

## MADE IN JAPAN

## JETRO Nairobi: Here to connect you



**Sotaro Nishikawa**  
Executive Director  
JETRO Nairobi Office

Economic ties between Kenya and Japan predate Kenya's independence and continue to get stronger. Kenya has increasingly developed as a regional economic hub, and its partnership with Japan continues to grow as Japanese investments in the country expand. Since its establishment, the Japan External Trade Organisation (JETRO) has strived to promote mutually beneficial trade between Japan and Kenya. These efforts have led to a

significant number of investments from Japan to Kenya, such that in the last two decades, the number of Japanese investors has risen to more than 80 companies (See graph).

In a survey carried out by JETRO on 327 Japanese-affiliated companies in Africa, Kenya was voted the top country to invest in for the future, with a percentage of 35.1 percent for the sixth year in a row.

The above statistics illustrate Kenya's vibrant economy in East Africa, and there has been significant interest coming from Japan for more investment into Kenya. JETRO Nairobi has supported several fundraising cases for Kenyan start-ups from Japanese investors. If you are a Kenyan start-up entrepreneur who would like to raise capital from Japanese companies, I recommend that you contact JETRO first.

In addition, JETRO is currently running an online matching programme between Kenyan distributors and Japanese Manufacturers in the fields of Medical Equipment, Agricultural Equipment, General Machinery, and FMCG. You are most welcome to approach us if you are interested in importing and distributing those Japanese machineries/products.

JETRO, as the Japanese Governmental Agency aimed at promoting trade and investment between Japan and the rest of the world, is providing the above services and programmes at no cost.

For further information about our programmes, kindly contact us.

JETRO Nairobi office:  
Email: [ken@jetro.go.jp](mailto:ken@jetro.go.jp)  
Tel: +254 11 101 2300/+254 743 300 460.  
Address: Riverside Drive, 2nd Floor,  
9 Riverside.

**GROWTH TREND OF JAPANESE COMPANIES IN KENYA**



## Greetings from the Chairman of the Japan Business Association in Kenya



**Katsutoshi NISHI**  
Chairman, Japan Business Association

**“ From Kenyans perspective, the Japan Business Association in Kenya offers the opportunity to access and reach a large Japanese business audience through us, as a single window.**

The Japan Business Association in Kenya is a network meant to enhance the Japanese business community in Kenya, a country that has become the main economic hub in East Africa.

The Japan Business Association in Kenya, established in the 1980s, represents 59 members from various industries (construction, IT, manufacturing, retail, tourism, transport, etc), and remains open to any Japanese individuals, companies or institutions setting up operations in Kenya.

The association supports members' commercial and industrial activities to expand trading and increase investments in Kenya by sharing valuable insights and best practices.

The Japan Business Association in Kenya aims at contributing to the strengthening of economic and friendly relations between Japan and Kenya.

The Japan Business Association in Kenya, together with the Embassy of Japan in Kenya and the Japan External Trade Organisation (JETRO), participates in the Japan-Kenya Business Dialogue established in 2019 towards the improvement of the business environment.

Thanks to our discussion with Kenyan authorities in the Business Dialogue, the issuance procedure of work permits has been improved and our members have been able to get their documents faster than ever. This practice will add up to increase in the Japanese investments in Kenya.

From Kenyans perspective, the Japan Business Association in Kenya offers the opportunity to access and reach a large Japanese business audience through us, as a single window.

The Japan Business Association in Kenya believes to be a key player in the development of further business partnerships between Japan and Kenya.

360°  
business  
innovation.



For the world. With the world.

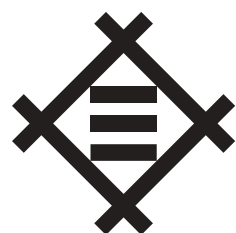
We are Mitsui & Co., and we create value.

With the power of our imagination. With the strength of our will.

With the vitality of our spirit.

We drive innovation: we find new ways to connect information, ideas, generations and nations.

We're building a better future for people and planet. And for you.



**MITSUMI & CO.**

## THE ULTIMATE INDOORS GERM AND INFECTIOUS DISEASES PROTECTION

**INVIROSHIELD M5** (Made in Japan)  
INVIROSHIELD M5 is the coating fluid for helps to prevent infectious diseases. It applies to the ceiling and walls, keeping long-term infectious diseases control is possible and daily disinfection work costs can be reduced.

- \* Long - term effect. (Around 3 years sustainment)
- \* Reduced disinfection work costs
- \* Safety to people and no outbreak of antimicrobial resistance.

We have been providing INVIROSHIELD M5 to various facilities- Hospital, Kindergarten, City hall, to name a few, in more than 20 countries.



Initial indoor condition



After applied

**INVIROSHIELD M5**  
The bacterial decrease ratio 99.6%



**丸昌産業株式会社**  
**MARUSYO SANGYO CO.,LTD.**

VISIT WEBSITE

[http://www.unido.or.jp/en/technology\\_db/6450/](http://www.unido.or.jp/en/technology_db/6450/)

CONTACT E-mail: [development@marusyosangyo.jp](mailto:development@marusyosangyo.jp) Tel: 0798 211 222



TOSHIBA

For a new day

**SAFE WATER SUPPLY**  
WATER TREATMENT TECHNOLOGIES

**ENERGY EFFICIENCY**  
ENERGY MANAGEMENT SYSTEMS

**STABLE ELECTRICITY SUPPLY**  
GEOTHERMAL POWER GENERATION SYSTEMS

WATER TREATMENT

TRANSMISSION & DISTRIBUTION

CARBON CAPTURE TECHNOLOGY

GEOTHERMAL POWER GENERATION

MFP SYSTEMS

ENERGY STORAGE SYSTEMS

AIR CONDITIONING SYSTEMS

Now, more than ever, we need solutions for complex social and environmental issues, from CO2 emissions that cause global warming to water pollution. Toshiba mobilizes over a century of creativity and technological expertise to make and do things that lead to a sustainable world, developing eco-friendly businesses and solutions. As an infrastructure company, Toshiba has an unwavering drive to contribute to a safer, cleaner planet and a society that's both sustainable and dynamic. As one Toshiba, we create value through manufacturing, operations, maintenance, and data services.

Committed to the People, Committed to the Future.