



**FRENCH CHAMBER
OF COMMERCE
KENYA**



ACTIVITY REPORT 2022

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CHAIRMAN'S EDITORIAL



OTHMANE CHAOUI
Chairman of the French Chamber

Building bridges between France and Kenya

It has been a great honor for me to serve as your Chairman for the past two years. As this mandate comes to an end, I would like to express my deepest gratitude to my fellow Board members, the Executive committee and the Team for their contributions, support and commitment to the success of our French Chamber.

2022 has been marked by **progress, growth, and the strengthening of our business organization**. We have witnessed the growth of our community, comprised of **143 members from diverse industries and sizes, including French & Kenya companies**. This strong ecosystem has not only **amplified our voice** but also **enhanced our visibility** in the business community.

We became one of the most dynamic international Chambers in Kenya, hosting **53 events** during the year with **2,500 participants**. 75% of our events were organized in-person to provide our members with as many occasions as possible to **meet and connect**.

We launched our **new Business Committees** to give you the opportunity to learn from and **share experiences** with your peers. Offering **relevant business services** to help you develop your activities is our main focus for 2023.

We expanded our coworking space **Le Booster** to allow us to host more companies and professionals looking for a collaborative and flexible workplace. Our offices have been **fully rented out** since January 2022.

Advocacy has remained a core pillar of our Chamber's work. We have **actively participated in the European Business Council**, advocating for the interests of our members and the broader business community. Additionally, we initiated the 'Meet the Candidates' Talks, a platform for dialogue with **presidential and gubernatorial candidates ahead of the 2022 Kenyan elections**, ensuring that our **members' concerns** were heard and addressed.

The achievements of 2022 could not have been possible without a **highly supportive ecosystem**, including the French Embassy, the French Regional Economic Service, the Team France network, and all our **highly valued Kenyan partners**.

The French Chamber will keep thriving thanks to all the **win-win partnerships** we have created with you, our esteemed members. Thank you for your **trust, constant feedback and commitment**. I count on your support in the years to come to **help us do better**.

Together, we will ensure a **bright future** for the French Chamber. I strongly believe that this will only be possible if we continue our effort to **build bridges between our two countries, Kenya and France**.

2022 was the Chamber's **most dynamic year** since its inception six years ago. We will keep this momentum going and we will grow **stronger, larger, and better equipped** to service your needs.

Additionally, I would like to encourage each member of our Chamber to **actively participate in our activities and contribute to our collective progress**. It is through your involvement, and proactive participation that we can truly **make a difference** and drive our Chamber forward.

Your unique perspectives, experiences, and ideas are **invaluable assets** that can **shape the future of our organization**. I urge you to attend our events, join our committees, and take advantage of all the **networking and learning opportunities** we provide.

Together, let us seize every chance to **collaborate, share knowledge, and explore new avenues for growth**. Your active participation is not only beneficial for your own businesses but also for the entire French Chamber community.

Let us **work hand in hand** to **unlock the full potential** of our Chamber and pave the way for even greater achievements. Indeed, as I like to repeat: **Umoja ni nguvu**.

GOVERNANCE & TEAM

Board of Directors 2021 - 2023

The Board members are elected for a two-year mandate. The French Chamber's Board embodies the diversity and variety of the Chamber's network. The Board also includes representatives of the Founding members.

Executive Committee



Othmane Chaoui
PRESIDENT
Founder & MD
Imany Energy



Luisa Cetina
VICE-PRESIDENT
Director
A&K | ALN Kenya



Christian Fourcart
TREASURER
Regional CFO
AGL



Nicolas Guibert
SECRETARY
CEO
Mobius Motors



Erwan Conan
CFO
CFAO Motors



Caroline Englund
Founder & MD
Empactive Solutions



Carol Koech
General Manager
East Africa
Schneider Electric



Jane Muigai-Kamphuis
Founder & Director
The Toolkit iSkills



Jean Lemazurier
Director
Clemarine



Frédéric Narassiguin
General Manager
East Africa
EssilorLuxottica



Frank-Astère Ndiyo
Investment Director
Amethis

Founding members



Hildabeta Amiani
Country Sales
Manager
Air France - KLM



Yassine Bakkari
Managing Director
L'Oréal East Africa



Eric Fanchini
Managing Director
TotalEnergies
Marketing Kenya



Christian Fourcart
Regional CFO
AGL



Gérard Moutou
General Manager
Mercure | Pullman
Accor

The Team



Laure Paugam
Executive
Director



Marion Kariuki
Administration
Officer



Mercy Ochieng
Membership
Officer

VISION & MISSION

**Bridging opportunities,
Cultivating success,
Nurturing meaningful connections.**

The French Chamber of Commerce in Kenya is a privately funded Kenyan business organization driven by a strong entrepreneurial spirit. Our main objectives are:

- To bring together a **dynamic French-Kenyan business community**.
- To help French companies **grow their businesses** in Kenya and provide them with **new opportunities**.
- To create a **networking platform** for our members to connect and **broaden their horizons**.
- To leverage the French Chambers' **global network** to **boost our visibility** in East Africa and in France.
- To be fully integrated in both the **Team France** and the **Kenyan private sector ecosystems**.
- To defend **common interests** and **advocate** for our member companies.
- To be recognized as the **most dynamic international Chamber** in Kenya!

2022 ROADMAP



1

MEMBERS

- Grow the membership
- Enhance member support

2

SERVICES

- Upgrade our coworking space
- Strengthen our online presence
- Develop our corporate services offer

3

NETWORKING

- Launch Business Committees
- Organize relevant & regular events

4

ADVOCACY

- Boost our visibility
- Engage actively with the local authorities
- Defend members' interests

2022 IN BRIEF

EVENTS



53 events
38 physical
15 virtual



2,480 participants



East African Business Forum
300 participants
30 speakers
7 sessions

MEMBERSHIP



143 members



50 new members



17 business sectors

BUSINESS CENTRE



All offices rented out



8 companies physically hosted



Acted as an umbrella company for **9 VIEs**

BUSINESS SERVICES



Weekly briefs



Tender newsletter



Trade missions and trainings

ADVOCACY



Member of the **European Business Council Board**



Member of **KEPSA's Board** Via the EBC



Meet the Candidates series

NETWORK



5,500+ social media followers



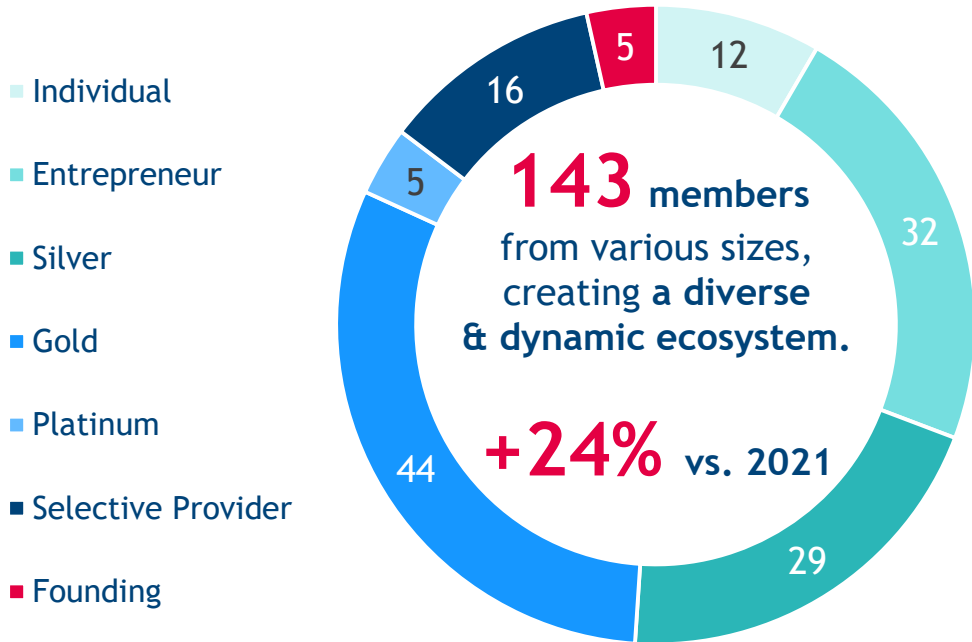
1000+ contacts in our database

2022 MEMBERS



MEMBERSHIP ANALYSIS

Membership categories

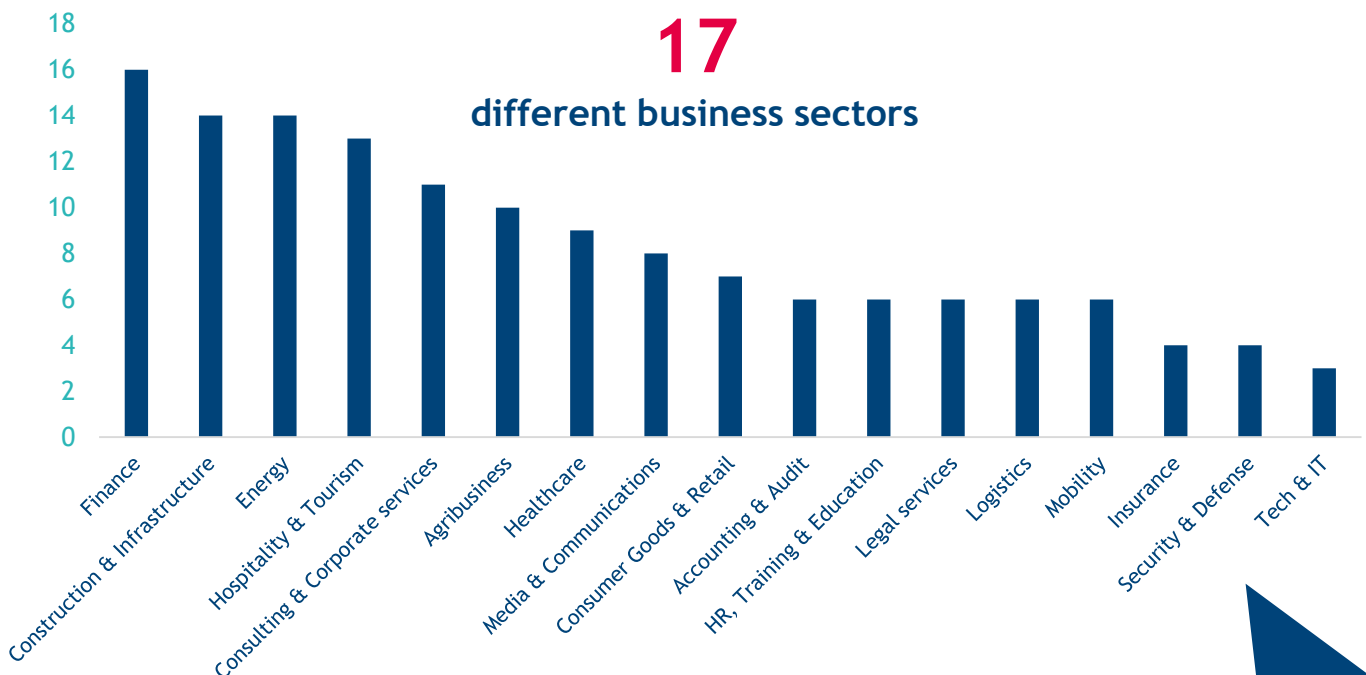


Business sectors

Our members operate in

17

different business sectors



MEMBER SERVICES

In 2022, we kept sending out our two weekly newsletters with the purpose to share relevant market insights and business opportunities to our members and partners.

Tenders of the Week

45 “Tenders of the Week” newsletters were shared with members in 2022.

This initiative embodies the Chamber’s ambition to help members **grow their business and work together**.

Our tenders are sourced in partnership with our member **Tender Soko**. We also include **offers and tenders from fellow members and partners**. Share yours with us!



Weekly Briefs

43 Briefs were sent to all members & partners every Friday in 2022. We send this newsletter to help you avoid spending too much time on your press review!

The Weekly Brief is an **update of past and upcoming events, members’ stories, reports and news** published all through the week either in the media or by government bodies, partners, members and other business organizations.



Member-to-Member Offers

The **Member-to-Member newsletters offer great deals and special discounts** from fellow members operating in the **Hospitality & Tourism, Mobility, FMCG & Retail, Banking & Insurance and Healthcare** business sectors.



BUSINESS SERVICES

Trade Missions

Mayotte Delegation & Business France Trainings

In 2022, we hosted a delegation led by the French Chamber of Commerce in Mayotte. During half a day, we discussed business opportunities as well as the local economic landscape.

We also led a series of trainings with our partner Business France for two French business delegations (Aquaculture and EdTech). During those sessions, we focused on the Kenyan business culture and the dos and don'ts in meetings.

Business delegations can rely on the French Chamber for tailor-made trainings, market studies on specific business sectors, as well as the organization of in-person or virtual BtoB meetings.

French Chamber of Commerce in Kenya
Understanding Kenya's business culture
Do's & Don't's in business meeting

Le Kenya reste l'un des principaux marchés d'opportunités de la région pour les entreprises françaises

Avec un PIB de 109,8 Mds USD en 2021, le Kenya représente un marché en pleine croissance de près de 54 millions d'habitants

- 4^e puissance économique d'Afrique subsaharienne, 1^{er} d'Afrique de l'Est
- Secteur privé développé et dynamique, main d'œuvre jeune, formée et ambitieuse
- Stabilité politique, réformes entreprises depuis 2014, relative stabilité du KES
- 54^e position du classement 2020 « Doing Business » de la Banque mondiale, 3^e place en Afrique subsaharienne
- Croissance économique annuelle entre 5 et 6% depuis 10 ans. Forte inflation, flambée des prix depuis le début de la guerre Russie / Ukraine
- Hub logistique et commercial, porte d'entrée vers un marché potentiel de 200+ millions de consommateurs
- Pionnier dans le secteur de la Tech et de la 'Mobile money'
- Environ 110 entreprises françaises

Legal Hot Desk with Cliffe Dekker Hofmyer

In 2022, we launched a Legal Hot Desk in partnership with our Gold member CDH, with a focus on Employment Law.

During a whole afternoon, Njeri Wagacha and Desmond Odhiambo. Partners at CDH, offered pro bono one-on-one consultations to fellow members to help them navigate their issues.



French Tech Startups Challenge

In 2022, we once again supported our partners from the French Tech Nairobi network. As a member of the Board, we provided them with logistics and communications support to help them organize their 2022 Startup Challenge, focused on Tech4Good.

A great opportunity to showcase the French Tech ecosystem in Kenya!

APPLY AND PITCH YOUR TECH4GOOD PROJECT!

La French Tech Nairobi is launching a challenge open to Kenyan entrepreneurs to give them the opportunity to pitch in front of an audience of international investors and mentors.

FOR WHO ?

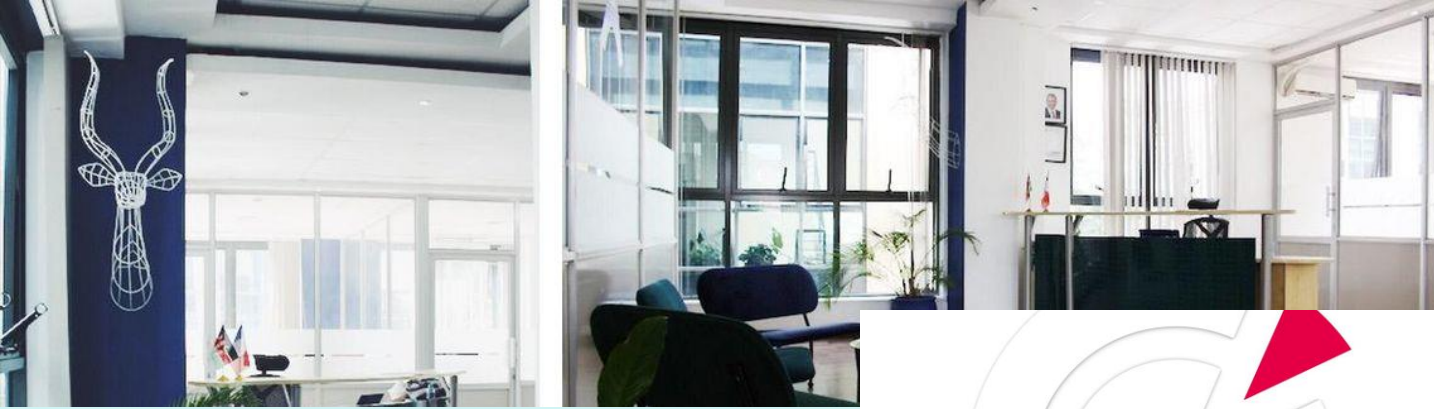
The challenge is open to all Kenyan based entrepreneurs with a project impacting society, environment or the economy for good.

SECTORS COVERED BY THE CHALLENGE

- SMART CITY
- BIOTECH
- HEALTHTECH
- AGRI-TECH
- FINTECH
- EDTECH

LE BOOSTER

Our Business Centre 'Le Booster'
is a dynamic and central coworking space,
as well as a meeting point for our members and partners.



Le **Booster**

- **100%** of office occupancy
- **5 VIE and 3 French companies** hosted in 2022
- We rented out a **second open space** and fully renovated it to accommodate **more tenants**.
- We hosted several **coffee meetings and trainings**, to create a **dynamic hub** for the French Chamber of Commerce's community.

11
offices

1
open
space

1
meeting
room



ADVOCACY

In 2022, as a Founding member of the European Business Council in Kenya, we actively participated in planning the ‘Meet the Candidates’ high-level Talks, organized ahead of the 2022 Elections.

Those events gave a platform to the main Presidential and Nairobi Gubernatorial Candidates to present their economic agenda to a selection of European investors in Kenya. An exceptional opportunity for the French Chamber to:

- 1 Boost our visibility as business organizations
- 2 Amplify our voice as key economic stakeholders in Kenya
- 3 Create a forum for members and high-level politicians to interact



Meeting with H.E. William S. Ruto



Meeting with Rt. Hon. Raila A. Odinga



Meeting with Nairobi Gubernatorial Candidates: H.E. Johnson Sakaja and Mr. Polycarp Igathe

- In February 2022, we held our first ‘Meet the Candidates’ Talk with H.E. William Samoei Ruto who presented his bottom-up economic agenda to European companies.
- In May 2022, we met with Rt. Hon. Raila Amolo Odinga and Hon. Martha Karua. They presented their agenda to boost foreign investment in Kenya.
- We also partnered with EBC to host H.E. Johnson Sakaja and Mr. Polycarp Igathe, both Candidates to the Nairobi Governor position. Each of them detailed their plans for the Capital City.

NETWORKING COCKTAIL
European Business Council
& American Chamber of Commerce

26th May 2022
6.00 pm - 9.00 pm
ArtCaffe, 14 Riverside



EBC European
KENYA Business
Council
Kenya

In May 2022, EBC organized a networking cocktail with AmCham to expand our members’ business networks

In 2022, EBC strongly advocated to fight illicit trade and held several engagements with the Anti-Counterfeit Authority.

BUSINESS COMMITTEES

In 2022, we launched several business committees. They aim at offering a platform for members of a same sector or profession to network, share best practices, and access relevant market information.

Healthcare Committee

The Healthcare Committee gathers members operating in the **healthcare, pharmaceuticals and insurance spaces**.

The first meeting was led by the **Regional Economic Department** of the French Embassy, and our Gold member **bioMérieux**. Speakers discussed about the **healthcare landscape in East Africa** and challenges to access health services.



Investment Committee

The Investment Committee was hosted by our member **CDH**. This committee gathered member / partner companies operating in the **banking, finance and investment sectors**.

During the first meeting, we discussed "Due Diligence, the first step of an M&A transaction" around **concrete case studies** presented by Njeri Wagacha, Partner at CDH.



CEO Roundtables

We partnered with our Selective Provider **Anjarwalla & Khanna | ALN Kenya** to kickstart a **series of CEO roundtables**.

These "behind-closed-doors" conversations brought together CEOs from multinationals and several A&K Partners.

A great opportunity for members to gain **valuable insights on the political and economic landscape** in Kenya, as well as share their concerns and challenges in a confidential framework.



HR BUSINESS COMMITTEE

HR Hour - Fostering Team Cohesion

In 2022, we held several 'HR Hours'. We notably organized a training on **Team Cohesion** with our member **Empactive Solutions**.

Caroline Englund, Founder of Empactive Solutions, shared valuable insights on how to use **emotional intelligence** in a team, as well as top tips to foster **trust and togetherness within the workplace** and create common goals.



In 2022, we launched a series of workshops around Employment Law with our member TripleOKLaw LLP



Employment Contracts: Key Issues to Consider

The first session focused on **Employment contracts**. Isaac Kiche, Senior Associate at **TripleOKLaw**, highlighted several key issues that are often overlooked by employers when drafting employment contracts. He also offered **practical solutions and advice** to fellow members

Navigating Dispute Resolution in the Workplace

Our second workshop with our Selective Provider **TripleOKLaw** focused on **Dispute Resolution**. The presentation covered the disciplinary processes that a company should have, and how to dismiss an employee without exposing the organization to legal action. **Another great training for all the HR managers!**



HIGH-LEVEL FORUMS

Meeting with the Public Private Partnership Directorate



We invited Christopher Kirigua, Director General of the Public Private Partnership Directorate (PPP) to meet and interact with our members

Mr. Kirigua gave a comprehensive overview of the existing PPP framework, discussed ongoing projects, and presented opportunities for foreign investors. The presentation was followed by a dynamic Q&A session with our member companies.

Breakfast with Principal Secretary Kevit Desai

We held an insightful breakfast meeting with Dr. Kevit Desai, Principal Secretary, State Department of East African Community.

Dr. Kevit Desai discussed the business environment in the region. He gave an overview of past and ongoing reforms, as well as new developments. He highlighted business opportunities, and discussed the challenges companies face.

He also encouraged companies to get involved with GoK's Department of Business Reforms and Transformation



Forum on Renewable Energy with the French Embassy



In November 2022, we partnered with the Renewable Energy & Sustainable City Club of the French Embassy to organize a seminar on “Decentralized Renewable Energy Solutions for a Sustainable Development in East Africa”.

This forum was a great opportunity to discuss the market dynamics in East Africa with 15 expert guest speakers, present French innovation and know-how, while promoting collaborations between French companies and Kenyan public and private partners.

MEMORABLE EVENTS

Bastille Day 2022 - Cocktail for the Business Community



On July 13th, 2022, we partnered with the French Embassy to host a Bastille Day Business Cocktail to celebrate the French National Day in style!

Guests of honor included Hon. Betty Maina and H.E. Aline Kuster-Ménager, former Ambassador of France to Kenya. This memorable evening brought together more than 200 representatives of the French & Kenyan business community who enjoyed the finest French delicacies in Fairmont The Norfolk's magnificent gardens.

A warm thank you to our partners Accor, Bolloré, Bureau Veritas, CFAO Motors, CMA-CGM, Egis, L'Oréal, Pernod Ricard, Schneider Electric, Thales, TotalEnergies and Trace for making this Bastille Day celebration an evening to remember!

End-of-Year Cocktail with Members & Partners

Our end-of-the-year cocktail was the perfect occasion to thank and host members and partners before the holidays, A perfect opportunity to set the stage for a promising start of the new year! We also welcomed H.E. Arnaud Suquet, new French Ambassador to Kenya and introduced him to our vibrant business community.

We are grateful for the support of our partners Bolloré, Fairmont The Norfolk, Pernod Ricard and TotalEnergies. Thanks for making our last 2022 event such a success!



EAST AFRICA BUSINESS FORUM #3

The 3rd edition of our East Africa Business Forum was organized in November 2022.

This 4-day hybrid event featured 7 sessions, covered 6 countries plus a regional focus, and brought together 30 regional and local experts. They offered a comprehensive overview of the region's economic perspectives and discussed business opportunities for foreign investors in several business sectors such as logistics, renewable energy, affordable housing and agribusiness.

Countries covered included Kenya, Uganda, Tanzania, Rwanda, Ethiopia, and - for the first time - Mozambique.

Our objectives were to:

- Strengthen our partnerships with Kenyan & French public and private stakeholders in the region: Government of Kenya, parastatals, private sector organizations, French Embassies... As well as our members from the private sector!
- Share industry experts' insights on the reality of the business environment in the region.
- Boost the visibility of the French Chamber and attract new members.
- Initiate a collective action within the French Chambers' network and other business clubs in the region. Together... we are stronger!

Interested in doing business in East Africa?
JOIN US FOR THE EAST AFRICA BUSINESS FORUM 2022!
7 regional & country-specific sessions, 6 countries, 20+ expert speakers

THURSDAY, 3RD NOVEMBER	MONDAY, 7TH NOVEMBER	WEDNESDAY, 9TH NOVEMBER
8:30 am - 9:30 am EAT In-person Panel Discussion Kempinski Hotel, Nairobi Focus on East Africa Promoting trade and integration within the EAC: the essential role of transport & logistics	4:00 pm - 5:30 pm EAT Zoom virtual event Doing Business in Uganda Business Climate and Opportunities for Investors	8:30 am - 10:30 am EAT In-person Panel Discussion Capital Club, Nairobi Focus on Kenya Food Security Challenges in opportunities for win-win partnerships between foreign investors & local players
FRIDAY, 4TH NOVEMBER 11:00 am - 12:30 pm EAT Zoom virtual event Doing Business in Rwanda Business Climate and Opportunities for Investors	TUESDAY, 8TH NOVEMBER 10:00 am - 11:30 am EAT Zoom virtual event Doing Business in Ethiopia Business Climate and Opportunities for Investors	5:00 pm - 6:30 pm EAT Zoom virtual event Doing Business in Mozambique Business Climate and Opportunities for Investors
	4:00 pm - 5:30 pm EAT Zoom virtual event Doing Business in Tanzania Business Climate and Opportunities for Investors Focus on the Energy sector	



More than **300 participants** from East Africa and France participated in the 2022 Business Forum.



PANEL DISCUSSIONS

French Agro Club Conversations



We hosted the first session of the **French Agro Club Conversations**, in partnership with the **Regional Economic Department** of the French Embassy.

The French Chamber is an active member of the **Executive Committee** of the French Embassy's Agro Club.

The event was held at our member hotel Movenpick. We discussed **Food Security & Food Safety challenges in East Africa** with three high level speakers, including our Gold member **bioMérieux**.

Successful Communication in Africa

We partnered with our Gold member **RFI** to host an insightful presentation on **communications trends in Africa**.

Guest speakers included high level representatives from **Kantar**, **RFI Advertising** and **Canal+ Advertising**, coming from **Kenya** and **France**. A great opportunity for members to **learn from international communications experts**.



Climate Change in East Africa: Overview, Perspectives and Business Opportunities



We organized a panel discussion on the **impact of Climate Change in Kenya & East Africa** at **ALN house**.

During the event, **Mathieu Ecoiffier** and **Julie Trognon** of the **French Embassy**, **Peter Odhengo** of the **National Treasury**, **Karim Anjarwalla** of **A&K** and **Betty Eteve** of **Creocean** shared their different perspectives on the topic.

OTHER EVENTS

Webinars

Kenya Tax Update with Mazars



Webinar
Thursday, 20th January 2022,
10.00 am to 11.00 am

Kenya Tax Update 2022

With Peter Momanyi
Tax Director,
Mazars.

FRENCH CHAMBER OF COMMERCE KENYA | mazars

Impact of the Russia - Ukraine war on Food Security with BCG



Webinar
Food Security: Russo-Ukrainian War and Its Impact on Global Chain Disruption in Africa.

Date: Monday, 19 September 2022
Time: 10:00 am - 11:00 am
Platform: Zoom

Chris Mitchell
Managing Director and Partner, Nairobi
BCG

FRENCH CHAMBER OF COMMERCE KENYA | BCG BOSTON CONSULTING GROUP

Intellectual Property in East Africa with ENSafrica



Webinar
Intellectual Property Trends within East Africa: Kenya, Uganda, Tanzania and DR Congo

Tuesday, 26th July
9:00 am to 10:00 am

STELLA NDIRIMI
Partner
Dentons EAC/Tanzania

NICOLAS DUPONT
Associate
Liedekerke DRC

TRACY KAKONGI
Senior Associate, Intellectual Property
ENSAfrica Uganda

Liedekerke DRC | DENTONS EAC | ENSafrica

Impact of Finance Bill 2022 with Grant Thornton



Impact of Finance Bill 2022 on Foreign Residents & Businesses and Decoding the Tax Authority Decision on Withholding Tax

Tuesday, June 14th 2022
9:00 am to 10:00 am

MARYANN KAMAU
Senior Associate
Grant Thornton

SAMUEL MWALURA
Partner, Taxation
Grant Thornton

Grant Thornton | FRENCH CHAMBER OF COMMERCE KENYA

Partnership with the Regional Economic Department, French Embassy

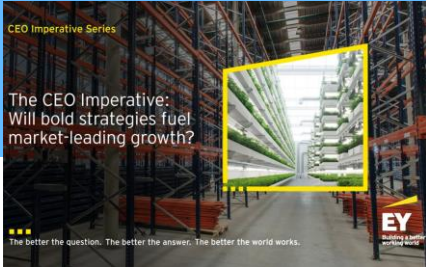


In 2022, we strengthened our partnership with the regional Economic Department of the French Embassy.

We organized regular interactions to present their monthly economic reports and hosted a successful session with Jérôme Baconin, Head of the Regional Economic Department, to present Kenya's economic perspectives and East Africa's macroeconomic outlook to our members.

NETWORKING OPPORTUNITIES

Breakfast Meetings



CEO Outlook Survey with EY



Know your Product's Performance with Sagaci Research



Navigating the Business Minefield in Kenya with PKF

During those Breakfast meetings, the French Chamber partners with different members to showcase their various expertise on trending topics, providing relevant and insightful information. It's also a good opportunity for early morning networking around a cup of coffee!

Networking Cocktails

The French Chamber's networking cocktails are always a great opportunity for members to meet & interact, while enjoying French & Kenyan delicacies!



Every year in February, we organize a **New Year Cocktail**. A good opportunity to present our best wishes to our members!



The **Back To Business Cocktail** was hosted at Chez Sonia in September. The event aimed at encouraging networking between the existing and new members.



Our Cocktail with **Mamy Eyewear's Entrepreneurs** took place at Ibis Styles, where Mamy treated our members to an exclusive eye check-up experience

COMMUNICATIONS

Website

The French Chamber's website is a tool for communication, prospection and online networking.

Our website allows members to interact with one another in their member space, know what is happening at the Chamber and benefit from exclusive offers.

Social Media



+21%
5,375 followers



+13%
603 followers

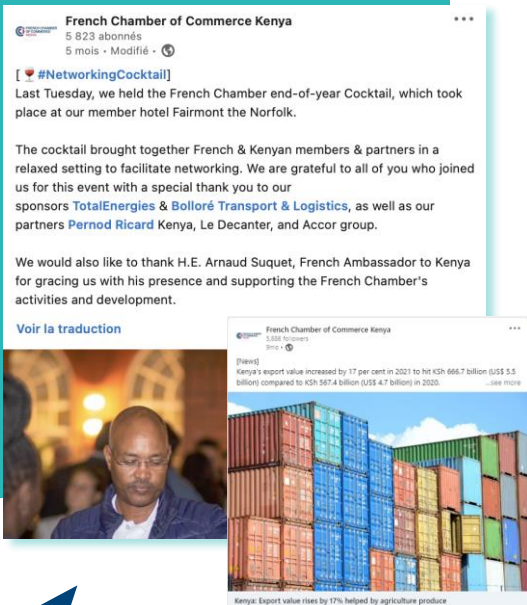
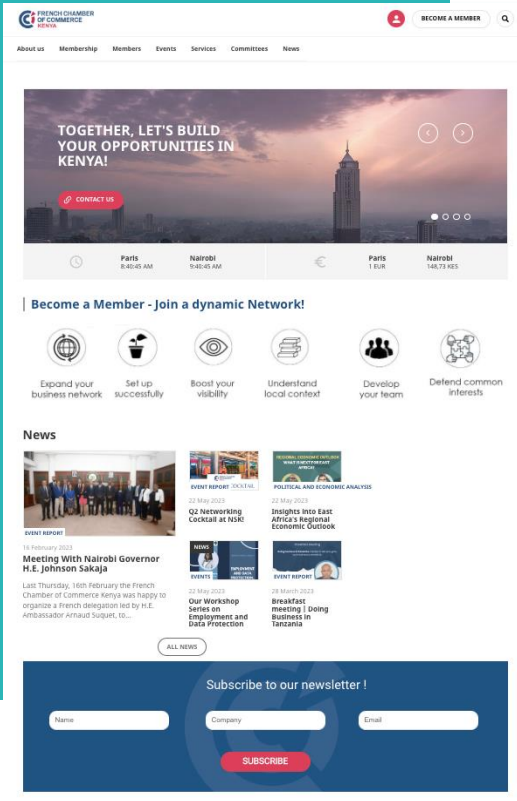
6,000
followers
on social media
in 2022

LinkedIn

The French Chamber's LinkedIn page offers valuable and carefully chosen insights on the Kenyan economy and business environment.

Additionally, we share noteworthy economic updates, reports from past events and news from our corporate members, along with a curated selection of events open to everyone.

Following our LinkedIn page is the best way to stay tuned with the Chamber's activities!





**FRENCH CHAMBER
OF COMMERCE
KENYA**



French Chamber of Commerce in Kenya

**Delta Riverside
Riverside Drive
Nairobi**

www.frenchchamber.co.ke