



INVITATION

Kenyan Danish Business Days

Kenya, 10 – 12 April 2012

Official Danish Business Delegation to Kenya
Headed by Minister for Trade and Investment, Pia Olsen Dyhr

Seize the opportunity and enter the gate to East Africa with an exclusive starting point in Nairobi with the Danish Minister for Trade and Investment, Pia Olsen Dyhr. Being part of the Danish Business Delegation headed by Minister for Trade and Investment gives an exclusive opportunity for your company to showcase your competences and technologies towards relevant high level political decisions makers and relevant business people. Denmark and Danish technologies are recognized as frontrunners of technological innovation and global market leader in Kenya and this visit

is therefore a unique opportunity for Danish companies to explore Kenyan market and to connect to potential customers, partners and authorities.

A series of business activities will be arranged within the following sectors: Energy and Environment, Food and Agribusiness and Healthcare.

ENERGY & ENVIRONMENT

The Kenyan Energy sector is currently undergoing radical major reforms which will more than quadruple the power generation.

Opportunities are within energy distribution, renewable energy and energy efficiency.

FOOD & AGRIBUSINESS

Food and Agribusiness is fundamental to the Kenyan economy. Danish competences and technologies are highly demanded in Kenya in order to ensure efficiency process. Opportunities are in particular within readymade consumer products, ingredients, dairy products and equipment, equipment and processes for horticulture, livestock and coffee and tea

HEALTHCARE

Kenya has the largest healthcare sector in East Africa with a free pricing environment and no import tariff on pharmaceuticals in the private sector. Due to increased wealth per capita there exist an increasing demand on a better and more advanced healthcare system which includes an upgrade in regard to medical devices, pharmaceuticals and rehab equipment. Opportunities in particular within medical devices, medtech, health-IT and hospital equipment.

CONCEPT

- Company presentation in the official catalogue introducing your company to relevant Kenyan stakeholders
- Targeted direct mailing of official catalogue with cover letter from the Royal Danish Embassy to potential Kenyan partners
- Welcome briefing in Nairobi
- Official opening with official participation
- Participation in sector related activities such as sector seminars within the field of Energy and Environment, Food and Agribusiness and Healthcare
- Exclusive business lunch where the Danish companies and seminar participants are invited
- Business reception at the Ambassador's Residence
- Additional packages such as pre-arranged meetings with potential business partners can be arranged by the Embassy at additional costs.

FOR FURTHER INFORMATION, PLEASE CONTACT:



Confederation of Danish Industry

Confederation of Danish Industry

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Export Promotion Denmark

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REGISTRATION

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BINDING REGISTRATION

We wish to participate in the Kenyan Danish Business Days, DKK 15,000 (2 participants)

An additional participation fee of DKK 2,500 per person will be added in case your company wants to attend the event with more representatives.

The price is net of VAT and based on min. 15 participating companies and expected subsidy from The Trade Council of Denmark. Subsidy is only given to Danish companies, i.e. companies with a Danish CVR number.

Registration is made in accordance with EPD's terms of participation (attached).

Company: _____

Address: _____

Postal Code: _____ City: _____

Telephone: _____

Contact person: _____

Title: _____

Direct telephone: _____

E-mail: _____

Date: _____ Signature: _____

Please return the completed registration form to Export Promotion Denmark,
Michael Stahlschmidt, ms@ees.dk as soon as possible and no later than 24 February 2012.

Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus, EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

EPD, 18 December 1998