



SAMEER BUSINESS PARK

www.sameerbusinesspark.com



Message from Deputy Prime Minister and Minister for Trade EGH, MP

It is commendable that the Sameer Business Park Board considered and took this bold move to start this project and investment. As a country, we are encouraged to see more local investors showing more confidence and being actively involved in moving it forward.

The manufacturing sector used to contribute 15 per cent of the GDP to the economy. Decline in previous powerhouse of Kenya needs concerted efforts in order to contribute positively to GDP. The decline is a worrying trend and efforts by both government and private sector need to be put together to reverse and turn Kenya into a business hub for manufacturing and take up its rightful role in contribution to the economy.

The role of ICT as a potential for rapid economic growth cannot be overemphasized. Kenya aims to be provider of internet and telecommunica-



Hon Uhuru Kenyatta

tion services to companies and organisations outside the continent.

We need to explore other services such as Business Process Off-shoring.

We can become a top BPO destination in Africa and create jobs directly with additional contribution of about Sh10

billion to the GDP.

The Government will continue to support businesses through provision of requisite infrastructure for off take and reduce the costs of doing business

We encourage local investors to set up projects such as Sameer Business Park as stand alone operations or joint ventures in order to augment government efforts to improve necessary infrastructure for ICT. This can be recalled to be capital intensive projects in ICT and underpin our commitment towards innovation to drive the realisation of the objectives enshrined in the vision 2030.

Let me take this opportunity to commend the efforts by Sameer Business Park on their continued confidence and commitment in domestic economy.

Thank you very much

BOARD OF DIRECTORS



Mr N N Merali



Mr Michael Karanja



Mr Joseph Shwartzman



Mr Steve M Githiga

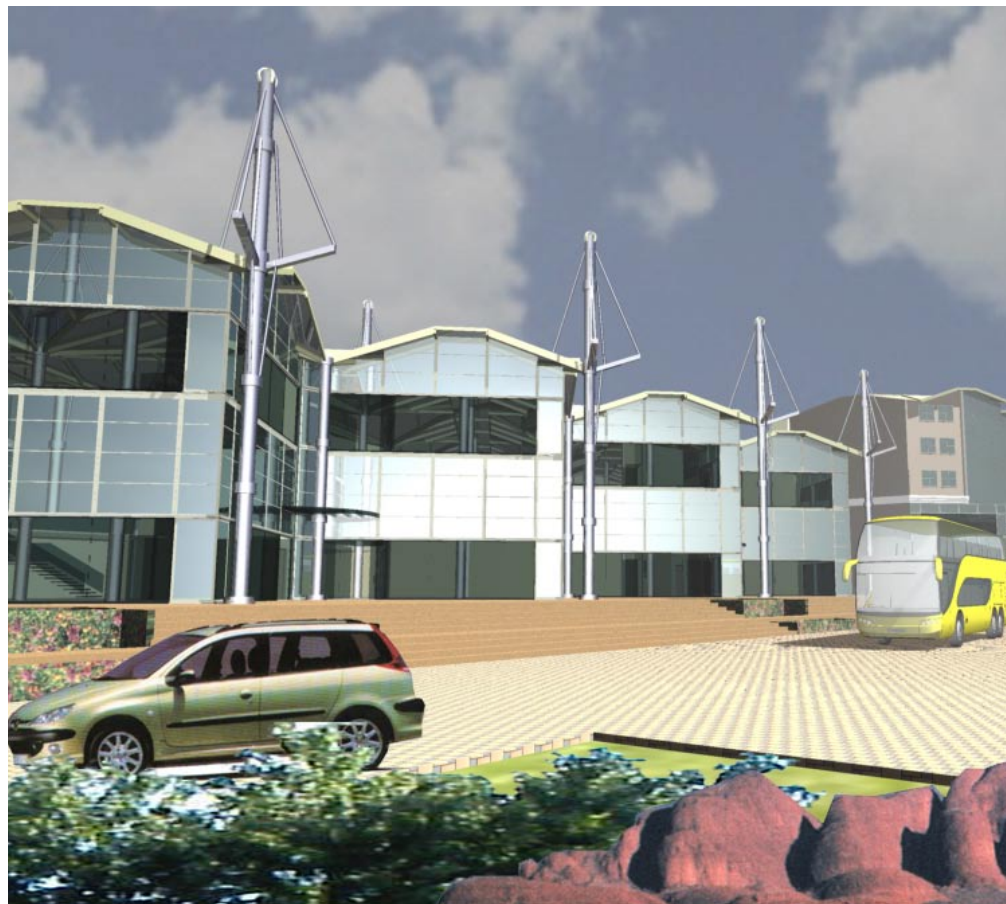


Mr Sameer Merali



Mr Akif Butt

Mr Andrew Ndegwa is also a director (not pictured).



The model ultra-modern and state-of-the-art Sameer Business Park on Mombasa Road, Nairobi.

Message from the Chairman



Mr N N Merali

Sameer Business Park (SBP) is funded by Sameer investments Limited. All over the world, the Business Park concept is moving towards creating a good ICT infrastructure that enhances a good business experience with ultra modern facilities.

The SBP concept will be a first in Kenya and is modelled along similar concepts in developed countries such as Australia, Canada and Dubai.

It's of significance to mention that we set up the Sameer EPZ ten years ago and now it's a source of the largest call centre in the coun-

try employing over 3,000 Kenyans and Textile concerns housed at the Industrial Park.

Upon completion, the Park will cost more than Sh2 billion.

We hope to contribute to the economy through

- Boosting overall business operations,
- Create more jobs in the economy through locally available resources well trained Kenyans
- Optimise on the immense opportunities in ICT and Business Process Outsourcing (BPO) locally.
- We have adequate that can be tapped and contribute positively to our economy. The Language and versatile local community gives us potential as an emerging destination for BPO and capability.
- Improve Kenya's competitiveness as a regional business hub.
- Connect Kenya with the rest of world through business process off shoring.
- We understand the unique needs of this economy and are ready to contribute positively through our continued trust and belief.

Immense opportunities lie in ICT sector and as Kenyans; we are making steps to realise these aspirations.

On behalf of the entire SBP board, we say thanks to all the stakeholders supporting these initiatives and the Government for putting in place necessary infrastructure through fibre optic cabling that would open up immense opportunities in the local economy.

We shall open up Kenya through international marketing initiatives of the complex and connect the country through our very ideal time zones for conducting business.

