



# East Africa's Thriving B2B Landscape: Opportunities in Packaging, Processing & Security Sector.

**By: Angela Kinyua**

# Introduction

- My name is Angela Kinyua, and I have built my career in the Business-to-Business (B2B) exhibitions sector, specializing in industries such as: **medical, printing, packaging, plastics, processing, security, food, and hospitality** across East Africa. With extensive experience in organizing and managing exhibitions, I have worked to connect businesses, foster industry growth, and create impactful networking opportunities.
- The goal of today's presentation is to providing Greek businesses with actionable insights on trade and investment opportunities in East Africa.



# Executive Summary

## Booming Economy

East Africa continues to be the fastest-growing region in Africa, with a projected 5.1% GDP growth in 2024 (African Development Bank). Key economies like Kenya (5.3%), Tanzania (5.2%), Uganda (5.5%), and Rwanda (6.2%) are driving this expansion, fueled by industrialization and infrastructure development.

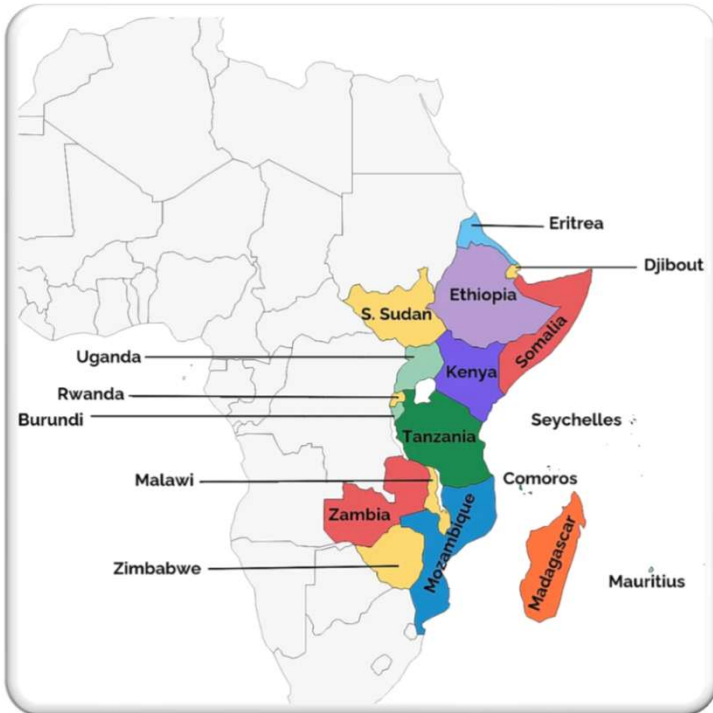
## Strategic Location

Positioned at the heart of Africa, East Africa serves as a regional trade gateway, offering access to a vast consumer base of over 450 million people. It is also a critical hub for trade between Africa, Europe, and Asia.

## Favorable Business Climate

Governments in the region actively foster a pro-business environment with investor-friendly policies, tax incentives, and trade facilitation efforts under agreements like EAC, COMESA, and AfCFTA.

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# East Africa's Economic Snapshot

10%

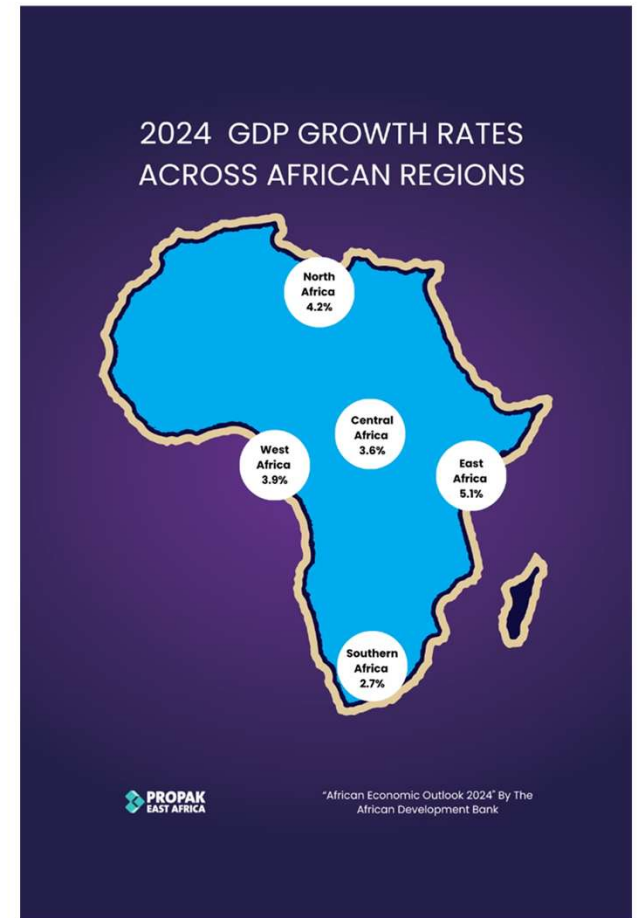
**Urbanization:** Over 10% annual urbanization rate, driving demand for goods, services, and industrial expansion.

5%

**GDP Growth Trends (2020-2024):** Consistently averaging over 5% annually, positioning the region as a leading investment hub.

200Million

**Middle-Class Population Growth:** A young rapidly increasing population exceeding 200 million. Increasing disposable income supports market expansion in sectors like manufacturing, FMCG, and infrastructure out of the 450 million people in the region





# Expanded Market Access and Trade Agreements

Part 1

## 1. East African Community (EAC)

- A regional intergovernmental organization of seven member states aiming for economic integration, free trade, and policy harmonization.
- Supports intra-regional trade by eliminating tariffs on goods originating within member countries.



## 2. Common Market for Eastern and Southern Africa (COMESA)

- A trade bloc of 21 African countries, promoting duty-free trade and regional investment opportunities.
- Provides a unified customs framework, allowing businesses to export and import seamlessly.



# Expanded Market Access and Trade Agreements

Part 2

## 3. African Continental Free Trade Area (AfCFTA)

- Covers 54 African countries, creating the largest free trade area in the world by market size.
- Expected to increase intra-African trade by 52% through reduced tariffs and simplified customs procedures.
- Provides preferential market access for industries such as manufacturing, packaging, and security services.
- **Example: Companies like Toyota East Africa** benefit from duty-free access under regional trade agreements.

## 4. Market Access Programme (MARKUP II)

- A **€40 million EU-funded programme (2023-2027)** supporting private sector development, enhancing trade access, and improving compliance standards in **key industries like coffee, tea, leather, and packaging**.
- The programme aims to promote economic growth in the East African Community (EAC) through private sector development and export promotion

# Expanded Market Access and Trade Agreements

Part 3



- **5. Kenya-EU Economic Partnership Agreement**

- Offers duty-free, quota-free access for Kenyan exports to the EU.
- Encourages European investment in Kenyan industries, including agriculture, processing, and packaging.

- **6. Recent Policy Changes Impacting Trade & Investment**

- **Kenya's Finance Act 2023:** Introduced tax incentives for manufacturing and ICT industries, boosting industrial growth.
- **Tanzania's Investment Act 2023:** Offers 10-year tax breaks for strategic projects, attracting foreign direct investment.
- **Rwanda's Industrial Policy Reforms:** Streamlining business registration processes to cut bureaucratic delays and encourage new ventures.



# Key Sectors Driving Growth

Part 1

## 1. Manufacturing & Industrial Processing

- Increased demand for automation, machinery, and production efficiency.
- *Example: Bidco Africa operates manufacturing plants in Kenya, producing edible oils, hygiene products, and consumer goods for regional and international markets.*
- *Example: Beverage manufacturers like Coca-Cola have invested in local bottling plants to meet growing regional demand.*

## 2. Packaging & Printing

- Growth in sustainable packaging, smart materials, and high-quality labeling solutions.
- *Example: Silafrica manufactures plastic and biodegradable packaging solutions, serving FMCG and agriculture industries.*
- *Example: Ramco Group provides large-scale printing and packaging services across East Africa.*



# Key Sectors Driving Growth

Part 2

## 3. Fast-Moving Consumer Goods (FMCG)

- **Increased production of packaged food, beverages, and personal care products.**
- *Example: Unilever East Africa operates a regional production hub in Nairobi, supplying personal care and food products.*
- *Example: Twiga Foods streamlines food distribution by connecting farmers to retailers using digital platforms.*

## 4. Infrastructure & Logistics

- **Standard Gauge Railway (SGR):** Enhancing cargo movement between ports and industrial hubs.
- **LAPSSET Corridor Project:** Connecting Kenya, Ethiopia, and South Sudan for efficient cross-border trade.
- **Mombasa & Dar es Salaam Ports Expansion:** Increasing cargo handling capacity for exports/imports.
- **Highway and Border Enhancements:** Supporting seamless regional trade.
- *Example: DHL and Bolloré Logistics are expanding their logistics operations in Nairobi and Dar es Salaam to enhance supply chain efficiency.*

# Key Sectors Driving Growth

Part 3

## 5. Security & Cybersecurity

- The rising need for cybersecurity, homeland security, and smart surveillance is driving investments in the security sector.
- *Example: Safaricom and Liquid Intelligent Technologies are developing advanced cybersecurity solutions to counter digital threats.*
- *Example: Hikvision and Dahua have expanded their smart surveillance solutions in East Africa, integrating AI-driven security systems.*
- *Example: Securex Agencies Ltd provides high-tech security services, including biometric access and monitoring solutions.*



# Key Trade Sectors & Market Opportunities

Part 1

## 1. Packaging

- **Market Size:** \$1.5 billion (2023), growing at **5–7% annually**.
- **Key Drivers:** Rise in **agricultural exports (coffee, tea), retail, and e-commerce growth**.
- **Opportunities for Greek Businesses:** Sustainable packaging solutions, printing innovations, smart packaging.

## 2. Processing

- **Contribution:** 25–35% of **manufacturing output**.
- **Growth Rate:** **6–8% annually**, fueled by urbanization and agro-processing investments.
- **Trends:** Demand for **food safety technology, automation, and efficiency solutions**.
- **Greek Business Potential:** Food ingredients, beverage processing, dairy tech.

# Key Trade Sectors & Market Opportunities

Part 2

## 3. Printing

- **Market Size:** \$1.2 billion (2023), Kenya holds ~40% of the share.
- **Growth Trend:** Digital printing on the rise, though traditional printing still dominates.
- **Greek Business Potential:** High-end printing technology, eco-friendly solutions.

## 4. Plastics & Sustainability

- **Market Growth:** 6–8% annually, driven by packaging & construction.
- **Kenyan Plastics Ban:** Shift towards biodegradable and sustainable packaging.
- **Greek Business Potential:** Bioplastics, alternative materials, compliance consulting.

## 5. Security

- **Market Projection:** \$9.8 million (2025), growing at 7.76% CAGR.
- **Key Trends:** Cybersecurity, AI-driven surveillance, access control, private security regulation.
- **Greek Business Potential:** Smart surveillance, cyber defense, AI security solutions.



# How Greek Businesses Can Engage in East Africa

## Trade Associations & Networking:

- ✓ Kenya Association of Manufacturers (KAM)
- ✓ Kenya Private Sector Alliance (KEPSA)
- ✓ Kenya National Chamber of Commerce & Industry (KNCCI)
- ✓ Private Security Regulatory Authority (PSRA)
- ✓ Kenya Investment Authority (KenInvest)
- ✓ Confederation of Tanzania Industries (CTI)
- ✓ Rwanda Development Board (RDB)
- ✓ Kenya CyberSecurity and Forensic Association (KCSFA)

## Investment Incentives in East Africa

- ✓ **Kenya: Special Economic Zones (SEZs)** offering 10-year corporate tax holidays and duty exemptions.
- ✓ **Rwanda:** 15% preferential corporate tax rate and seven-year tax holiday for large projects.
- ✓ **Uganda:** Incentives such as capital allowances and tax exemptions for targeted sectors.

## Market Entry Strategies:

- ✓ **Find local distributors & partners** for easier market penetration.
- ✓ **Attend B2B trade shows.**
- ✓ **Explore government incentives & tax benefits** for foreign investors.
- ✓ **Leverage digital platforms** for B2B networking & lead generation.

# Conclusion

East Africa offers unparalleled opportunities for business expansion, driven by **economic growth, infrastructure investments, and a dynamic consumer market**. With strong **trade agreements, government incentives, and a rising need for security solutions**, the region presents a strategic investment destination for businesses looking to tap into **one of the fastest-growing markets in the world**.