

PROJECT EASTAFRICA

3 – 4 November 2015 | Nairobi, Kenya



Regional Infrastructure Investment Summit

3rd – 4th November, Intercontinental, Nairobi

Held under the esteemed auspices of



Republic of Kenya

Ministry of Transport and Infrastructure

In Partnership with the

East African Chamber of Commerce, Industry and Agriculture



East African Chamber of
Commerce, Industry and Agriculture

Organised by:



Part of the Gastech Network:



Part of the dmg::events network:



Introduction

Dear colleagues,

It gives us a great pleasure to outline our thoughts on how we can work together in the organization of Project East Africa, a highly worthwhile and productive conference for infrastructure and other related major projects throughout the East Africa region.

Project East Africa will provide a platform for leading decision makers to engage with international and local investors to showcase the abundant opportunities available throughout this region.

Project East Africa will showcase major investment opportunities and infrastructure projects, as well as highlighting how the East Africa region supports foreign investment and maintains a trusted stability within the regional market. Boasting some of the strongest economies in Africa and with one of the fastest growth rates in the world, East Africa is an investment destination of significant importance.

Key projects that will be highlighted at the Summit are central to these long-term investments and will provide international and domestic organizations the opportunity to participate in turnkey projects and infrastructure contracts. Infrastructure projects that require both international and national **organizations**, project leaders and contractors will be Project East Africa's focus.

Project East Africa will provide an unparalleled platform to meet those directly responsible for these opportunities which are clearly in line with the aspirations of the Government in helping to outline the objectives of each countries development plans and in particular showcasing projects and opportunities in:

- Public Works & Transportation
- Water and Electricity
- Telecommunications
- Infrastructure for Oil & Gas
- Infrastructure for Power
- Public Private Partnership Opportunities
- Construction

The following outlines the many opportunities to be a part of this valuable Summit. With options to speak, display company products and branding, or to host welcome networking parties and functions, we have abundant opportunities to meet, greet and network with the Governments and core organizations you will need to further your business in this exciting region.

Yours sincerely

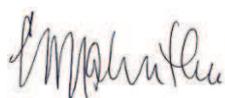


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Managing Director



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Yours sincerely,



Charles N. KAHUTHU
Regional Coordinator and CEO



East African Chamber of
Commerce, Industry and Agriculture

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Government Support

Launched in partnership and under the endorsement of the Ministry of Transport & Infrastructure Kenya, the Project East Africa Summit will be held in Nairobi as host to this exciting region and investment destination. To further ensure regional support across East Africa, we are delighted to confirm the further endorsement and attendance of the below Ministers who will each showcase their individual projects and in country plans for public private investment.



**His Excellency Honourable
UHURU KENYATTA, CGH**
President & Commander in Chief
Of Kenya Defence Forces
Republic of Kenya



Mr. James MACHARIA
Acting Minister for Transport
Ministry of Transport and
Infrastructure;
Republic of Kenya



Hon Minister Eng Dr Musoni
NZAHABWANIMANA
Ministry of Transport and
Infrastructure
Republic of Rwanda



Hon Minister Eng John
BYABAGAMBI
Ministry of Works & Transport
Republic of Uganda



Samuel J SITTA
Hon Minister
Ministry for Transport
Republic of Tanzania



Hon Minister Eng Ciza VIRGINIE
Ministry for Transport
Public Works & Equipment
Republic of Burundi



Hon Minister Kwong Danhier
GATLUAK
Ministry for Roads & Transport
Republic of South Sudan



Charles KAHUTHU
Regional Coordinator & CEO
East African Chamber of
Commerce, Industry and
Agriculture (EACCIA)



MINISTRY OF TRANSPORT AND INFRASTRUCTURE

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Email: pc@transport.go.ke

Website: www.transport.go.ke

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TRANSCOM BUILDING, 8TH FLOOR
NGONG ROAD
P.O. Box 52692-00200
NAIROBI

MOT& I/C/ADM/058. VOL.II (5)

21st January, 2015

Eng. Dr. Musoni Nzahabwanimana
Minister of State in Charge of Transport
Ministry of Infrastructure
Republic of Rwanda
RWANDA

Hon. Eng. Abraham Byandala
Minister of Works and Transport
Republic of Uganda
UGANDA

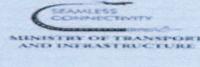
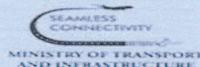
Eng. Ciza Virginie
Minister for Transport, Public Works &
Equipment
Republic of Burundi
BURUNDI

Hon. Dr. Harrison G. Mwakyembe (MP)
Minister for Transport
Republic of Tanzania
TANZANIA

Hon. Kwong Danjier Gatluak
Minister for Roads and Transport
Republic of South Sudan
SOUTH SUDAN

Dear *Colleagues*

**INTERNATIONAL SUMMIT EXAMINING THE INFRASTRUCTURE &
MAJOR PROJECT DEVELOPMENT AND INVESTMENT
OPPORTUNITIES IN EAST AFRICA AT INTERCONTINENTAL HOTEL,
NAIROBI 3RD AND 4TH NOVEMBER, 2015**



It is with great pleasure that the Ministry of Transport and Infrastructure is announcing that the inaugural Project East Africa Summit will be hosted here at the Intercontinental Nairobi on 3rd and 4th November, 2015.

Project East Africa provides a platform for leading decision makers to engage with international and local investors to showcase the abundant opportunities and infrastructure projects in the East Africa region.

Key projects that will be highlighted at the Summit are central to these long-term investments and will provide international and domestic organizations the opportunity to participate in turnkey projects and infrastructure projects that require both international and national organisations, project leaders and contractors will be Project East Africa's focus.

We call on our partners and investors in the East Africa region to actively participate and to support this endeavor. The Ministry of Transport and Infrastructures is delighted to be hosting this event and looks forward to your input and participation.

We look forward to you all being a part of this important event for our mutual benefit.

A warm welcome awaits you in Nairobi, Kenya. Please accept, your Excellences', the assurances of my highest consideration.

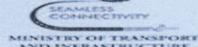
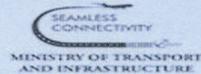
Yours *Sincerely*



Eng. M.S.M. Kamau, CBS
CABINET SECRETARY

Copy to: Amb. Amina Mohamed, CBS, CAV
 Cabinet Secretary
 Ministry of Foreign Affairs and International Trade
 NAIROBI

Mr. Joseph K. Kinyua, CBS
Chief of Staff and
Head of Public Service
NAIROBI

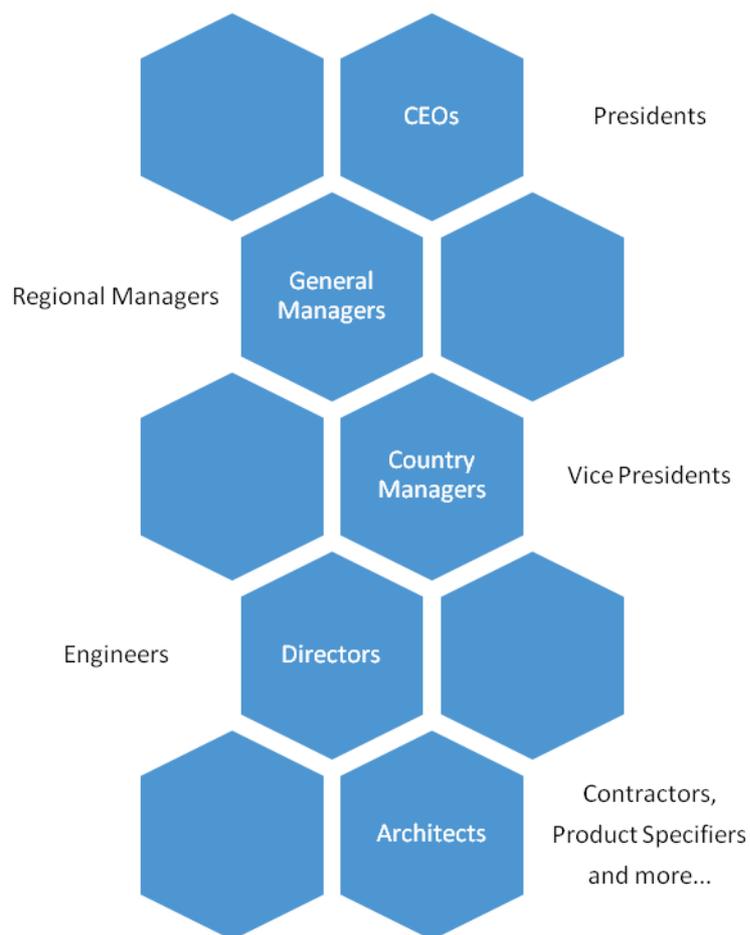


Event Demographics

What type of companies will be in attendance?

- EPC Contractors
- Material Providers
- Engineering and Construction
- Plant Machinery Providers
- Designers
- Environmental Specialists
- Banks and Financial Institutions
- Law Firms
- Consultancies specialising in the Infrastructure Industry

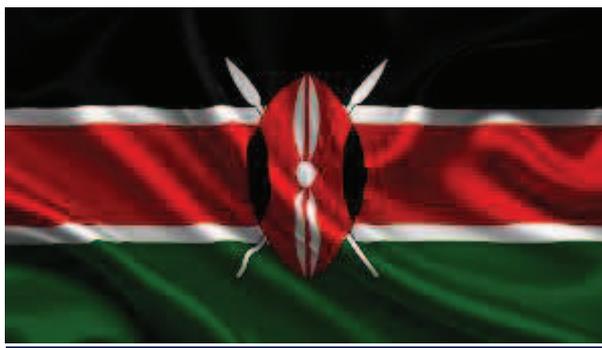
Who will attend?



and Heads of

- Sub Saharan/East Africa
- Project Management
- Strategy
- Infrastructure Development
- Commercial/Contracts
- International Government and Corporate Affairs
- Economic, Political, and Risk Analysis

In Country Focus - Kenya



The Project East Africa Summit will serve as a platform for investors, prospectors and lead construction companies to evaluate and recognise the benefits of the vast development plans ahead for Kenya. Initial areas of consideration are as follows:

With Kenya's annual infrastructure budgetary deficit currently standing at around US\$2,bn the Cabinet Secretary for Finance Henry Rotich specifically outlines Public Private Partnerships (PPPs) as the next vital step for future of the countries development plans.

With the recent World Bank Kenya Infrastructure Finance/PPP project in place, the event will examine how to increase private investment in the Kenya infrastructure market across sectors, how to sustain this participation over an extended period of time and improve the enabling environment to generate a pipeline of bankable Public-Private Partnership (PPP) projects.

Some of the current development plans highlighted for case study include:

- Bomas of Kenya Convention Centre
- Development of Dongo Kundu Freeport
- Second Nyali Bridge Development. Findings of feasibility study report available
- Standard Gauge High Speed Rail Link between Mombasa to Nairobi and Kisumu and onto Malaba
- LAPSET Corridor Development Projects (Lamu Port, Rail, Pipeline, Road, Oil Refinery, Resort Cities, etc.)
- Jomo Kenyatta International Airport Projects (Greenfields New Passenger Terminal, Second Runway, etc.)
- 10,000km Roads Annuity Programme

In Country Focus - Uganda



With over 75bn Ugandan Shillings allocated to the Uganda Road Fund for maintenance and rehabilitation of 10,000km of national, district, urban, city roads and community access roads across the country, comprising of 2,575.5bn Ugandan Shillings to the Works and Transport sector in total, development plans already have great momentum and financing for 2015 alone.

The Project East Africa Summit will serve to outline these projects through in-conference discussions, and debate with the Government, EPC Contractors, PPP investors, and suppliers to further evaluate and analyse the benefits of the vast development plans ahead for Uganda.

Some of the projects to be highlighted by the Ugandan Government include:

- Construction of five irrigation systems
- Refinery development
- Construction of Inter-state distribution pipeline
- Construction of Karuma HEP Project (600MW)
- Construction of Ayago HEP project
- Improve transport infrastructure, safety for Greater Metropolitan Kampala
- Rehabilitate the existing railway lines
- Lake Albert Infrastructure Project

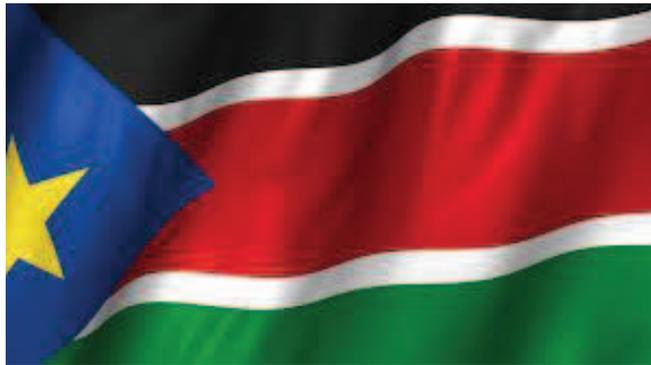
In Country Focus - Tanzania



Following the World Bank approval of \$300 million in funds from the IDA to support the Government of Tanzania's effort in creating a reliable open access railway infrastructure on the Dar es Salaam-Isaka section of the East African Central Corridor, work has already begun to strengthen the countries rail agencies' ability to manage the infrastructure, traffic operations, and network regulation. As a landmark project this is the much needed first step to the eventual upgrade and expansion of the broader Central Corridor transport network.

Alongside plans for further development of Ports in line with Oil and Gas network expansion across the region, these Mega Projects will be showcased by the Tanzanian Government through in-conference discussions and pre organised meeting schedules.

In Country Focus – South Sudan



As the newest investment destination in East Africa, South Sudan is of key interest to frontier investment companies keen to take part in the building of Africa's newest country. Key areas highlighted by The South Sudan Ministry of Infrastructure include:

- Produce material to supply new infrastructure projects throughout the country; current imports of construction materials are estimated at \$3.4 million USD and growing
- Construct over 4,000 km of roads throughout the country, potentially developing transport corridors along these routes
- Build and upgrade airports throughout the country to meet International Air Transport Association standards, including the Juba International Airport
- Support hydro-electric projects. Prefeasibility studies have already been completed for four large-scale hydro-electric power projects on the Nile, near Juba, and an additional 16 mini-hydro power sites have already been identified
- Develop large-scale solar thermal and small-scale solar photovoltaic power generation, given South Sudan's access to an average of 12 hours of sunshine per day year round

In Country Focus – Rwanda



Rwanda, now considered as the one of the hottest destinations for investment in East Africa, boasts and impressive development plan spanning the next 5 years. The Rwanda Development Board have initialised the following key projects to sign off a decade of progress. The Rwandan Government will utilise Project East Africa as the promotional platform & meeting ground to further their partnerships of PPP opportunities and EPC contracts.

Roads:

- The major road infrastructures open for investments are both located in the rural and urban areas.
- Kibungo-Ngoma-Nyanza (130Kms): This road aims to connect the South East to South West part of Rwanda.
- Nyagatare-Byumba-Base (130Kms) located in the North West and North East of the country.
- Kigali Ring Road (80Kms): This project could be developed through a Public Private Partnership.
- New Bugesera Airport Expressway: The road will connect the new airport to Kigali City (40Kms).

Air transport:

- The project is to develop a new modern international airport at Bugesera.
- This airport will provide both extra capacity for passenger transport and also will develop the cargo freight.
- The New Bugesera International Airport target is to become an international hub in East Africa and beyond.
- This project will also increase significantly the land value in the airport area and attract more private investment and urban development.

Rail:

- Rwanda's plans to develop two major regional lines.
- The Dar es Salaam - Isaka - Kigali railway project, line rehabilitation in Tanzania and of the construction of the new Isaka - Kigali line
- The Mombasa - Nairobi - Kampala - Kigali railway route, how to unlock Rwanda and provide direct connection to the Indian Ocean.
- Inland Water Transport, how to develop inland water transport for the transportation of goods and passengers on the Kivu Lake.
- Needed connection to the cities of Rubavu, Karongi and Rusizi with the construction of new terminals and equipment of new ships.

Public transportation:

- Development of a modern Public Transportation System to help further boost economic development.
- The Kigali the public transportation system and plans for a Bus Rapid Transit System (BRT) composed of 43Kms of dedicated bus lanes.
- Restructuring of the public transport operator ONATRACOM to make it a private company

Current Project:

- Regional Communications Infrastructure Program (Phase 2) - Rwanda Project
- How to contribute to lower prices for international capacity and to extend the geographic reach of broadband networks

In Country Focus – Burundi



Alongside core development plans of the Vision Burundi 2025 project, the African Development Bank's US \$29.49million grant has stood to attract international attentions to the progress of development plans in Burundi.

The finance set establish the first phase of the Nyakararo-Mwaro-Gitega Road Improvement and Asphaltting, plus the Multi-Sectoral Water and Electricity Infrastructure Project, is currently looking for rejuvenation. This alongside the vast development plans set out for the Vision project of 2025, will base the core focus points for Project East Africa's Burundi investment programme.

Key areas include:

- Road Network Improvement Programme
- Investment opportunities in Hydroelectric infrastructures
- Government plans for Build of nationwide rail network
- Reinforcement programmes for the ports on the Lake Tanganyika
- Government plans for Airport expansion projects

Draft Conference Programme

Agenda Day One: Tuesday 3rd November 2015

08:00 – 09:00	Registration and Breakfast
09:00 – 10:00	<p>Welcome from the Chair and Honoured Ministerial Address</p> <ul style="list-style-type: none"> • H E Honourable Uhuru KENYATTA, CGH, President & Commander In Chief, Republic of Kenya • Mr. James MACHARIA, Acting Cabinet Secretary for Transport and Infrastructure • Eng. Dr. Musoni NZAHABWANIMANA, Minister of State in charge of the Ministry of Transport and Infrastructure, Republic of Rwanda • Hon. Eng. John BYABAGAMBI, Minister of Works and Transport, Republic of Uganda • Eng. Ciza VIRGINIE, Minister for Transport, Public Works & Equipment, Republic of Burundi • Hon. Samuel J. SITTA, Minister for Transport, Republic of Tanzania • Hon. Kwong Danjier GATLUAK, Minister for Roads and Transport, Republic of South Sudan
10:00 – 10:30	Networking Break
10:30 – 11:15	<p>Putting East African infrastructure in a global context</p> <ul style="list-style-type: none"> • Economic analysis of the region • Political analysis of the region • Current trends in foreign and domestic investment in the region • Outlining major projects and key infrastructure needs for the region <p>Solomon ASAMOAH, Vice President, Infrastructure, Private Sector and Regional Integration, African Development Bank Group</p>
11:15 – 12:00	<p>International Infrastructure Investor perspective</p> <ul style="list-style-type: none"> • Why East Africa? • Filling the funding gap • Regional versus Single country expertise - is there room for both? • What are the unique risks in the region - political, security, social • PPP - does it work for international investors?
12:00 – 13:00	<p>Spotlight on public works and transportation - a regional roundup</p> <p>Short regional presentation followed by panel discussion to highlight successes and planned projects from country specific examples. Developers and their partners highlight opportunities and regional plans in their specific sectors.</p>
13:00 – 14:00	Networking Lunch
14:00 – 14:30	Risk analysis, identification and mitigation
14:30 – 15:30	<p>Spotlight on water and electricity - a regional roundup</p> <p>Short regional presentation followed by panel discussion to highlight successes and planned projects from country specific examples. Developers and their partners highlight opportunities and regional plans in their specific sectors.</p>
15:30 – 16:00	Networking Break
16:00 – 17:00	<p>PPP in focus</p> <p>Highlighting PPP projects throughout the region and how governments are structuring them</p> <p>Charles KAHUTHU, CEO, East African Chamber of Commerce, Industry and Agriculture</p>

17:00 – 17:30	Fireside Chat - Veteran's Perspective - the impact of infrastructure on populations, economies and society, past and present <ul style="list-style-type: none"> • Why is now the time for serious investment? • Compared to 20 years ago, what has changed? • Sustaining development through infrastructure • Using infrastructure to drive the regional economy • 5 year outlook
20:00 +	Gala Dinner

Agenda Day Two: Wednesday 4th November 2015

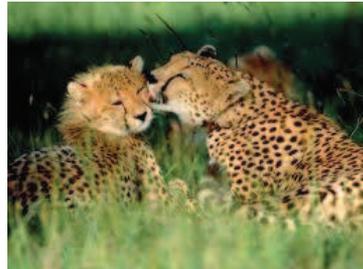
08:00 – 09:00	Registration and Breakfast
09:15 – 09:45	Keynote - Opening up East Africa through telecoms <ul style="list-style-type: none"> • Economic benefits • Grasping the potential - analysis of the market size • Meeting demand • Returns for investors • Social returns
09:45 – 10:30	Spotlight on Telecoms - illustrated with country specific projects
10:30 – 11:00	Networking Break
11:00 – 11:45	Building networks between investors, developers and governments <ul style="list-style-type: none"> • The practicalities of doing business in the region • Finding the right partners • Ensuring sustainable projects
11:45 – 13:00	Spotlight on Construction/Real Estate Short regional presentation followed by panel discussion to highlight successes and planned projects from country specific examples. Developers and their partners highlight opportunities and regional plans in their specific sectors.
13:00 – 14:00	Networking Lunch
14:00 – 15:00	Spotlight on infrastructure for Oil and Gas Short regional presentation followed by panel discussion to highlight successes and planned projects from country specific examples. Developers and their partners highlight opportunities and regional plans in their specific sectors.
15:00 – 15:30	Mega Trends - East Africa What is the future for the region and why infrastructure is vital? <ul style="list-style-type: none"> • Urbanisation • Population • Economic class evolution • Meeting the demands - in figures • Opportunities for investors and governments
15:30 – 15:40	Chairman's Round Up
15:40	Afternoon Tea and Close of PEA

Venue

Held at the prestigious Nairobi Intercontinental Hotel, The Project East Africa Summit will be an ideal meeting place held in the main business hub for Kenya and key location for international business throughout East Africa.



Located in the heart of the impressive city center, the InterContinental Nairobi has for years been an oasis of comfort for business travellers as well as those who want to experience the wonders of Africa. The Parliament buildings are a short stroll away, and for a well-earned treat after a few days of hectic networking, you can relax and take in the wonders Nairobi National Park which is just minutes away.



The Project East Africa Summit will offer a range of networking events designed to encourage informal relaxed networking outside the busy conference programme at the word class bars and restaurants. Impressive board rooms can be taken for select promotional or private meetings, with a host of laid back areas where you can meet and catch up with colleagues.



With many years' experience in hosting some of Africa's most prestigious gatherings, you can rest assured that every effort has been made to ensure your time spent at the PROJECT EAST AFRICA Summit will be as productive, informative and as relaxing as possible.

PR & Press Activities

For Project East Africa 2015 we are undertaking a year round international and regional marketing campaign to ensure we reach the widest audience possible of delegates, exhibitors and visitors to guarantee widespread exposure

Currently we are working with our international media publications to focus on promoting Project East Africa to the international construction, finance, investment and development community. Leading publications on board for this year include: Petroleum Africa as our Official Media Partner, **Upstream, The Africa Report, Business Monitor International, Petroleum Economist, Oil Review Africa, Gulf Oil & Gas, Africa Business and World Oils** among others.

With these partners we have a regular schedule of printed adverts, e-banners, e-newsletters and promotions via social media channels. In addition as part of the dmg:events group which organises the world's biggest infrastructure events we have access to a global database of 1 million infrastructure professionals around the world to whom we promote Project East Africa through monthly newsletters to a targeted audience.

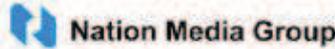
In March we begin our regional marketing promotions distributing targeted press releases every 2 weeks from March 1st until the event in November. We are also working with the following press through our contacts who attended our East African events over the last 3 years who are also distributing our press releases and covering the event in November for the onsite and post event media coverage. These include; **Standard media, Citizen, East African, Capital FM, KTN, Bloomberg, NTV, K24, Radio Africa, Nation Media, Thomson Reuters, XIN HUA, Daily Nation and the Star**. We are also in contract with **Standard Media** as the Official Press Partner for the event. In addition we will be working closely with Ministries, industry associations and Embassy commercial offices throughout East Africa in providing Project East Africa with comprehensive and continuous coverage.

As part of the world's largest Infrastructure Events, the Big 5 and in Partnership with the Kenyan Government Sky News, CNBC, Bloomberg, CCTV, amongst many more will be covering the event and opening with President Kenyatta.

We will have key coverage from **Sky News, CCTV, and Bloomberg**, along with TV adverts with **CNBC Africa** and **NTV** and billboard advertising featuring all the sponsors' logos in August, September and October on the main highways in Nairobi to guarantee exposure to the widest audience possible.

With the partnership of the Ministry of Transport & Infrastructure in Kenya, all leading Infrastructure and Public Works Ministries across East Africa and surrounding regions, we are generating national and international news coverage from all major Press & Television networks focused on the development of East Africa.

The following highlights our core media base:



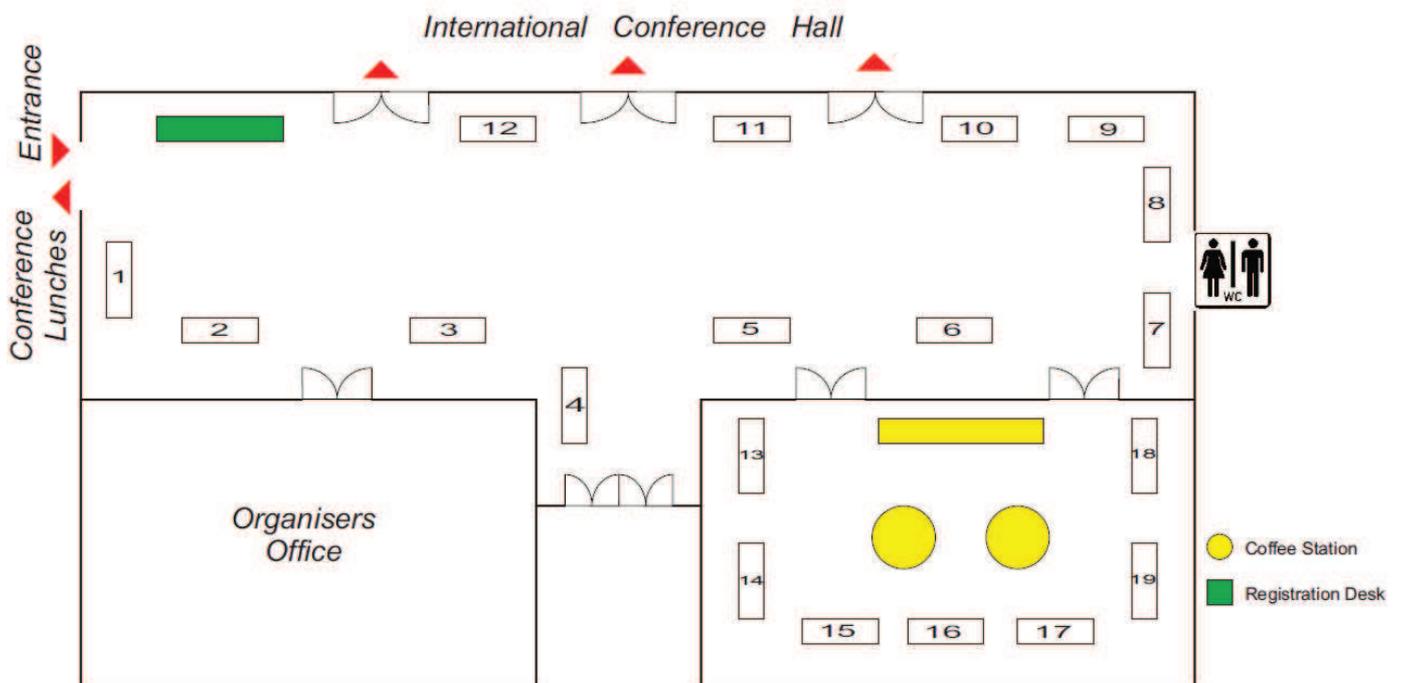
THE AUTHORITY ON ENERGY

Display Options

Project East Africa event will provide a limited number of display opportunities for companies to display products, services and offer a meeting point in the busy networking hub where all delegate refreshments will be served.



Each display table will feature a 3 metre by 1 metre space including table, chairs and electricity, all you will need to provide is display material and any back drop you may wish to use.



DELIVERABLES

- 1 complimentary delegate pass to all areas of the event
- 60 word company profile
- 20% discount on additional registration fees

Investment \$8.500

Sponsorship Deliverables

Established as the leading event for the whole region; Project East Africa promises a year of widespread industry support and following from all the senior players in the industry.

The Project East Africa sponsorship packages offer branding opportunities not only throughout the Summit, but also on the main exhibition floor, leading up to the event in the national and international marketing campaigns and PR coverage as well as the post event media reporting. With different packages to suit all marketing deliverables and budgets, we welcome any suggestions you have and can build any bespoke packages around your marketing plans.

Sponsor's Branding

Your logo will appear on the following:

- The Project East Africa Webpage (with hypertext link).
- The Project East Africa brochures (mailed to 1000s of targeted global contacts from the high level GEP Database).
- The international trade press: advertisements will carry the sponsors' logos
- The Project East Africa final programme and event catalogue
- The post conference website set up for speakers papers
- All the posters and banners that decorate the conference halls and networking areas
- Post conference marketing, including the report submitted to the all involved in the event



Strategic Sponsorship – Official Partner

Strategic Sponsor: This package ensures your company is seen as the official knowledge partner and driver of Project East Africa. Your company logo will be highlighted as the official partner and take a prominent position next to the Project East Africa logo on all conference marketing and onsite materials.

ON-SITE EXPOSURE

- Company logo displayed on the back drop behind the speaker's podium
- Company logo displayed at the registration area and in the VIP lounge entrance
- Company logo highlighted on all event signage
- Company banner at the main meeting hall entrance
- Opening address at event, welcoming delegates to Project East Africa on first day of the conference.
- High profile speaking slot on main Project East Africa programme with option to chair a selected session

PUBLICATIONS AND ADVERTISEMENTS

- Company logo on the GEP web page (with hypertext link).
- Company logo on the Project East Africa web page (with hypertext link).
- Company logo printed on all event materials, including the brochures and event catalogue
- 100 word company profile and one full colour advertisement page in the event catalogue
- Company logo on websites and in all supporting international trade publications.
- Company name on Project East Africa newsletter sent every month to a global database of 1000 of senior executives with an interest in international investment opportunities.



ADDITIONAL BENEFITS

- 10 complimentary delegate passes to all areas of the event. (25% discount on additional registration fees)
- Contact details of all attendees, (in compliance with data protection procedure)
- Sponsorship of Invest Africa & GEP VIP Evening Function on Day 1
- Sponsorship of Presidential Day 1 Cocktail Party

Sponsorship Investment

\$100,000

Platinum Sponsorship



Platinum Sponsor: Your company logo will be highlighted as the platinum sponsor and take a prominent position next to the Project East Africa logo on all conference marketing and onsite materials.

ON-SITE EXPOSURE

- Company logo displayed on the back drop behind the speaker's podium
- Company logo displayed at the registration area and in the VIP lounge
- Company logo highlighted on all event signage
- Company banner at the main meeting hall entrance
- High profile speaking slot on main Project East Africa conference programme

PUBLICATIONS AND ADVERTISEMENTS

- Company logo on the GEP web page (with hyperlink).
- Company logo on the Project East Africa web page (with hyperlink).
- Company logo printed on all event materials, including the brochures and official catalogue
- Company name on Project East Africa newsletter sent every month to a global database of 1000s of senior executives with an interest in international investment opportunities.
- Company logo on websites and in all supporting international trade publications.
- 100 word company profile and one full colour advertisement page in the event catalogue

ADDITIONAL BENEFITS

- 7 complimentary delegate passes to all areas of the event. (25% discount on additional registration fees)
- Contact details of all attendees, (in compliance with data protection procedure)

Sponsorship Investment

\$70,000

Gold Sponsorship



Gold Sponsor: Your company logo will be highlighted as the gold sponsor and take a prominent position on all marketing and onsite materials.

ON-SITE EXPOSURE

- Company logo displayed on the back drop behind the speaker’s podium
- Company logo displayed at the registration area and in the VIP lounge
- Company logo highlighted on all event signage

PUBLICATIONS AND ADVERTISEMENTS

- Company logo on the GEP web page (with hypertext link).
- Company logo on the Project East Africa web page (with hypertext link).
- Company logo printed on all event materials, including the brochures and the official catalogue.
- Company name on Project East Africa sent every month to a global database of 1000s of senior executives with an interest in international investment opportunities.
- Company logo on websites and in more than a dozen supporting international trade publications.
- 100 word company profile and 1 full colour advertisement page in the event catalogue

ADDITIONAL BENEFITS

- 5 complimentary delegate passes to all areas of the event (25% discount on additional registration fees)

Sponsorship Investment

\$50,000

Silver Sponsorship



Silver Sponsor: Your company logo will be highlighted as the silver sponsor and take a prominent position on all marketing and onsite materials.

ON-SITE EXPOSURE

- Company logo displayed on the back drop behind the speaker's podium
- Company logo displayed at the registration area

PUBLICATIONS AND ADVERTISEMENTS

- Company logo on the GEP web page (with hypertext link).
- Company logo on the Project East Africa web page (with hypertext link).
- Company logo printed on all event materials, including the brochures and the official catalogue
- Company name on Project East Africa newsletter sent every month to a global database of 1000s of senior executives with an interest in international investment opportunities.
- Company logo on websites and in more than a dozen supporting international trade publications.
- 100 word company profile and one full colour advertisement page in the event catalogue

EXTRA BENEFITS

- 3 complimentary delegate passes to all areas of the event (25% discount on additional registration fees)

Sponsorship Investment

\$30,000

Bronze Sponsorship



ON-SITE EXPOSURE

- Company logo displayed on the back drop behind the speaker's podium
- Company logo displayed at the registration area

PUBLICATIONS AND ADVERTISEMENTS

- Company logo on the GEP web page (with hypertext link).
- Company logo on the Project East Africa web page (with hypertext link).
- Company logo printed on all event materials, including the brochures and the official catalogue
- Company name on Project East Africa newsletter sent every month to a global database of 1000s of senior executives with an interest in international investment opportunities.
- Company logo on websites and in more than a dozen supporting international trade publications.
- 100 word company profile and one full colour advertisement page in the event catalogue

EXTRA BENEFITS

- 2 complimentary delegate passes to all areas of the event

Sponsorship Investment

\$20,000

Sponsorship Functions – Platinum Package

GALA DINNER

The Official Gala Dinner will be held on the first evening of the event. Guests to this event include Government Ministers, VIPs as well as key international investment companies and consultancies

Sponsorship package includes:

- Acknowledgement by the master of ceremonies who will feature the sponsor prominently in the introduction
- An opportunity for the sponsor to provide an address
- The sponsor's logo on dinner invitations and tables
- 2 top tables arranged at the request of the sponsors
- Opportunity to provide additional signage and place centrepiece and or gifts on each available table (at the sponsor's expense)
- The sponsor's logo and link on the Project East Africa website
- Sponsor recognition in the Project East Africa event catalogue



Sponsorship Functions – Gold Level

CONFERENCE LUNCHES

Sponsorship package includes:

- Welcome address at the lunch (for senior director)
- GEP will facilitate a top table or tables bringing together senior government ministers and chosen delegates
- The sponsor's branding on tables
- 2x banners with sponsor logo supplied by GEP

Listed as official lunch sponsor with logo inclusion in the event catalogue



EVENING PRE-EVENT WELCOME DRINKS

The welcome drinks will be held on the first evening of the event.

Sponsorship package includes:

- Logo on invitations given to all attendees
- Company signage at the event
- The sponsor's logo and link on the Project East Africa website
- Opportunity to provide additional signage and or gifts (at the sponsor's expense)



LANYARD AND REGISTRATION DESK SPONSOR

Sponsorship of the delegate lanyards is an excellent, high visibility marketing tool as your company name and logo adorns the neck of every attendee at the summit.

This exclusive sponsorship provides maximum exposure as hundreds of potential customers are acting as a corporate ambassador for your company. We'll handle the production of the lanyards and make sure every attendee receives the lanyard with their badge holder when they arrive at the summit.

Sponsorship package includes:

- Production of the lanyards with print on both sides with your company logo
- Sponsor branding at the registration desk
- Sponsor recognition at the exhibition entrance
- Sponsor recognition in the event catalogue
- Your logo and link on the Project East Africa website



ROUNDTABLE DEBATE SPONSOR

As part of the events busy networking schedule, Day 2 of the conference holds the best till last with an international debate and round table discussion forum hosted by senior VIP's Country Managers and Government representatives. The roundtables will enable delegates to engage directly with the countries that are of specific interest for them. Each participating country will host a table and delegates will have 20 minutes at each table where they will receive a briefing and have the opportunity to ask questions.

Participating countries will be represented by Ministry and Public Works Authorities who are best placed to brief delegates on the status of projects and opportunities available. Countries represented include Kenya, Rwanda, Burundi, South Sudan, Tanzania and Uganda

Sponsorship package includes:

- Welcoming speech and opening commentary (For senior level director or above)
- Opportunity to sit as Chair of round table discussions (For senior level director or above)
- Sponsor recognition at the round table entrance
- Sponsor recognition in the event catalogue
- Company Branding on Round tables
- Company Logo on Back drop of speaker's podium
- 2 complimentary Banners produced by GEP for Round Table function room

Sponsorship Functions – Silver Level

Breakfast and Registration Day One or Two

These functions are available as part of your Silver Sponsorship Package or above

Sponsorship package includes:

- Buffet style breakfast supplied for all attendees
- List of attendees to breakfast meeting in compliance with data protection procedure
- Two company banners supplied by GEP for breakfast area
- Branding for breakfast tables
- Two company banners supplied by GEP for registration area



Coffee Breaks Day One or Two

These functions are available as part of your Silver Sponsorship Package or above

Sponsorship package includes:

- Tea, coffee & selection of fruit juices and soft drinks supplied for attendees
- List of attendees to coffee breaks, in compliance with data protection procedure
- Listed as official sponsor of the coffee break with logo inclusion in the event catalogue
- Two banners with sponsor logo supplied by GEP
- Branding for the coffee tables



Conference Delegate Bag

Sponsoring the delegate bag allows you to have a 'moving message' visible throughout the show. Each delegate carrying the bag will promote your brand not only inside the Summit, but also outside, giving extended exposure. We will print your message on one side of the delegate bag in four-colour and the other side will feature the event logo.

Sponsorship package includes:

- Sponsor's logo on all delegate bags
- One company promotional insert into the delegate bag (sponsor to provide the insert)



Sponsor of the Project East Africa Newsletter

By Sponsoring the Project East Africa newsletter, you ensure your company logo and company message are sent to the thousands subscribed and over 10,000 key industry experts with a core focus on East Africa's Infrastructure, including Oil & Gas. This package ensures that your brand, logo and message are not only seen during the event and throughout the venue, but also in the vital communication and marketing build throughout 2015. Placing your organisation as a knowledge provider and partner of the event, this is a very cost effective package to ensure your brand and message stands out amongst the many.

- Company name with a link in all Project East Africa newsletters sent from GEP or Project East Africa Media Partners
- Company logo with a link in "sign up for our newsletter" page on Project East Africa website

To secure or enquire about any of the above Sponsorship Packages, please call Danny GROGAN directly at +44 1737 484952, alternatively you can email at dgrogan@gep-events.com ; or Charles KAHUTHU at +254 721 720 622, and email: ckahuthu@eastafricanchamber.org

Delegate Fees and Registration

Delegate Package Details

The Project East Africa is taking place from the 3rd - 4th November 2015 at the Intercontinental Hotel, Nairobi. The delegate package includes lunches and full access to all the networking functions. It does not include accommodation.

The price for a delegate place is \$1,275 during the early bird rate until 30th June 2015, the price then rises to the standard rate of \$1,575 until the day of the event for an on-site price of \$1,950 so it is worth registering now to take advantage of the early bird discount

Payment

Delegates can register on the website www.ProjectEastAfrica.com or by contacting us directly at: dgrogan@gep-events.com / Tel: +44 1737 784952 and ckahuthu@eastafricanchamber.org / +254 721 720 622

Contact Details

It is with great pleasure we, together with the EACCIA and GEP Team welcome you to the Project East Africa Summit, should you have any questions or needs relating to the event, please don't hesitate to contact me directly at any time.

I thank you for your consideration and support of the Project East Africa Summit, and look forward to working with yourself and the team toward an enjoyable and profitable event with us.

Yours sincerely



Danny GROGAN
Managing Director



Part of the dmg::events network

dmg::events

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Yours sincerely



Charles N. KAHUTHU
Regional Coordinator and CEO



East African Chamber of
Commerce, Industry and Agriculture

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