



MARCH 13, 2008

NUMBER 1



*Home & Housewares Show
Kenyan International Buyers Delegation*

Supported by:
U.S. Commercial Service Nairobi



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The U.S. & Foreign Commercial Service (or FCS) is the trade promotion arm of the U.S. Department of Commerce. FCS is one of the five U.S. Foreign Affairs Agencies. Unlike State, FCS only operates in countries with significant bilateral U.S. trade (or trade opportunities). In the 13 countries of Eastern Africa (Burundi, Central African Republic, Djibouti, Democratic Republic of the Congo, Eritrea, Ethiopia, Kenya, Rwanda, Sudan, Somalia, the Seychelles, Tanzania, and Uganda), FCS has only one office: **FCS Nairobi**, Kenya, that aims to serve all 13 countries, through partnering with posts. FCS has at present, one American officer (Commercial Counselor) and eight (8) Commercial Specialists and Assistants.



What do we do?

FCS Nairobi can be said to have three missions.

- 1) To promote the export of goods and services from the U.S. to the 13 countries of Eastern Africa.
- 2) To protect, defend, and advocate on behalf of existing U.S. business interests in the same countries.
- 3) To support, communicate with, and (if asked to do so) train U.S. State Department Economic/Commercial staff in those countries in the region without U.S. Department of Commerce staff.

International Homes & Housewares Show 2008:

The International Home + House wares Show is the world's largest home goods & house wares marketplace, showcasing thousands of new products and designs in four related product expos..

Contacts:

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arte-folio
P.O. Box 25735, 00603
Nairobi, Kenya
Tel: +254 20 2014900
Email: info@arte-folio-ke.com



Caroline Mumbi Gathumbi

Cinnabar is a Kenyan company, offering consultancy and advisory services related to Interior Design, Décor and Home ware products. Arte-folio is the Product Design and Development Division of Cinnabar Interior Design and was established in 1995 and is situated within Nairobi's Central Suburbs

The staff consists of a competent well-qualified design team, working with various suppliers and manufacturers.

OBJECTIVES

Together with the Client conceptualize, design and execute contemporary internal living, working and recreational spaces that are functional, aesthetically pleasing and relate to the demands of modern use. To creatively incorporate the use of materials sourced locally and abroad.

Since its inception Cinnabar has successfully undertaken and completed a number of projects for an up-market and discerning clientele.

Services offered: Interior Design Consultancy and Advice, Fabrics and Home ware Showroom, Decoration and Décor, Cross cultural African Design, Project Management and Co-ordination, Procurement and Sourcing.

MANAGEMENT ASSIGNMENTS

Micro-Enterprise Support Programme, Kenya Government and European Union funded project in conjunction with Art-folio named - Home Initiatives For Poverty Eradication (HIPE)

Project objective - To upgrade and promote handmade home ware Kenyan Products and introduce best business practices to small scale groups of organized Kenyan Jua Kali Artisan Promotion Initiative

Funds awarded - Kshs 4.5 million

June - 2002

Global Leisure Apartments
Suite 213, Estuary House
196 Ballards Road, Dagenham,
Essex RM10 9AB
Tel/Fax: +0044 208 220 6586
Mobile +0044 7908 360347

Email:

inquiries@globalleisureapartments.com
<http://www.globalleisureapartments.com>



Mariam Uwamwezi Sumba

Company Profile

We have many wonderful apartments for rent, one that is bound to be Just the Place for you, Our apartments are situated in the posh up-market district of Nairobi, Kenya, The apartments are each individually designed and fully furnished with state of the art leisure equipment and essential amenities that cater for a wide variety of tastes.

All consist of a lounge; separate dining area, fitted kitchen, bath, shower, en-suite bedrooms, and television with DVD player as standard. You will have a choice of extra services including catering and airport transfers and are ideal for short to medium stay clients.

Services:

Talk to us. The apartments are always certified to be in excellent quality condition when you move in and we are always at hand to answer any service requirements 24 hours 7 days as week. Extras available on request.

Our apartments range from studios to three bedroom penthouses. The apartments are located within easy reach of quality shopping, entertainment, night clubs, gymnasiums, restaurants etc.

Facilities:

- Swimming pool
- 2 parking bays per apartment
- parking for guests
- Electrical fence security
- 2 guards by day, and 2 guards by night
- Playground
- Water fountain

Rudiana Designers
P.O. Box 4537, 00100
Nairobi, Kenya
Tel: +254 20 813449
Email: rudianaschool@yahoo.com



Jane Wanjiku Muchiru

Rudiana designers are importers and retailers of high quality garments, shoes, curtains, bed sheets and general house wares.

We export curios and hand-craft.

PHYSICAL ADDRESS:

Plot No 870, 4th North Avenue off Thika Road.

P. O. Box 4537-00100 GPO

Nairobi.

TEL/FAX: +2542030005094

MOBILE: +254 720 723930

Email: rudianaschool@yahoo.com

Company registered in 1996

DIRECTORS: Jane Wanjiku Ndaiga

NATIONALITY: Kenyan

BANKERS: Equity Fourways

CONTACT PERSON: Jane Wanjiku Ndaiga

TOTAL NO OF STAFF: 5

Principle Business Interest: To source for quality housewares at affordable prices.

Our fashion business has been going for ten (10) years, we cater for the individual taste, we enjoy the experience of making our clients and their houses look good.

Sawn Investments
P.O. Box 58005, 00200
Nairobi, Kenya
Tel: +254 20
Fax: +254 20
Email: MaryKarendi@yahoo.com



Mary Njoroge

COMPANY OVERVIEW

Sawn Investments began as a family oriented business initiative and partnership in February 2007. At the time of inception it was an agricultural venture that mainly dealt with subsistence farming, dairy and poultry projects.

It's main mission and objective is to incorporate business acumen into an ordinary daily life revolving around the family using ordinary tools around us and within our environment. The ideas and projects are contributions from family members and the basic criteria so far has been to utilize the resources available as a means of growth and expansion while aiming at future diversification of the same projects or new ventures.

In line with its diversification theme, it engages in active trading of stocks at the Nairobi Stock Exchange

In 2008, research and education is an area of major interest and particularly we are hoping to venture into

a "green" project. The area of study is focused on "green" household cleaning products. In the process we will also look at how our other projects can adopt "green" measures as sustainability is a core element in a family, we also believe that our environment needs to be sustained and taken care of and this is the way of our future.

Nyaga Water Equipment Suppliers
P. O. Box 4537 GPO 00100,
Nairobi, Kenya
Tel/Fax: +254-20 310 420
Email: nyagaeng1@yahoo.com



Charles Nyaga Ndungu
Engineer



Ruth Wangechi Kiiru
Director

COMPANY OVERVIEW

NYAGA WATER EQUIPMENT SUPPLIERS was registered in 1993 by Charles Nyaga Ndung'u (BSc.Hons.Mech.U.O.N) and later in 2004 formed a partnership with Ruth W. Kiiru (Businesswoman). We are in the process of incorporating the company.

Certificate of registration No. 197098 of 30/11/1993
Trade license No. 878141 expiring 31/12/2008
VAT No. 0149119q
Pin No. P051174296g

Location of offices:
View Park Towers
5th Floor Wing C
University way

1. Nyaga Water strives at all times to deliver excellent, timely and efficient work quality and Services
2. Project teams can be formed to meet specific requirement of nay given problem situations by its own permanent staff or by collaborating with experts in its fields of specialization
3. We are able to offer the following engineering and planning services:
 - Solid wastes management, recycling and treatment
 - IMPORTATION, RETAIL, INSTALLATION AND COMMISSIONING OF WATER EQUIPMENT e.g. Jacuzzi, Bathtubs, Steam bath
 - Swimming pool equipment and construction
 - Electrical controls
 - General supply of water engineering equipment
4. Projects ongoing and successfully completed:
 - Preparation of terms of reference for support organizations in LKE Victoria North
 - Water reticulation to individual plots for Nafaka housing cooperative society
 - Plumbing works for individual homes- Kahawa Sukari
 - Borehole maintenance for National Cereal Produce Board
5. OUR GOAL AND MISSION
 - To be able to have available products of good quality at affordable price.
 - To advance in sales to neighboring countries of Uganda, Tanzania, Sudan e.t.c.
 - To meet with potential supplies and to place orders.

Merit Africa Ltd
P.O. Box 43975, 00100
Nairobi, Kenya
Tel: +254 20 221-1849
Fax: +254 20 221-2351
Email: uti@iconnect.co.ke



Nehal Vora
Managing Director

COMPANY OVERVIEW

Merit Africa Limited is a family run business, which was established in 1996. We are an Importer and wholesale distributor of various fast moving consumer goods for the retail sector in Kenya. Over the years we have consistently increased our product portfolio and market share for all the brands that we represent.

Our customer portfolio consists of the 2 largest Supermarket chains in Kenya (Nakumatt & Uchumi), several large independently owned supermarkets, Baby Shops and Pet Shops. We have a nationwide distribution network supported by a very competent sales team and regional distributors.

We pride ourselves on developing all the products that we import into National Brands, and many also as the market leaders. We believe in always ensuring product availability and to providing unequalled customer service.

Mentioned below are names of some of the Companies that we represent on exclusive basis in Kenya:

Nestle Purina Petcare – UK, Italy, and South Africa
Kellogg's Pty Limited - South Africa
Nola - A Division of Foodcorp (Pty) Limited – South Africa
Affinity Petcare – Spain
Fine Vantage Limited – HongKong
Marchioro S.p.A – Italy
Roger Skinner Limited – UK
Johnson's Veterinary Products Limited – UK
Marchant Industrials Limited – UK
John Dale Limited - UK
Sachets Limited – UK
A.L. Simpkin & Company Limited – UK

Over the years we have developed an excellent business relationship with all our customers, and this has ensured preferential shelf space at retail level for all products that we represent, and has also guaranteed that our products never run out on shelves.

We make advance payments for all orders, and in return we request for the best prices.

Above Fashion Stores
P.O. Box 23408, 00100
Nairobi, Kenya
Tel: +254 20 2010296

Email:
joydebbss@yahoo.co.uk



Deborah Wanjugu Ndiritu
Managing Director

Promotional Materials

We provide well-tailored quality promotional materials of companies on (full/spot colors) or company name on the products this may be screen printed on T- shirts, caps, Umbrellas, Lessos, bags etc. Also all these can be tailored to give an elegant and super touch finish of quality like on embroidery /stitching at friendly prices and tailored to customer's specifications/requirements.

We offer large format printing services for signs banners and billboards at the most competitive rates in town

Perspex Signs:

These can also be on light box on non-lit for advertisement of your products or company name identification. Tailored to your requirements Perspex can be used to make a myriad of products.

Stickers:

All stickers self-adhesive and heat-treated. All sizes and using different method of printing stickers depending on the clients' requirements.

Engraved signs

These are designed to the client's specification. E.g. parking discs door signs wooden signs etc Opening plaques engraved on brass aluminum or either Perspex

Brochures: These are well tailored to pass on the finest message in the most appropriate form to the intended persons. They are both full colour and spot colours.

Magazines: All done in full colour and spot colours with quality paper work. We deliver on time.

Calendars: We have specialized in producing quality full colour calendars. All these can be tailored to your requirements. Our images are real sharp to your eye

Staff identification card: They can be made out of printed-paper and laminated or card chip. The card chip can be double sided to allow for the magnetic tape for security identification. Single sided are also available. All tailored to clients requirement

Banners: We do full colour banners as well as spot colours for all weather banners tailored to your size and text and requirements.

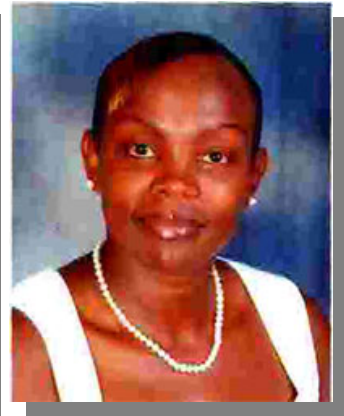
Textbooks and other books, Business Cards and all other paper printing works are perfectly undertaken by our specialized staff.

Accessorize at Angie's
P.O. Box 5384, 00506
Nairobi, Kenya
Tel: +254 20 4766666

Email:
angelayohanna@yahoo.com



**Angela Yohanna
Murimi
Managing Director**



Priscilla Kirigua

COMPANY OVERVIEW

The Company Accessorize At Angie's is a Kenyan owned decor and design consultancy and resource firm whose mission is to partner with organizations such as yours to build great customer experiences by comprehensively offering all aspects of interior decor and design.

Our expertise is derived from our strong team of consultants, designers and artisans who are specialists in interior design, decor and customer management. Our breadth of experience encompasses the private and public sectors.

Below, please find a brief scope of our services:

1. Interior Design and Decor consultancy.
2. Sourcing and supply of fine furniture and fittings.
3. Sourcing and supply of fine haberdashery, curtains and upholstery fabrics.
4. Tailoring of drapes and window treatments.
5. Decorative wall effects and treatments.
6. Sourcing of fine rugs and carpeting.
7. Sourcing and supply of lamps, lampshades and light fittings.
8. Sourcing and supply of Bed and bath linen.
9. Sourcing and supply of vintage home antiques.
10. Sourcing and supply of tapestries and paintings.
11. Real Estate search and relocation services.

Windsor Drycleaners Limited.
P.O. Box 13548, 00800
Nairobi, Kenya
Tel: +254 20 2017995
Email: Windsor@gatewayonline.co.ke



Mr. Ngugi Mwangi
Managing Director & Owner

COMPANY OVERVIEW

The Company was established in 1991 and has grown from humble beginnings to one of the best in laundry and dry-cleaning Companies, serving the Nairobi's Hotels, restaurants, international institutions and upper classes.

The basic reasons for forming the Company was that the founders saw situations of deficiency in standards, availability, quality and efficient 24 hours laundry services for hospitality industry, the busy middle, upper classes and international institutions who had no such facility prior to the commissioning of Windsor Drycleaners Limited, that was able to offer full time uninterrupted laundry services for 24 hours, 7 days a week.

We offer free collection and delivery services with our fleets of vans. We serve 15 largest institutions in Nairobi. We are located in Unga House, Westlands and Mobil Plaza, Muthaiga area, which is serene and secure with ample parking and clean environment, conducive to rendering world-class service.

Laundry services: Linen Sheets, towels, napkins, carpets, curtains, gents, ladies and children wear, among others and dry-cleaning services.

A. Mission Statement

Our mission statement is to provide centre of excellence for quality and standard laundry services, through efficient services and cutting edge facilities.

B. Our Vision

To be world class leaders in Laundry/Dry cleaning services: -

- a) Being passionate about the quality of our services.
- b) Supporting, strengthening and involving the expertise of our staff member
- c) Innovation, research and development.
- d) Growing as an organization and leading by example.

Soex Limited
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Email: soex@swiftkenya.com



Joy Mwangi
Managing Director

COMPANY OVERVIEW

The firm is privately operated and managed by a team of experienced professionals, established in 1988, Soex K Ltd has three major businesses:

Property Management
Import of Used Clothes
Supply in Commodities

Property Management Division

Not only do we manage your properties, we manage them better. We cut costs, increase efficiency, improve the quality of services and enhance the value of facility. Other activities of Soex K Ltd include management of multifamily and commercial real estate through Kenya. Joy Mwangi and a team of Professionals dedicate themselves each day to setting the standard for the finest in quality real estate services.

Soex professionals recognize the critical importance of sound property management. The property management staff is among the best in the business and is recognized as an industry leader. Constant is the pursuit for new and innovative ways to serve each client and ensure unprecedented levels of service. Soex K Ltd, your complete source for property management.

Import of Used Clothes

Over 20 years of industry experience of importing Used Recycled Clothes. Imports top-notch Used recycled Clothing for the whole at best prices, we are one of the largest importers and wholesalers in Kenya mainly we import from Germany. Our premises and storage covers a space of 15000sq ft. through our commitment experience and expertise, Used recycled clothes has established a business relationship with our customers that will last a life time. Soex K Ltd has become a household name in all parts of Kenya for its care and concern for it

Supply of Commodities.

Over 5 years experience in supply of grain, cooking oils, fuel, cigarettes and other related commodities. Over the years we have been reliable suppliers for East African Market. Ask Soex K Ltd and we will provide it.

Furniture Elegance
P.O. BOX 8776-00200 NAIROBI
KENYA

TEL: +254 20 374-8664

FAX: +254 20 374 8670

E MAIL: firoze@furnitureelegance.co.ke



Firoze Bachu
Managing Director

COMPANY OVERVIEW

Welcome to Furniture Elegance

Furniture Elegance was incorporated as a limited company in 2004 under the trading name of Supreme Limited. However, after due consideration, the board of directors decided to change the name to Furniture Elegance Limited. This was in line with our major line of business interest.

OUR PRODUCTS AND SERVICES

Importation and sale of high quality Office, Household and Institutional Furniture. Our major import destinations include; Malaysia, Turkey, South Africa and China. We however, recently opened a workshop in Donholm area in Nairobi. Plans are at an advanced stage to open a small workshop in Kakamega to cater for our western region clientele.

At the moment we operate three Showrooms in Nairobi. We intend to open one more showroom in Mombasa by the 1st quarter of 2007. Our Showrooms are located at Furniture Elegance Plaza on Moi Avenue, at Plecey Hse on Bunyala Road/Mombasa Road and Dar-e-Salaam Road. Our Workshop is located in Donholm area of Nairobi.

Our customers are assured of premium quality products with unsurpassed back up service. We stock more than ten of the renowned brands that are known worldwide. We also blend this with our locally manufactured brands. Furniture Elegance remains committed to improving its product portfolio in line with the ever-changing market requirements.

Tusker Mattresses Limited
P. O. Box Nairobi, Kenya 00200
TEL: +254 20 821490
FAX: +254 20 821504

E MAIL: info@tuskys.com



COMPANY PROFILE

Tusker Mattresses Ltd is one of the leading supermarket chains in Kenya. Many analysts rate it as second only to Nakumatt in terms of turnover and branch network. The company was founded as a family business from humble beginnings.

The chain began its operations in Nairobi in 1990 when Mfangano branch was opened. It derived its name from the Tusker beer depot with which they shared a street.

The second branch, OTC was opened in 1997. It was situated next to the defunct OTC bus terminus. The outlet has since given way more spacious premises along Landhies Road.

Hakati was opened in 1999. The following year also saw the merger of the company' with Magic Super Stores, a sister company that had earlier began in Nakuru town and had a branch in Nairobi.

In 2000, Pioneer was opened. Express was also opened later the same year.

The company's Central warehouse and head office are located on Mombasa Road, Nairobi.

The company boasts seventeen outlets spread out all over the country.

In addition to ordinary household goods, the chain stocks items such as clothing, furniture, beddings, hardware etc. Some of the spacious outlets like Imara, Buruburu, Chania, Ongata and Athi- river also have in store bakeries where one can buy hot bread straight from the oven.

The bigger branches also have line shops.

The company has over two thousand six hundred employees and also plans to roll out more branches within the region.

For now, the sky is the limit for this group that stated from a very humble beginning.



ABOUT KENYA

Population: 36,913,721

Age structure:

0-14 years: 42.1%
(male 7,826,804/female 7,720,456)

15-64 years: 55.2%
(male 10,219,575/female 10,174,922)

65 years and over: 2.6%
(male 446,355/female 525,609) (2007 est.)

Median age:

total: 18.6 years

male: 18.5 years

female: 18.7 years (2007 est.)



GDP (purchasing power parity): \$41.36 billion (2006 est.)

GDP (official exchange rate): \$17.43 billion (2006 est.)

GDP - real growth rate: 5.7% (2006 est.)

GDP - per capita (PPP): \$1,200 (2006 est.)

GDP - composition by sector: agriculture: 16.3% industry: 18.8% services: 65% (2004 est.)

Labor force: 1.955 million (2006 est.)

Labor force - by occupation: agriculture: 75% industry and services: 25% (2003 est.)