

PRESS RELEASE

MIE GROUP signs an MOU with Startup Savanna, 7th Sep 2021 Inaugural Virtual Investment Platform 13-15th Oct 2021

MIE EVENTS DMCC (Part of MIE Group) have entered into an MOU Partnership with STARTUP SAVANNA enterprise development scheme under the Kenya Industry and Entrepreneurship Project (KIEP) implemented by GrowthAfrica as the International Acceleration component consultant, to empower and increase Foreign Direct Investments (FDI) between Kenya, Pan-Africa and the Global Community.

The MOU partnership will bring a wealth of local, regional, and global FDI and infrastructure development experience to facilitate and consult on FDI initiatives utilising the respective business channels and products. Africa and Kenya investment platform are growing in global importance and the opportunities are now being realised with key initiatives like STARTUP SAVANNA.

The partnership kicks off with the first in a series of Virtual & In-Person platforms to connect entrepreneurs, projects, and investment through the Global Trade Week (GTW) platform, which takes place online from 13th-15th October 2021.

Mr Martin Kiilu, International Resources Specialist – Startup Savanna states, *“Startup Savanna is proud to be entering into a partnership collaboration with MIE Group. This collaboration will support Startup Savanna achieve its objectives of connecting the Kenyan ecosystem to international experts, investment, and support infrastructure, contributing to job creation, GDP growth, digital transformation, and sustainability.”*

Mr. Zahoor Ahmed, Vide President - MIE GROUP states, *“MIE Groups strategic identity within the FDI arena has a prolonged and dedicated history in Africa. Our commitment continues with Kenya becoming our Africa HQ for our Pan-African development mandate. MIE GROUPS welcomes the trust and expertise of GrowthAfrica through STARTUP SAVANNA and we look forward to working with the Kenyan & Pan-African entrepreneurial & SME industry to develop their business infrastructure and market access by introducing new FDI opportunities.”*

ABOUT STARTUP SAVANNA:

[Startup Savanna](#) connects the Kenyan ecosystem to international experts, investment, and support infrastructure, contributing to job creation, business growth, and sustainability. Startup Savanna also known as the International Acceleration Process is a sub-component [under The Kenya Industry and Entrepreneurship Project](#) funded by the [World Bank Group](#) and implemented by the Ministry of Industrialization, Trade and Enterprise Development (MoITED) and led by [GrowthAfrica](#), in partnership with [Nairobi Garage](#) and [ANDE](#) as the implementing consulting firm.

ABOUT MIE GROUP:

MIE Groups is an established and successful Organisation with 8 Offices in China, 2 Offices in UAE (Global HQ in Dubai) & 2 offices in Africa. We have worked with over 100,000 International Trading companies to develop their markets in the Middle East & Africa. Our primary mandate is to assist business growth of Chinese SME companies around the GCC & Africa through our B2B Trading Platforms.

We will be making further announcements in September 2021 on new projects & initiatives that will bring further co-operation between the entrepreneurs, projects and investor source markets in Kenya/Pan-Africa and the Global Community.

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PR CONTACT DETAILS:

MIE GROUPS:



info@mie.ae

MIE EVENTS DMCC
JBC 5, Cluster W,
Jumeirah Lake Tower,
P. O. Box 41866, Dubai
United Arab Emirates (UAE)

STARTUP SAVANNA



info@startupsavanna.com

Lenana Towers 843, 5th floor
Lenana Road
P.O. Box 17726 - 00100 GPO
Nairobi, Kenya
www.startupsavanna.com