



## THE 9<sup>TH</sup> CLEAN ENERGY CONFERENCE & EXPO CONCEPT

**VENUE: SARIT EXPO CENTRE**

**DATE: 26<sup>th</sup> – 28<sup>th</sup> September 2023**

### 1. INTRODUCTION

Kenya Association of Manufacturers (KAM) is a representative of manufacturing and value-add industries in Kenya. The Association has grown into a dynamic, vibrant, credible Association that unites industrialists and offers a common voice for businesses. We have been front and centre in driving fact-based policy advocacy towards the formation of industrial policies to strengthen and support the country's economic development. Through fact-based advocacy, KAM partners with Government and its associated agencies to ensure a dynamic and flourishing manufacturing sector in Kenya, to realize a double-digit contribution to GDP.

KAM in conjunction with the Ministry of Energy and Petroleum established the Centre for Energy Efficiency and Conservation (CEEC) in 2006. The Centre runs energy efficiency and conservation programs designed to help companies identify energy and wastage, determine saving potential and give recommendation on measures to be implemented.

### 2. THE 2023 CLEAN ENERGY CONFERENCE AND EXPO

Kenya Association of Manufacturers (KAM) will be hosting the Annual Clean Energy Conference and Expo 2023, from **Tuesday, 26th - Thursday, 28th September 2023** at The Sarit Expo Centre. The expo and conference aim at showcasing innovations in renewable energy, water, e-mobility, green building, clean cooking as well as to bring together stakeholders to discuss various topics affecting sustainability and industrial green growth.

The event is curated to be a 3-days of knowledge exchange, networking opportunities, linking up companies with the market. The conference and expo targets about 50 clean energy exhibitors and over 3,000 visitors. Its essence is to celebrate the milestones accomplished in provision and sustaining a clean energy market in Kenya. Green technologies are key to reducing pollution and waste by minimizing natural resource use, recycling, and reusing waste, and reducing emissions which is key for the sustainability of manufacturing. Sustainable and green practices help organizations become more efficient, competitive, and profitable.



**Strategic Objective:** To drive sustainability of a clean energy market in Kenya as a means of energy and water efficiency and conservation.

## 2.1 Target Audience

- Policy Makers
- Private Equity Investors
- Industry Sector Specialists
- Small, Medium and Large Manufacturing Companies
- Manufacturers of Manufactured goods
- IT Solutions Providers
- Trade Publication/Media
- Government representatives: Government & Public Sector
- Undertakings/Intergovernmental Agencies / Export Processing Zones
- Financial Institutions and Banks
- Consultancy Organizations
- Industrial suppliers
- Manufacturing Development Agencies
- Logistics/Supply Chain Companies
- Private investors: global and domestic
- Academic & Research Bodies
- Manufacturers
- Designers of Green Buildings
- The public

## 3. WHY EXHIBIT?

1. A consolidated target audience of over 3000 people for sales and lead opportunities.
2. Take advantage of face-to-face marketing with potential customers.
3. Boost your brand visibility in both corporate and public sectors.
4. Build long-lasting relationships within your industry.
5. Benchmark your company with your industry and competition.
6. Showcase your products and services.
7. Listen to customer feedback.
8. Network and tap from the rich technologies and models presented.



#### 4. CONCLUSION

Through the 2023 Clean Energy Conference & Expo we intend to achieve the following Sustainable Development Goals (SDGs): -

**SDG 6;** Ensure availability and sustainable management of water and sanitation for all.

**SDG 7;** Ensure access to affordable, reliable, sustainable, and modern energy for all.

**SDG 9;** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

**SDG 11;** Make cities and human settlements inclusive, safe, resilient, and sustainable.

**SDG 13;** Take action to combat climate action.

Therefore, the Kenya Association of Manufacturers specifically invites you to partner with us in making the 9<sup>th</sup> Edition of the Clean Energy Conference & Expo a great success.