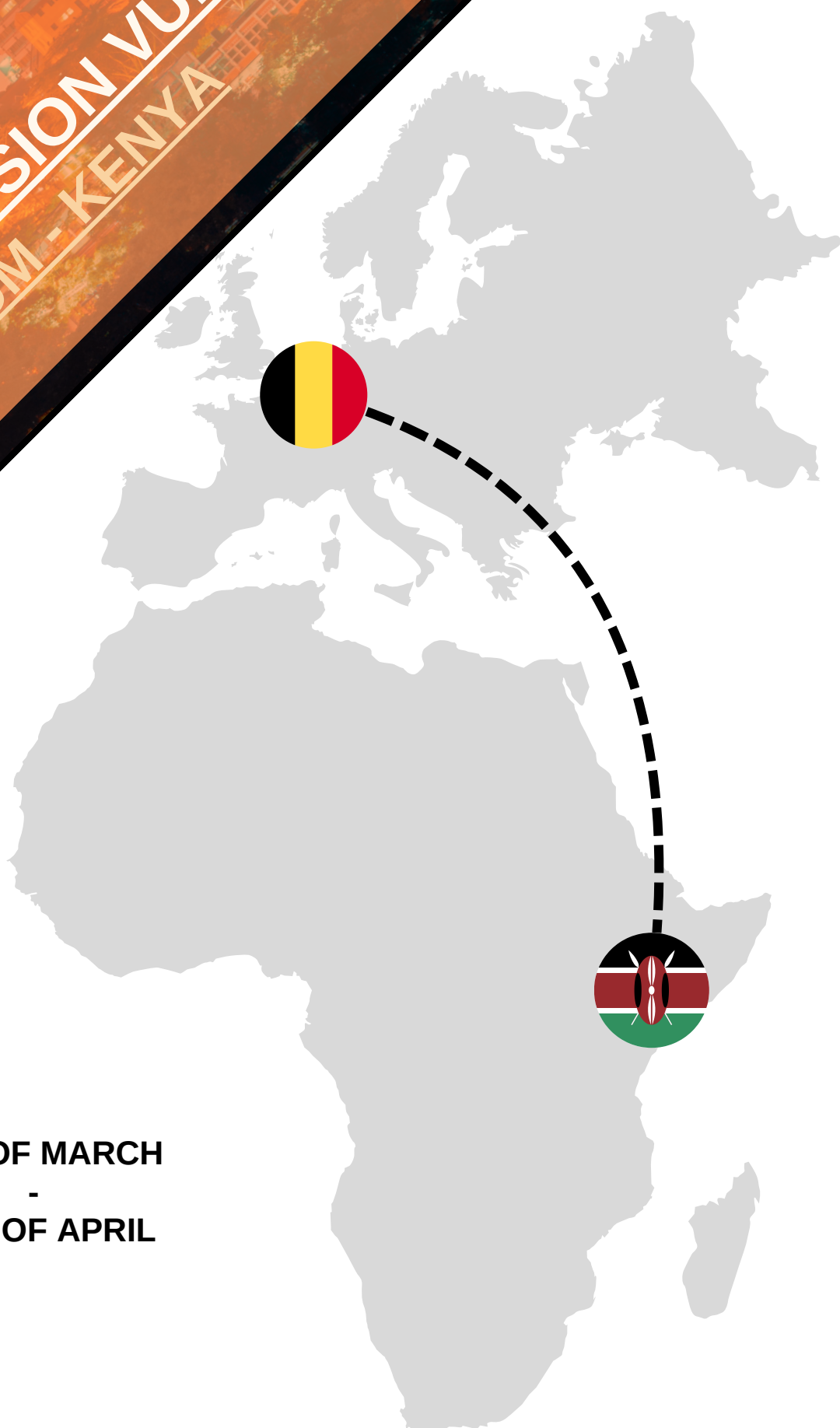


# TRADE MISSION VUB BELGIUM - KENYA



25TH OF MARCH  
-  
12TH OF APRIL



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# TRADE MISSION VUB

## BELGIUM - KENYA

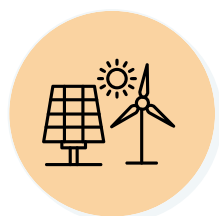
### PARTICIPATING COMPANIES PER SECTOR



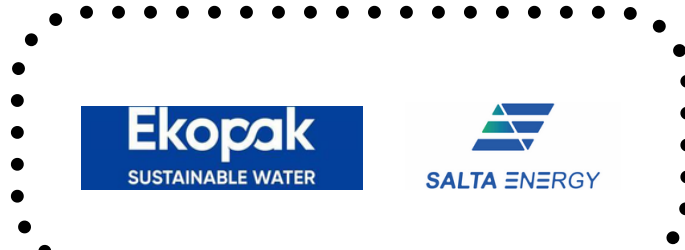
#### Agriculture & Horticulture



#### Construction, infrastructure & transportation



#### Energy & Cleantech



#### ICT & Technology



#### Pharmaceuticals & Chemicals



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# INTRODUCTION

BY PROJECT LEAD INAS DJELLOUL

## ABOUT US

Trade Mission VUB is a project organised annually by VUB students. The trade mission is an academic course at the VUB, which has now reached its 34th edition. During this three-week mission, a group of around 14 master students will carry out assignments for Belgian companies to conduct research on the Kenyan markets. The goal is to establish mutually beneficial, long-term partnerships between Belgian companies and Kenyan stakeholders.

## MORE INFO

Don't hesitate to reach out to me if you have any questions or remarks. You can find a more detailed summary of our project in our [flyer](#).



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# ORGANA

## REPRESENTED BY FIEN GUNS

### ABOUT US

Enter the world of lush gardens and thriving crops with Organa, the Belgian manufacturer of organic fertilizers. The organic fertilizers serve as rich sources of humus and are homogeneous and stable due to their pellet form. With a balanced NPK value of 3-2-2 and a wealth of natural elements, our fertilizers foster crop growth while stimulating soil microorganism activity. Unlike chemical fertilizers that deplete soil over time, Organa's sustainable solutions promote long-term soil health and sustainable crop production.



#### NETWORK

I am seeking to establish connections with potential distributors, importers, and collaboration partners for Organa in Kenya.



#### INFORMATION & ADVICE

I would like more information on soil composition, agronomic requirements, and fertilization methods in various regions of Kenya, along with the perceptions of farmers, government bodies, and stakeholders toward organic versus chemical fertilizers.



#### RESEARCH SUMMARY

My main goal is to explore and establish a foothold in the Kenyan market for organic fertilizers.



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# LAFAUT

BROEIERIJ • COUVOIR



## LA FAUT

REPRESENTED BY WOUTER RUMES

### ABOUT US

Lafaut is a family business with four generations of experience in hatching eggs and day-old chicks. We want our premium quality hatching eggs to be appreciated abroad, so we ship them worldwide. We focus on an excellent and fast service and do everything we can to offer a high quality of the hatching eggs. Our eggs are shipped in the best conditions possible.



#### NETWORK

I would like to get in contact with importers of hatching eggs and potential partners and the ministry of agriculture.



#### INFORMATION & ADVICE

I'm seeking information on stakeholders in Kenya's poultry market, potential partnership opportunities between Lafaut and local/international companies in Kenya, import requirements for hatching eggs, and an overview of chicken consumption trends in Kenya.



#### RESEARCH SUMMARY

The main purpose of the research is to acquire an overview of Kenya's poultry market and find possible clients or partners for Lafaut.



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# FRUITLAYER

REPRESENTED BY KYLIAN MAKINS

## ABOUT US

Fruit Layer is a Belgian company specialising in producing, processing and selling fruit products. We provide our clients with fruit-based items such as fruit chips, IQF fruits, coulis, syrups, fruit purees, based on a range of top quality natural fruits. We export our products to more than 20 different countries and our customers are ranging from the industrial bakery to the local bartender.



### NETWORK

I'll meet with the State Department to understand trade stats between Kenya and the EU, especially Belgium. I'll contact fruit suppliers and dried fruit companies to analyze techniques and market presence.



### INFORMATION & ADVICE

I'm gathering data on the (dried) fruits industry in Kenya and trade with the EU (specifically Belgium). I want to learn about competitors' drying techniques and effectiveness, as well as fruit seasonality, storage, and packaging to minimize waste. Additionally, I'm exploring potential funding from Belgium or the EU for a local drying plant.



### RESEARCH SUMMARY

My research aims to identify a suitable location for a local fruit drying plant. I'll meet with potential fruit suppliers and study locally used drying techniques, considering their cost and effectiveness. Additionally, I'll investigate the Kenyan dried fruits market and its export potential.



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# IMPACT LICENSING

REPRESENTED BY JARNE HANSSENS

## ABOUT US

The Impact Licensing Initiative (= ILI) is a catalyst for technology owners to create impact at scale on the sustainable development goals (=SDG's). ILI starts from the observation that there are many technologies still underused while they could solve the global societal challenges of today and tomorrow.



### NETWORK

I want to get in contact with coffee farmers, cooperatives, institutes, foundations & traders.



### INFORMATION & ADVICE

I'm seeking contact details of stakeholders in the Kenyan coffee value chain, details on existing tools to empower smallholder farmers and measure bean quality and insights into farmers' needs and concerns, particularly for AI-tool integration and interest in its implementation.



### RESEARCH SUMMARY

Comprehensive analysis and evaluation of the feasibility, marketability and potential success of introducing a mobile application, using artificial intelligence, to map the quality and price of coffee immediately after harvest.



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# SALTA ENERGY



## SALTA ENERGY

### REPRESENTED BY JARO VANDEPUTTE

## ABOUT US

Salta Energy is a Belgian company that operates primarily in Europe and Africa. As an engineering consultancy and project implementation firm active in the Oil & Gas sector, we strive to provide our clients with personalized and optimized solutions in line with their constraint.



### NETWORK

I would like to get in contact with potential customers and partners.



### INFORMATION & ADVICE

I'm looking for information on the demand for engineering and EPC services in the oil & gas industry, particularly focusing on LPG distribution and storage projects. Additionally, I'm interested in identifying potential client or partner companies in Kenya for Salta Energy, as well as understanding the regulatory environment influencing Kenya's adoption of LPG solutions, with an emphasis on local stakeholders' needs and desires.



### RESEARCH SUMMARY

Comprehensive market research of the Kenyan LPG industry which includes identifying demand for engineering and EPC services in oil and gas, key stakeholders, regulatory frameworks and potential project opportunities.



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## EKOPAK

REPRESENTED BY ARTHUR KESTEMONT

### ABOUT US

Ekopak Sustainable Water Group is a Belgian-based group that encompasses multiple companies that are internationally active. They specialize in water recycling within businesses, clusters, or regions. They achieve this by treating wastewater to make it reusable for the customer. Through their three focus points: Reduce, Rescue, and Revalue, they aim to decrease the ecological footprint, water consumption, and the annual water cost of the parties they work with.



#### NETWORK

I'm seeking contact with Kenyan water authorities for regulations and local companies in various industries: food & beverages, pharmaceuticals, petrochemicals, metallurgy (including batteries & recycling), and energy (hydrogen & green ammonia).



#### INFORMATION & ADVICE

Exploring Kenya's market potential for Ekopak Group, including economic and political status research, water policy analysis, investigation into water sources, usage, demand, supply, and existing technologies, and mapping out industrial key activities and sectors.



#### RESEARCH SUMMARY

Identifying and approaching potential partners and initiating local networks. Organizing meetings with identified organizations and companies. Based on research and consultation, approaching the most promising parties for potential collaboration.



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ENERGY & CLEANTECH



# MEYLAND

## REPRESENTED BY ROBBE CROCAERTS

### ABOUT US

Meyland is a Belgian family company that conducts most of its business with companies present inside ports. They strive to provide turn-key solutions tailored to the needs of each customer based on 3 pillars: design, construction and maintenance.



#### NETWORK

I would like to get in contact with possible customers or partners for sales and maintenance.



#### INFORMATION & ADVICE

I'm seeking details about bulk goods handling in Kenya, including identifying companies involved in loading and unloading at ports, understanding the regulatory framework for machine sales, exploring potential partners for machine sales and maintenance, and mapping import and export destinations for bulk goods.



#### RESEARCH SUMMARY

I require a comprehensive market study on the demand for 3 bulk goods loading and unloading machines in Kenya. This includes analyzing port operations, regulatory frameworks, potential partners, and import/export destinations.



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## TRAFIROAD

REPRESENTED BY JULES LIEVENS

### ABOUT US

With over 40 years of experience, Trafiroad offers comprehensive solutions in road markings, signage, construction, and traffic technologies. Founded in 1978 by the Belgian family Janssens, the company started as a small-scale business making advertising signs before transitioning to traffic signs. Guided by Glenn Janssens, the company expanded through acquisition in 2014, becoming the SME it is today.



#### NETWORK

I would like to contact potential customers like the Kenya National Highways Authority and local infrastructure firms. Also, I'm seeking connections with partners and regulators for financing, including the Kenya Embassy, Northern Corridor Authority, and Mombasa Authority.



#### INFORMATION & ADVICE

I am gathering information on road infrastructure in Kenya, including the status of road markings, signs, and traffic engineering, local regulations for infrastructure projects, stakeholders' needs regarding road markings and signage, and potential government projects for Trafiroad's involvement.



#### RESEARCH SUMMARY

My goal is understanding the current status of road markings, signs, and traffic engineering, as well as local regulations and standards applicable to infrastructure projects.



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## FRISOMAT

REPRESENTED BY PIERRE LAKAY

### ABOUT US

Frisomat is a family business with more than 45 years of experience and an exceptional team that brings ideas to life. We don't just build industrial buildings, we create dreams in steel. As a global player, we operate in more than 100 countries. The secret of building dreams lies in the circular Frisomat building system made of galvanised cold-formed steel. Helping companies worldwide realise their dreams and ambitions with a unique and sustainable steel building system. Let's build dreams together.



#### NETWORK

I would like to get in contact with potential customers and partners



#### INFORMATION & ADVICE

I am collecting insights to inform our strategy in Kenya. This includes understanding the dynamics of the Kenyan Pre-Engineered Building (PEB) market and its key competitors, identifying sectors with high potential for PEB products, analyzing consumer preferences and requirements in construction materials, and identifying potential local and international partners for collaboration with Frisomat.



#### RESEARCH SUMMARY

The research aims to provide comprehensive insights into the Kenyan Pre-Engineered Building (PEB) market, including competitor analysis, sector potential assessment, consumer preferences in construction materials, and identification of potential local and international partners for collaboration with Frisomat.



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# PVS GLOBAL

REPRESENTED BY ARNE GELDOLF

## ABOUT US

PVS has evolved to become one of the world's most innovative audio companies, specializing in AV solutions that make a difference in everyday life. Today, we still stay true to our original foundations of thinking out of the box and offering reliable, great-sounding solutions.



### NETWORK

I am looking to connect with technical players such as AV integrators and electrical installation companies, as well as commercial players like distributors, wholesalers, professional audio shops, and rental companies in the audio-visual market.



### INFORMATION & ADVICE

I would like to gain a better insight into the different vertical markets present in the Kenyan economy and map out which of these verticals has the most potential for PVS.



### RESEARCH SUMMARY

By combining the general information on the different vertical markets and the insights from the players in the Kenyan AV market, I hope to create a complete overview of the potential present in Kenya for PVS.



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# SECUTEC

REPRESENTED BY PATRICK NENEZIC

## ABOUT US

Secutec is an IT security specialist in Belgium focusing on protecting, managing and implementing IT investment. Through its broad product portfolio and unique in-house services, their IT Security Experts advise and offer tailored advice in cybersecurity all over the world for numerous private and public organisations.



### NETWORK

I would like to get in contact with Kenyan IT service distributors, Kenyan companies/bodies which offer cybersecurity solutions to their clients. Also, getting in contact with public bodies (dealing with Kenyan IT security) would be help me to receive insight into cybersecurity business environment in Kenya.



### INFORMATION & ADVICE

Upon meeting Kenyan IT companies (potential customers) I would want to acquire information whether there is demand for Secutec's services in the Kenyan market.



### RESEARCH SUMMARY

My research goal is to meet Kenyan IT service distributors, discuss Secutec's solutions with them and map their demands. If they turn out to be potential customers, do pre-sales activity and prepare for a potential deal for Secutec by gaining as much information as possible.



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## SYNERGLASS-SOFT

REPRESENTED BY DAAN WEETJENS

### ABOUT US

Synerglass-Soft has been a long-time player in the world of ERP software solutions for the flat glass processing industry. The company, based in Belgium, is already market leader in the flat glass processing ERP software market in France, and is also very active in some of the neighbouring countries (mainly Spain and Italy). The software has gained a good reputation of industrial performance, and the company is considered reliable and trustworthy.



#### NETWORK

I would like to get in contact with Kenyan flat glass processing companies (potential customers), local IT specialists, glass processing machine manufacturers, and float glass importers/manufacturers (potential partners), potential competitors.



#### INFORMATION & ADVICE

Information about the main Kenyan glass processing players (type of glass, clients, ERP software, ...), current sector trends (subsidies, trade restrictions, quality standards, ...), local trade factors (business culture, communications channels, ...).



#### RESEARCH SUMMARY

The mission's main aim is to evaluate Kenya's market potential for Synerglass-Soft and determine if there's interest in market entry. If so, the objective is to assess demand, identify potential customers and partners, and determine export readiness. If not, suggestions will be formulated for adapting products and services to meet local demand.



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# REUSE TRADING



## REUSE TRADING

REPRESENTED BY JADE GRAVES

### ABOUT US

Reuse Trading sources chemical raw materials (industrial chemicals) and tropical oils globally, supplying various industries mostly centered in Africa and Latin America. Over the past years, Reuse has also strongly developed the intra-Africa trade and promoted African exports. In more detail, their main customers are active in the soap & detergent, cosmetics and personal care, and food & feed industries.



#### NETWORK

I would like to have contact with suppliers of avocado oil in Kenya, possible leads/customers of avocado oil in Asia / the Middle East / United States, and customers of certain industrial chemicals in Kenya.



#### INFORMATION & ADVICE

Contact information of all the key players in the avocado oil business and customers of certain industrial chemicals, information about how the avocado oil business works. Additionally, information about other key stakeholders such as inspection agents (SGS/Bivac), shipping lines, public entities in Kenya would also be valuable.



#### RESEARCH SUMMARY

The main objective of the research is to look for new possible leads for Reuse Trading in the avocado oil business and to obtain new contacts of customers of industrial chemicals.



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# EXPHAR

## REPRESENTED BY EVELINE SONCK

### ABOUT US

Exphar is a pharmaceutical company specializing in the development and production of generic medications. With a focus on affordability and accessibility, our company strives to provide high-quality healthcare solutions to individuals, more specifically in Africa. We are currently among the top 10 laboratories in Sub-Saharan Africa and the top 5 in terms of units sold.



#### NETWORK

My main focus will be to contact possible wholesalers/ distributors, pharmacies, hospitals, and regulators.



#### INFORMATION & ADVICE

More information about the pricing mechanisms, the regulations for medicines, the population and their needs/diseases per region, classification of the types of pharmacies/hospitals etc.



#### RESEARCH SUMMARY

The purpose of my research is to find a potential wholesaler for Exphar to export its affordable medicines and thus help to increase healthcare solutions in Kenya.



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