



ANNUAL KENYA DIASPORA HOMECOMING CONVENTION

2023

PARTNERSHIP PROPOSAL



Overview

The Annual Kenya Diaspora Homecoming Convention (KDHC 2023) slated for **6th to 8th December, 2023** will be the **10th** in an unbroken series of highly engaging and enlightening diaspora conferences. This networking and partnership event will bring together Kenyans living and working abroad to celebrate the year that has passed, network, make projections, and receive updates on upcoming opportunities and activities. The event is a **double-hybrid (ConfExpo, virtual/ in-person)**, with about 1,000 participants expected in person and thousands more engaging virtually from all over the world, and over 100 organizations exhibiting or otherwise participating in some form.

As we refine our digital interaction and experience this year, we are poised to have more attendees both in-person and virtually, thanks to the goodwill of the current government, more corporates recognizing Diasporas' worth, and Diasporans themselves willing to do more for the home country. This, against the backdrop of **Kenya** herself celebrating **60th Anniversary** as an independent, sovereign state; the Event could not have happened at a better time!

The Kenya Diaspora Homecoming Convention (KDHC) 10th Anniversary, 2023 - PARTNERSHIP PROPOSAL



 **Safari
Park Hotel,**
www.kdhc.co.ke

**6-8
DEC**

EVENT THEME

**Innovation, FinTech and
Investments towards the
one trillion shilling remittance**

www.kdhc.co.ke

#KDHC@10 | #KDA@10 | #leveragingKenya@60

The Premise

The Diaspora is optimistic about the elevation of Diaspora Affairs to a State Department as it is expected to focus on handling their affairs and deepening their relationship with the national and devolved governments, private sector, community institutions and families.

Remittances face a number of obstacles, such as high costs, unfavorable forex exchange rates, long transaction times, funds earmarked for investments or projects not being used as planned and limited participation as direct investors in lucrative ventures. To establish a friendlier system that ensures that remittances reach its intended beneficiaries and programs, financial services must be

affordable, quick, secure and transparent. FinTech solutions are currently being developed for diverse sectors, and the future of fintech in remittances is bright. On the other hand, Innovation is essential to the nascent, emerging, growing and expanding economy. We must therefore embrace and adopt new and emerging technologies, ideas, and processes. These three anchors form our theme for this year's Convention.

Focusing not only on remittances, but also on how the Diaspora can grow their wealth and assets at home and abroad, the Convention will host conversations among banking executives, technology specialists, policymakers, and business leaders, etc. Other topics that will be covered include establishing startup innovation accelerator funds, diaspora bonds, and diaspora career advancement, suitable investment prospects and partnerships, etc. This year, we shall host a **Diaspora Deal Room** that will enable entrepreneurs to share ideas, feedback, and close deals, as well as network and find potential business partners.

Additionally, since Kenyans have made significant contributions in a variety of fields, the **10th anniversary celebrations** will focus on global Diaspora accomplishments. **The Diaspora Awards** is a side event created to honor Kenya's diaspora, both home (returnees) and abroad, who have made outstanding contributions in their fields and society.

MAIN OBJECTIVE

This year's Convention will speak to important matters of economic interests to the Kenyan Diaspora, and their general welfare. The primary goal is to highlight the role of diaspora in nation building, while also exploring ways for them to profit from safe and secure vehicles that help the economy via their remittances. Additionally, we shall emphasize the inclusion of Diaspora members in national growth and attendant affairs, and recognize outstanding Kenyans who are contributing remarkably in their respective areas of expertise on a global scale.

Specific Objectives :

1. To enlighten Diasporas on programs and solutions that address/intend to address their affairs globally
2. To expose Diasporas to smart and secure ways of growing the value of their monies (through investing, saving, entrepreneurship, etc.)
3. To illustrate the different safe, secure, affordable and responsive channels of remitting money back home
4. To showcase how remittances promote targeted growth in rural areas to spur economic development, including primary infrastructures for producing export quality commodities and support profitable agro-processing, value addition, micro/cottage industries, etc.
5. To highlight available opportunities to be strategic agents for remittance operators in their domicile countries
6. To create awareness of credible avenues for philanthropy, charity and other socio-economic and cultural endeavours in the country/continent
7. To spotlight strategic partnerships within KDA of interest back home, that can be leveraged for personal and collective growth
8. To highlight the unique opportunities in the current environment enabled by the Government's goodwill toward Diaspora

■ SUGGESTED SAMPLE TOPICS:

1.)_ Bottom-up Economic Transformation Agenda (BETA)

Diaspora Mainstreaming:

- Mainstreaming Diaspora in National (Socio-Economic) Development Agenda
- Public Private Partnerships and Investments in the 47 Counties
- National Diaspora Policy Review
- Comprehensive Sessional Paper for Diaspora Mainstreaming

Social Services:

- Education/CBC (Experiences of other Countries)
- UHC/Health Insurance
- Skills Acquisition for Development (Technical Schools)

Investment Markets:

- Technology Parks/Cities
- Properties Market
- Land Management
- Affordable Housing
- Mining
- Energy
- Finance
- Kenyan Diaspora Companies with Products for Kenyans home and abroad
- Creative Industry - Arts & Film
- Creative Industry – Sports
- Regional/Continental Opportunities - *Africa Continental Free Trade Area (AfCFTA)*, EAC Going Global, Bilateral Agreements - *AGOA*, etc.

Cross-Cutting Issues:

- Diaspora Cooperatives and their importance in the Remittance Scope
- Diaspora Associations (KDA Members)
- KDA Projects

Gender & Youth:

- Diaspora Women and Youth Empowerment/Engagement

Philanthropy:

- Adopt A Village
- Kiwimbi
- Action Aid (& Others)

Diaspora Affairs:

- Diaspora Capacity Development – Education (*of Diaspora in their host countries*)
- Diaspora Capacity Development – Training (*of Diaspora in their host countries*)
- Diaspora Capacity Development – Training Kenyan Youth for Diaspora Jobs
- Diaspora Legal Representation - Kenya
- Diaspora Legal Representation - Abroad
- Migrant Welfare in Countries of Domicile
- Psychosocial Development and Integration of Returnees

2.)_ Fintech SUGGESTED SUB-TOPICS

FinTech for Remittance

- Remittance Technologies/Platforms
- Managing Security, Identity and Privacy in Remittances
- Financial Inclusion and FinTech

Investment Markets:

- FinTech as an investment
- FinTech Startup Challenges and Paths to Success

Digital Innovations:

Emerging Innovations in •

- FinTech
- Blockchain in Global Finance Make-over
- Artificial Intelligence for FinTech

3.)_ Innovation SUGGESTED SUB-TOPICS

Industrialization

- Innovations in Manufacturing
- Technology & ICT
- R&D for Industrialization

Economic Development

- Agriculture and Agro-Processing
- Human Capital Investment
- Rural Development with the help of Remittances
- Essentials for Innovation

UN SDGs

- Sustainable Development (SDGs) and Diasporas - Climate Action
- Sustainable Development (SDGs) and Diasporas - Green Economy
- Sustainable Development (SDGs) and Diasporas - Blue Economy

Target Audience:

Governments (both national/county and subcounty), Regional Economic Blocs (RECs), Kenyan Diasporas, Business community, Service providers to diaspora, Development Partners, Researchers. Academics, Training Providers and other stakeholders. This event will be open to all Kenyans/Africans in the Diaspora in every cadre and industry, as well as anyone interested in the subject matter, and how they could impact them now and in future.

Proposed partners

Government Ministries (MDAs), IFAiD, IOM, GIZ/WIDU.Africa, Pangea Trust, DTB Bank Group, NSSF, NCBA Bank Group, Eco Bank, UBA Bank, Faida Investment Bank, Stanbic bank, Equity Bank, KCB, Co-op Bank, ABSA Bank, Gulf Africa Bank, Credit Bank, TapTap Send, Nala Pay, Waya Pay, Western Union, Money Gram, Amal Express, Dahabshill, SendWave, Wave, Orobo Pay, Simba Pay, World Remit, Layer, KEPROBA, Safaricom Plc., Safacom SACCO, KenInvest, KENIA, KEPISA, KAM, KNFJA (Jua Kali), WIB/KNCCI, Konza Technopolis, Research Institutes/Unions, etc.

PROPOSED CHIEF GUEST: A Senior Government Official

Some Suggested Keynote Speakers & Guest Speakers:

Governments (both national/federal as well as devolved), e.g. Hon Cabinet Secretaries of Foreign & Diaspora Affairs, The National Treasury, Trade, Investment and Industry, MSMEs and Cooperatives, ICT and Digital Economy, Labour, Housing, Public Service, PS, State Department of Diaspora Affairs, PS's of concerned line Ministries, CBK Governor, Chair Council of Governors & County Governors, Excellency Ambassadors, Development Partners, Heads of UN Agencies, Regional Economic Blocs (RECs), Leading Captains of Industry, Kenyan Diasporas, Top Researchers/Scholars in Remittances, Business Community, Service Providers to Diaspora, Academics, Training Providers, etc.

Expected Benefits/Outcomes:

Exposure to our KDA Diaspora network with a combined reach of over 300,000 Kenyan Diaspora globally, with more exposure to diaspora outside our network as well.

Featuring in our KDHC 2023 media (social media pages, newsletter, etc.)

Your ads on our site The Diaspora Portal, the one-stop shop for all things Diaspora

Exposure of diaspora to programs and services that are tailored to their needs with the potential to create appetite for these

Working Budget: We estimate the combined total cost to run the KDHC from start to finish will be about US\$80,000-120,000.

Dates: 6th - 8th December, 2023



EVENT THEME

**Innovation, FinTech and
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PARTNERSHIP CATEGORY	TOTAL COST (IN CASH OR KIND)	NUMBER OF PARTNERS	BENEFITS
PLATINUM PARTNERS	(USD 17,000)	One (1)	<ul style="list-style-type: none"> ▪ Key Speaker slot at the Convention ▪ Two Premier Exhibition Booths at the event ▪ Priority positioning of marketing material ▪ 4 Roll-up banners co-branding at the Convention Hall ▪ 10 Delegates tickets (4 in the exhibition booths) ▪ Company logo on all multi-media advertisement ▪ 2 Pages of advertisement in Convention Catalogue ▪ 6 Complimentary Diaspora Awards dinner passes
GOLD PARTNERS	USD 15,000	Three(2)	<ul style="list-style-type: none"> ▪ Key Speaker slot at the Convention ▪ Two Premier Exhibition Booths at the event ▪ Priority positioning of marketing material ▪ 8 Delegates tickets (4 in the exhibition booths) ▪ 2 Roll-up banners co-branding at the Convention Hall ▪ Company logo on all multi-media advertisement ▪ 1 Page of advertisement in Convention Catalogue ▪ 4 complimentary Diaspora Awards dinner passes
DIAMOND PARTNERS	(USD6,000)	Five(5)	<ul style="list-style-type: none"> ▪ A Moderator/Speaker role at the Convention ▪ One Premier (3x3) Exhibition booth at the event ▪ Partnership acknowledgement at every introduction ▪ 2 Roll up banners at the Convention Hall ▪ Priority positioning of marketing material ▪ 6 Delegates tickets (2 in the exhibition booths) ▪ 1/2 Page of advertisement in Convention Catalogue ▪ Mention on all Media Adverts ▪ 3 complimentary Diaspora Awards dinner passes
SILVER PARTNERS	(USD 3,000)	Eight (8)	<ul style="list-style-type: none"> ▪ A Speaker slot at the Convention ▪ One Standard (2x2) Exhibition booth at the event ▪ Partnership acknowledgement at the Convention ▪ 1 Roll up banners at the Convention Hall ▪ 4 Delegates tickets (2 in the exhibition booth) ▪ ¼ Page advert in Convention Catalogue ▪ Mention on all Media Adverts ▪ 2 complimentary Diaspora Awards dinner passes
BRONZE PARTNERS	(USD 1,500)	Ten (10)	<ul style="list-style-type: none"> ▪ Mention on all Media Adverts ▪ 2 Delegates tickets for the Convention ▪ Partnership ribbon on name badges of attendees ▪ Logo on Program & all Banners ▪ 1 Complimentary Diaspora Awards dinner passes ▪ Strip advert on the catalogue

PARTNERSHIP CATEGORY	TOTAL COST (IN CASH OR KIND)	NUMBER OF PARTNERS	BENEFITS
PREMIER EXHIBITORS	(USD 2,000)	OPEN	<ul style="list-style-type: none"> Tent & Table & 2 Chairs Power Source One-eighth Page advert on Catalogue Partnership ribbons for all 3 delegates ticket
STANDARD EXHIBITORS	(USD 1,500)	OPEN	<ul style="list-style-type: none"> Tent & Table & 2 Chairs Power Source Logo appearance on Catalogue Partnership ribbons for all 4 delegates ticket in the conference

Details for Virtual Exhibitions available on request.

CATALOGUE AND MAGAZINE RATES

SIZE	RATE (USD)	PROMO RATES:	RATE (USD)
Full Page advert	\$1,000	Cocktail Partner	\$7,500
1/2 Page advert	\$550	Deal Room Partner	\$6,500
1/4 Page advert	\$300	Logo on KDHC@10 Tshirts & Capes	\$1,000
1/8 Page advert	\$160	Logo on KDHC@10 Notebooks	\$1,000
Strip advert	\$100	Logo on KDHC@10 Gift Bag	\$1,000
Classified listing	\$80	Lanyard Ad	\$700
Full page advertorial or sponsored articles	\$1,000	Company Logo on ID Card	\$700
Inside front or back cover advert (full page)	\$1,000	Company Brochure/Profile on Attendees Pack	\$700
Back page cover advert	\$1,000	Raffle Ticket Partner	\$450
Centre spread advert	\$1,750		
Advert designing	\$50		
Cost of hard or soft copy (that includes your ad)	Free*		



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