

**AMCHAM**  
KENYA

**Annual Report**  
**2018**

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## AMCHAM'S STRATEGIC FRAMEWORK

**WHO WE ARE**  
OUR VISION

To be Kenya's leading business Chamber, driving growth and economic prosperity.

**WHAT WE DO**  
OUR CORE BUSINESS

Promote Trade, Commerce and Investment between the USA and Kenya

**WHY WE DO IT**  
OUR MISSION

To Catalyze and Support American and Kenya business' trade and commercial interests.

**WHAT WE LIVE BY**  
OUR VALUES

Uphold Integrity; Engender Trust; Create Value

# Our Strategic Priorities



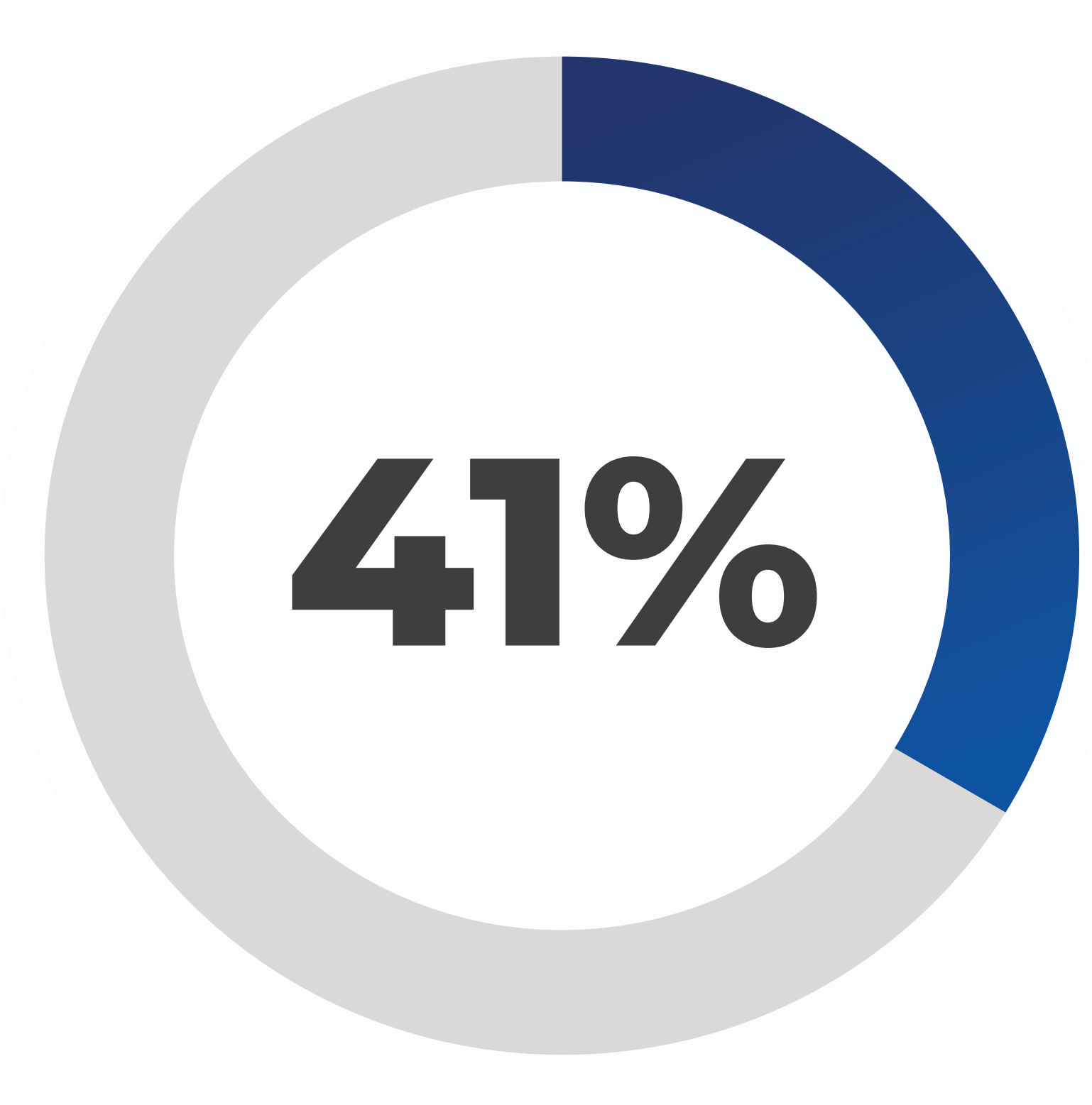
# 2018 Scorecard

## WHAT WE HAVE ACHIEVED

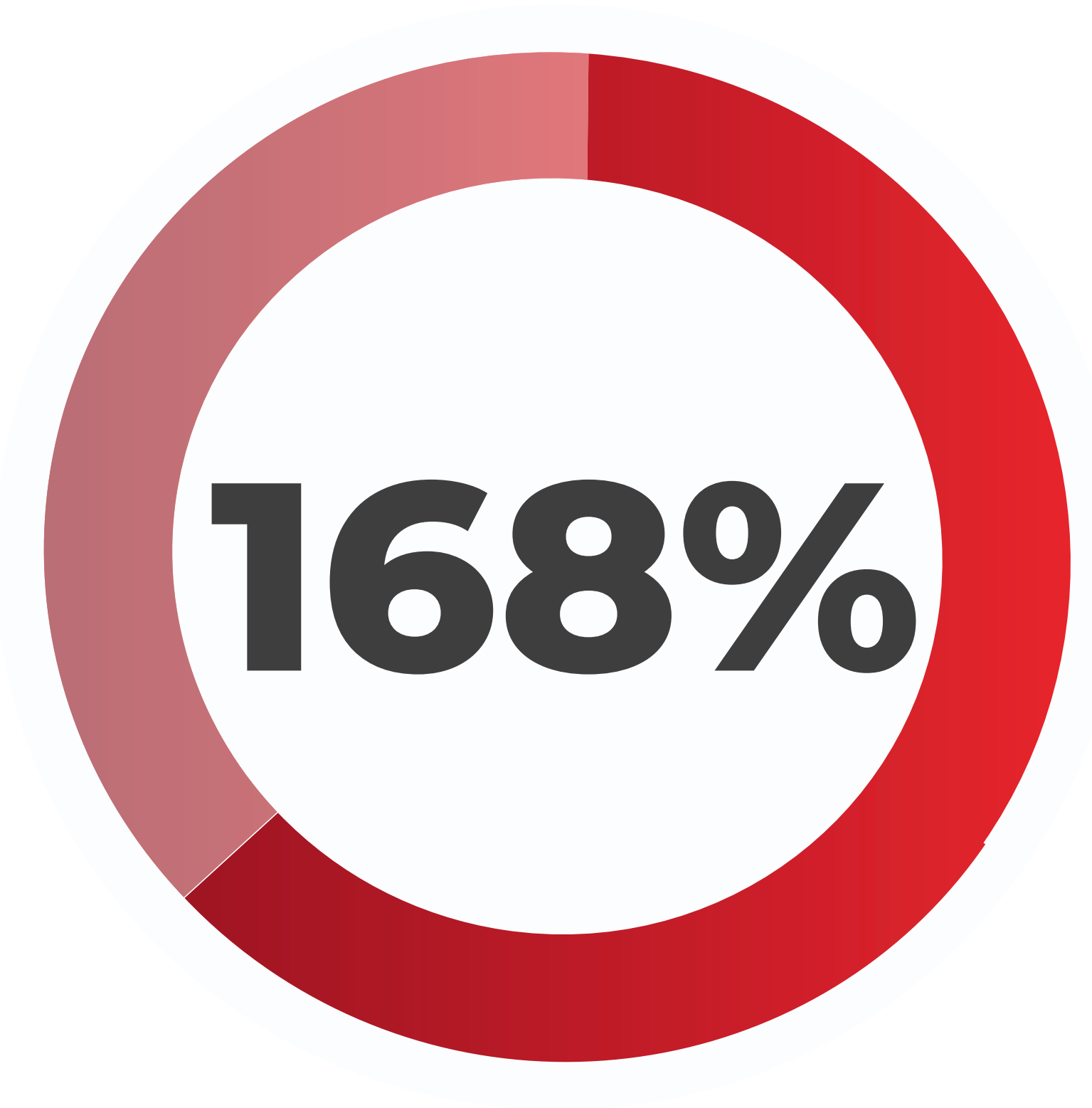
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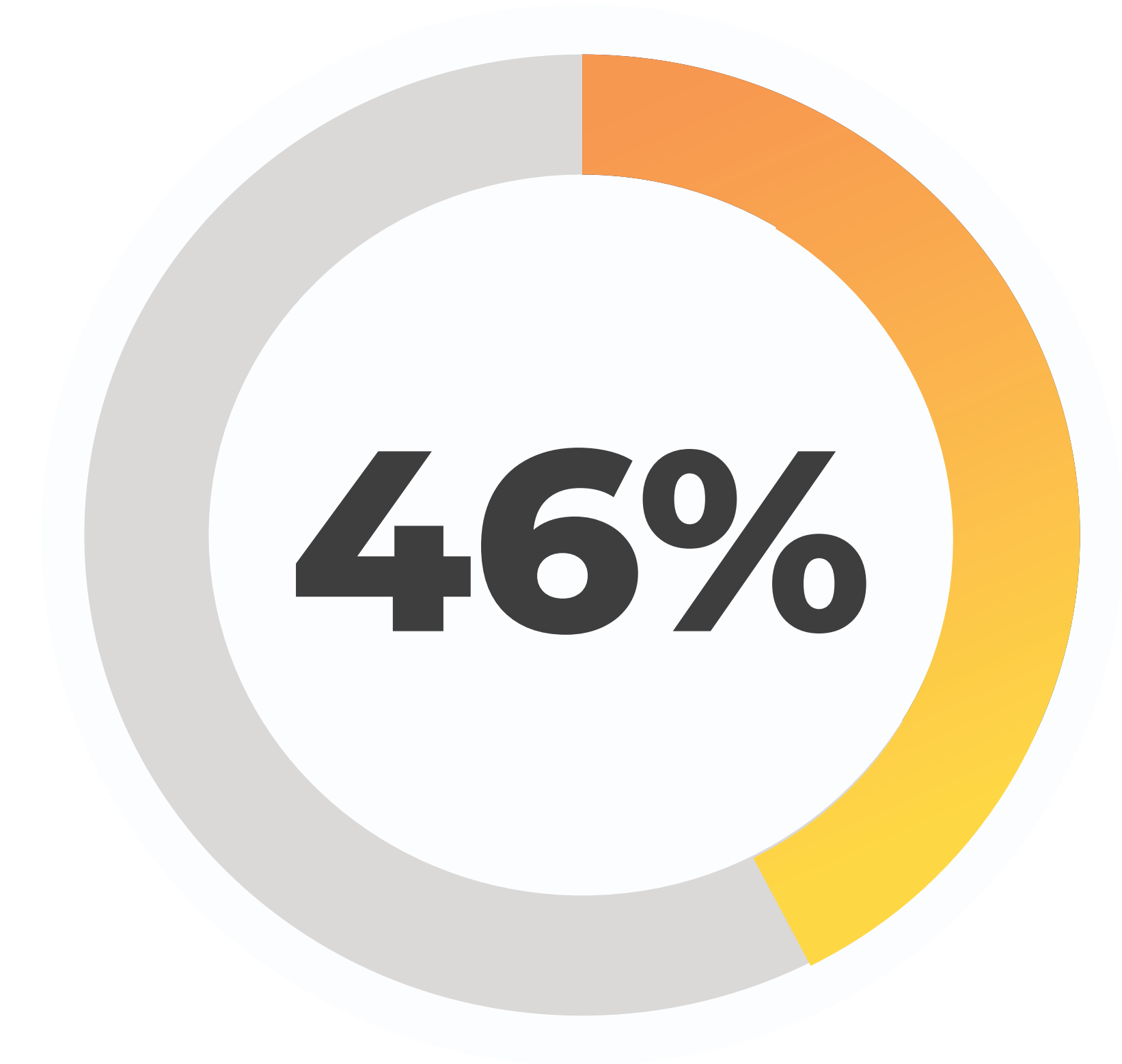
**AMCHAM 2018 IN NUMBERS**



**%AGE MEMBERSHIP GROWTH**



**%AGE GROWTH IN EVENTS REVENUE**

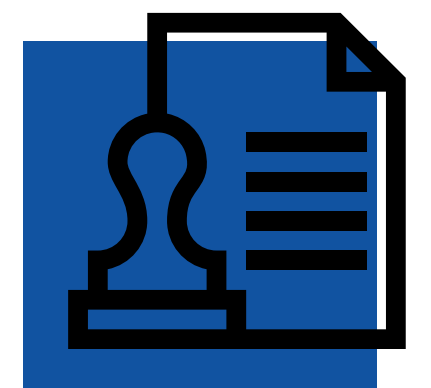


**%AGE GROWTH IN OVERALL INCOME**

<b>161</b> Total Number of Corporate Members	<b>1,545</b> Total Number of Event Attendees	<b>17</b> Strategic Partnerships
<b>100%</b> Growth in Media Engagement	<b>KES. 1.3 Million</b> Total Donated to Charity 2017 & 2018	<b>12%</b> Increase in Interest Income

## BUSINESS ADVOCACY

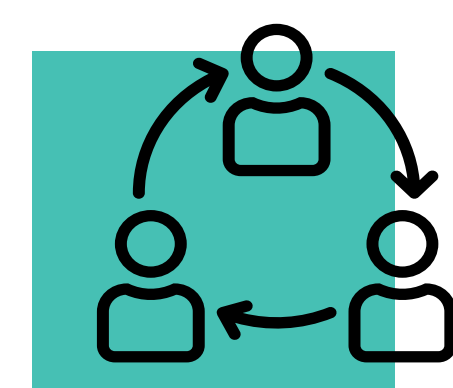
We are the voice of American businesses and their affiliates in Kenya and the region advocating for an improved, enabling business environment in the firm belief that successful, free enterprise is the path to self-reliance and better quality of life for all. We also champion doing good business and creating success and meaningful impact in communities.



### Trade Barriers

With contribution from members we documented key trade barriers impacting American businesses in Kenya and prioritized them for action developing our 5-Point Advocacy Challenge. The issues in focus are:

- » Immigration
- » Customs and cross border flows
- » Public procurement
- » Laws and governance
- » Regulatory Environment



### New Advocacy Platforms

#### ■ THE AMCHAM BUSINESS SUMMIT

Over 500 attendees representing the highest level of government and businesses across all sectors.

#### ■ ROUNDTABLES

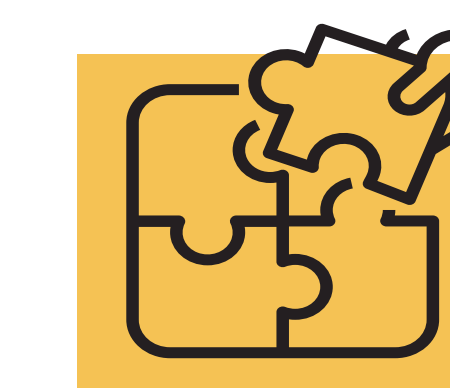
We held roundtable sessions with various stakeholders as follows:

- » AmCham -U.S. Government Roundtables
- » AmCham - Kenya Government Roundtables
- » Sector-based Roundtables

#### ■ SECTOR TASKFORCES

We constituted an Immigration taskforce comprising Fragomen, PWC and Deloitte, with the following objectives:

- » Develop advice and a structure and framework for formal engagement with GoK on immigration issues
- » Advice on policy matters related to immigration and make recommendations thereof
- » Update and advise the AmCham membership on Immigration matters

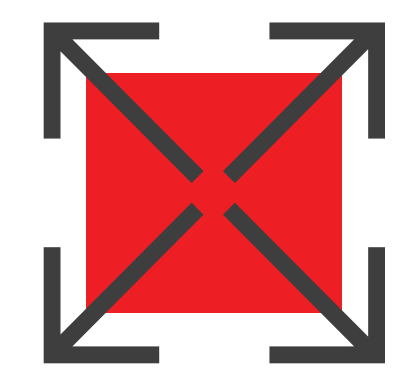


### Member Issue Resolution

Direct intervention on member issues namely immigration/work permits, customs clearance and standards issues.

## TRADE AND INVESTMENT PROMOTION

We promote trade and investment between Kenya and the United States for mutual economic growth and prosperity by connecting businesses to information, partners and opportunities.



### Outbound Trade and Investment Promotion

#### ■ THE DOING BUSINESS IN KENYA FORUM IN NEW YORK, USA

Over **90 people** attended this forum focusing on opportunities under Kenya's Big Four Agenda and government initiatives to encourage private sector participation.

#### ■ THE KENYA DIRECT FLIGHTS TRILATERAL BUSINESS FORUM

Was held at the U.S. Chamber in Washington DC with representation from the Kenya and U.S. Government and the private sector to dialogue on key requirements to drive commercial cooperation between the two countries.

Visit [www.amcham.co.ke/reports](http://www.amcham.co.ke/reports) to read the mission report



### Inbound Trade and Investment Promotion

AmCham scheduled **66 B2B meetings** for the Enterprise Florida inbound trade delegation consisting of **9 companies** representing the following sectors:

- » Healthcare
- » ICT
- » Water and Sanitation Services
- » Building and Construction
- » Agriculture
- » Beauty and Cosmetics

# SUSTAINABILITY

We work to sustain an operationally sound, efficient and effective Chamber.



## Financial Reporting

### ■ FINANCIAL REPORTING TO IFRS STANDARDS

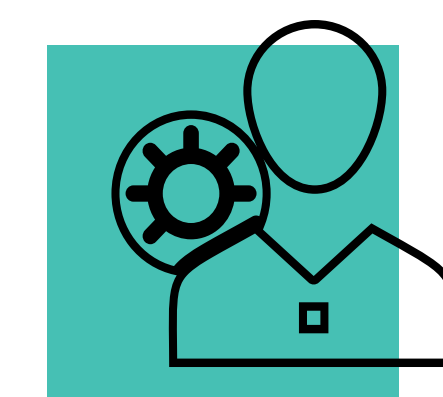
Including balance sheet cleaning.

### ■ FINANCIAL CHART OF AUTHORITY

To govern procurement and financial management policies.

### ■ INVESTMENT POLICY

To guide investment of surplus member funds for additional revenue generation.



## Operational Efficiency

### ■ NEW MEMBER MANAGEMENT PLATFORM

The platform facilitates an enhanced, automated, membership experience, enabling online membership and event registration and management, and direct secretariat to member communication.

### ■ RECLASSIFIED MEMBER CATEGORIES

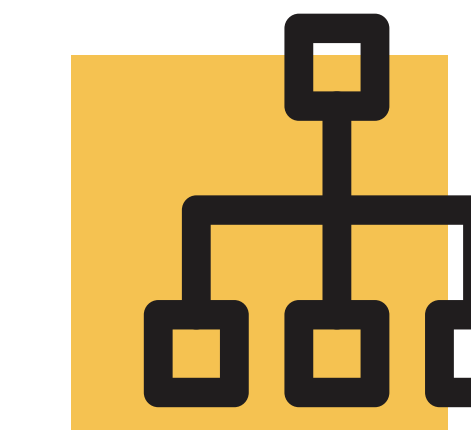
To ensure maximum value for members aligned to their business needs, there are now only two membership categories: Gold and Platinum.

### ■ MEMBER VALUE-FOCUSED FORUMS

Member informational and networking forums, expert briefings, business socials including the signature AmCham Golf Open and Annual Thanksgiving Charity Gala.

### ■ NEW OFFICE PREMISES

AmCham now has an independent office space to grow its identity, on the 10th floor, The Address on Muthangari Drive.



## Governance

### ■ APPOINTMENT OF SCRIBE REGISTRARS AS AMCHAM'S COMPANY SECRETARY

For regulatory compliance with the Registrar of Companies.



# The Future

**WHERE WE ARE GOING**

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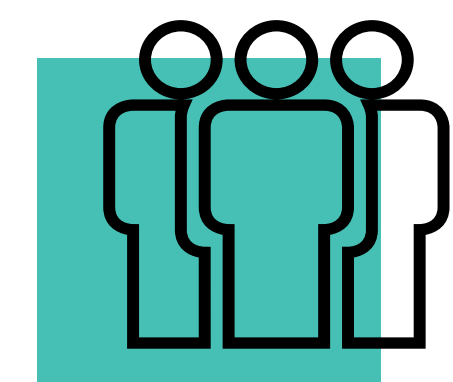


### The Amcham 5-point Advocacy Challenge

We will continue to focus our advocacy efforts on the following issues:

- » Immigration – Fair evaluation of skilled workers and special expertise
- » Public Procurement – Value-based procurement.
- » Laws and Governance - Anti-corruption.
- » Customs and Border Flows – Trade liberalization and updating and harmonization of product standards.
- » Regulatory environment – Predictability and stability of the policy environment.

**Visit:**  
[www.amcham.co.ke/policy-positions](http://www.amcham.co.ke/policy-positions)  
to learn more about the AmCham Advocacy Challenge



### Committees Out-Taskforces in

We have disbanded committees and will instead use sector-taskforces as drivers for resolution of specific common-interest issues. The taskforces will be based on:

- » Voluntary participation
- » A focus on resolution of a specific common-interest issue and
- » Eligible to Platinum and Gold members



### Special Initiatives

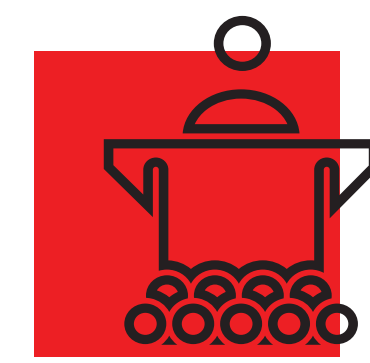
#### ■ **IMPACT STUDY ON AMERICAN BUSINESSES IN KENYA**

A study to quantify U.S. private sector contribution to the Kenyan economy including benefits of the Kenya – U.S. partnership. Specifically:

- » Number of American companies in Kenya
- » Their level of investment in Kenya
- » Direct and indirect economic contribution to GDP  
Number of direct & Indirect jobs created
- » Social impact in Kenya

#### ■ **INVESTED IN KENYA INTEGRATED CAMPAIGN**

A public campaign to showcase the contribution, impact and differentiation of American businesses in Kenya demonstrating our commitment to Kenya's future beyond numbers.



### Amcham Business Summit 2019

The 2019 edition will focus on:

- » B2B Matchmaking
- » Deal Development
- » Market Linkages/Product showcase
- » Trade & Investment Promotion with an East African focus.

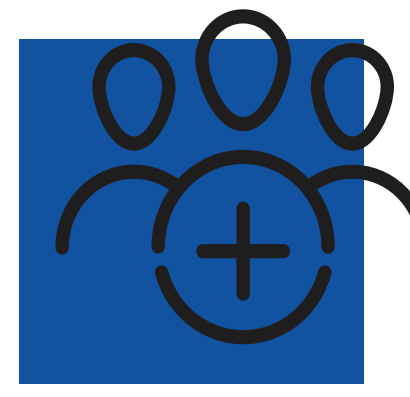


### Enterprise Development

We are keen to develop an SME enterprise development function in the chamber focused on:

- » Market Entry
- » Market Intelligence
- » Market Development
- » Partner Connect
- » Fundraising Support
- » Business Promotion

## THE FUTURE | SUSTAINABILITY



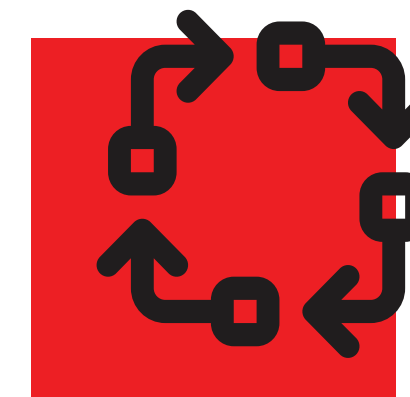
### Membership Growth

Target growth of 20% in 2019/2020



### Service Diversification

- » B2B Matchmaking
- » Partner Connect
- » Market Entry Acceleration



### Special Programs

Collaborative programs/workshops with members and partners on areas of interest to drive thought leadership and member value.



### Secretariat

Right-sizing and transformation from an administrative to a technical team.

# 2018 Photo Gallery

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The Kenya Direct Flight Trilateral Business Forum at the U.S. Chamber in Washington DC



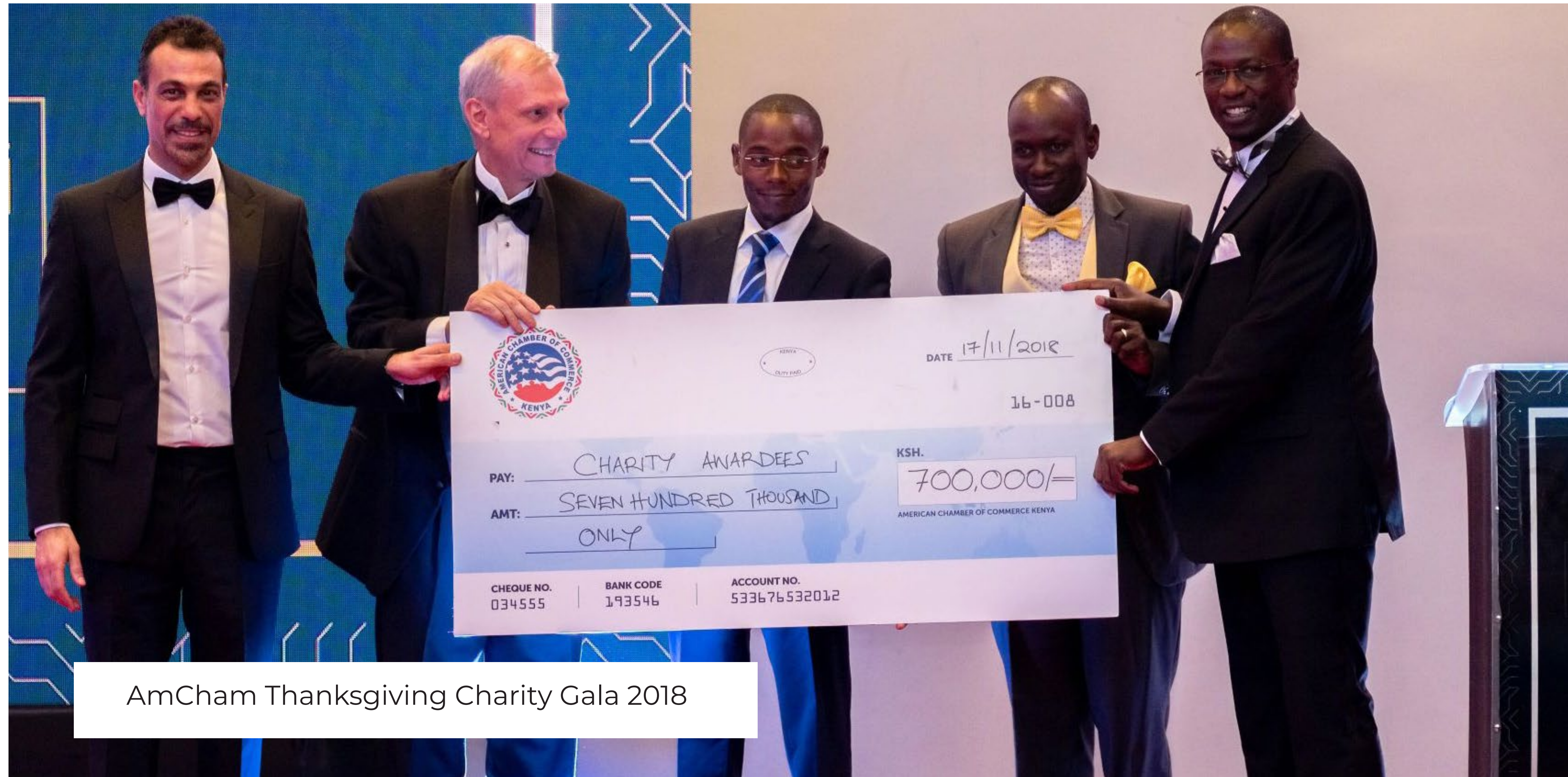
AmCham-U.S. Government Roundtable Forum



B2B Meetings During the Enterprise Florida Inbound Trade Mission



Exhibitions at the Doing Business with USA Forum



AmCham Thanksgiving Charity Gala 2018



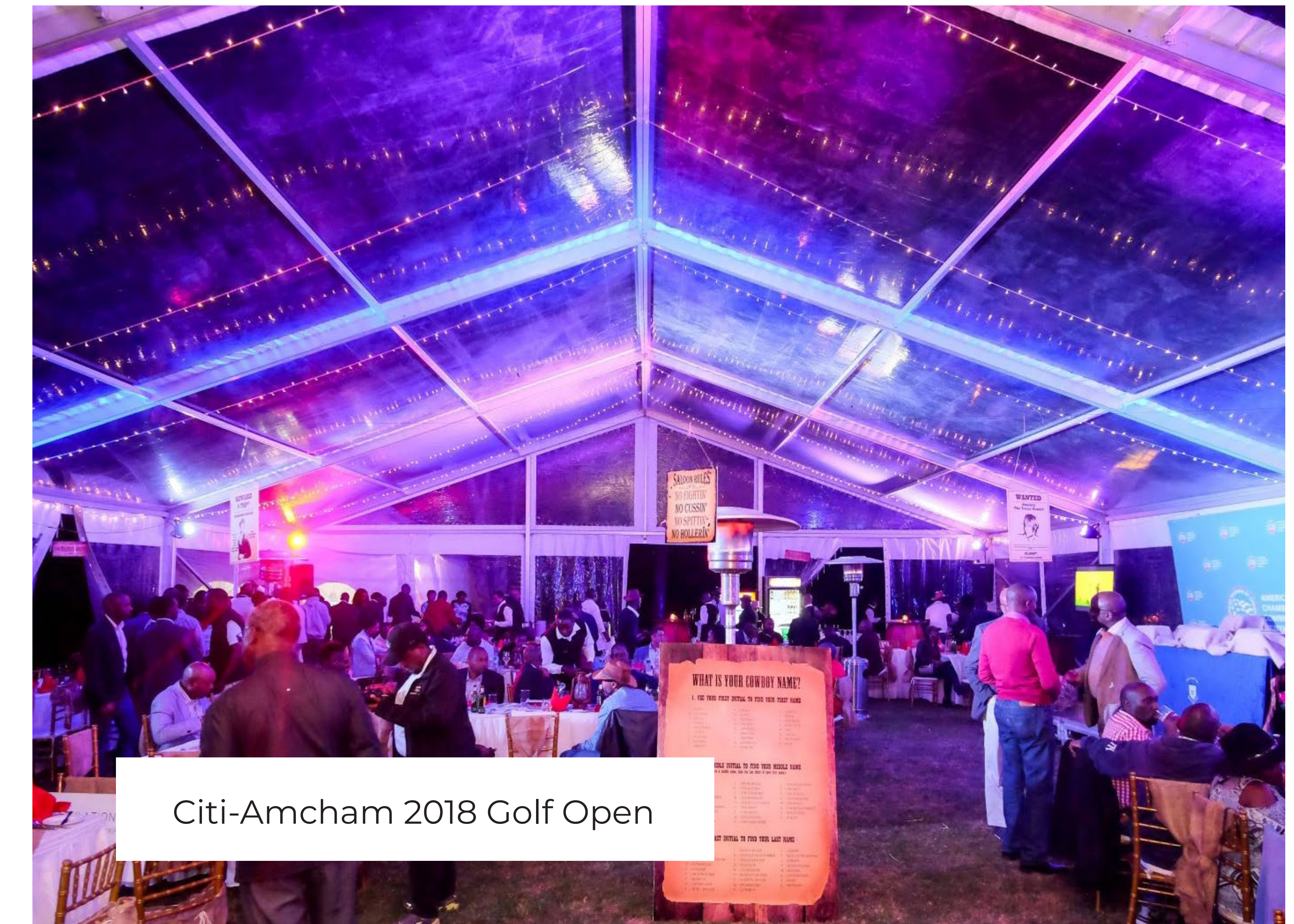
Panel Discussion at the AmCham - Mars Wrigley Women in Business Leadership Forum



AmCham Thanksgiving Charity Gala 2018



Citi-Amcham 2018 Golf Open



Citi-Amcham 2018 Golf Open



# AMCHAM

K E N Y A

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