

UK
TRADE &
INVESTMENT



DEVELOPING YOUR INTERNATIONAL TRADE POTENTIAL

YOUR SPRINGBOARD TO THE EAST AFRICAN MARKET

CO-ORDINATED SERVICES IN UKTI'S FOUR EAST AFRICAN MARKETS:
KENYA, UGANDA, TANZANIA AND ETHIOPIA

Hit the world running UK



Helping you do business in East Africa

UK Trade & Investment (UKTI) East Africa offers a warm welcome to new businesses looking at the diverse opportunities and huge potential of our region - Kenya, Uganda, Tanzania and Ethiopia. We are a region with strong business links to the UK, four growing economies, and exciting new developments across several sectors.

We have a dynamic team with over 30 years of experience, with trade and investment experts based on the ground in our British High Commissions in Nairobi, Kampala and Dar es Salaam and our British Embassy in Addis Ababa. We are here to serve you and to help you succeed in East Africa.

The region hosts many UK companies such as Barclays, Standard Chartered, GSK, Vodafone, Unilever, British Airways, Virgin and Diageo.

"We would simply not have been able to move as quickly without the help of the East Africa staff, who are friendly, efficient and professional. Aside from the formal OMIS work, which has been invaluable in helping us to understand the market better and get access to senior decision makers, we have also appreciated the local advice on cultural issues and norms."

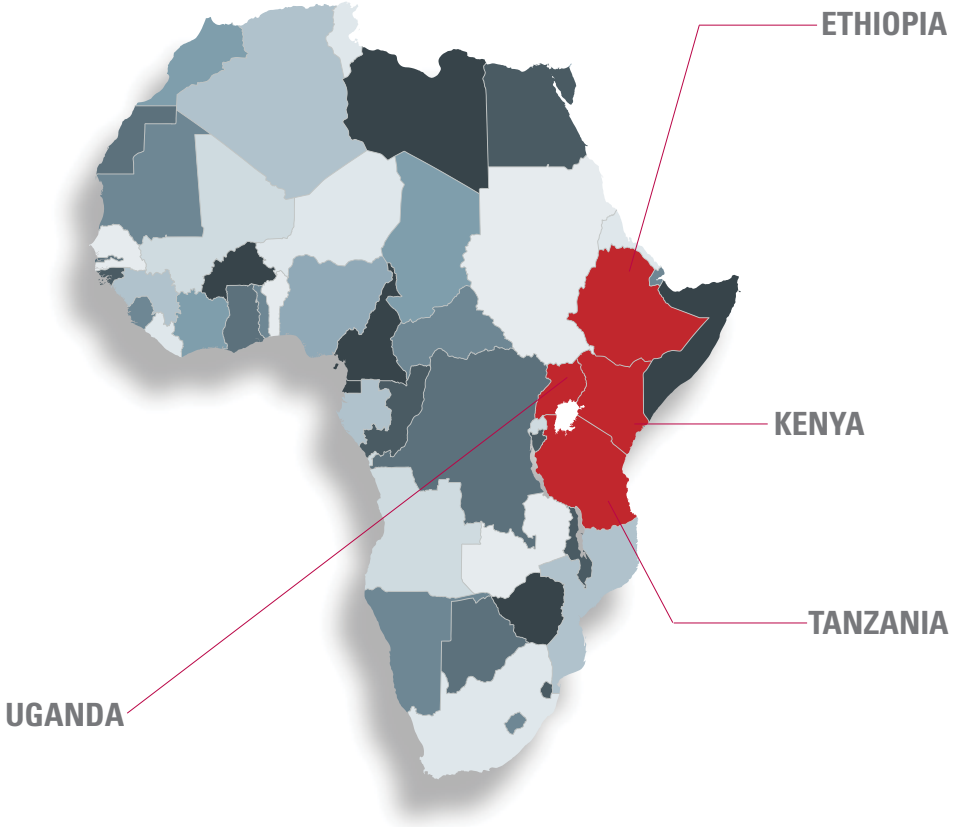
Ann Fazakerley,
Octagon Europe Limited

"Through the 2 day presentation arranged by UKTI, we were able to build a successful selling strategy towards the Government of Kenya which has resulted in our company supplying Geogrids for 9 separate projects in Kenya. The assistance, which the British High Commission gave us was high quality and enthusiastic. We will be using the same format in Uganda."

Michael Duckworth,
Managing Director, Geogrids East Africa Ltd
(sole distributor for Tensar Ltd)



East Africa Statistics	KENYA	UGANDA	TANZANIA	ETHIOPIA
Capital:	Nairobi	Kampala	Dar Es Salaam	Addis Ababa
Language:	English (official), Kiswahili (national)	English (official), Kiswahili, Luganda	English & Kiswahili (official), Arabic	Amharic (official), English (business)
Population:	38 million (2008)	30 million (2008)	45 million (2008)	83 million (2008)
Currency:	Kenyan Shilling (KES)	Uganda Shilling (UGX)	Tanzanian Shilling (TZS)	Ethiopian Birr (ETB)
Time:	GMT+3	GMT+3	GMT+3	GMT+3
GDP:	US \$34bn (2008)	US \$16bn (2008)	US \$ 18bn (2008)	US \$28bn (2008)
Membership of International Organisations:	World Bank, IMF, WTO, EAC (East African Community), COMESA (Common Market for Eastern and Southern Africa), UNCTAD. Kenya is the home of UNON (UN Office in Nairobi) – HQ of UNEP and UN-HABITAT.	World Bank, IMF, WTO, EAC (East African Community), COMESA (Common Market for Eastern and Southern Africa).	World Bank, IMF, WTO, EAC (East African Community), COMESA (Common Market for Eastern and Southern Africa), SADC, UNCTAD.	World Bank, IMF. COMESA (Common Market for Eastern and South Africa). Addis Ababa houses the Headquarters of the African Union (AU) and United Nations Economic Commission (ECA).
UK Exports:	£194m (2008)	£50m (2008)	£96m (2008)	£53m (2008)
UK Imports:	£316m (2008)	£19m (2008)	£26m (2008)	£30m (2008)



The benefits of East Africa to your business:

- Access to four markets with similar opportunities and strong UK ties
- A region of fast expanding economies and growing liberalisation
- A market with huge untapped potential and over 200 million people
- The best strategic location for Africa, with Nairobi a hub for East Africa and beyond
- UKTI East Africa's excellent reputation with unrivalled access to public and private sector

East Africa offers diverse opportunities in many sectors, including:

- Agriculture/Horticulture
- Construction/Infrastructure
- Education
- Environment
- Financial Services
- Healthcare
- ICT
- Mining
- Oil & gas
- Power
- Security



UKTI East Africa services

UKTI East Africa delivers a wide variety of services tailored to UK companies needs, from initial research through to helping companies enter our markets and establish themselves in our region. Types of service include:

- Market research
- Identifying potential customers or partners
- Advice on market entry strategies
- Arrangement of programmes for market visits
- Product launches and seminars
- Networking and relationship building
- Publicity and marketing
- Securing meetings with government Ministers and officials
- Representational work

You can choose between a service delivered in a specific market or commission a regional East African service flexible across several of our markets.

Organising events at our High Commissions/ Embassy can be a powerful door opener. We have the facilities for conferences, seminars, meetings and receptions.

General contacts

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Solutions for Business

Funded by
UK Government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy, and is responsible for the delivery of the two SfB products “Developing Your International Trade Potential” and “Accessing International Markets”.

We also help overseas companies bring their high-quality investment to the UK’s dynamic economy – acknowledged as Europe’s best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For further information please visit www.uktradeinvest.gov.uk or telephone +44 (0)20 7215 8000.

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