



# The 1st BRAZIL in EASTERN AFRICA EXPO 2011 “The Missing Link”

KICC, Nairobi, KENYA - 22nd to 26th March 2011  
Trade Exhibition, Conference & Brazilian Cultural Week





## The 1st BRAZIL in EASTERN AFRICA EXPO 2011

### *Events*

- 1. Trade Exhibition – “The Missing Link”**
- 2. Conference – “South - South Cooperation”**
- 3. Brazilian Cultural Week – “Environmental Stewardship through Sports”**



# The 1st BRAZIL in EASTERN AFRICA EXPO 2011

## 1. Trade Exhibition

### *The Missing Link*

- Exhibition Venue: Kenyatta International Conference Centre
- Targeting 60 Brazilian Companies representing a wide range of products and sectors
- Over 40 Sectors Represented from Brazil
- Targeting Regional Businesses 3000 attendees
- Covering East African Common Market and beyond
- Potential Consumer Market, of over 200 million people
- Expected Average Region GDP Growth of 7% per year over the next 10 years

# **TRADE EXHIBITION**

## **TYPES OF PRODUCTS TO BE DISPLAYED**

SOIL PREPARATION – CONSERVATION AGRICULTURE  
SEED PROCESSING EQUIPMENT  
AGRICULTURAL EQUIPMENT  
MODERN COFFEE PROCESSING EQUIPMENT  
ELECTRONIC GRAIN SORTING EQUIPMENT  
AIR COMPRESSION EQUIPMENT  
AUTOMATIC FORM & SEAL PACKAGING EQUIPMENT  
RICE PROCESSING EQUIPMENT  
GRAIN DRYING, STORAGE & CONVEYANCE  
SOLUTIONS  
WATER CONVEYANCE FITTINGS  
WATER HEATING & PURIFYING TECHNOLOGY  
FURNITURE  
HOSPITALITY EQUIPMENT

## **OTHER TYPES OF PRODUCTS TO BE DISPLAYED**

WATER WHEEL ACTIVATED PUMP TECHNOLOGY  
CLOTHING & APPAREL  
ELECTRIC INDUCTION MOTORS  
ENERGY SAVING DEVICES  
BRAZILIAN TEA  
POLYPROPYLENE BAGS  
PRE-ENGINEERED METAL TECHNOLOGY  
SUGAR, ETHANOL PROCESSING EQUIPMENT



**Establish Personal Contacts for  
Distributors, and Agents.**

**Product & Service Showcasing  
Opportunity**

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## 2. Conference *South - South Cooperation*

- **Agribusiness (Brazilian Model)**
  - Research & Value Addition Chain
  
- **Renewable Energies (Brazilian Model)**
  - Focus on Bio fuels
    - Bio fuels Experience
    - Ethanol – Sugar Cane – A Successful History
  
- **Tourism**
  - Brazil / Kenya / Eastern Africa Tourism Exchange Potential
  - 2014 World Cup Tourism Opportunities
  - 2016 Olympics Tourism Opportunities
  
- **Financial Services**
  - Brazilian Development Institution.



# BRAZIL CONFERENCE



*South to South Cooperation*

DATES	SESSIONS	TOPICS	POTENTIAL SPONSORS
Wednesday 23 March 2011	MORNING	<b>AGRIBUSINESS- Brazilian Model</b> <ul style="list-style-type: none"> <li>▪ Agricultural Development.</li> <li>▪ Research &amp; Practice</li> <li>▪ Agribusiness Value Chains</li> </ul>	<b>GOVERNMENT OF BRAZIL</b>  <b>Speakers to be advised.</b>
	AFTERNOON:	<b>RENEWABLE ENERGY - Brazilian Model</b> <ul style="list-style-type: none"> <li>. Focus On Bio fuels</li> <li>▪The Success of Brazilian Renewable Research And Implementation Policies.</li> <li>▪ The Application of Suitable technologies for East Africa</li> </ul>	<b>GOVERNMENT OF BRAZIL</b>  <b>Speakers to be advised.</b>
Thursday 24 March 2011	MORNING	<b>TOURISM.</b> <ul style="list-style-type: none"> <li>. Brazil/Kenya/East Africa Tourism Exchange Potential.</li> <li>. 2014 World Cup Tourism Opportunities</li> <li>. 2016 Olympic Tourism Opportunities</li> </ul>	<b>GOVERNMENT OF BRAZIL</b>  <b>Speakers to be advised.</b>
	AFTERNOON:	<b>FINANCIAL SERVICES</b> <ul style="list-style-type: none"> <li>• Brazilian Development Financing Institutions who finance Brazilian</li> <li>• Accessing Trade Finance for Imports from Brazil</li> </ul>	<b>GOVERNMENT OF BRAZIL</b>  <b>Speakers to be advised</b>

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## 3. Brazilian Cultural Week

### *Environmental Stewardship through Sports*

#### Target Events

- **Kenyan Youth Football League**

- 1000 Children Competing
- 80 teams from various schools and academies
- Competition will start January 2011 and conclude on 26th March 2010

- **Brazilian Coaching Clinics**

- 4 - 6 Brazilian Football Coaches will partner with the Coaches of the top 4 teams of the tournament and run football clinics with the teams for 2 weeks
- Top 2 players of the tournament will have the opportunity to train in Brazil for 3 months

- **Brazilian Football Team to play a Kenyan Team**

- Match will take place on the final day of the Expo (26th March 2011)
- Potential for Brazilian Football stars to attend the event
- Anticipate 25,000 fans to attend the match

- **Brazilian Dance (Samba) & Music**

- Brazilian Samba Dancers to introduce the final children's tournament match and the Kenya / Brazil match.

- **Brazilian Art will be showcased at KICC**



“ Opportunity for Brazilian Sports Merchandizing , technology and physiotherapy equipment to be showcased at the tournament”

“Youth will participate in planting of 10,000 trees in collaboration with environmental entities and soccer Academies in the region.”

# Brazilian Cultural Week

## Brazilian Art – Gallery at KICC



The 1<sup>st</sup> Brazil in Eastern Africa  
EXPO 2011  
- The Missing Link -

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*Bridging the Gap to Fulfill the Missing Link*

