



USA-Kenya Chamber of Commerce, P.O. Box 87, Oaks, PA 19456, USA  
 www.uskcc.org

*USKCC Signature Speaker Series—Washington, DC*  
*Accessing BPO & ICT in Kenya*

*June 8-10, 2010*

The USA-Kenya Chamber of Commerce Signature Speaker Series is a premier series of business forums, lectures, workshops, networking events and B2B meetings highlighting strategic industries, marquis companies and exceptional thought leaders in the global trade and investment marketplace. The Series facilitates discussion, exposure and targeted business development activity among key stakeholders in a multitude of sectors that include infrastructure, agri-business, BPO, ICT, manufacturing, energy, healthcare and much more.

<b>Accessing BPO &amp; ICT in Kenya Trade Mission—Costs &amp; Logistics</b>	
<b>Activity</b>	<b>Amount</b>
<b>USKCC TRADE MISSION FEE</b>  ⇒ <b>Includes</b> Setting Up Meetings including the B2B Matchmaking Meetings, Organizing Networking Events, Support Staff Attending Meetings, and Coordinating Schedules in the United States. ⇒ <b>The BPO &amp; ICT Trade Mission</b> will consist of three or more of the following events. ⇒ <b>Welcome Dinner or Breakfast</b> highlighting the BPO & ICT Companies on the Mission to the United States (By Invitation Only). ⇒ <b>BPO &amp; ICT Signature Speaker Lecture</b> addressing Business Leaders in the United States on the broad range of BPO & ICT Services that are available in Kenya. The event will be attended by prospective customers and partners who could invest in company expansions. Attendees will include USKCC Members, Members of USKCC Affiliate Organizations, Government Officials, Private Sector Leaders, Foundations, NGOs and invited members of the Public). ⇒ <b>B2B Matchmaking Meetings</b> for the BPO & ICT Companies on the Trade Mission (Pre-scheduled, Confidential and Private one-on-one Meetings) immediately following the Lecture. ⇒ <b>Tours and Company Visits</b> the day after the Signature Speaker Lecture.	<b>\$2,500</b>
<b>TRAVEL &amp; ACCOMMODATION ESTIMATE</b>  ⇒ <b>Roundtrip Airfare from Kenya</b> - \$1,700 ⇒ <b>Hotel Accommodation</b> - \$1,000 ⇒ <b>Meals beyond USKCC Signature Events</b> - \$200 ⇒ <b>Local Transportation</b> (Taxis, Car Rentals) - \$200	<b>\$3,100</b>
<b>TOTAL COST (per company)</b>	<b>\$5,600</b>



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#### **Benefits for Companies on the Trade Mission**

The benefits for the Companies are:

- ⇒ Promotion of the Companies and their Executive Leadership.
- ⇒ Access to USKCC Members, Members of Affiliate Organizations and Business Leaders within our collective networks.
- ⇒ Market Exposure for the Companies through Event Advertising including e-mail blasts prior to the Signature Speaker Lecture.
- ⇒ Signage and Express Mention of the mission and capabilities of Companies during Signature Speaker Series events including the Lecture.
- ⇒ Networking with potential partners, customers and clients in an environment with key decision makers.
- ⇒ B2B Matchmaking opportunities to interact and transact with customers and strategic partners during the series of events.
- ⇒ An Opportunity to share and refine ideas with global industry leaders.
- ⇒ Marketing Exposure through the USA-Kenya Chamber of Commerce Website

#### **Benefits for Event Attendees**

The benefits for Attendees of the events are:

- ⇒ Targeted Opportunities to Network with Kenyan companies, global industry thought leaders, key stakeholders and powerful decision makers.
- ⇒ B2B Matchmaking Meetings to maximize attendee business development activities with Kenyan companies that do business in Africa and America.
- ⇒ Networking with Kenyan businesses, their organizational leadership, USKCC Members, Members of Affiliate Organizations and Business Leaders within our collective networks.

#### **USKCC Description**

The USA-Kenya Chamber of Commerce is a non-profit, non-governmental and non-partisan organization whose mission is to enhance mutual partnership, trade and investment between the USA and Africa—with a core competence and focus on transactions between the United States, East Africa, Kenya and South Africa. We serve as an information resource for strategic market data, as a facilitator of stakeholder networking, and as a voice for our members and business community in the creation of ideal business and economic conditions that foster growth and prosperity in the private sector. The objective of the USA-Kenya Chamber of Commerce is to facilitate and aid companies on both sides of the Atlantic with finding suitable business partnerships, trade and investment opportunities as well as access to markets that result in increased business development for American and African companies.

The Chamber frequently hosts trade missions, trade shows, conferences, panel discussions, lectures, business forums, golf outings and various informational and networking events to help member businesses achieve their strategic objectives. For more information, visit us on the web at [www.uskcc.org](http://www.uskcc.org)  
e-Mail: [info@uskcc.org](mailto:info@uskcc.org) Telephone: 610-618-9063