



The Voice of the Private Sector in Kenya

# 2<sup>nd</sup> ANNUAL SME CONFERENCE, AWARDS & EXHIBITION

26 -27 JUNE 2025 | NAIROBI - KENYA  
KENYA INSTITUTE OF CURRICULUM  
DEVELOPMENT (KICD)

**Theme: Bridging Opportunities and Breaking Barriers on Market Access for SMEs**



# EMPOWERING SMES FOR ECONOMIC GROWTH AND MARKET ACCESS

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Small and Medium Enterprises (SMEs) are vital drivers of economic growth, employment, innovation, and trade, especially in emerging markets like Kenya. SMEs constitute 98% of all businesses, contribute 33.8% to GDP, and generate 80% of new jobs. Despite their significant role, they face persistent challenges, including limited financing, regulatory barriers, poor infrastructure, and restricted market access, which hinder their full potential.

A key challenge among these is market access, where SMEs struggle with limited connections, high entry costs, compliance requirements, and inadequate digital infrastructure. According to the World Bank, only 20% of SMEs in developing countries engage in export trade compared to 50% in developed economies. A 2023 Kenya National Bureau of Statistics report found that 60% of Kenyan SMEs face barriers to market entry due to regulatory compliance costs. These challenges not only constrain the growth of SMEs but also limit their ability to contribute more substantially to economic transformation. Addressing these barriers is critical for enabling SMEs to unlock their full potential and achieve sustainable growth.





# BACKGROUND

The Inaugural 2024 SME Conference, Awards & Exhibition was held on August 23, 2024. This milestone event brought together government leaders, industry experts, financial institutions, and entrepreneurs to address key SME challenges and opportunities.

The 2024 conference was centered on the theme **"Unlocking SME Financing and Scaling Up Innovations for Accelerated Growth,"** reflecting on the need to address the ongoing barriers to financing for SMEs while simultaneously promoting innovation as a driver of accelerated growth. The event set the stage for the future, with a continued focus on empowering SMEs to thrive in the face of emerging challenges and opportunities.

## Key Achievements

### High-Level Participation

- **2,100** Participants (850 in-person)
- **21** Speakers
- Chief Guest: Hon. Wycliffe Oparanya

### Market & Investment Linkages

- **126** Exhibitors
  - **108** SMEs
  - **18** ecosystem players
- **500+** Market Opportunities unlocked by KEPSA
- **4,000+** funding opportunities for entrepreneurs

### Capacity Building & Knowledge Sharing

- **4,000+** Entrepreneurs
- **20** Counties Reached equipped with Investor Readiness & Business Growth Skills

### Institutionalizing MSME Policy Engagement

- Launched: Kenya Public-Private Dialogue (KPPD) A strategic policy engagement platform championed by the Cabinet Secretary for Cooperatives and MSMEs

### Recognition of Excellence

- **9** Entrepreneurs Awarded Ksh. 900,000
- **6** SME Enabler Institutions Recognized
- **23** Judges Honored for expertise



## Looking Ahead: 2<sup>nd</sup> Edition SME Conference, Awards & Exhibition

Building on the momentum, the 2025 SME Conference will focus on **"Bridging opportunities and breaking barriers on market access for SMEs."** The event will equip SMEs with insights, networks, and strategies to overcome market barriers and scale sustainably.

### Key Focus Areas:

- 1. Enhancing Market Access:** Connecting SMEs with local, regional, and global trade opportunities.
- 2. Digital Trade & E-Commerce:** Leveraging technology to expand market reach and reduce barriers.
- 3. Strategic Partnerships:** Collaborating with corporations, government, and development partners for growth.
- 4. Data & Market Intelligence:** Using insights for informed decision-making and opportunity identification.
- 5. Policy Advocacy:** Addressing regulatory hurdles and improving market entry conditions.
- 6. Gender Inclusion:** Promoting inclusive business models for sustainable growth.
- 7. SME Financing Solutions:** Exploring alternative funding options to support market expansion.





The 2025 SME Conference will provide a dynamic platform to empower SMEs, foster policy reforms, and unlock access to new markets, driving sustainable economic growth.

## OBJECTIVES

### Enhance Market Access

Host expert panels to equip 1,000+ SMEs with strategies to enter new markets and navigate export regulations.

### Promote Digital & E-Commerce Solutions

Showcase 5+ digital tools to help SMEs boost online sales and marketing.

### Strengthen Business Networks

Organize networking sessions and B2B matchmaking to create at least 10 new business partnerships.

### Foster Inclusive Business Practices

Conduct workshops on gender-inclusive strategies for global market success.

### Drive Policy Change

Hold a high-level roundtable to develop key recommendations for SME-friendly policies.

# 2000+

**Participants**

# 150 +

**Exhibitors**

# 50 +

**Experts & Visionaries**

- SME Owners and Entrepreneurs
- Government Representatives and Policymakers
- Investors and Financial Institutions Corporates
- Business Support Organizations
- Market Intermediaries such as payment providers, logistics providers, etc
- Technology Providers and Innovators
- Academia, Research Institutions, and Think Tanks
- Media Organizations
- Industry Experts and Thought leaders
- Development Partners and International Organizations
- E-Commerce Service Providers

**Interactive**  
**Q&A**

**Connect with potential  
partners & investors**



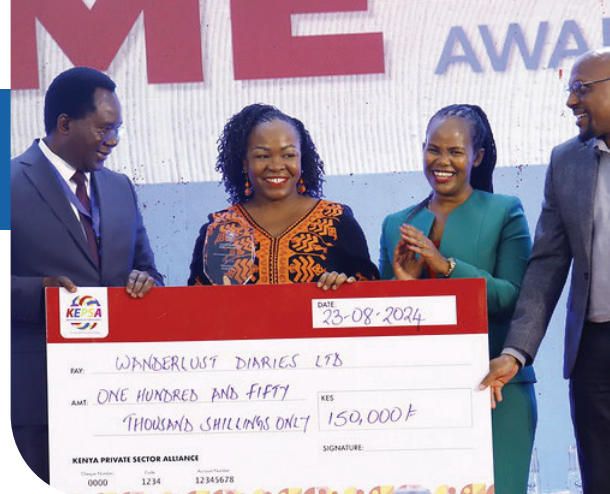
**Annual  
Awards**



**Gain insights from top thought leaders**  
**Engage with industry experts in real-time**  
**Get diverse perspectives on key topics**  
**Candid conversations with industry pioneers**  
**Dive deep into specialized themes**

# CONCURRENT EVENTS

The KEPSA Annual Awards returns for its second edition, building on the success of last year's launch during the KEPSA SME Conference (August 23, 2024). This edition's challenge aims to recognize and support innovative solutions that address market failures and drive business growth.



## Innovation Challenge Excellence Awards Categories



## SME Enablers Awards Categories






# EXHIBITION

Whether you're an SME, corporate, startup, financial institution, development agency, or service provider—this is your platform to grow!

The Annual SME Conference offers unparalleled opportunities to

- Reach SMEs, investors, and industry leaders.
- Gain premium exposure through branding & promotions.
- Access market insights, partnerships & funding opportunities.
- Network with executives, policymakers & enablers.



		Youth Entrepreneurs	SMEs	Corporate	SME Enablers
Booth Size	Table	3m by 3m	3m by 3m	3m by 3m	9m by 3m
Single Exhibitor	Ksh. 6,000	Ksh. 20,000	Ksh. 40,000	Ksh. 100,000	Ksh. 150,000
Shared between Two Exhibitors	N/A	Ksh. 10,000	Ksh. 20,000	Not applicable	Not applicable

Note: Upon request, KEPSA is open to customize exhibition packages as per your preference.



# BE A DELEGATE

Are you passionate about entrepreneurship, innovation, and SME growth? Join us as a delegate at the upcoming SME Conference, Awards and Exhibition where thought leaders, policymakers, investors, and entrepreneurs converge to shape the future of small and medium enterprises in Kenya.

Secure your spot today and be part of a transformative experience!

**EARLY BIRD**  
Tickets  
**Ksh. 500**

**ADVANCE**  
Tickets  
**Ksh. 1000**

**AT THE GATE**  
Tickets  
**Ksh. 1500**

[Click Here to Register](#)



# WHY PARTICIPATE?

## DELEGATES

- Connect with potential clients, partners, and investors.
- Engage with industry leaders and understand the challenges and opportunities within the sector.
- Collaborate with peers and stay updated on industry trends.
- Gain insights into best practices and emerging trends.
- Participate in discussions that address current challenges and innovative solutions in the industry.
- Learn about new technologies, products, and services that can enhance your operations.



## SPEAKERS

- Establish yourself or your organization as a thought leader.
- Share your expertise and insights, influencing policies, standards and practices.
- Gain exposure to a broad audience of industry professionals and stakeholders.
- Enhance your industry reputation and increase your visibility within the industry.
- Connect with other experts, potential collaborators, and decision-makers.
- Engage in high-level discussions and Q&A sessions that can lead to new opportunities and partnerships.

## EXHIBITORS/PARTNERS

- Showcase your products or services to a targeted audience.
- Enhance brand recognition and create lasting impressions with potential clients.
- Generate high-quality leads from attendees who have a direct interest in your offerings.
- Demonstrate your solutions in real-time, addressing specific queries and needs of attendees.
- Gather feedback on your products or services directly from industry players and potential customers.
- Understand the competitive landscape and identify emerging trends and opportunities.
- Forge new partnerships and collaborations with other exhibitors, partners, and attendees.
- Negotiate deals and expand your market reach by connecting with key decision-makers.





# PARTNERERSHIP PACKAGE

## Platinum Ksh. 5,000,000

1. Tailored side meeting (before, during or after the conference) with target audience as desired
2. Opportunity to co-create 1-panel session on pre-selected topic on the program
3. Opportunity to be involved in pre- and post- KEPSA SME conference activities aligned with your objectives
4. Opportunity to deliver a keynote address at the beginning of the conference
5. Keynote address opportunity during the Annual Awards session
6. Opportunity to deliver opening remarks for a pre-selected panel session
7. Moderation opportunity for a pre-selected panel session
8. Opportunity to nominate 3 panelists in a preselected session
9. Thematic Business clinic co-creation opportunity (e.g. financial products, regulatory and compliance, and markets, Innovation, etc.)
10. 15 Complimentary conference participants entry pass (exclusive of speakers but inclusive of exhibitors)
11. 9 by 3 m Exhibition booth
12. 15 by 3m Exhibition pavilion for partner customers
13. Social media shout out pre-, during, and post-event with custom event #hashtag
14. Share a company specific audiovisual to be played at the conference opening session for the sponsor shoutout.
15. Share a company specific audiovisual to be played during the session breaks.
16. Teardrop banners at the event venue (outdoor)
17. 1 Pull-up banners at the event venue (indoor next to podium)
18. 1 Pull-up banners at the event venue (indoors on the sides and back)
19. Public recognition from the podium during the sessions by the MC and on the Digital Banner
20. Prominent logo placement on the website, and the program.
21. Opportunity to distribute your marketing collaterals to participants.
22. Recognition in press releases.
23. Opportunity to interact with conference attendees post conference

# PARTNERSHIP PACKAGE

## **Diamond** **Ksh. 2,500,000**

1. Opportunity to co-create 1-panel session on pre-selected topic on the program
2. Opportunity to be involved in pre- and post- KEPSA SME conference activities aligned with your objectives
3. Keynote address opportunity during the Annual Awards session
4. Opportunity to deliver opening remarks for a pre-selected panel session
5. Moderation opportunity for a pre-selected panel session
6. Opportunity to nominate 2 panelists in a preselected session
7. Thematic Business clinic co-creation opportunity (e.g. financial products, regulatory and compliance, and markets, Innovation, etc.)
8. 10 Complimentary conference participants entry pass (exclusive of speakers but inclusive of exhibitors)
9. 6 by 3 m Exhibition booth
10. 6 by 3m Exhibition pavilion for partner customers
11. Social media shout out pre-, during, and post-event with custom event #hashtag
12. Share a company specific audiovisual to be played at the conference opening session for the sponsor shoutout.
13. Share a company specific audiovisual to be played during the session breaks.
14. Teardrop banners at the event venue (outdoor)
15. 1 Pull-up banners at the event venue (indoor next to podium)
16. 1 Pull-up banners at the event venue (indoors on the sides and back)
17. Public recognition from the podium during the sessions by the MC and on the Digital Banner
18. Prominent logo placement on the website, and the program.
19. Opportunity to distribute your marketing collaterals to participants.
20. Recognition in press releases.
21. Opportunity to interact with conference attendees post conference

# PARTNERSHIP PACKAGE

## Gold

**Ksh. 1,000,000**

1. Opportunity to co-create 1-panel session on pre-selected topic on the program
2. Opportunity to deliver opening remarks for a pre-selected panel session
3. Moderation opportunity for a pre-selected panel session
4. Opportunity to nominate 1 panelist in a preselected session
5. Thematic Business clinic co-creation opportunity (e.g. financial products, regulatory and compliance, and markets, Innovation, etc.)
6. 7 Complimentary conference participants entry pass (exclusive of speakers but inclusive of exhibitors)
7. 3 by 3 m Exhibition booth
8. 3 by 3m Exhibition pavilion for partner customers
9. Social media shout out pre-, during, and post-event with custom event #hashtag
10. Share a company specific audiovisual to be played during the session breaks.
11. Teardrop banners at the event venue (outdoor)
12. 1 Pull-up banners at the event venue (indoors on the sides and back)
13. Public recognition from the podium during the sessions by the MC and on the Digital Banner
14. Prominent logo placement on the website, and the program.
15. Opportunity to distribute your marketing collaterals to participants.
16. Opportunity to interact with conference attendees post conference





# PARTNERSHIP PACKAGE

## Silver

**Ksh. 500,000**

1. Moderation opportunity for a pre-selected panel session
2. Opportunity to nominate 1 panelist in a preselected session
3. 5 Complimentary conference participants entry pass (exclusive of speakers but inclusive of exhibitors)
4. 3 by 3 m Exhibition booth
5. Social media shout out pre-, during, and post-event with custom event #hashtag
6. Share a company specific audiovisual to be played during the session breaks.
7. Teardrop banners at the event venue (outdoor)
8. 1 Pull-up banners at the event venue (indoors on the sides and back)
9. Public recognition from the podium during the sessions by the MC and on the Digital Banner
10. Prominent logo placement on the website, and the program.
11. Opportunity to distribute your marketing collaterals to participants.

## Bronze

**Ksh. 250,000**

1. Opportunity to nominate 1 panelist in a preselected session
2. 3 Complimentary conference participants entry pass (exclusive of speakers but inclusive of exhibitors)
3. 3 by 3 m Exhibition booth
4. Social media shout out pre-, during, and post-event with custom event #hashtag
5. Share a company specific audiovisual to be played during the session breaks.
6. Teardrop banners at the event venue (outdoor)
7. Public recognition from the podium during the sessions by the MC and on the Digital Banner
8. Prominent logo placement on the website, and the program.
9. Opportunity to distribute your marketing collaterals to participants.

# CUSTOM PARTNERSHIP

Join us in empowering Kenya's SMEs and shaping the future of entrepreneurship! Partners can contribute based on their mandate and preferences by supporting pre-conference, during-conference, and post-conference activities either fully or partially covering associated costs.

## Building Momentum Pre-Conference Activities

You can engage in initiatives to support and prepare SMEs. Key opportunities include:

### SME Innovation Challenge

Promoting applications, participating in judging, supporting winners, and contributing to cash awards and trophies.

### SME Enablers Awards

Facilitating application calls, judging, and sponsoring trophies.

### SME Capacity Building

Providing expert trainers and covering venue costs for in-person training sessions.

## Engagement & Recognition During the Conference

You can enhance their visibility and impact through various engagement opportunities:

### Thought Leadership & Advocacy

Gain speaking opportunities in key discussions on SME development and contribute to policy dialogues addressing challenges like finance, compliance, and market access.

### Innovation & Enablers Awards

Sponsor trophies, prizes, or gift bags, with exclusive branding and award presentation rights.

### Business Linkages

Support SME networking programs, business clinics, pitching sessions, and matchmaking activities.

### Exhibition & Marketplace

Sponsor venue and setup costs to showcase products and facilitate SME participation.

### In-Kind Partnerships

Contribute through gift giveaways, media partnerships, marketing support, internet connectivity, catering, and award sponsorships.

## Sustaining Impact Post-Conference Activities

To ensure lasting impact beyond the conference, you can support SMEs through

### SME Innovation Challenge

Organizing a two-day boot camp, supporting winners, and providing cash awards and trophies.

### SME Capacity Building

Offering expert-led training and funding to expand these initiatives.

### Marketplace & Business Clinics

Collaborating on the largest marketplace event in October 2025, combined with business clinics to provide ongoing market and knowledge opportunities.

### Thought Leadership & Policy Engagement

*Policy Advocacy:* Partnering with KEPSA to address policy and regulatory challenges identified during the conference.

*Research & Insights:* Supporting industry studies and whitepapers to shape SME strategies and frameworks in Kenya.

To sponsor the event or for any further inquiries,

**Email: Timothy Odongo at [todongo@kepsa.or.ke](mailto:todongo@kepsa.or.ke) cc.  
Levi Injendi at [linjendi@kepsa.or.ke](mailto:linjendi@kepsa.or.ke) & [kepsasme@kepsa.or.ke](mailto:kepsasme@kepsa.or.ke)**

**Telephone Number: 0720340949/+254 794 968 559.**



Kenya Private Sector Alliance(KEPSA)



@KEPSA\_KENYA

