



Unlocking Murang'a as an Industrial Hub

MURANG'A INVEST 2025 PROGRAMME

Thika Greens Golf Resort near Thika Town, Kenya.

DAY ONE: Friday, 13th June, 2025

Time	Session	Speakers	Moderator
DAY ONE: FRIDAY 13TH JUNE 2025			
7:30 – 8:30	DELEGATES ARRIVAL & REGISTRATION		
8:00 – 8:30	Welcome and Agenda Setting	Master of Ceremony	
8:30 – 9:30	OFFICIAL OPENING CEREMONY Officially open the conference with speeches for stakeholder and invited guest	Speakers:	
9:30 – 10:30	KEY NOTE ADDRESS Topic: Why Invest in Murang'a? Description: This keynote address will offer a compelling case for investing in Murang'a County, highlighting its strategic advantages, untapped potential, and the county government's commitment to creating an investor-friendly environment. The speakers will explore Murang'a's unique strengths across key sectors	Suggested Panelists: • MBEC • MBEC • MBEC	
10:30 – 11:00	TEA BREAK		
11:00 – 12:00	Topic: Investment Opportunities Description: Dive deep into Murang'a County's transformative investment opportunities through high-impact breakout sessions. These deal rooms bring together industry leaders, government officials, private sector investors, and development partners for targeted conversations, project pitching, and partnership building across the county's high-potential sectors. Opportunity for sponsors to take up deals room to promote services even as investment opportunities are discussed.	Proposed Speakers: • COUNTY EXECUTIVE	
12:00 – 1:00	Plenary		
1:00 – 2:00	LUNCH		

<p>2:00 – 3:30</p>	<p>Breakout Sessions: Sector-Specific Deal Rooms</p> <p>Description: Dive deep into Murang'a County's transformative investment opportunities through high-impact breakout sessions. These deal rooms bring together industry leaders, government officials, private sector investors, and development partners for targeted conversations, project pitching, and partnership building across the county's high-potential sectors.</p> <p>Opportunity for sponsors to take up deals room to promote services even as investment opportunities are discussed.</p> <p>Potential Sponsors (Sectors):</p> <ul style="list-style-type: none"> · Financial institutions · Property developers · Agricultural services · Investment Firms · Tourism and promotion services · International financiers 	<p>a) Murang'a Medicity Featuring: Murang'a health partners/MBEC Private Hospitals Representative</p> <p>Discussions will focus on investment in specialized hospitals, health tech, and public-private partnerships to improve healthcare access and outcomes.</p> <p>b) Export Processing Zone (EPZA) Featuring: CEO, EPZA</p> <p>This session outlines the incentives, infrastructure, and investor support available within Murang'a's planned EPZ, including opportunities for agro-processing, textiles, and value-added exports.</p> <p>c) Special Economic Zones (SEZs) – Heavy and Light Industries Featuring: CEO, SEZA</p> <p>Discover industrial growth zones designed to host heavy and light industries. Investors will gain insight into long-term infrastructure planning for manufacturing clusters in Murang'a.</p> <p>d) Technology and Innovation Hub</p> <p>Featuring: Safaricom, Huawei, Ministry of ICT, Chinese Ambassador, MBEC ICT Expert</p> <p>Position Murang'a as a tech frontier. This session covers broadband infrastructure, digital skilling, incubation hubs, and tech partnerships to transform Murang'a into a smart innovation destination.</p> <p>e) Commercial Hub Development Featuring: CECM member, MBEC Trade/Market Representative</p> <p>A strategic look into Murang'a's vision for becoming a financial and commercial powerhouse. Engage in discussions around real estate, logistics, business centers, and urban planning frameworks.</p> <p>f) Stadium Infrastructure Featuring: Sports Stadia Kenya, Minister for Sports, PS Sports</p> <p>Explore the design and development of a modern multi-purpose stadium, targeting local talent development, regional sports tourism, and investment in sports infrastructure.</p> <p>g) Recreational Area Development Featuring: Director (Thika Greens), Murang'a County Tourism Association</p> <p>This session focuses on eco-parks, golf courses, hospitality, and integrated recreational facilities that align with Murang'a's tourism growth strategy.</p> <p>h) Bus Station and Urban Mobility Featuring: NAMATA, CS Roads, PS Roads</p> <p>A discussion on smart transport solutions, including integrated bus terminals, last-mile connectivity, and regional transit infrastructure to enhance urban mobility.</p> <p>i) Education Infrastructure Featuring: CEOs of MKU & RIARA</p> <p>Focus on expanding education access and quality through private-public partnerships in higher education, technical training, and digital learning infrastructure.</p> <p>j) Affordable Housing Projects Featuring: Unity Homes, Kings Developers, MP Gatanga (conveyancing)</p> <p>Explore scalable and sustainable affordable housing models tailored for Murang'a's growing population. Legal and investment frameworks will be highlighted.</p> <p>Special Focus Deal Rooms</p> <p>County Aggregation and Industrial Park (CAIP) Featuring: PS MITI, Chief Officer – Trade</p> <p>Highlighting a flagship initiative to support value addition, aggregation, and export readiness for SMEs and cooperatives in agro-processing and light manufacturing.</p> <p>Gikono Landfill and Green Waste Solutions Featuring: PS Housing, Secretary for State Department of Urban Development, CECM Member</p> <p>A session focused on sustainable waste management, circular economy models, and green investments in sanitation infrastructure.</p> <p>Murang'a County Creameries Dairy Processing Featuring: MCCCU, Kenya Dairy Board</p> <p>Engage in investment-ready dairy processing initiatives to support Murang'a's rich livestock farming and promote value-added dairy exports.</p> <p>Small and Medium Enterprises (SMEs) Featuring: CECM – Trade, PS SMEs</p> <p>Explore tailored financing, market access, and business support programs for local SMEs driving job creation and innovation in Murang'a.</p> <p>Cultural Heritage – Mukurwe wa Nyagathanga Featuring: National Museums of Kenya, CECM – Culture</p> <p>Invest in cultural tourism by tapping into Murang'a's deep-rooted heritage. This session promotes sustainable tourism around sacred and historical sites.</p>	
<p>6:00</p>	<p>END OF DAY ONE (NETWORKING & COCKTAIL OPTIONAL)</p>		



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DAY TWO: Saturday, 14th June, 2025

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8:00 – 9:00	Recap Session: (Live on NTV) Description: A summary of key takeaways, breakout session highlights, and investment opportunities shared on Day One. Sets the stage for a productive Day Two.	Suggested Speaker: <ul style="list-style-type: none"> MC to guide session County representatives from deal rooms with highest interest and engagement from Day 1 	
9:30 – 11:35	Site Visits Description: Guided visits to strategic investment sites across Murang'a™ including Medicity, Industrial Park, SEZs, and more. A chance to see opportunity on-ground.	Suggested Site Visit Guides <ul style="list-style-type: none"> Transport to be provided County leads to support with engagement 	
11:45 – 12:45	FAQs Description: Open dialogue with national and county officials to address investor questions on projects, regulations, and next steps.	Suggested Speakes: <ul style="list-style-type: none"> Moderated by MC County Executives on hand to address key areas of concern 	
1:00- 2:00	Collation of Interest Description: Formal expressions of interest, sign-up for partnerships, and matching with project leads. Begin building your investment journey in Murang'a	By County Investment Team	
2:00 – 3:30	LUNCH BREAK		
3:30 – 4:00	Closing Ceremony <ul style="list-style-type: none"> Closing speech Vote of Thanks 		
4:00 – 5:00	GOLF & NETWORKING		



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