

# ACTIVITY REPORT

# 2021

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# EDITORIAL

## OTHMANE CHAOUI

Chairman of the French Chamber

### “The value of a strong community”

**It has been a great honour for me to have been elected as your Chairman in 2021.** As my mandate will continue for another year, I would like to thank my fellow Board members, the Executive committee and the Management team for their contributions, support and commitment to keep the French Chamber alive and proactive.

2021 saw our planet in distress again. As was the case everywhere, businesses suffered and economies spiralled with the pandemic. But Covid-19 also humbled us by making us realize **the value of being a part of a strong community** of businesses and individuals.

The French Chamber emerged from this difficult year **stronger, larger, and better equipped** to service your needs.

We managed to bring together a strong community of **115 French, Kenyan and international members**, from various business sectors. This robust base of members helped us **amplify our voice and visibility**.

We became one of the **most dynamic international Chambers in Kenya**, hosting 52 events during the year with more than 1,300 participants.

We **increased our support** to members with the **launch of tailor-made weekly briefs**, as well as a **tender sharing newsletter** to help our companies work together and grow their business in Kenya.

Our offices have been **fully rented out**. Our objective remains to become **a beacon for new entrants in Kenya** and provide them with the **necessary guidance to fulfill their ambitions**.

We strongly advocated **to defend the interests of our member companies** by actively participating in the European Business Council as a Board member.

Finally, we maintained a **positive cash position** and worked closely with our auditors to be fully prepared for the Chamber's transition to a Company Limited by Guarantee, with a single objective in mind: **giving you value for your membership**.

The success of 2021 could not have been possible without a **highly supportive ecosystem**, including the French Embassy, the French Regional Economic Service, Business France, Bpi France, the French Foreign Trade Advisors, the European Business Council and our valuable Kenyan partners. Our ambition remains to **enhance our partnerships with the local business communities**.

The French Chamber would not thrive without all the **win-win partnerships** we have created with you, **our esteemed members**. I would like to thank you for your support, continuous feedback and commitment.

Under my leadership, with the help of the Board and the team, we will ensure a **bright future** for the French Chamber. **2021 was the Chamber's most dynamic year** since its inception in 2016. Together, we will keep this momentum going!

**Umoja ni nguvu.**

# GOVERNANCE & TEAM

## Board of Directors – 2021 / 2023

**Last year, a new Board was elected for a two-year mandate.**

The Board also includes representatives of the Founding members of the French Chamber. The Board embodies the **diversity and variety** of the Chamber's network.

Executive Committee



**Othmane Chaoui**  
**PRESIDENT**

Founder &  
Managing Director

Imany Energy



**Erwan Catto**  
**VICE-PRESIDENT**

Managing Director

Laxeo



**Christian Fourcart**  
**TREASURER**

CFO

Bolloré



**Nicolas Guibert**  
**SECRETARY**

CEO

Mobius Motors

Elected Board members



**Jean Lemazurier**

Director

Clemarine



**Anne Merienne**

Founder &  
Managing Director

Atribon



**Jane Muigai**

Founder & Director

Toolkit Skills



**Frederic Narassiguin**

General Manager  
Kenya & Ethiopia

Essilor Luxottica



**Frank Ndiyo**

Investment Director

Amethis



**Eva Ofieno**

Principal Africa  
Strategist

Standard Chartered



**Dominic Rebelo**

Partner

Anjarwalla & Khanna

Founding members



**Eric Fanchini**

Managing Director

Total Energies



**Hildabeta Amiani**

Sales Manager

Air France - KLM



**Serge Sacre**

Managing Director

L'Oréal



**Christian Fourcart**

CFO

Bolloré



**Mehdi Morad**

Country General  
Manager

Accor

## Team



**Laure Paugam**

Executive  
Director



**Aloo Obala**

Communications  
& Membership  
Officer



**Marion Kariuki**

Administration &  
Accounts Officer



**Mercy Ochieng**

Communications  
Assistant



# VISION

**The French Chamber of Commerce in Kenya is a privately funded Kenyan business association driven by a strong entrepreneurial spirit.**

**The French Chamber's main objectives are:**

- To gather a dynamic **French-Kenyan business community**.
- To help French companies **grow their businesses** in Kenya by facilitating **new opportunities**.
- To leverage the vast **CCI FI network** to **boost our visibility** in East Africa and in France.
- To be successfully integrated in both the **Team France Export** and the **Kenyan private sector ecosystems**.
- To be recognized as the **most dynamic international Chamber** in Kenya!



## 2021 OBJECTIVES

- ✓ Strengthen the internal **human capital** and set up the **new Board**.
- ✓ Significantly grow the **membership**.
- ✓ Enhance member **support**.
- ✓ Organize relevant and regular **events**.
- ✓ Boost **digital** presence and **communications**.
- ✓ Launch **weekly briefings** and **tenders** sharing newsletters.
- ✓ Successfully set up the **trade missions** new business service.



# MAIN ACHIEVEMENTS

## EVENTS



**52 events**  
20 physical  
32 virtual



**1,300+  
participants**



**East African  
Business Forum**  
200+ participants  
27 speakers  
7 sessions

## MEMBERSHIP



**115  
members**



**36 new  
members**

## BUSINESS CENTRE



**All offices rented out**



**5 companies**  
physically hosted



Acted as an umbrella  
company for **6 VIEs**

## BUSINESS SERVICES



Launch of **weekly  
briefs** and **tender  
newsletter**



**Trade missions**  
business service

## LOBBYING



Member of the **European  
Business Council** Board



Member of **KEPSA's Board** via  
the European Business Council

## NETWORK



**5,500+**  
social media  
followers



**900+** contacts  
in our database



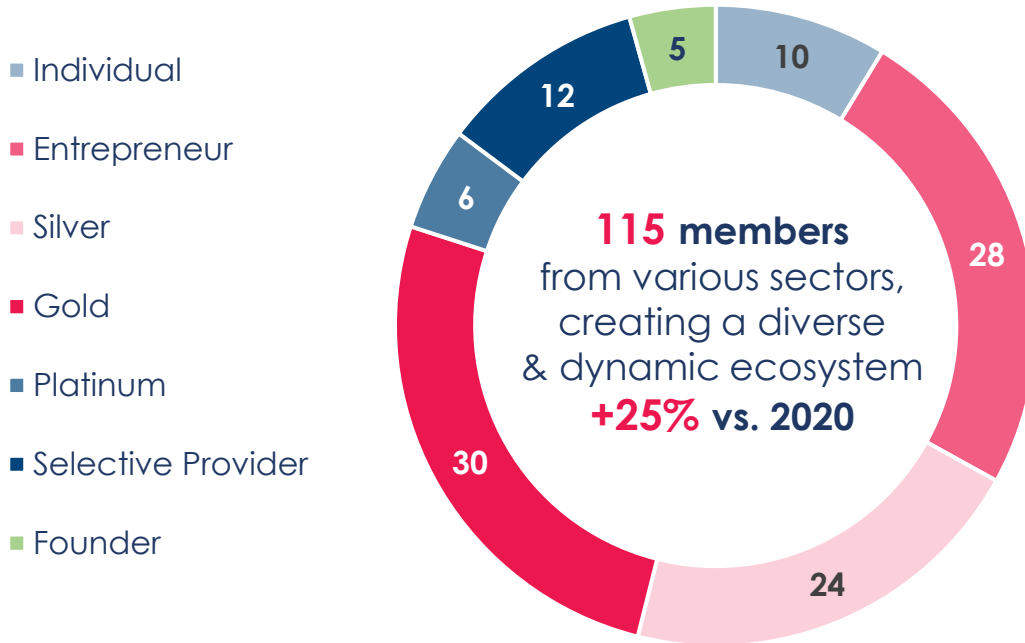


# 2021 MEMBERS



# MEMBERSHIP ANALYSIS

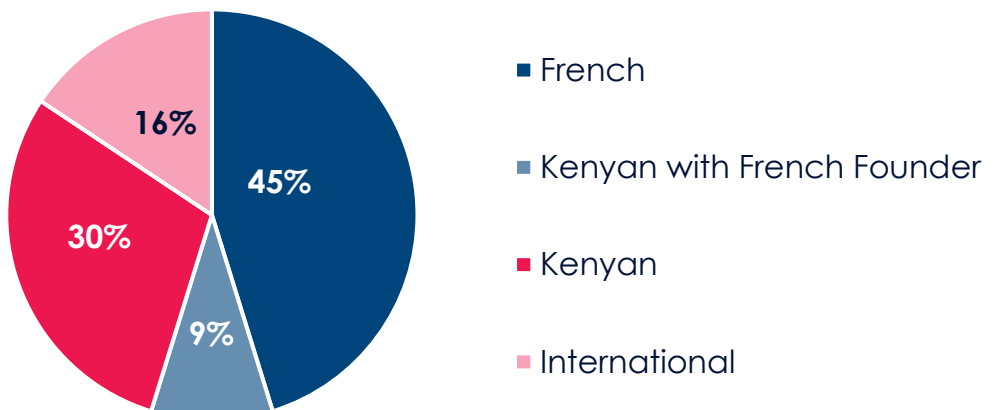
## Membership Categories



## Business sectors



## Nationalities





# BUSINESS SERVICES

## Human Resources Workshops & Trainings

We provided **Human Resources services and trainings** to our members following the success of these events in 2020. In 2021, we organized our first “**Job Seekers Forum**” in partnership with our members **ABC Expat** and **Brighter Monday**. The objective was to equip job seekers with the right skills and insights that would enable them to **navigate the Kenyan job market** successfully.



## Trade Missions

In 2021, we launched the **Trade Missions business service**. Many companies are interested to **explore the Kenyan market** and **identify new business opportunities** in the East African region. They can now rely on the French Chamber team for tailor-made **market studies** on specific business sectors, qualified **contacts lists** as well as the organization of **in-person or virtual BtoB meetings**. Our first mission was organized for **Taste Tunisia**, a consortium of 15 Tunisian FMCG manufacturers looking for new distribution channels in East Africa.



## Digital Marketing Training

In 2021, we launched our **Digital Marketing Training service**. Seeing the need for our member companies to modernize their approach to online communications, we offered modules with a certified trainer to **optimize search engine**, create **online content** and boost **engagement** through social media.



# MEMBER SERVICES

In 2021, we launched **two new weekly newsletters** sent to our members and partners. A great opportunity to share **relevant market insights** and **business opportunities!** And we have continued to share **the best member-to-member offers.**

## Tenders of the Week



The **Tenders of the Week** are shared with members every Thursday. This initiative embodies the Chamber's ambition to **help members grow their business** and **work together as a community.** Our weekly tenders are sourced in partnership with our member **Tender Soko.** Thanks to this partnership, we ensure the **legitimacy of the tenders** we share and deliver **the most relevant offers.** Our tenders also include offers from fellow members and partners.

## Weekly Briefs

The **Weekly Brief** is an **update of past and upcoming events, important decisions, reports and news** published all through the week either in the media or by government bodies, partners, members and other business organizations. The Brief is sent to all members **every Friday.** Don't spend time on your press review anymore, just read our Weekly Briefs!



## Member-to-Member Offers



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

# EAST AFRICA BUSINESS FORUM #2

The second edition of our East Africa Business Forum was organized in November 2021.

This **3-day hybrid event** featured **7 sessions**, covered **6 countries** plus a **regional focus** and brought together **27 regional and local experts**. They offered a comprehensive overview of the region's **economic perspectives, business environment, opportunities** for investment and **challenges** to overcome. More than **200 participants** from East Africa and France participated in the Forum.

Countries covered: **Kenya, Uganda, Tanzania, Rwanda, Djibouti and Ethiopia.**

The objectives were to:

- **Strengthen our partnerships with key Kenyan & French public and private stakeholders** in the region: KEPSA, East African Community, Team France Export, 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 Chamber** and attract new members.
- Initiate a **collective action within the CCI FI network** and other business clubs in the region. Together... we are stronger!

 <b>EAST AFRICA BUSINESS FORUM 2021</b> <b>22<sup>nd</sup> - 24<sup>th</sup> November</b> <b>Agenda</b>		
<b>Monday 22<sup>nd</sup> November</b> <b>8:00 am – 9:30 am EAT</b> Panel discussion – <i>In person</i> <b>East African perspective:</b> towards regional economic integration in East Africa: prospects, challenges and opportunities  <b>2:30 pm – 3:30 pm EAT</b> Country focus – <i>Virtual</i> <b>Doing business in Uganda:</b> challenges and opportunities, feedback from experts and the business community  <b>4:00 pm – 5:00 pm EAT</b> Country focus – <i>Virtual</i> <b>Doing business in Rwanda</b> challenges and opportunities, feedback from experts and the business community	<b>Tuesday 23<sup>rd</sup> November</b> <b>10:30 am – 11:30 am EAT</b> Country focus – <i>Virtual</i> <b>Doing business in Ethiopia:</b> challenges and opportunities, feedback from experts and the business community  <b>12:00 pm – 1:00 pm EAT</b> Country focus – <i>Virtual</i> <b>Focus on Djibouti:</b> challenges and opportunities, feedback from experts and the business community  <b>2:00 pm – 3:00 pm EAT</b> Country focus – <i>Virtual</i> <b>Doing business in Tanzania:</b> challenges and opportunities, feedback from experts and the business community	<b>Wednesday 24<sup>th</sup> November</b> <b>8:00 am – 9:30 am EAT</b> Panel discussion – <i>In person</i> <b>Doing business in Kenya:</b> economic perspectives, investment opportunities and challenges to overcome

# PANEL DISCUSSIONS

## AfCFTA e-Conference



In a spirit to leverage the vast network of Chambers around the world, we joined forces with **French Chambers in Nigeria, Ghana, South Africa and Tanzania** to organize a **Pan-African e-conference on the impact of the AfCFTA** on businesses operating across the continent. For the East Africa session, our panel included speakers from **Kaplan & Stratton, the East Africa Business Council** and **CMA CGM**. They unpacked the various opportunities unlocked by the AfCFTA and its legal/tax implications in the EAC.

## M&A Trends and Opportunities in East Africa

This high-profile virtual conversation in partnership with our members **Anjarwalla & Khanna** and **BCG** brought together industry experts who provided insights into **emerging trends in regional M&A transactions**, the **current environment**, and **key sectors of interest for investors**. The panelists also explored the changing approach of private equity and venture capital firms in 2021, in the context of the pandemic.



## Re-thinking Industrialization in Kenya and the EAC



We partnered with our member **Cliffe Dekker Hofmeyr (CDH)** to hold our first **Road-to-Market Business Committee** event. Expert panelists, including the CEOs of **Afripon, Mobius Motors** and **Essilor**, shared insights on the **re-localization of industries** in Kenya as well as the opportunities and pitfalls that the AfCFTA presents.



# OTHER EVENTS

## French Tech Talks

In 2021, the French Chamber organized events on behalf of the **French Tech Nairobi** Community. To kick start the year, an inspiring panel discussion was organized around 'Tech for good' and **adapting tech to the base of the pyramid**. A great opportunity for participants to hear from **M-Pesa Africa** Managing Director as well as entrepreneurs from **SokoWatch** and **Koko Networks**.



## Ease of doing Business in Kenya



We invited **Dr. Moses Ikiara**, the former **Managing Director** of **KenInvest (Kenya Investment Authority)**, to share insights on the incentives that have been put in place to **attract and keep investors in Kenya** as well as the initiatives that KenInvest undertakes to further improve the ease of doing business in the country.

## Interpreting Kenya's Data Protection Act 2019

In a bid to help our members navigate the **Data Protection Act**, we invited our member **Anjarwalla & Khanna** to lead a webinar on the topic. **Sonal Sejpal** and **Anne Kiunuhe**, both Partners at A&K, provided a **comprehensive legal overview** and discussed implications for businesses.



# OTHER EVENTS

## Webinars

### French Tech workshop with **Creadev**



### Tax Update with **Mazars**



### Fighting Illicit Trade with **Enreal**



### HR Hour on training with **Generation**



## Coffee Meetings

### Chinese Presence in East Africa with the **French Embassy**



### Overview of Economic Exchanges in East Africa with the **French Embassy**



### Insights & Imperatives for Business Leaders with **BCG**



The **Coffee Meetings** are usually organized at the Chamber's office. A good opportunity for members to **discover our co-working space** and **network** in an informal setting, while **benefitting from their fellow members' expertise** on a specific topic.



# NETWORKING OPPORTUNITIES

## Meet the CEO Breakfasts



Meet the CEO  
**Seddiq Hassani, Bamburi Cement**



Meet the CEO  
**Olivier Laouchez, TRACE Group**

During our 'Meet the CEO' events, **CEOs from multinational companies** share their vision for their business and industry. A great opportunity for members to **interact with high-profile decision-makers**.

## Networking Cocktails



The '**Meet the new Members' Cocktail** was organized at Unseen rooftop. The event gave an opportunity to the new members to introduce themselves, in order to **facilitate better business connections**.



The '**Meet the New Board' Cocktail** was hosted at Chez Sonia in September 2021. During the event, members had the opportunity to **meet the Board members they had elected until 2023**.



The '**Meet the Entrepreneur' Cocktail** with **HappyBox** took place at Ibis Styles. The guests had the opportunity to discover the HappyBox concept and enjoy one of their experiences: an **exclusive wine tasting with Le Decanter**.



## END-OF-YEAR COCKTAIL

To celebrate a successful year, we hosted our **End-of-Year Cocktail** at **Nairobi Street Kitchen** in December 2021.

The event was well attended and **a great opportunity to close the year!**

Thanks a lot to our sponsors **Bolloré, Mazars, MultiChoice, Olea, Pernod Ricard, RentCo** and **TotalEnergies** for making this event possible!





# BUSINESS CENTRE

The French Chamber's Business Centre,  
centrally located on Riverside Drive,  
is an active workplace as well as  
a meeting point for our members and partners.



- **100% of office occupancy!**
- We physically hosted **4 VIEs and 2 French companies**
- We hosted several **coffee meetings, presentations & cocktails** allowing the team to promote the office spaces and create a dynamic hub for the French Business Community.



# LOBBYING

## European Business Council

The European Business Council Kenya (EBC) is **the umbrella organization that brings together Business associations, Chambers of Commerce and Trade Services from various European countries**. The main objectives are to provide a **broader networking platform** and to **lobby in a stronger voice** on all major issues that our member companies face every day.



The Director of the French Chamber sits on the Board of the EBC as a Founding Member. In 2021, we actively took part in the initiative to formalize and professionalize the EBC.

In 2021, among other lobbying activities:

- EBC was officially launched in January during a reception at Sankara Hotel. Our guest of Honor was **CS Betty Maina**.
- EBC got involved in **high level events with key stakeholders** such as the **Senate Speakers Roundtable** with Sen. Mutula Kilonzo Junior.
- EBC members and European companies were invited to **networking events**, most notably at Capital Club for the **End-of-Year Cocktail**.



**Official launch of the EBC**  
in January at Sankara



**Senate Speakers Roundtable**  
in November on the State of  
the Economy Pre and Post  
Covid-19



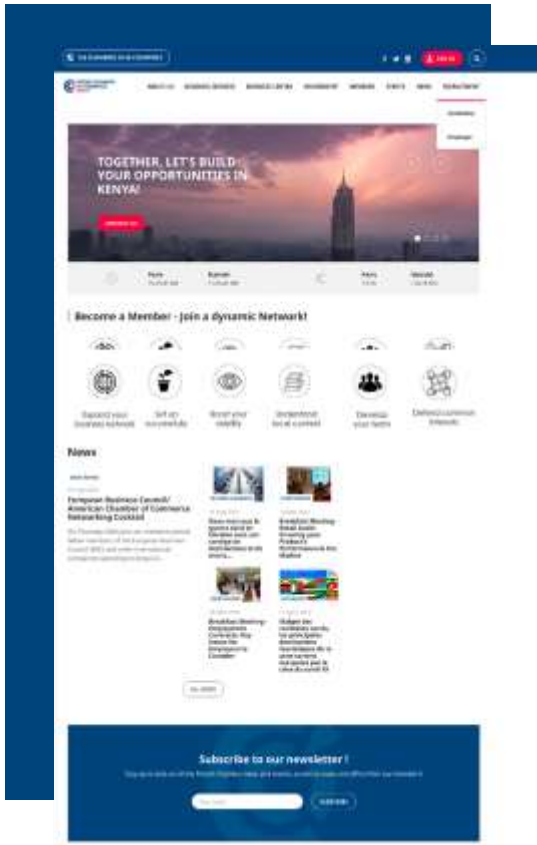
**End-of-Year Networking  
Cocktail** at Capital Club  
in December

## Kenya Private Sector Alliance (KEPSA) partnership

In 2021, the European Business Council, represented by its Chairman **Mr. Darren Gillen**, joined **KEPSA's Board of Directors**. Another platform to continue advocating for European Businesses in Kenya.

# 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, know what is happening at the Chamber and benefit from exclusive offers in their member space.

## Social Media



**+70%**

**581** followers



**+41%**

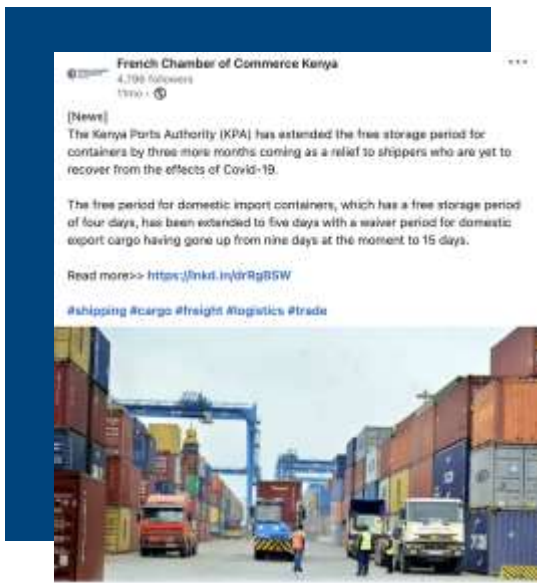
**4,763** followers



**+74%**

**534** followers

**5,500+**  
followers  
on social  
media in 2021



## LinkedIn

The French Chamber's LinkedIn page provides our members and followers with **relevant and selected insights** on the Kenyan economy and business climate. We also share highlights and **news from our corporate members**, as well as a selection of our **events open to all**.



French Chamber of Commerce Kenya  
[www.frenchchamber.co.ke](http://www.frenchchamber.co.ke)