



18th COMESA Business Forum & Exhibition **Nairobi, Kenya**

SAVE THE DATE

BUSINESS FORUM

07 October, 2025

COMESA - EU HORTICULTURE CONNECT

06-08 October, 2025

EXHIBITION

07-09 October, 2025

Leveraging
Digitalization to
Deepen Regional Value
Chains for Sustainable
and Inclusive Growth.



**REGINA A. OMBAM, PRINCIPAL SECRETARY, STATE DEPARTMENT
FOR TRADE**

COMESA – EU HORTICULTURE CONNECT

6th October 2025

NAIROBI, KENYA

OUR GUEST OF HONOR, HON. MUTAHI KAGWE CABINET SECRETARY, MINISTRY OF AGRICULTURE AND LIVESTOCK DEVELOPMENT, KENYA,

HON. LEE KINYANJUI, CABINET SECRETARY, MINISTRY OF INVESTMENTS, TRADE AND INDUSTRY, KENYA

H.E., DR. HASSAN KIBEYA, CHAIRPERSON, COMESA COUNCIL OF MINISTERS, BURUNDI

HONOURABLE MINISTERS/CABINET SECRETARIES FROM COMESA MEMBER STATES

H.E. CHILESHE KAPWEPWE, COMESA SECRETARY GENERAL

MR. JAMES CHIMWAZA, PRESIDENT, COMESA BUSINESS COUNCIL (CBC)

HEADS OF COMESA INSTITUTIONS

PERMANENT SECRETARIES/PRINCIPAL SECRETARIES

REPRESENTATIVES OF GOVERNMENT INSTITUTIONS

REPRESENTATIVE OF OUR COOPERATING PARTNERS: THE EUROPEAN UNION; THE FEDERATION OF GERMAN INDUSTRIES (BDI); AGRA

CHAIRPERSON OF THE KENYA ASSOCIATION OF MANUFACTURERS (KAM)

CEOS OF BUSINESS ASSOCIATIONS AND CAPTAINS OF INDUSTRY

MEMBERS OF CBC

MEMBERS OF THE DIPLOMATIC CORPS

MEMBERS OF THE PRESS

DISTINGUISHED GUESTS

All Protocols Observed,

A very warm welcome to you all, and in particular, a special *Karibu Sana* to our esteemed partners and buyers who have travelled from across Europe and the COMESA region to be with us here in Nairobi. It is both a great honour and a privilege for Kenya to host this first ever COMESA-EU Horticulture Connect, a pivotal gathering that sits at the very heart of trade, partnership, and shared prosperity.

The broader Business Forum theme, “Leveraging Digitalization to Deepen Regional Chains,” finds practical expression in this Horticulture Connect. More than a conference, it is a platform for action—facilitating direct B2B partnerships that translate into export deals, showcasing COMESA’s horticultural excellence, and tackling the pressing issues of standards, traceability, and logistics that shape our farmers’ and exporters’ competitiveness.

To our COMESA producers, I urge you to seize this moment. Engage deeply, listen to the market requirements, and showcase the world-class quality that you are capable of. To our EU partners, I assure you of our commitment to meeting your standards and fostering sustainable, long-term business relationships.

In closing, I wish to extend my profound gratitude, *shukrani*, to the COMESA Secretariat, the COMESA Business Council, the Kenya Association of Manufacturers, and our partners from the European Union for their steadfast collaboration in making this event a reality.

It is my pleasure to, once again, officially welcome you to Kenya and to this Horticulture Connect. May your discussions be fruitful, your connections be strong, and your partnerships be prosperous.

Thank you. *Asante Sana*.