



NYANZA  
INTERNATIONAL  
INVESTMENT  
CONFERENCE



# Nyanza Rising

*Towards Economic Transformation  
for Socio-Economic Growth and  
Development*

## CONCEPT NOTE



## Background to the International Conference

The first Nyanza International Investment & Development Conference is scheduled to be hosted in Kisumu City by the Nyanza Professionals' Forum (NPF), in collaboration with: the six (6) county governments in the former Nyanza Province namely: Homa Bay, Kisii, Kisumu, Migori, Nyamira and Siaya, the National Government, the National Government Agencies such as, the Kenya Investment Authority, the local and in-country private sector corporations, and the private sector associations or organizations (PSOs).

The Nyanza Professionals' Forum (NPF) is an entity established by professionals from the region to foster socio-economic growth and development through escalated private sector investing and sustained public sector support or enabling investments. The NPF's strategic objective is to offer technical support to the Region's development cause and engage aggressively in sustainable investing across sectors to trigger and sustain economic growth in the region as a way of giving back to communities and counties in the region over and with time. The NPF comprises professionals of different cadres, business leaders, and scholars from the Nyanza Region, both in Kenya and the Diaspora, who collectively have a shared vision to play a more prominent role in the development of the Nyanza Region.

The Nyanza International Investment Conference will take place on the 6th to 8th February, 2025 at Ciala Resort, Kisumu, Kenya.

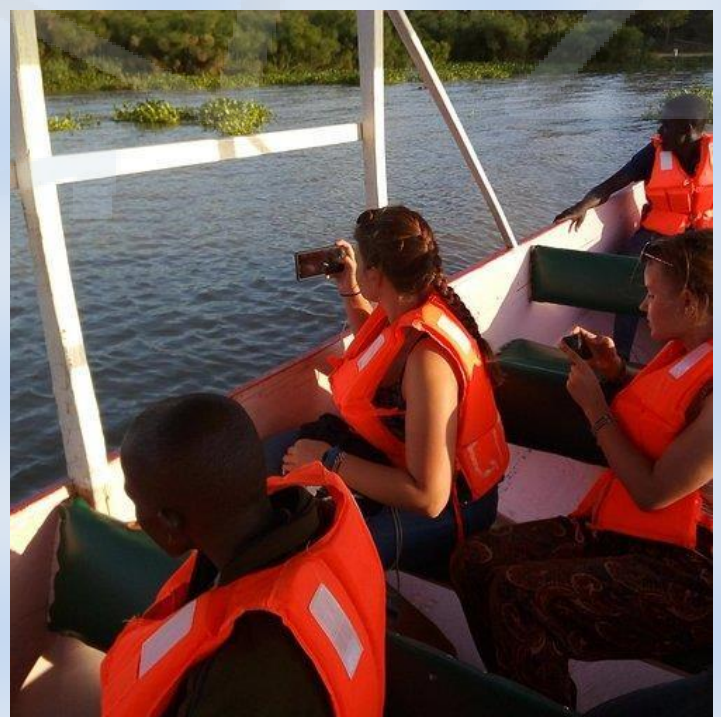




## ABOUT THE INTERNATIONAL INVESTMENT CONFERENCE

This International investment conference themed “Nyanza Rising - Towards Economic Transformation for Socio-Economic Growth and Development” is a noble event which addresses the urgent need for the Nyanza Region and its people to trigger growth and development. This is to be achieved by unpacking the existing and potential development challenges and turning them into investable opportunities to private sector investors. The main purpose of the conference is to provide an opportunity for the region’s leaders, professionals, and international, national and local stakeholders to showcase the region’s economic endowment and to present investment opportunities to potential investors. Harnessing this potential requires a comprehensive approach bringing together the central and county governments, development partners, business leaders, scholars, researchers, the local community, the diaspora, international organizations, and all the friends of Nyanza. Thus, the conference will provide a platform for sharing knowledge and experiences among these stakeholders, while identifying investment opportunities and pertinent programmes for sustainable development of the Region.

The conference will offer such opportunities in the form of commercial and development investment projects that are impactful to the local communities, the County Governments, the National Government, and the investors investing in various solicited and unsolicited opportunities. As may be mentioned, the Nyanza region, consisting of six (6) counties, is home to approximately 7 million people who live and derive socio- economic livelihood from the rich natural resource bases in the region. The Nyanza region's per capita Gross County Product on average is estimated at Kshs. 190,000 ((US\$1,267) thus demonstrating some potential spending power that could grow further up amid increased opportunities. The Nyanza counties have a vantage position in providing the conducive investment climate and business operating environment needed to spur the much-needed socio-economic growth and the associated outcomes in the counties and the larger Nyanza region through sound and viable investments.



## DEVELOPMENT CONTEXT (INVESTMENT CLIMATE)

Development is about improving the quality of people's lives, expanding their ability to shape up their own destiny in the realms of socio-economic prosperity. This is exactly what the region needs. In economic practice, attaining such development demands calls for enhanced and sustained higher economic growth over time.

Economic growth is the most important and powerful policy instrument for reducing poverty, attaining balanced socio-economic development, and would be the pathway for the region to achieving the elusive prosperity and a poverty-free society. To that extent, the Nyanza region, through her counties (Homa Bay, Kisii, Kisumu, Migori, Nyamira, and Siaya) intends to adopt the private sector investment-led economic growth policy, supported by strategic public sector investments.

This rich combination would reduce or end poverty and inequality and enhance factor productivity and productive capacity of the region's counties, spur private sector innovativeness through investments, effectively deal with climate change vagaries by enhancing the resilience of local communities and County Governments, create and maintain food and nutrition security stability, reduce youth unemployment, reduce vulnerabilities to the country's internal and external shocks through enhanced resilience, and promote good governance. Thus, within this context, the conference seeks to promote private sector investment-led growth and development as the right development recipe for achieving quality growth and long-run prosperity.





## **BLUE ECONOMY AS THE ECONOMIC GROWTH AND DEVELOPMENT PLATFORM**

As expected, growth and development activities do, or, must take place on some known sectoral or industry platform. Pursuant to this, the Nyanza region has considered and consequently will seek to achieve their socio-economic growth and development goal through the Blue Economy Development Platform.

Estimated to be worth more than US\$1.5 trillion per year globally, the blue economy is a term used to describe the economic activities associated with large water masses such as oceans, seas, and lakes including inland waterways, namely rivers. In this concept note, blue economy practice means the sustainable use of the lake and rivers resources to benefit the region's economies, livelihoods, and lake ecosystem health.

The sectoral and sub-sectoral activities commonly and uncommonly understood to be based on the blue economy platform include fishing and aquaculture, lake watershed tourism, renewable energy, water conservation, development and distribution, smart crop agriculture, smart livestock production and horticulture, upstream commercial agroforestry, mariculture, spirulina production, maritime shipping, maritime tourism, ship/ferry/water buses/fiberglass building and construction, underwater cabling, lakebed extractives and mining of minerals, marine genetic resources, and biotechnology. Practised well and within the regulations, the blue economy pathways would provide the region with greener growth and development outcomes that are sustainable, profitable, and fulfilling to the local communities within the larger Lake Victoria basin.



## Transitioning and Mainstreaming from Green and Blue Economies in the Nyanza Region

While using the blue economy as a growth and development platform in Nyanza is obvious, the region equally intends to actively mainstream green growth in all her socio-economic endeavours. The green and the blue economy are two novel ideas that will offer new growth opportunities to the region. In development practice, the green and blue economy are two distinct economic models that aim to promote sustainable development and environmental protection.

In the Nyanza region, the green economy (also referred to as green growth) model will focus on investments targeted at reducing carbon emissions and promoting the use of renewable resources. The blue economy model will focus on the sustainable use and management of Lake Victoria and its biodiversity as well as the rivers, swamps, and estuaries. In this concept note, the green economy sector and sub-sectors in the Nyanza region include: renewable energy, sustainable agriculture and agroforestry, green industrialisation, eco-tourism, and waste management. As envisaged, sustainable investing in both green and blue resource bases, if practised well in the Nyanza region, will generate sustained and enhanced economic growth while reducing environmental impact.

As envisaged, the blue economy takes place in the blue foundations of lakes, oceans, seas, and rivers, and uses outputs from the blue resource bases for production and consumption of goods and services and as a source of economic growth and development in a sustainable manner. Concisely, the blue economy consists of sectors whose kind and monetary returns are linked to the living renewable resources of the lakes, oceans, seas, and rivers, as well as those related to non-living components, and hence the extraction and management of non-renewable resources (including extractive industries, such as dredging, seabed mining, and offshore oil and gas) when undertaken in a manner that does not cause irreversible damage to the ecosystem.

Further, the blue economy also includes socio-economic activities relating to commerce and trade in and around the lakes, oceans, seas, and rivers, hence activities in health monitoring and surveillance, managing lake watershed, coastal and marine areas, as well as their protection and restoration.







# Conference Objectives, Thematic Areas and Outcomes

## Conference objectives

The objectives of the investment conference are to:

Provide investors with information on the Nyanza Region's development needs, status, gaps, and potential to support their investment decisions.

Market off-plan investment opportunities, investible investment concepts and sectors.

Expand the existing economic value chains in the region through new capital flows and other investments across sectors and sub-sectors through investment vehicles such as partnerships, mergers, joint ventures and global Subcontracting and Partnership Exchange platforms (SPX).

Attract strategic investment enabler support from the Government of Kenya (GoK), Development Partners (DPs), Non- Government Organizations (NGOs), Special Interest Economic Groups (SIEGs), and Multinationals in Shared Value Investing.



# Thematic Areas

## Infrastructure, Transport, Energy and Housing

- Mining, offshore oil and gas production
- Lake water and wind energy production
- Opportunities for development of affordable housing
- Lake transport
- Road Infrastructure Development
- Ship building, piers, ports, eco-ships and new maritime transport systems development
- Maritime Security Systems Development

## Agriculture, Food Security, Nutrition and Health

- Agricultural crop production
- Fish processing and packaging
- Aquaculture farming
- Mariculture and Spirulina Farming
- Warehousing, and transportation infrastructures for agro-based production
- Agro-processing, and market access
- Specialised health facilities and private sector-driven healthcare services

## Irrigation, Climate Change, Environment and Waste Management

- Sustainable harnessing of water resources and provision of adequate water and sanitation in infrastructure
- Irrigation
- Agroforestry for livelihoods and climate change management
- Circularity concepts for waste minimization

## Education, Tourism, Sports and the Creative Economy

- Maritime tourism and ecotourism
- Tourist facilities developments
- Water sports
- Specialised TVET Institutions

## Technologies and Innovation for the Blue Economy

- Blue Technology Enablers
- Programming and Applications
- Expanding partnerships to strengthen the digital ecosystems
- ICT-Oriented training institutions offering the Fourth Industrial Revolution (4IR) Technologies

## Research, Development and Regulatory framework

- Freshwater bioprospecting and biotechnology for health products manufacturing
- Conservation through Extension Education for Sustainable Blue Economy
- Standards and protocols for investment in the Blue Economy.
- Policies and regulations to enhance investment in aquaculture

## Diaspora Engagement Framework

- The critical role that the Diaspora plays in the development of the Lake Region.
- Remittance in development through trade & foreign direct investment, businesses, entrepreneurship

## EXPECTED OUTCOMES

The Conference expected outcomes include:

1. Investment opportunities taken up by both local prospecting investors and Foreign Direct Investment (FDIs) in the Nyanza Region increasing in number and value.
2. At least 10 joint partnerships/commercial or investment deals concluded with initial investment plans or, outlays reported on site in post conference period within one year from the event.
3. Plans for establishing and marketing 'Blended Blue Fund' for investment in the blue post-conference.
4. Government of Kenya, Development Partners and Donors support in Blue Economy infrastructural development support across the region escalated and improving.
5. Women and youth participation in blue investments within and across the 'Green' and 'Blue Economy' value chains increasing.
6. Willingness of the locals to invest and enhance productivity through increased uptake modern technologies for application in all blue related economic activities, taking an increase over time.
7. Lake Victoria Marine Spatial Planning being undertaken through National Government, County Governments, local professionals, and NGOs with support from development partners.
8. Private sector investments aligning with sustainable development along with public policies and regulatory frameworks fully established in the region, with, business community reporting positive investment climate and business environment in the region.

## Conference Format

This will be a two-day conference featuring keynote addresses and presentations by key public sector leaders and subject matter experts. The conference will also entail business, industrial, and county networking sessions for investors. An opportunity for business and industrial expo/exhibitions by the business communities, Chambers of Commerce and Industry as well as higher education institutions

will also be offered. The structure will comprise:

- Keynote Address
- Parallel Sessions
- Panel Discussions
- Exhibitions
- Side events

## Target Audience

Over 600 delegates are expected to attend the conference. Participation in the conference is by invitation or online registration. Conference participants will include development partners; private sector; central and county governments; representatives of international organizations; Trade Associations, Business Associations; academia; civil society; Labour and Trade Unions; the media; Diaspora representatives; Professional Organizations, leaders of Farmers Groups; Women & Youth leaders; and representatives of *Jua Kali* groups and leaders of Micro, Small, and Medium- sized Enterprises (MSMEs).



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