



EQUITY GROUP TRADE MISSIONS 2025





Trade Missions & Webinars

13th March

Webinar

Showcasing Kenya's Manufacturing Sector

[Click to Register](#)

15th April

Webinar

Navigating Trade and Investment Opportunities in Tanzania

[Click to Register](#)

24th April

Webinar

Exploring Trade and Investment Opportunities in Uganda

[Click to Register](#)

19th - 20th May

In-Person Trade mission

Equity Trade and Investment Roadshow: Navigating Trade and Investment opportunities in Tanzania.

[Click to Register](#)

21st - 23rd May

In-Person Trade mission

Equity Trade and Investment Roadshow: Exploring Trade and Investment Opportunities in Uganda

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12th June

Webinar

Horticulture in Kenya – a vibrant and essential sector

[Click to Register](#)

10th July

Webinar

Strategic Insights on Kenya's Agricultural Sector

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12th August

Webinar

Unlocking DRC's Trade and Investment Potential

[Click to Register](#)

15th - 19th September

In-Person Trade mission

Equity Trade and Investment Roadshow: Unlocking Opportunities in the DRC

[Click to Register](#)

25th September

Webinar

Kenya: A Pathway to Growth in East Africa

[Click to Register](#)

2nd October

Webinar

Investing in Rwanda : Unlocking Business Opportunities in East Africa

[Click to Register](#)

3rd - 4th November

In-Person Trade mission

Equity Rwanda Trade and Investment Roadshow: Unlocking business opportunities in East Africa

[Click to Register](#)

5th - 7th November

In-Person Trade mission

Equity Kenya Trade and Investment Roadshow: A Pathway to Growth in East Africa.

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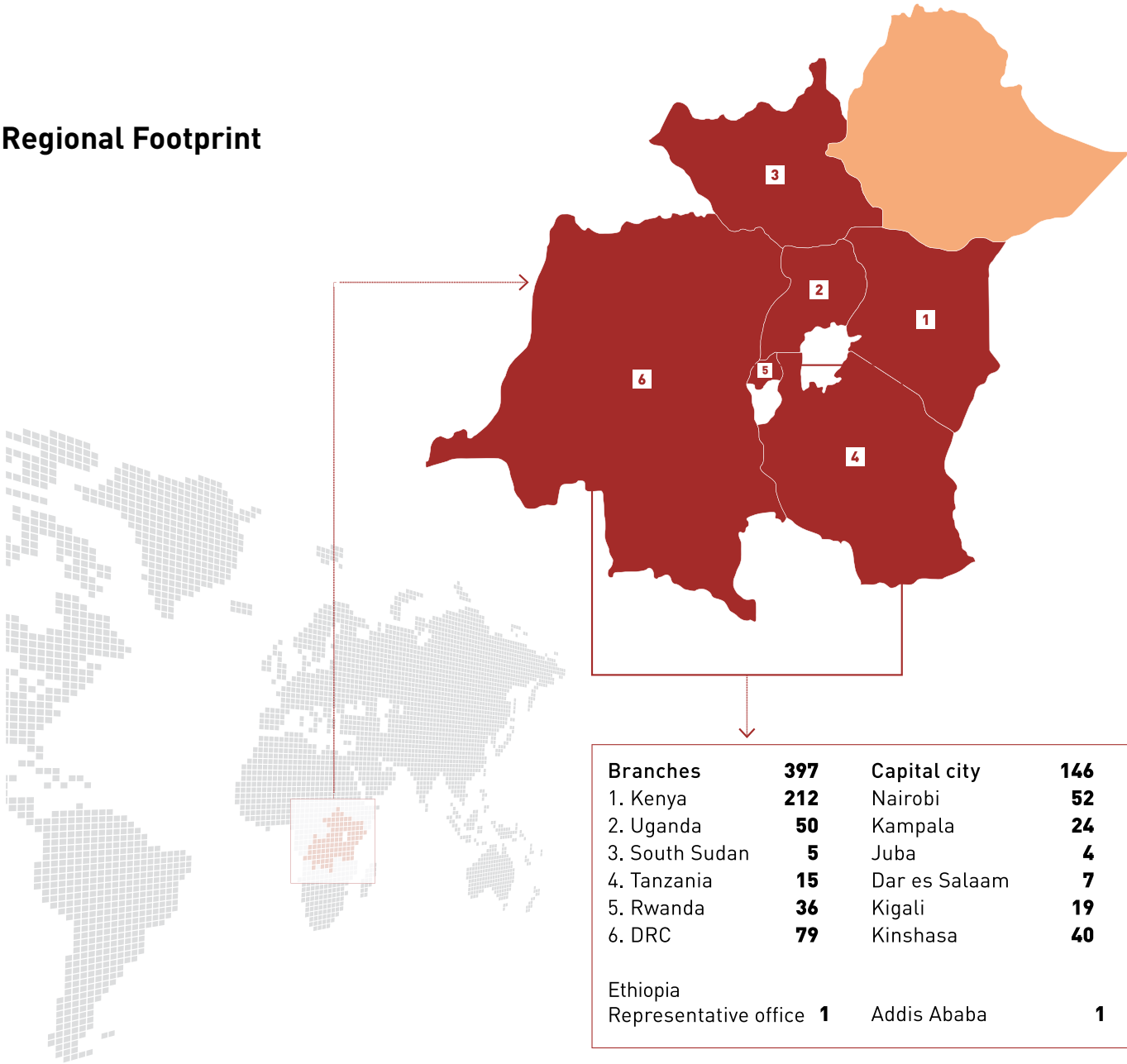
About Equity Group



Equity Group Holdings Plc. is a Pan-African financial services holding company listed at the Nairobi Securities Exchange, Uganda Securities Exchange, and Rwanda Stock Exchange. The Group has banking subsidiaries in Kenya, DRC, Rwanda, Uganda, Tanzania, South Sudan, and a Commercial Representative Office in Ethiopia. It has other subsidiaries in investment banking, insurance, telecom, fintech and social impact investments. Equity Group is the largest integrated financial services firm in the region with a market capitalization of USD 1.28 Billion.

The Group has an asset base of USD 13.20 Billion, a customer base of 21.3 million supported by a footprint of 397 branches, 82,936 Agents, over 1.1 million Pay with Equity (PWE) Merchants, 44,794 Point-of-Sale (POS) Merchants, 889 ATMs and an extensive adoption of digital banking channel. The Group's strong brand recognition, solid liquidity buffers and resilient funding profile, established domestic franchise and extensive adoption of digital and alternative distribution channels have earned it the honor of being the Second Strongest Financial Brand on Earth in 2024 by Brand Finance.

Regional Footprint



<div>397</div> <div>Total number of branches (FY 2023: 363)</div>	<div>889</div> <div>ATMs (FY 2023: 716)</div>	<div>16</div> <div>Services (FY 2023: 16)</div>
<div>82,936</div> <div>Agent outlets (FY 2023: 69,656)</div>	<div>9</div> <div>Digital channels (FY 2023: 9)</div>	<div>21.3 million</div> <div>Customers (FY 2023: 19.4)</div>
<div>44,794</div> <div>Point of sale (POS) outlets (FY 2023: 34,844)</div>	<div>18</div> <div>Products (FY 2023: 18)</div>	<div>12,220</div> <div>Employees (FY 2023: 12,270)</div>
Country	Population Size	GDP per Capita
Kenya	55,339,003	\$1,952.3
Uganda	48,656,601	\$1,002.3
Tanzania	66,617,606	\$1,224.5
DRC	105,789,731	\$627.5
South Sudan	11,483,374	\$1,080.1
Rwanda	13,954,471	\$1,010.3

Message from Equity Group Managing Director and CEO

Dear Esteemed Partners and Investors,
I extend a warm welcome to you as we embark on our 2025 trade and investments roadshows and webinars.

Over the past four years, Equity Group has been at the forefront of facilitating Trade Missions and Trade and Investment Roadshows to promote investment opportunities in East and Central Africa. This initiative aligns seamlessly with our vision of championing the sustainable socio-economic prosperity of the people of Africa.

As part of our commitment to the 'Africa Recovery and Resilience Plan' (ARRP), our regional banking subsidiaries across six countries have implemented a range of initiatives aimed at accelerating sustainable recovery post the challenges posed by COVID-19 and the ongoing global economic crisis. Our trade and investments schedule for 2025 is pivotal in offering foreign and regional investors an invaluable platform to explore the opportunities in East and Central Africa.

The East and Central Africa region offers a dynamic economy with diverse sectors, making it an attractive destination for investment opportunities. This webinars and in person roadshows afford you a unique opportunity to engage firsthand with these markets and forge relationships with key stakeholders. Leveraging Equity Group's extensive network and understanding of the local business landscape, we are committed to providing you with valuable insights and guidance throughout this journey.

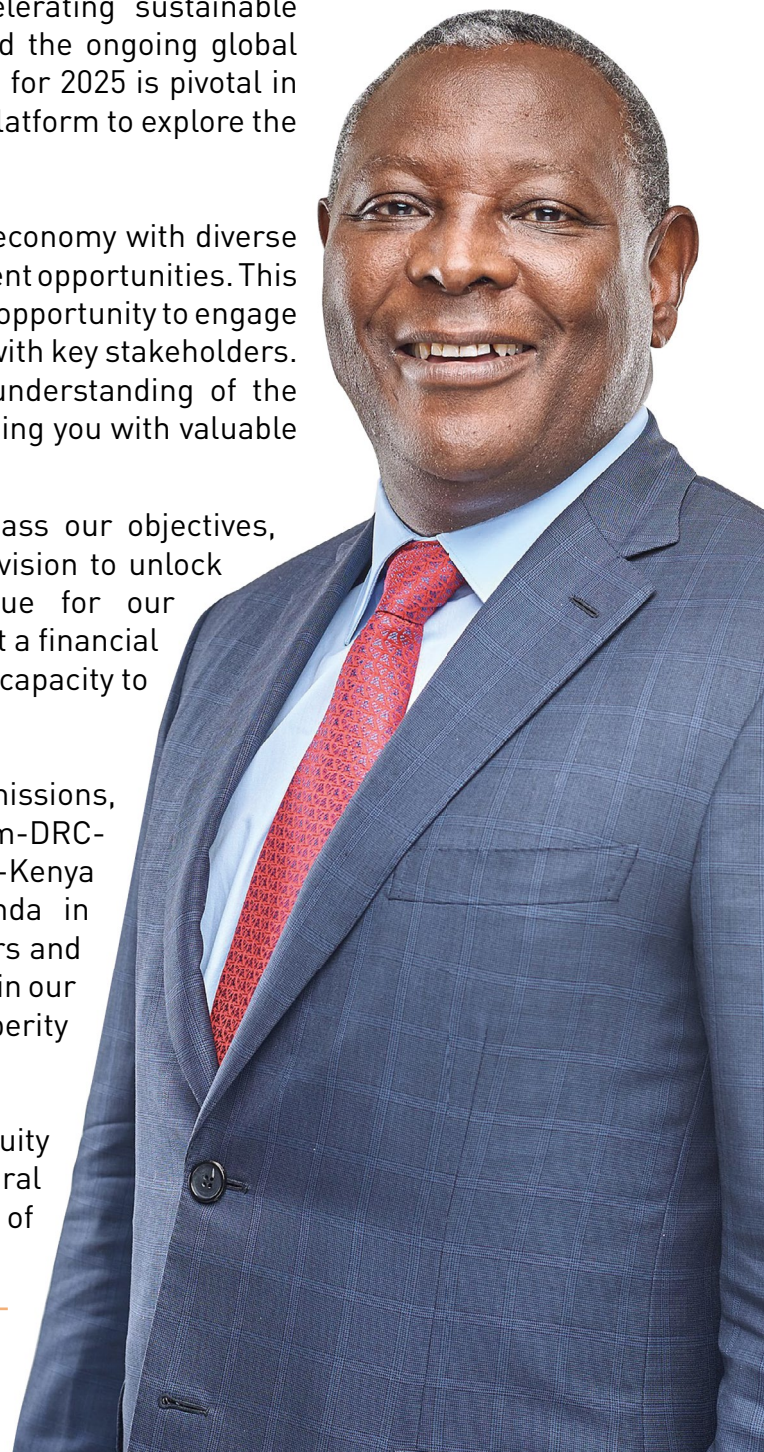
I believe that collectively, we will achieve and surpass our objectives, harnessing our combined expertise, resources, and vision to unlock fresh opportunities and generate significant value for our stakeholders. Your investment signifies more than just a financial commitment; it represents a vote of confidence in our capacity to make a positive impact on the global stage, together.

Building upon the successes of previous trade missions, including those to Kenya-DRC, US-Tanzania, Belgium-DRC-Rwanda, Singapore-Kenya, India-Kenya, South Africa-Kenya and US-Tanzania-Kenya, India-Rwanda, India-Uganda in 2021, 2022, 2023 and 2024 respectively, these webinars and in person roadshows promise to be another milestone in our journey towards advancing the socio-economic prosperity of Africa.

We deeply value your presence and support at Equity Group, and we are honored to have you as integral partners in our ongoing endeavor to transformation of lives and expanding opportunities for wealth creation.

Dr. James Mwangi, CBS

Group Managing Director and CEO



ARRP (Africa Recovery and Resilience Plan)

The Plan

The “Africa Recovery and Resilience Plan” is aimed at catalyzing a demand-driven synergistic transformation of Africa, underpinned by:

1. **Capacitating and enhancing productivity of raw material producers**
2. **Integrating primary producers to more co-ordinated African productive / manufacturing capacities; and**
3. **Connecting these primary and secondary sectors to global supply chains (and capital markets) that are now more focused on reducing concentration risks with increased focused on accessibility.**

Equity Group’s execution of the “Africa Recovery and Resilience Plan” is underpinned by its Tri Engine business model that includes Social, Economic and Sustainability Engines that serve to capacitate value chains (Social Engine); provide holistic financial solutions to productive ecosystems (Economic Engine) and support development in a sustainable way.

Equity Group’s excess liquidity (currently ~2% of cumulative GDP of East and Central Africa) is redirected to the private sector across various value chains.

Objectives of ARRP

The first phase (end-2030) objectives of the plan include:

1. **Inclusivity of 100 million businesses and consumers:**
Economic and social inclusion of more productive households and financially enabled value chains.
2. **Multiplier effect of 5 million borrowing businesses and 25 million borrowing consumers:**
Borrowing businesses to drive value chain expansion and employment, whilst consumer borrowing to enable household aspirations and livelihoods
3. **Employment of 50 million:**
25 million direct jobs to be created as businesses grow and a further 25 million indirect jobs created as value chains expand and deepen
4. **Additional private sector lending of ~2% of regional GDP:**
Loan book to be directed towards agriculture (30%), manufacturing (15%), MSMEs (65%)

Overview of Strategic Pillars and Pillar Programmes

EGH strategic plan has 6 pillars each comprising programmes which in turn comprise of various initiatives that aim to: (i) systematically link, enrich and deepen value chains; and (ii) together provide sequential, holistic and co-ordinated solutioning towards social and economic transformation of Africa.



Our Collaborators



syngenta

gocongo



SIEMENS
energy

CASE III
AGRICULTURE



COMMONWEALTH

Enterprise and Investment Council

BILL & MELINDA
GATES foundation

The Simon Thompson Balfour Foundation



PROSPER
AFRICA

The King's Trust
International



Knowledge Series



Equity Group’s webinars provide participants in-depth knowledge of regional markets and industries, investment opportunities, and economic trends. Expert speakers will provide valuable insights on local regulations and incentives, navigating the complexities of these markets and opportunities for expansion.

Whether you’re a seasoned investor or new to the region, Equity Group’s webinar series will offer actionable tips, interactive discussions, real-world case studies, and Q & A segments to help you make informed decisions.

Trade Missions



Equity Group’s Trade Missions are designed to help businesses explore new markets, connect with government institutions, potential partners, distributors and retailers; and identify export or investment opportunities.

These missions focus on multiple sectors and include activities such as networking events, Business to Business one-on-one meetings, site visits, and presentations.

Our Trade Missions provide participants with an opportunity to gather market intelligence, insights into local business practices, regulatory environments, and market trends, which help companies tailor their strategies for successful expansion.

By participating in our trade missions, companies can gain visibility, build strategic partnerships, and ultimately drive business growth on a global scale.

Past Trade Missions



Rwanda

A Milestone in India-Rwanda Trade Relations and New Opportunities.

In October 2024, Equity Bank Rwanda, in partnership with the Confederation of Indian Industries (CII), launched the India-Rwanda Trade Mission under the theme “Facilitating Partnerships for Sustainable and Inclusive Growth.” With a focus on sectors such as agriculture, ICT, health, and renewable energy, the mission paved the way for new trade and investment opportunities. The Managing Director of Equity Bank Rwanda, Hannington Namara, welcomed delegates, highlighting Rwanda’s strategic role in fostering global trade and investment partnerships. The India-Rwanda Trade Mission underscored the immense potential for economic collaboration, further solidifying Rwanda as a hub for regional growth and innovation.

Uganda

A platform to boost Bilateral Trade and Investment Opportunities between Uganda and India.

In October 2024, Equity Bank Uganda in partnership with the Confederation of Indian Industries (CII), has launched the India-Uganda Trade Mission in Kampala, a two-day event aimed at strengthening bilateral trade between the two nations. The mission focused on key sectors such as health, IT, agriculture, energy, tourism, and real estate, fostering partnerships and investment opportunities. Through B2B meetings, panel discussions, and industry visits, participants explored avenues for economic collaboration.



DRC

In March 2024, Equity Group led an Trade and Investment Roadshow to the Democratic Republic of Congo (DRC), aimed at facilitating investment in the region’s abundant trade and commerce opportunities. The initiative sought to position the DRC and the broader East African Region as significant trade and investment hubs globally. Around 500 investors from 20 countries participated in the roadshow, participants explored potential investment avenues in Kinshasa, the capital of the DRC, as well as in Lubumbashi, a city in central DRC.

| Equity Group Trade and Investment Calendar 2025

Showcasing Kenya's Manufacturing Sector

The Manufacturing industry in Kenya plays a critical role in making substantial contributions to industrial development, job creation and export activities. It is one of the largest employers in Kenya particularly in Export Processing Zones (EPZs). The Kenyan Government has prioritized the sector under the Big Four Agenda - focusing on manufacturing as a driver of economic growth. This webinar will give a succinct overview of the key players, opportunities, challenges and recent developments as well as the outlook within the sector – it will also share clear perspectives from government institutions and successful private sector leaders.



Webinar

13th March

Navigating Trade and Investment Opportunities in Tanzania

This webinar will be hosted prior to the in-person trade mission to the Tanzania in May 2025.

Discover the vast trade and investment potential of Tanzania, one of East Africa's most promising markets. Tanzania offers unique opportunities for businesses and investors across various sectors including agriculture, energy, manufacturing, and infrastructure.

Our expert speakers will provide an in-depth analysis of the country's economic landscape, key growth sectors, and government incentives.



Webinar

15th April

[Click to Register](#)



24th April

Webinar

[Click to Register](#)

Exploring Trade and Investment Opportunities in Uganda

This webinar hosted prior to the physical trade mission to Uganda in May 2025 will explore on exploring trade and investment opportunities in Uganda. Discover key sectors driving Uganda's economic growth, understand the investment climate, and learn about the strategic advantages of doing business in this dynamic East African nation. With a population of 48 Million people and a GDP of \$1,003.5 per capita, the growing economy has limitless possibilities for interested investors. Experts will share insights on market trends, available incentives, and how to tap into Uganda's potential for business expansion and growth.

Equity Tanzania Trade and Investment Roadshow 2025

Join us on a unique opportunity to explore and capitalise on business prospects in Tanzania, one of the fastest-growing economies in East Africa. This trade and investment mission is designed for companies and investors seeking to expand their reach into new markets, build strategic partnerships, and tap into Tanzania's abundant natural resources, infrastructure developments, and growing consumer market.

Participants will have the chance to network with senior government officials, industry leaders, and potential local partners, facilitating valuable connections and opening doors for new ventures.



19th-20th May

Trade Mission

[Click to Register](#)



21st-23rd May

Trade Mission

[Click to Register](#)

Equity Uganda Trade and Investment Roadshow 2025

The Equity Trade and Investment Roadshow in Uganda is designed to equip potential investors with insights into the country's business environment. Uganda, is one of Africa's most resource-rich country as it has multiple oil reserves, rich agricultural land and a thriving tourism industry. With a population of 48 Million people and a GDP of \$1,003.5 per capita, the growing economy has limitless possibilities for interested investors. The roadshow will provide firsthand access to key sectors, offer strategic partnerships, and share investment opportunities in the country. Join us and explore the country's vast potential for growth.

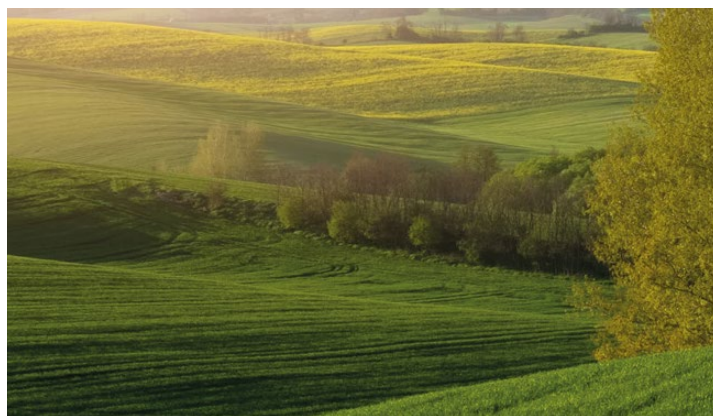


Webinar

12th June[Click to Register](#)

Horticulture in Kenya – a vibrant and essential sector

Kenya has seen a notable shift towards organic farming, driven by increasing demand for organic produce both locally and internationally. With the growing demand for organic produce and with the rise of technology in agriculture there are opportunities to improve production and sustainability. This webinar will examine opportunities for growth and highlight Kenya's potential to become a major player in the organic sector – whilst befitting both the environment and the economy as a whole.



Webinar

10th July[Click to Register](#)

Strategic Insights on Kenya's Agricultural Sector

The agriculture sector in Kenya contributes to 20 – 25% of GDP and is a critical pillar employing a large proportion of the country's population, providing food security, but it requires strategic interventions for improvement and sustainability. This webinar will examine the main agricultural activities, challenges (such as climate change), government and policy efforts, opportunities for growth and also touch on the emerging trends and innovations. It will also provide a unique opportunity to explore this market and establish relationships with key stakeholders within this sector.



Webinar

12th August[Click to Register](#)

Unlocking DRC's Trade and Investment Potential

This webinar will be hosted prior to the in-person trade mission to the Democratic Republic of Congo in September 2025.

Join us for an insightful webinar exploring trade and investment opportunities in this market of 100 million citizens. Learn about the country's emerging markets, key sectors for growth, and how to navigate the business landscape. Discover the potential for partnerships, investment, and economic development in one of Africa's most promising markets.



15th-19th Sept

Trade Mission

[Click to Register](#)

Equity Trade and Investment Roadshow: Unlocking Opportunities in the DRC

The Equity Trade and Investment mission to the Democratic Republic of Congo (DRC), one of Africa's most resource-rich and rapidly developing markets, will provide participants with firsthand access to key sectors, strategic partnerships, and investment opportunities in the DRC. Explore the country's vast potential for growth, learn about the local business environment, and engage with government officials and industry leaders.



25th September

Webinar

[Click to Register](#)

Kenya: A Pathway to Growth in East Africa

This webinar will be hosted prior to the in-person trade mission to the Kenya in November 2025.

Kenya, as East Africa's largest economy, presents a wealth of trade and investment opportunities for global businesses and investors. This webinar is designed to provide valuable insights into the current and emerging opportunities within Kenya's diverse sectors, including agriculture, technology, manufacturing, infrastructure, and renewable energy. With its strategic location, a growing middle class, and a robust economic growth trajectory, Kenya is fast becoming a key player in the African business landscape.

Investing in Rwanda: Unlocking Business Opportunities in East Africa

This webinar hosted prior to the in-person trade mission to Rwanda in November 2025, will provide valuable information on Rwanda's growing economy, key sectors for investment, and the country's business-friendly environment. Learn from experts about the potential for growth, strategic partnerships, and how to navigate the opportunities available in this dynamic East African market.



2nd October

Webinar

[Click to Register](#)



3rd-4th November

Trade Mission

[Click to Register](#)

Equity Rwanda Trade and Investment Roadshow 2025

Rwanda offers a strategic location, a business-friendly environment, and a robust growth trajectory across sectors such as technology, agriculture, infrastructure, tourism, and renewable energy.

This roadshow is designed to give investors an in-depth look at the exciting opportunities in Rwanda, showcasing its stable political environment, forward-thinking government policies, and rapidly developing market infrastructure. Participants will gain firsthand insights into Rwanda's burgeoning industries, interact with key stakeholders, and explore potential investment avenues that align with both short-term growth and long-term sustainability.

Equity Kenya Trade and Investment Roadshow 2025

This webinar will be hosted prior to the in-person trade mission to the Kenya in November 2025.

Kenya, as East Africa's largest economy, presents a wealth of trade and investment opportunities for global businesses and investors. This webinar is designed to provide valuable insights into the current and emerging opportunities within Kenya's diverse sectors, including agriculture, technology, manufacturing, infrastructure, and renewable energy. With its strategic location, a growing middle class, and a robust economic growth trajectory, Kenya is fast becoming a key player in the African business landscape.

During this session, participants will gain a comprehensive understanding of Kenya's economic environment, including its key growth sectors and investment potential. Experts will discuss the benefits of investing in Kenya, focusing on areas such as government incentives, trade agreements like the African Continental Free Trade Area (AfCFTA), and the country's integration into regional and global markets. Attendees will also learn about the regulatory landscape and how to navigate it to ensure successful investment ventures.



5th-7th November

Trade Mission

[Click to Register](#)

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