

SUMMARY BRIEF

The Osaka Expo 2025 provides a unique platform for Kenya to showcase its export products, Magical Kenya tourism and the vast opportunities for investment. Kenya therefore seeks to engage with the representatives of the Japanese public and private sector on the sidelines of the Osaka Expo to spur collaboration for increased economic ties. For this reason, the Kenya Export Promotion and Branding Agency (KEPROBA) will host the Kenya-Japan High Level Business Forum on June 23, 2025 at the Osaka International Convention Centre, Osaka.

The Forum is supported by the Ministry of Foreign Affairs of Japan, Ministry of Economy, Trade and Industry of Japan and the Japan External Trade Organization and will bring together exporters, importers, investors, government organizations from Kenya and Japan. Participants in the Forum will benefit from the following key activities;

- i. Policy statements by senior government officials from Kenya and Japan
- ii. Presentations by leading government and private sector representatives from Kenya including KEPROBA, Kenya Investment Authority (KenInvest), Kenya Tourism Board Kenya National Chamber of Commerce and Industry (KNCCI), and the Japanese counterparts;
- iii. Panel discussions focusing Kenya's trade and investment with Japan
- iv. Business to Business engagements targeting key sectors with high potential;
- v. Presentations on the opportunities for investment, trade and tourism specific to various Counties in Kenya,
- vi. Site visits to be arranged on need basis

Through the forum, Kenya seeks to achieve the following:

- i. Boost understanding of Kenya's economic potential among decision makers and opinion shapers in Japan
- ii. Enhanced business networks between Kenya and Japan
- iii. Increased knowledge of investment opportunities in Kenya including within the counties and evaluation of the investment climate for uptake by Japanese investors.

DRAFT PROGRAMME

TIME	SESSION	ACTIVITY	MODERATOR
9:00am – 9:45am	Arrival and Registration		
9:45am – 9:50am	Welcome Remarks by Amb. Moi Lemoshira , Ambassador, Kenya Embassy in Japan		-
9:50am – 10:00am	Highlights of Kenya’s participation at Expo 2025 Osaka - Ms. Floice Mukabana , CEO, KEPROBA		
10:00am – 10:07am	Official Opening	Opening Remarks by Regina Ombam , Principal Secretary, State Department for Trade	Amb. Moi Lemoshira – Ambassador, Kenya Embassy in Japan
10:07am – 10:14am		Remarks by High-Level Official of JETRO (TBD)	
10:14am – 10:21am		Remarks by High-Level Official from Government of Japan – METI (TBD)	
10:21am – 10:28am		*PS to welcome CS for Keynote Speech	
		Keynote Speech by Mr. Lee Kinyanjui , Cabinet Secretary of the Ministry of Investments, Trade and Industry of Kenya	
10:40am – 11:00am	Photo Session and Break		
11:00am – 11:15am	Investing in Kenya – Mr. John Mwendwa , CEO, KenInvest		Ms. Floice Mukabana – CEO, KEPROBA
11:15am – 11:30am	Dongo Kundu Special Economic Zone - Dr. Kenneth Chelule , CEO, Special Economic Zones Authority		
11:30am – 11:45am	Experiences from Kenya & Testimonial – Toyota Tsusho (Speaker TBD)		
11:45am – 12:00pm	Q & A		
12:00pm – 12:15pm	Promotion of Kenya’s Tourism – (Speaker TBD)		
12:15pm – 12:30pm	Kenya-Japan Labour Mobility – Mitsui O.S.K. Lines, Ltd (Speaker TBD)		
12:30pm – 12:45pm	Promotion of Kenya’s Tea – Kenya Tea Development Agency (Speaker TBD)		
12:45pm – 1:00pm	Women’s Empowerment and Participation in Society – Unicharm Corporation (Speaker TBD)		
1:00pm – 1:15pm	Q & A		
1:15pm – 2:00pm	Break		
2:00pm – 3:20pm	Trade, Investment and Tourism Opportunities in Kenya’s Counties		Council of Governors
3:20pm – 3:30pm	Closing Remarks by Mr. Jun Karube , Honorary Consul of Kenya, Chubu Region, Japan; Senior Executive Advisor Toyota-Tsusho Corporation		
3:30pm – 4:15pm	Networking Session and Exhibitions		
4:15pm -	Departure		