



KILIFI COUNTY
INTERNATIONAL
INVESTMENT
CONFERENCE

CONFERENCE CONCEPT

KCIIIC 2024

Promoting Kilifi County as an
attractive investment destination
and trade partner.



Organized by:
County Government of Kilifi

BACKGROUND OF KILIFI

Economic Bloc

Kilifi County is part of the Jumuiya ya Kaunti za Pwani, the coastal counties economic bloc, with **H.E Governor Gideon Mung'aro** serving as the current Chair and Host of KCIC 2024



1,607,000
YR. 2024



The Population continues to grow at an annual rate of **2.1%**

Population Statistics

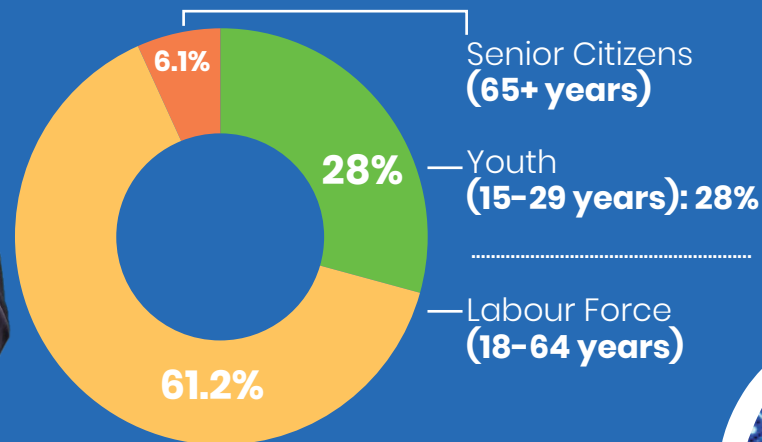
1,453,787
YR. 2019



48.4%



51.6%





CONCEPT OF THE CONFERENCE

Audience



1. Local and international investors
2. National and county leaders, officials
3. Stakeholders and industry players

Conference Highlights



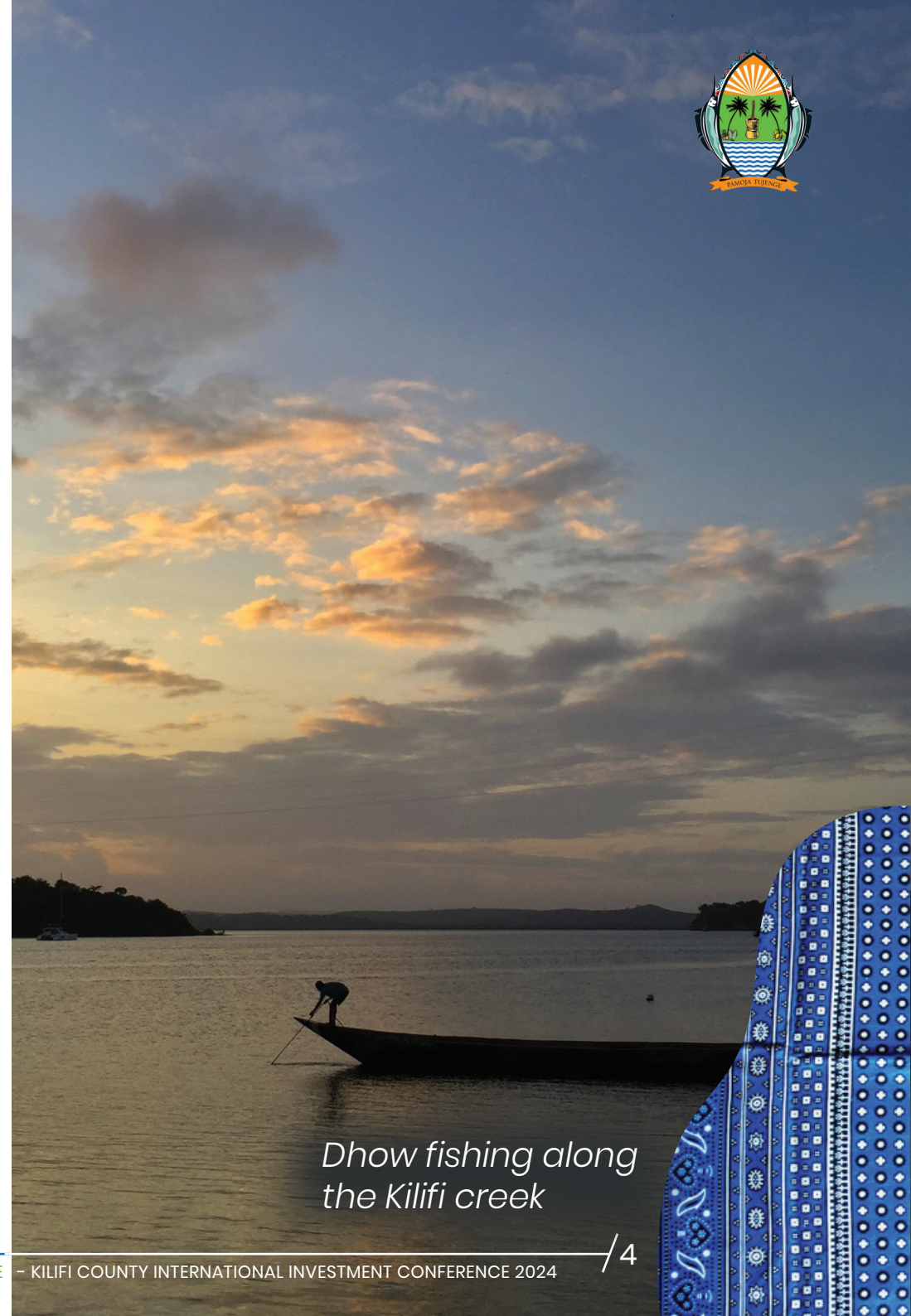
1. Promote Kilifi County as an attractive investment destination and trade partner.
2. Informative sessions
3. Deal Rooms
4. Engaging keynote speakers
5. Unparalleled networking opportunities
6. Showcase brands and engage with influential decision-makers





OBJECTIVES

- 01 ● Explore business opportunities through B2B engagements, joint ventures, partnerships, and deals.
- 02 ● Market and showcase viable projects ready for investment from the County Government of Kilifi County and private sector stakeholders.
- 03 ● Offer a platform for trade and investment opportunities, as well as hold direct engagement with private sector and government entities
- 04 ● Amplify Kilifi County private sector opportunities
- 05 ● Promote Kilifi County as an investment destination
- 06 ● Explore collaboration options in PPP
- 07 ● Showcase goods/services in the exhibition



*Dhow fishing along
the Kilifi creek*

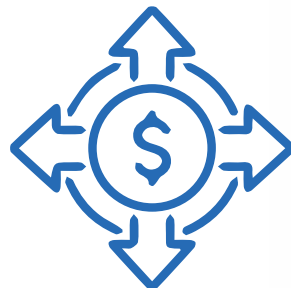


WHAT KILIFI COUNTY WILL OFFER



Emerging market

1. Growing middle class
2. Affluent consumer base
3. Excellent returns on investment



Diversified Economy

1. Leading manufacturing hub in the coast
2. Special Economic Zones
3. Great agribusiness and value addition potential



Favourable access to global markets

1. Access to infrastructure and logistics
2. Growing banking sector network

Gede Ruins





Abundant natural resources

1. Mining
2. Blue economy
3. Arable Land



Young trainable labour force

1. Skilled, talented and capable workforce
2. Diversified skill set, emerging talent, large pool of trainable labour
3. Government support for training and skills development



Excellent Quality of Life

1. Diversified culture and cuisine
2. Sports all year round
3. Growing hospitality sector



The Malindi Marine Park



THEMATIC AREAS

Blue Economy



Health



Infrastructure



Water



Agriculture



Mining



Education



Tourism



ICT



MSMEs





INVESTMENT OPPORTUNITIES

01 Health

Gap

1. Elite travel outside Kilifi County for medical care
2. Overwhelmed local medical facilities

Opportunity

1. Build a state-of-the-art hospital for medical tourists.
2. Opportunity: Refurbish and equip medical facilities.

02 Water & Sanitation

Gap

1. Supply of 65,000 m³/day vs. demand of 265,000 m³/day.
Manual water meter readings. High cost of electricity and diesel for pumping.
2. electricity and diesel for pumping.

Opportunity

1. Desalination for 100,000 m³/day.
2. Install smart water meters.
3. Use solar power systems.

03 Agriculture & Blue Economy

Gap

1. Inadequate marine infrastructure.
2. Underdeveloped seaweed farming.

Opportunity

1. Invest in fish ports, landing sites, and processing facilities
2. Tap into the seaweed market.
3. Commercial fish farming





04 Tourism

Gap

1. Outdated hotels and seasonality.
2. Lack of large convention centres.
3. No family entertainment sites.

Opportunity

1. Attract international brands and modernized facilities.
2. Build a state-of-the-art convention centre.
3. Develop amusement or adventure parks

05 Education

Gap

1. Equipped and overcrowded ECDE centres.
2. Outdated vocational training centres.

Opportunity

1. Construct and equip ECDE centres.
2. Modernize and equip training centres.

06 Environment & Climate Change

Gap

1. Deforestation due to charcoal and mangrove use.

Opportunity

1. Develop mangrove plantations and forest parks.





07 Mining

Gap

1. Communities do not benefit from mining.

Opportunity

1. Develop a community benefiting mining policy.
2. Unexploited mining opportunities

08 Special Economic Zones

Gap

1. Limited EPZs

Opportunity

1. Establish SEZ on 3000 acres in Kaloleni.

09 Affordable Housing

Gap

1. High demand for low-cost housing

Opportunity

1. Build affordable housing in gated communities.





10 Solid Waste Management

Gap

1. Inadequate landfills and illegal dumping.

Opportunity

1. Innovate in recycling and waste reuse.

11 Manufacturing

Gap

1. Underutilized manufacturing capacity.
2. Wastage of animal hides and skins.

Opportunity

1. Attract investors to set up manufacturing industries.
2. Invest in leather processing.

12 Innovation & Technology

Gap

1. Growing e-waste issue.
2. Underemployed tech-savvy youth.

Opportunity

1. Establish an e-waste management centre.
2. Develop a technology SEZ for BPO centres.





13 MSME Sector

Gap

1. High failure rate due to lack of support.
2. Need for specialized shopping areas.

Opportunity

1. Establish an MSME Centre of Excellence.
2. Build a shopping mall and specialized markets.

11 Infrastructure & Transport

Gap

1. Malindi Airport runway needs expansion.
2. Untapped sea transport for passengers.

Opportunity

1. Expand and rehabilitate Malindi Airport.
2. Implement a water bus service.



Thank you

& WELCOME TO
KILIFI COUNTY



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INTERNATIONAL
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SCAN TO REGISTER