

Your East Africa *Delegate Pipeline* Starts Here.

Official Industry Expos Coordinator for the East Africa Region

3,000+

EA Contacts

6

Countries

5

Sectors

10+

Expos

KE Kenya

UG Uganda

TZ Tanzania

RW Rwanda

ET Ethiopia

BI Burundi

CN China

AE UAE

IN India

Catherine Kinyanjui — CEO, SAIS Events

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WHO WE ARE

East Africa's Dedicated Trade Delegation Coordinator

SAIS Events is a professional trade delegation and expo coordination company headquartered in Nairobi, Kenya, with an active team across 6 East African countries and international connections spanning China, UAE, and India. We exist for one purpose: to connect East African businesses and professionals with the world's best international trade programmes — and to deliver those delegates prepared, vetted, and ready to do serious business.

3,000+

EA Professional Network Contacts

6

East African Countries Active

5

Industry Sectors with Pipelines

10+

International Expos Coordinated

A NOTE FROM OUR FOUNDER

"I built SAIS Events because I saw a gap no one was filling: East African professionals with real purchasing power and genuine sourcing mandates, who had no credible, supported route into the world's leading international trade programmes. We are that route."

— Catherine Kinyanjui, CEO, SAIS Events

OUR COORDINATION FOOTPRINT

COUNTRY	STATUS	NOTES
Kenya	ACTIVE — HQ	Primary market. Deepest network. All sectors.
Uganda	ACTIVE	Strong agribusiness & manufacturing pipeline.
Tanzania	ACTIVE	Food, trade & natural products delegates.
Rwanda	PIPELINE	Technology & agribusiness focus.
Ethiopia	PIPELINE	Agribusiness, food & government channels.
Burundi	PIPELINE	Trade & commodities focus.
China	INT'L PARTNER	Canton Fair, ITB China, Hometex coordination.
UAE	INT'L PARTNER	GITEX, healthcare & agribusiness expos.
India	INT'L PARTNER	Healthcare, dental & manufacturing sourcing expos.

WHAT WE DO

Our End-to-End Delegation Coordination Services

01 Delegate Sourcing

We tap our 3,000+ verified professional network to identify candidates matching your exact buyer profile — sector, seniority, sourcing authority, and budget.

02 Pre-Qualification & Vetting

Every candidate is screened before submission. Decision-making authority, import track record, purchasing budget — we do the filtering so you don't have to.

03 Application Management

From hosted buyer forms to platform registrations (Beacon Discovery, matchmaking apps), we handle all paperwork and submissions on your timeline.

04 Visa & Travel Documentation

Official invitation letters, embassy guidance, itinerary preparation, and travel logistics — everything East African delegates need to get on the plane.

05 Pre-Departure Briefing & Orientation

Structured sessions covering expo navigation, matchmaking platform training, meeting etiquette, obligations briefing, and business objective setting.

06 Matchmaking Programme Training

We walk every delegate through the matchmaking platform — how to build a compelling profile, request meetings, and maximise time on the show floor.

07 On-Ground WhatsApp Support

Every delegation travels with an active SAIS Events group — real-time logistics, schedule reminders, troubleshooting throughout the entire event.

08 Post-Event Reporting & Insights

Attendance confirmed, meetings held, outcomes achieved, buyer feedback — our East Africa Delegation Report gives your team intelligence for the next edition.

SECTORS & PROGRAMMES

Industries We Serve & Expos We've Coordinated

ACTIVE INDUSTRY PIPELINES

Agribusiness & Food	Farmers, agro-processors, food importers/exporters, agri-tech operators. Our deepest pipeline across all 6 EA countries.
Natural & Organic Products	Health product distributors, organic retailers, wellness practitioners, importers. Pipeline for USA & European expos.
Real Estate & Investment	Property developers, real estate agents, fund managers and investment professionals.
Trade & Manufacturing	Importers, distributors, SME manufacturers sourcing across China, UAE, Europe, and intra-Africa corridors.
Healthcare & Medical	Dentists, hospital procurement, medical device importers. Coordinated for India, UAE, and Kenya healthcare expos.

EXPOS COORDINATED & IN PIPELINE

EXPO	LOCATION	STATUS	SECTOR
Sahara International Agricultural Exhibition	Cairo, Egypt	LIVE 2026	Agribusiness & Food
Africa Food Show	Cape Town, South Africa	PIPELINE 2027	Food & Beverage
Natural Products Expo West	Anaheim, USA	PIPELINE 2027	Natural & Organic
Canton Fair	Guangzhou, China	COORDINATED	Trade & Manufacturing
Hometex China	Shanghai, China	COORDINATED	Home Textiles & Imports
ITB China	Shanghai, China	COORDINATED	Tourism & Hospitality
Food Africa Egypt	Cairo, Egypt	COORDINATED	Food & Beverage
GITEX Global	Dubai, UAE	COORDINATED	Technology & Innovation

WHY PARTNER WITH SAIS EVENTS

10 Reasons Serious Expo Organisers Choose Us

01 We Make Your Country Count Bigger

One SAIS Events partnership = up to 6 new East African nations on your programme's participating country map — your most powerful marketing metric.

02 We Open East Africa — The Next Big Buyer Market

450M+ population. Fastest-growing middle class on the continent. Your exhibitors are trying to reach this market. We are the direct, proven route in.

03 We Deliver a Year-Round Pipeline

We maintain our EA delegate pipeline 365 days a year. Your programme gets stronger with every edition — never starting from scratch again.

04 We Take Full Accountability — No Passengers

We'd rather send 5 serious delegates than 20 passengers. Every delegate is personally vetted for authority, budget, and genuine business intent.

05 We Directly Improve Your Exhibitors' ROI

Our delegates arrive with specific sourcing mandates — tonnes, specs, JV requirements. That's the meeting quality that drives stand renewal.

06 We Market Your Expo Inside East Africa — Free

3,000+ WhatsApp reach, social channels, professional groups. We promote your expo across our entire EA ecosystem at no cost to you.

07 We Bridge the Cultural Gap — Both Ways

We prepare delegates for international norms and help organisers engage EA buyers authentically. No cultural mismatch, no lost meetings.

08 We Have Government & Trade Body Reach

KEPROBA, export promotion boards, industry associations — our delegations can carry official trade mission status, elevating your programme's standing.

09 We Move Faster Than Any Other Coordinator

Warm WhatsApp-first network = qualified EA delegate shortlist in your inbox within 2 weeks of agreeing criteria.

10 We Give You East Africa Market Intelligence

Post-event: East Africa Delegation Report — attendance, meetings, outcomes, buyer feedback, product demand insights for your next edition.

REAL OUTCOMES

What Happens When East Africans Attend the Right Expo

Anna Njenga

Agribusiness Entrepreneur · Nairobi, Kenya

Outcome: Broiler Meat Export to Middle East via JV

"Through the expo matchmaking programme, I connected with investors actively seeking JV partners in East Africa. We now run a broiler meat operation and are exporting to the Middle East. SAIS Events put me in the right room."

Patrick Mungai

Livestock Farmer & Exporter · Nakuru, Kenya

Outcome: Goat Meat — Confirmed Dubai Market

"I walked away from the Dubai expo with a confirmed goat meat market. SAIS Events handled everything from my visa to pre-scheduling the right meetings. Patrick Mungai Supplies now has a real export pipeline."

John Karanja

Horticulture Farmer · Murang'a, Kenya

Outcome: Avocado Export — Two International Buyers Confirmed

"I had 8 pre-scheduled meetings and left with two confirmed avocado buyers. The pre-briefing made the difference — I knew exactly what to say and who to meet."

Kigezi Herbs Cooperative

Farmers' Cooperative · Kabale, Uganda

Outcome: Chinese Processing Machinery Sourced Direct

"We needed machinery for our herbs and had no idea how to find a Chinese supplier. SAIS Events took us to Canton Fair, helped us navigate, and we found exactly what we needed. The machines are already here."

Grace Wanjiku

Beauty Brand Founder · Nairobi, Kenya

Outcome: Direct Manufacturer Found — No Middlemen

"Two years searching for a manufacturer. One SAIS Events expo trip and I found my direct manufacturer. My brand is now in production and on shelves in Nairobi."

Dr. Samuel Otieno

Dental Surgeon & Clinic Owner · Kisumu, Kenya

Outcome: Dental Equipment — 40% Cost Reduction via India Direct

"I was overpaying through distributors. SAIS Events took me to a healthcare expo in India. I connected with manufacturers directly. My procurement costs dropped by over 40%. That is real money."

LET'S PARTNER

Start the Conversation Today

We Partner With Programmes That Have:

- ✓ A defined hosted buyer or delegation programme with clear qualifying criteria for delegates
- ✓ Genuine benefits for East African delegates — hosted costs, matchmaking access, or credentialed status
- ✓ A B2B or trade focus — our network is professional buyers and decision-makers, not consumers
- ✓ Willingness to recognise SAIS Events as the official East Africa coordination point for your programme

CONTACT DETAILS

CHANNEL	CONTACT	NOTE
Phone / WhatsApp (Kenya)	+254 722 170 385	Call or WhatsApp anytime
Phone / WhatsApp (UAE)	+971 50 768 7653	Call or WhatsApp anytime
Email	kate@saisleads.com	Response within 48 hours
Website	saisevents.com/partner	Full capabilities & registration page

Ready to add East Africa to your programme?

Send us your programme brief and qualifying criteria. We'll respond within 48 hours with a clear assessment of whether we can source qualified East African delegates for your event — and how many.

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