

Business Initiation - Kenya, Tanzania - Analytical, Bio and Laboratory Technology

May 30 - June 03, 2022

Kenya

The Republic of Kenya is a coastal state in East Africa. At 580,367 km², it is about 1.6 times the size of Germany. Kenya has a population of just over 54 million. The population growth of 2.2% per year is now lower than in most neighboring countries due to a constantly declining birth rate. Nevertheless, Kenya is characterized by a young population. Nearly 60 % are younger than 25. With 4.9 million inhabitants, the capital Nairobi is the political and economic center of Kenya and East Africa.

Kenya's economy is the largest in Southeast and Central Africa in terms of gross domestic product (GDP). For 2020, current estimates put nominal GDP at just over \$96 billion. Kenya's GDP has grown at an above-average rate in recent decades compared to other African nations. In the years before the Covid pandemic, Kenya regularly achieved real growth rates of between 5 and 6 percent. For 2021, the Economist Intelligence Unit expects GDP growth of 4.0 percent.

Tanzania

With a total area of about 947,300 square kilometers, the United Republic of Tanzania is nearly as large as Germany and France combined. With about 62 million inhabitants, Tanzania is one of the most populous countries in sub-Saharan Africa. A population growth rate of 2.8% per year contributes to the fact that almost two thirds of the population are younger than 25 years. Nearly two-thirds of Tanzanians live in rural areas. The largest city and economic center is Dar es Salaam with over 7.0 million inhabitants. The World Economic Forum ranks Dar es Salaam among the 15 fastest growing cities in the world.

Tanzania is considered one of the most dynamic economies in sub-Saharan Africa, although its overall economic strength is still at a fairly low level. In the years before the Covid pandemic, Tanzania regularly achieved growth rates of around 7%. Tanzania's economy seems to have come through the pandemic relatively unscathed. The Economist Intelligence Unit expects GDP growth of 4.6 percent in 2021. So far, a recession has been avoided primarily because lockdown measures have not been implemented. For 2020, current estimates put nominal GDP at just under \$66 billion.

Analytical, biological and laboratory technology

In Kenya and Tanzania, there is great potential for German analytical, bioanalytical and laboratory technology. In many industries, there are companies that uncompromisingly rely on the best technology. German products and solutions, especially in the field of special machinery, are highly regarded and in demand. Germany already leads in laboratory technology imports to both countries: last year, German companies exported laboratory equipment and materials worth USD 26.5 million to Kenya and USD 15.4 million to Tanzania. This corresponds to about 30% each of Kenyan and Tanzanian imports in this sector. Germany is thus also well ahead of China, whose laboratory technology and materials exports amounted to only USD 14.5 million (Kenya) and USD 7.1 million (Tanzania).

Current and potential fields of application can be found in particular in the agricultural and food industries, mining, the pharmaceutical industry and the infrastructure sector. Companies in these industries, both multinationals and a large number of local conglomerates, are financially well positioned and skilled in life-cycle considerations of capital goods. They also value the reliability and quality of German machinery. The chemical industry and the oil & gas sector currently still play a minor role. In addition, there is a great demand for analytical, bioanalytical and laboratory technology in the public sector, especially among government monitoring agencies.

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Business initiation

The aim of the business initiation trip is to introduce German companies in the analytical, bioanalytical and laboratory technology sectors to potential local business partners in the form of direct individual discussions (B2B meetings) in order to explore specific market opportunities and thus pave the way for concrete business deals in Kenya and Tanzania.

The planned program includes information events in front of Kenyan and Tanzanian experts as well as networking events organized in cooperation with the embassies of the Federal Republic of Germany in Kenya and Tanzania. During the information events, participants receive first-hand, industry- or topic-specific information on the markets with regard to political and legal framework conditions, concrete market opportunities, future market developments, technical and logistical requirements and processes, culture-specific characteristics, etc. from German and local experts as well as multipliers.

The various elements of the trip, such as the country briefing and market information, place planned activities in a broader context, introduce specifics and market information, and highlight support as well as financing opportunities.

Preliminary Program Schedule in Kenya and Tanzania

Monday, 30th May 2022	
08:00 – 10:00	Briefing with German stakeholders in politics, business and development in Kenya.
10:30 – 16:00	Conference on "Business opportunities in the field of analytical, bio- and laboratory technology in Kenya" with relevant Kenyan institutions and company representatives, including: <ul style="list-style-type: none">> Presentation on "Fields of application of analytical, bio and laboratory technology in Kenya".> Panel discussions with Kenyan representatives of relevant institutions and companies> In each panel, the respective subsector-specific German companies will be given the opportunity to present their product portfolio, services and possible fields of cooperation.
18:00 – 21:00	Networking Event
Tuesday, 31st May 2022	
09:00 – 17:00	Individual meetings (B2B): Individual company or public authority visits tailored to the interest and profile of the participating German companies. Each German participant is individually accompanied by an AHK staff member.
Wednesday, 1st June 2022	
09:00 – 13:00	Individual meetings (B2B):
Afternoon	Transport to Dar es Salaam
Thursday, 2nd June 2022	
08:30 – 10:00	Briefing with German stakeholders in politics, business and development in Tanzania.
10:30 – 16:00	Conference on "Business opportunities in the field of analytical, bio- and laboratory technology in Tanzania" with relevant Tanzanian institutions and company representatives, including: <ul style="list-style-type: none">> Presentation on "Fields of application of analytical, bio and laboratory technology in Tanzania".> Panel discussions with Kenyan representatives of relevant institutions and companies> > In each panel, the respective subsector-specific German companies will be given the opportunity to present their product portfolio, services and possible fields of cooperation.
18:00 – 21:00	Networking Event
Friday, 3rd June 2022	
09:00 – 17:00	Individual meetings (B2B):

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