

## Looking for opportunities in the fresh produce sector in Kenya? Join the mission!

Are you active in the horticultural sector and interested in the growing Kenyan market? Looking for clients, suppliers or partners to cooperate with? Do you want concrete (financial) support for an interesting lead? Then join the HortIMPACT trade mission to Kenya from 16 to 19 May 2017. HortIMPACT is a programme supported by the Dutch Embassy that invests in the development of the fresh produce sector and is looking for Dutch partners from the private sector to cooperate with.

### During the trade mission we offer you:

- A tailor-made programme for your company
- Matchmaking with Kenyan and Dutch companies
- Field visits to companies and initiatives that are relevant to you
- Personal meetings with companies and organisations from the horticulture sector
- A focused exploration of activities that you want to start in Kenya with our team of experts

The mission takes place from the 16 until the 18 or 19th of May. You can decide whether your mission lasts three or four days. On the last day we can arrange personal meetings for you based on your interest.

### Fresh produce sector in Kenya

In Kenya there is a fast-growing market for vegetables, fruit and potatoes because of the increasing middle class and export market. The coming years the demand for safe and good-quality-food will only increase. That is why there is a need for expertise and experience along the entire value chain to improve food production in an efficient way with high quality. The Dutch fresh produce sector can play a key role in Kenya for better production and marketing.

### On HortIMPACT - practical support

The programme - HortIMPACT - is conducted by the Dutch organisation SNV. In this programme Dutch and Kenyan companies develop business cases that contribute to the growth of the sector of fresh produce. The focus is on vegetables, fruit and potatoes. SNV has a team of experts who support companies with their extensive knowledge and network. Besides this, SNV can co-invest up to 50% in activities including market studies and/or pilot projects with a maximum of 200.000 euro of support per project. HortIMPACT is not a standard programme but offers tailor-made support and solutions. So far more than 25 companies are directly involved in the programme.

### Mission costs

Participation in the mission costs 500,- euros per company for a maximum of two participants. This includes participation in the collective programme activities such as the matchmaking, company visits, meetings with Embassy, financial institutes and (non-) governmental organisations, and a session for exploring follow up opportunities. Local transport and meals during the mission activities will be taken care of. On own expense are costs for your flight, hotel and costs outside the programme.

### Do you want to know more or directly sign up for the mission? Please contact:

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**The deadline to sign up for the trade mission is Friday 21 April.**