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### KENYA OVERVIEW

The Republic of Kenya is a rapidly developing country located in East Africa, with Nairobi as its capital. With a population of approximately 54.5 million, English and Swahili are the official languages. 1963 saw the country gain independence from the United Kingdom, and today it maintains a stable political system as a presidential republic. Agriculture, manufacturing, tourism, and services form the foundation of the economy, and the rapid growth of the ICT sector in particular has made the country the "Silicon Savanna of Africa.

Kenya serves as a transportation and logistics hub for the East African region, and infrastructure development is underway. Foreign investment in the energy, transportation, and construction sectors is increasing, especially in the rail network connecting the port of Mombasa and Nairobi. The government is focusing on improving the business environment and promoting foreign direct investment, and Kenya is regarded as one of the most business-friendly countries in Africa.

Kenya is also home to more than 42 ethnic groups with diverse cultures, and the Swahili and English languages serve as a link between the people. The country also contributes to regional peace and stability and is a member of international organizations such as the African Union and the United Nations. Against this background, Kenya can be an important gateway to the African market for Japanese companies.



### KENYA OVERVIEW



Population

(2024)



54Million



Median Age (2024)

20.1 Years of Age

**≝** 38.6%

**Urbanization** 

Rate

(2023)

GDP

(2024)



**\$113.4 Billion** 

GDP per Capita (2024)



\$2,099

Economic Expansion Rate



4.8%

Smartphone Penetration Rate

(2022)



60.9%

Japanese Residents (2023)

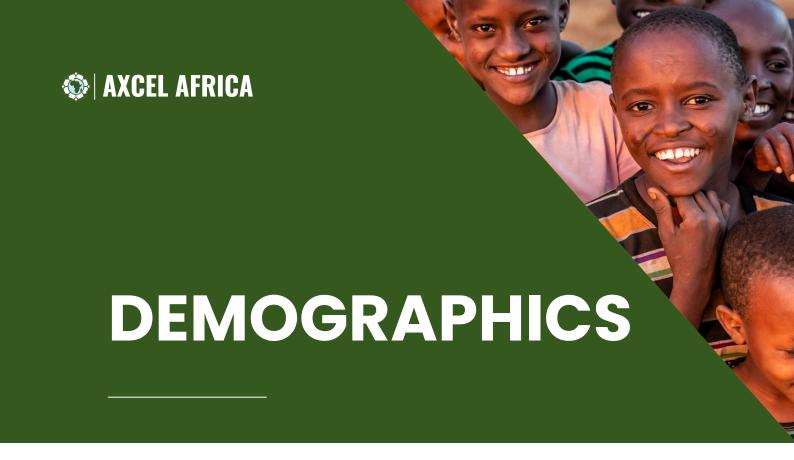


742 People

Poverty Rate (2022)



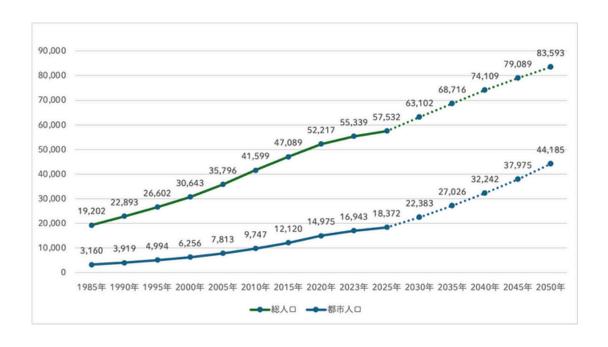
38.6%

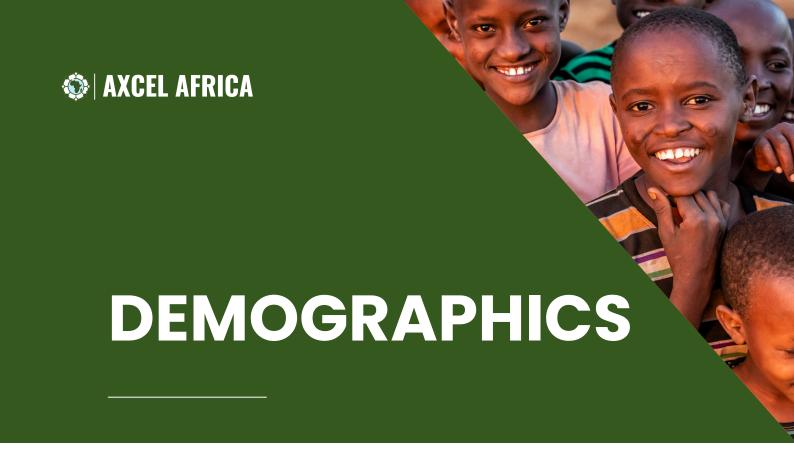


### TOTAL POPULATION & URBAN POPULATION

Kenya's population is approximately 55.34 million (estimated in 2023), making it one of the more populous countries in Sub-Saharan Africa. The population growth rate is relatively high at around 2.3% per year, and the country is characterized by a large proportion of young people.

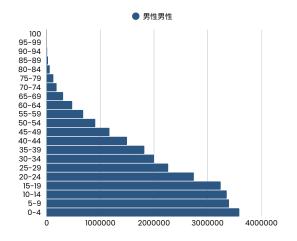
The population is primarily concentrated in urban areas, with major cities such as Nairobi, Mombasa, and Kisumu serving as key centers of economic activity. Urban population is on the rise, and rapid urbanization is underway.

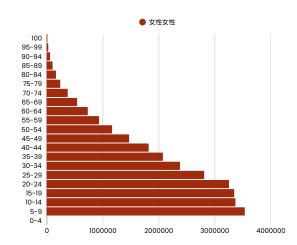




### **DEMOGRAPHICS & MEDIAN AGE**

The median age in Kenya is approximately 20 years, with more than half of the total population being under the age of 25. This youthful demographic is considered a source of abundant labor and potential economic growth, but it also necessitates the creation of employment opportunities and increased investment in education and healthcare.







## REGION & CULTURE



### LAND & REGIONAL ALLOCATION

Kenya has a total land area of approximately 582,646 square kilometers, making it one of the larger countries in East Africa. This vast territory features diverse landscapes and climates, ranging from the coastal regions along the Indian Ocean to the central highlands, the lake regions in the west, and the arid desert areas in the north.

Because the equator runs through the center of the country, Kenya is geographically diverse, with altitudes varying from sea level to 5,199 meters at Mount Kenya. This topographical and climatic diversity provides numerous opportunities for economic activities such as agriculture, tourism, and natural resource development.

Urban populations continue to grow rapidly with accelerating urbanization. At the same time, extensive rural areas remain, where agriculture is a key source of income. While economic disparities between rural and urban areas are a challenge, this diversity also contributes to the dynamism of Kenya's society and economy.





# REGION & CULTURE



### THE CAPITAL CITY: NAIROBI

Nairobi, with a population of approximately 4.8 million (estimated in 2024), is the largest city in Kenya. The capital region has experienced rapid urbanization and economic growth, leading to a sharp increase in population over the past few decades, which continues today. This growth is largely driven by people migrating from both within and outside the country in search of business and employment opportunities.

Nairobi has a high concentration of young people, with the majority of the workforce in their 20s and 30s, playing a central role in the city's economy. This youthful demographic supports a vibrant economic environment and a diverse consumer market. The cityscape features numerous high-rise buildings, and there is ongoing development in commercial, residential, and infrastructure sectors. However, rapid urbanization has also brought challenges related to living conditions and increased demand for public services.







# REGION & CULTURE



### NATIONAL COMPOSITION

Kenya is home to more than 42 ethnic groups, forming a highly diverse cultural and social structure. Major ethnic groups include the Kikuyu (about 17%), Luo (about 14%), Luhya (about 13%), Kalenjin (about 12%), Kamba (about 10%), and Kisii (about 6%). Although these groups have distinct languages and cultures, both Swahili and English are widely spoken as official languages, serving as common means of communication among the population.

### LANGUAGE

Kenya is a multilingual country where many languages are spoken. Swahili (Kiswahili) and English are officially recognized as the national languages. Swahili is mainly used for daily communication and as a common language within communities, while English is typically used in official contexts such as government, education, business, and law. In addition, there are about 70 regional languages spoken across the country, with each ethnic group having its own native language.

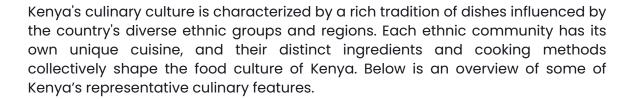








### CULINARY TRADITIONS



### STAPLE FOODS & TRADITIONAL DISHES

The staple food in Kenya is *ugali*, a thick, dough-like dish made by cooking maize flour with water. *Ugali* forms the core of most Kenyan meals and is commonly served alongside stewed meat or vegetables. Due to its simplicity, high nutritional value, and ability to provide a sense of fullness, *ugali* is widely consumed on a daily basis.

Another iconic dish is *nyama choma*, which literally means "roasted meat." It typically consists of beef or goat meat grilled over open charcoal fires and is a must-have at celebrations and social gatherings. *Nyama choma* is a dish meant to be shared with friends and family and symbolizes Kenya's social and communal dining culture.









### **REGIONAL GASTRONOMY**

Different regions of Kenya have distinct culinary traditions. For instance, in the coastal areas facing the Indian Ocean, seafood plays a major role in local cuisine. Swahili dishes from the coast, often cooked in spiced coconut milk, reflect strong influences from Indian, Middle Eastern, and Arab cuisines. Popular examples include *pilau* (spiced rice dish) and *samosa* (deep-fried pastries filled with spiced ingredients).

In the western regions, meals commonly feature fish and a variety of green vegetables. Dishes such as *sukuma wiki* (stir-fried kale) and stewed beans are staples in everyday diets. In areas along the lakeshores, fish-based dishes are especially important, with tilapia and Nile perch being among the most commonly consumed types.









### HISTORY OF INDEPENDENCE

Kenya's history took a significant turn in the late 19th century when it became a British colony. In 1895, it was declared the British East Africa Protectorate, and in 1920, it was formally established as the Colony of Kenya. During the colonial period, white settlers occupied large tracts of land, displacing local communities and exerting economic and political control over them.

### POST-INDEPENDENCE ERA

Kenya gained independence on December 12, 1963, with Jomo Kenyatta becoming the country's first president. Following independence, Kenya experienced rapid urbanization and economic growth, though political challenges and social inequality persisted.

In the 1980s and 1990s, the country transitioned to a multi-party system, with the first multi-party elections held in 1992. In 2002, the opposition came to power, and after post-election violence in 2007, a new constitution was adopted in 2010, strengthening political stability and democratic governance.

Today, Kenya plays a significant economic and political role in the East African region and has established itself as a key contributor to regional stability and development.



### **POLITICAL FRAMEWORK**

Kenya is a republic with a presidential system of governance. The 2010 Constitution strengthened the separation of powers and introduced a decentralized system of government. The president serves as both the head of state and the head of government, with executive authority. The president is elected for a five-year term and may serve a maximum of two terms. The constitution also guarantees the independence of the legislature and judiciary, promoting political transparency and democracy.

### **ADMINISTRATION**

The president, as the head of the executive, is elected through direct elections and leads the government in implementing policies. The deputy president and cabinet ministers are appointed by the president. In 2022, William Ruto assumed the presidency. President Ruto has promoted a "bottom-up economic model" that emphasizes strengthening local economies and supporting small-scale enterprises.

### **DECENTRALIZATION**

Following the constitutional reforms of 2010, Kenya implemented a decentralized governance system with 47 counties, each governed by a county government. These counties have elected governors and county assemblies that oversee and provide regional services such as education, healthcare, infrastructure, and agriculture. Decentralization aims to improve resource distribution and service delivery from the central government to local areas, thus revitalizing regional economies.



### **DIPLOMATIC RELATIONS**

Japan and Kenya established diplomatic relations shortly after Kenya gained independence in 1963. Since then, the two countries have maintained a friendly relationship and have collaborated on various international issues.

To strengthen ties with African nations, including Kenya, Japan has hosted the Tokyo International Conference on African Development (TICAD) since 1993. Kenya has actively participated in these conferences. In 2016, TICAD VI was held in Nairobi, where concrete discussions were held on supporting Africa's economic growth and social development.

### ECONOMIC COLLABORATION & COMMERCE

Economically, Japan is one of Kenya's key trading partners and a major provider of official development assistance (ODA). Japanese companies have invested significantly in Kenya, particularly in infrastructure development, energy, manufacturing, and agriculture.

For example, Japan has provided technical and financial support to improve urban transportation in Nairobi and has also contributed to the expansion of Mombasa Port and the development of Special Economic Zones (SEZs) in the coastal city of Mombasa. Additionally, Japan imports agricultural and industrial products from Kenya, fostering active economic exchanges.



### TECHNICAL COOPERATION & HR DEVELOPMENT

Japan also supports Kenya's economic and social development through technical cooperation. The Japan International Cooperation Agency (JICA) has implemented numerous projects aimed at improving agricultural productivity, water resource management, education, healthcare, and industrial technology.

In particular, Japan has supported the strengthening of science and mathematics education in Kenya. Japan also accepts a large number of Kenyan students and trainees, promoting human resource exchanges between the two countries.

### ENGAGEMENTS WITH JAPANESE RESIDENTS

As of October 1, 2023, there were 742 Japanese nationals residing in Kenya. These individuals include corporate expatriates, engineers, researchers, and staff of the Japan International Cooperation Agency (JICA), among others, who are active in a wide range of fields. Their presence plays a crucial role in sustaining the people-to-people exchange between Japan and Kenya.

This exchange contributes not only to the economic relationship between the two countries, but also to the sharing of culture and technology, thereby fostering mutual understanding and cooperation on a broader scale.



### CEO, AXCEL AFRICA HIROSHI YOKOYAMA

After beginning his career at Nomura Securities, he served in Kenya as a member of the Japan Overseas Cooperation Volunteers (JOCV), where he cofounded a social venture. Following two years of operational leadership, he joined IC Net Ltd., where he spent approximately six years as a group leader. In this role, he provided consulting services for private companies entering African markets and managed government-commissioned projects related to Africa.In 2018, he established and became CEO of the company's African subsidiary, leading wide-ranging projects across the continent from his base in Kenya.

In 2022, he founded Axcel Africa Inc. and Axcel Africa Consulting, where he currently serves as President and CEO. He also holds multiple leadership roles, including Representative Director of Africa Quest, Board Member of the AIDS Orphan Support NGO PLAS, and Growth Partner for the Power Learn Project. Through these roles, he continues to bridge business and international development, offering support, information, and community-building opportunities to those seeking to engage with Africa.









### COLLABORATE WITH JAPANESE COMPANIES TO DEVELOP BUSINESS OPPORTUNITIES!

AXCEL AFRICA seeks to foster diverse collaborations between Japan and African nations, partnering with enterprises that address social challenges. We aim to connect businesses and individuals across these regions, contributing to the advancement of a new, sustainable future.

Business Development Consulting: We offer consulting services to Japanese companies seeking to expand into Africa, primarily conducting on-site assessments, developing business strategies, providing support for local legal, labor, and accounting issues, and assisting with the acquisition and implementation of subsidies.

- 1. Training programs: We offer practical support and training programs to Japanese companies, local startups, and individuals to evaluate and enhance business concepts and new ventures in Africa.
- 2.Creating a community: In partnership with the general incorporated association Africa Quest, we offer a network for Japanese individuals pursuing opportunities in Africa, supporting their endeavors in this emerging business landscape. Additionally, we manage the community house JENGA in Nairobi, the capital of Kenya.







#### **VISION**

AXCEL AFRICA seeks to foster diverse collaborations between Japan and African nations, jointly developing enterprises that address social challenges. We aim to connect businesses and individuals across these regions, contributing to progress towards a new, sustainable future.

#### **MISSION**

- 1.It will serve as a central hub that unites companies and individuals committed to addressing the challenge of establishing enterprises that tackle social issues.
- 2.As a collaborative partner, we will join forces to establish new business ventures throughout the African continent.
- 3.In collaboration with local communities in Africa, we will generate a social impact that is both socially and economically advantageous.





### OUR SERVICE



#### 01 Consulting

#### **Attracting Japanese enterprises to Africa**

We offer comprehensive services encompassing country and region selection, strategy development, local research, incorporation, and recruitment assistance for businesses seeking to expand into Africa. Additionally, we provide support for local implementation and management.

1. Grant Application Support

Formulating proposals, executing demonstration experiments, and delivering operational support.

2. Regional market analysis

Develop your Business idea and additional management support

#### 02 Training Initiative

#### **Dispatching Japanese individuals to Africa**

We offer practical support and training programs to Japanese companies, local startups, and individuals to evaluate and enhance business concepts and new ventures in Africa.

1. Startup inspection tour planning, operational coordination, and site visit management.

2. Coordination of planning, operation, and on-site visits for the SDGs learning program.

#### 03 Community

#### Connecting Japanese individuals challenging in Africa

We offer a network for Japanese individuals who are pursuing challenges in Africa, facilitating their success and encouraging them to take an active role in the emerging business landscape. Additionally, we manage a community house in Nairobi.

#### 1.Community Center



#### 2. Digital Media

Africa Quest.com

- Offering a safe and secure accommodation.
- Organize and oversee monthly meetup events.
- Disseminating information regarding Africa
- Organization and execution of social events



### GET IN CONTACT

AXCEL AFRICA provides complimentary consultations and on-site study sessions for organizations seeking to expand into Africa.

We offer a range of valuable reports on local markets and subsidies. Please do not hesitate to reach out to us.

#### **CONTACT US:**



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