes substantially, thanks to the dedication and reliability of the team.

Our customer-centric approach has allowed us to gain the trust of both well-established Kenyan companies and international companies.

OPTIMETRIKS is a start-up that was founded in 2015 with the ambition to transform the way Africa's traditional retail operates.



They help consumer goods manufacturers and distributors get real time visibility on their stock and merchandising presence at the outlet level, and ensure operational efficiency of their field staff with an agile Sales Force Automation platform, leveraging a mobile app and business intelligence dashboards. They serve leading clients across 15 African markets.

The office is fully set up to include a factory that serves as the hub for the East African Region, employing over 200 well trained staff members to deploy local solutions to international standards offering technology, software and service solutions that improve the way our customers manage and automate their operations



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PHOTO FLASHBACK

Of the French Chamber of Commerce in Kenya



Cocktail with the French Business entities at the French Embassy - Mar 18



Forum Bienvenue
Organised with our French partners to welcome all the new comers - Oct 2018



Breakfast Meeting
Apr 18

French Tech Open Talk
Sept 18



CFO Network meeting
on Kenyan Budget
Nov 18



Cocktail with KEPSA
May 18

Workshops with the European Businesses
Honoured by the visit of
H.E Mr Munya, CS Industry & Trade,
H.E Mrs Betty Maina, PS of Industry,
H.E Mr Dejak, EU Ambassador Kenya
Nov 18



Networking cocktail
Oct 18

French Chamber office opening
Apr 17



French Chamber General Assembly
Honoured by the presence of Mr Aly-Kahn Satchu - Apr 2018

French Chamber GALA
With H.E Mrs Kuster-Menager, Ambassador of France in Kenya, and H.E Mrs Maina, PS for Industry - Feb 2019



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WHY WE CHOOSE KENYA

Testimonies from the French Chamber Board members.



“Nairobi is an amazing pan-African hub to do business from. Doing business is easy and straightforward, and Kenya is a large and growing market.

Julien GARCIER,
Managing Director,
Sagaci Research



“Kenya is the land of opportunities with a strong growth and a diversified industry, ideal to develop new projects.

Alexia MENASSE,
Country Manager,
Canon



“Kenya represents opportunities for mutual enrichment based on cultural differences in business and social development

Laurent FRIXON, CFO
Sogea Satom



“Kenya is a key market due to the high affinity between the beauty needs of Kenyan consumers and the Group's brands. Winning in Kenya is a key milestone for winning in Africa.

Serge SACRE, Managing Director,
L'Oréal East Africa

“

Kenya is a booming economy. There are great opportunities to create products and services to empower Kenyan citizens. Working in the social business sector is key to drive growth and social change.

Louise Couder, External Relations
Manager
Social Entreprise



“Total has been operating in Kenya for over 60 years and has continued to support the social and economic development of the country.

Olagoke ALUKO, Managing Director,
Total Kenya

“

Air France being the flagship airline of France and returning to Kenya in 2018 shows the renewed confidence on the Nairobi - Paris route and the strategic repositioning on the African continent

Hildabeta AMIANI, Sales Manager,
Air France



“When I am being asked “why invest in Kenya?”, my answer is simple: PEOPLE; highly educated PEOPLE; entrepreneurs! PEOPLE, connected!

Jean-Pascal NAUD, Managing Director,
Bollere Logistic

MEET THE BOARD

of the French Chamber
of Commerce in Kenya



Augustin Bonniol
Chairman
CEO ABC expat



Laurent Frixon:
CFO of Sogea
Satom



Alexia Menasse
General Secretary
Country Manager
Canon



Olagoke Aluko,
Managing Director
Total Kenya



Serge Sacre,
Managing Director
L'Oréal East Africa



Jean-Pascal Naud
Managing Director
Bollere Kenya



Guillaume Durand
Sales and
Marketing Director
Fairmont



Hildabeta Amiani
Sales Manager
Air France



Julien Garcier
Managing director
Sagaci Research



Frank Ndiyo
Investment
Manager
Amethis



Louise Couder
External Relations
Manager



Othmane Chaoui
Managing Director
Imany Energy



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