

Kenya & Tanzania

June 3–10, 2026

Registration Deadline | April 3, 2026

Kenya

Kenya has one of Sub-Saharan Africa's most diverse economies and a rapidly rising population of over 50 million people. Kenya has been successful in attracting U.S. exporters and investors, with many companies establishing local and regional operations to take advantage of Kenya's strategic location, diversified economy, connected intermodal logistics routes, and well-developed banking, insurance, and legal services. Virginia exports to Kenya were valued at \$8.2M in 2023. U.S. companies should consider doing business in Kenya for several reasons:

- Kenya is a gateway to the East African market and is the economic, commercial, ICT, financial, and logistics hub of the region
- Kenya has a young, educated, entrepreneurial, and English-speaking population possessing high fluency in technology
- Kenya has an abundant supply of renewable energy (more than 90% of Kenya's on-grid electricity mix comes from renewable sources)
- Kenya enjoys a strong bilateral relationship with the U.S., including the Strategic Trade and Investment Partnership that is under negotiation

The top opportunities for Virginia exporters in Kenya include:

- Agribusiness
- Education
- Energy-Electrical Power Systems
- Healthcare - Medical Devices
- Infrastructure
- Information, Communications and Technology (ICT)



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While we already had a presence in Kenya, the VEDP meetings further advanced our efforts in gaining awareness in that market.

Kenya Trade Mission Participant

TRADE MISSION | KENYA & TANZANIA

Tanzania

Tanzania has one of the fastest growing economies in Sub-Saharan Africa and has an ambitious industrialization plan to transform itself into a middle-income economy by 2030. Agriculture and tourism are considered the major sectors of the country's economy while commodity sectors such as oil, gas, and mining also offer opportunities for growth.

Tanzania is focusing on developing local industries and investing in large infrastructure, energy, and agricultural sector development, which present opportunities for U.S. exporters. The private sector is also investing heavily in the mining industry. With a growing middle class in Tanzania, there is also a high level of interest in American consumer products. Virginia exports to Tanzania were valued at \$4.4M in 2023.

Top opportunities for Virginia exporters in Tanzania include:

- Agriculture and Agricultural Processing
- Construction
- Energy
- Healthcare
- Manufacturing
- Mining

Registration

Register and pay the Trade Mission fee online by visiting kenya-tanzania-trade-mission-2026.eventbrite.com.

Contacts

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With the help of VEDP, our company was able to reach multiple buyers in a short period of time. Having the opportunity to do business with other countries will give us a significant boost in our business growth.

Southern Africa Trade Mission Participant