



# SAMEER BUSINESS PARK

[www.sameerbusinesspark.com](http://www.sameerbusinesspark.com)



## Message from the Managing Director



Mr Michael Karanja

As we move into the future, enormous potential lies to be tapped in the ICT sector and business process Outsourcing (BPO).

Vision 2030 estimates that BPO will contribute to the GDP more than tourism or any other sector, which is expected to grow by 10 per cent over the next 25 years.

Kenya has not made much progress on BPO due to the current ICT infrastructural challenges.

However with the laying of fiber optic cables, we do anticipate that telecommunication costs will be reduced and unlock Kenya's potential in the region. This is why Sameer is getting ready to exploit the opportunity once the Government completes the Marine Fiber optic cable and the EASSY project.

In setting up the Sameer Business Park, we are not only just adding a building in Kenya but making a difference by incorporating the latest in ICT advancement as part of project.

Part of the plan is to contribute to the Government's efforts through Nairobi Metropolitan Ministry to decongest the city and move businesses outside the CBD.

Our belief is that the business park makes a real business case due to:

- Expansion of Mombasa Road
- Transform Nairobi into a business hub and connect it with rest of the world
- Tap into the potential posed by ICT
- Decongest the city centre
- Create more job opportunities of our highly skilled manpower in ICT and related services

Kenya as a regional hub stands to boost its competitiveness in the region and also to open up business with the rest of the world through outsourcing.

Upon completion, the Park will comprise of Floor space of 50,000 square metres, state-of-the-art show rooms and, ultra modern offices, coffee lounges and more than 600 Parking lots with a helipad for convenience of air movement.

We appeal for more public-private sector collaboration to realise Vision 2030, which aims to make the country a newly industrialised economy and better quality of life for its citizens.

More information will soon be available on [www.sameerbusinesspark.com](http://www.sameerbusinesspark.com)



The complex with ICT managed services and a good business.

## About Sameer Business Park

Today marks the foundation stone laying of the planned ultra-modern Sameer Business Park (SBP).

The current ICT infrastructure is not able to fully support some of the BPO requirements. The complex will therefore be able to tap into the burst potential that will come along with the ICT changes.

The complex is 15-20 per cent progress and is expected to be complete by December 2009. Currently, Kenyan exports to the industrialised countries include textiles, horticulture, coffee, tea, and pyrethrum and leather products.

### INNOVATION AND UTILISATION OF BPO POTENTIAL

The potential by ICT to generate more employment opportunities and utilise the vast skills of ICT enabled youths locally will be a good boost to the tapping of emerging opportunities and related services.

The impact will also involve alleviation of poverty through income generation and contribute greatly to wealth generation and development. The goal for 2012 is to create at least 7,500 direct BPO jobs with an additional GDP contribution of Sh10 billion.

Efforts will be made to attract at least five major leading IT suppliers, and at least 10 large multi-national corporation companies and global BPO players to Kenya. This is expected to create an estimated additional 5,000 jobs.

ICT is one of the pillars outlined in vision 2030 vision. Its envisaged that ICT, BPO and related ICT services will contribute to the economy more than tourism does to the economy and

create more employment opportunities to the youth. The potential of ICT is such that the country could change the trade imbalance with most of the trading partners through business process outsourcing.

A technology park is the equivalent of export processing zones. Business people will find the requisite infrastructure and technological support available.

Mr Michael Karanja, the managing director, says connectivity costs will come down, downloading speeds will be increased and made cheaper with the laying of the marine fibre optic cable currently underway.

SBP is poised to benefit immensely from the East African Submarine Cable System (EASSy) as well as The East African Marine System (TEAMS), initiatives meant to link the country to the rest of the world through a submarine fibre optic cable.

The productivity of enterprises will increase

drastically and lead to reduced business operational costs a great deal. Fiber optic will drastically bring down the cost of communication, enabling tenants at Sameer Business Park to do business at low cost, for better returns.

The Park boasts of excellent and up to date ICT infrastructure and will be a good office location for businesses with technology savvy interests.

The Fiber optic backbone to serve the park will allow for unlimited bandwidth and would be capable of transmitting Voice, Data and image over the internet

Currently, East Africa lags behind in cable networks due to the current infrastructure.

Sameer Business Park will change the face of Mombasa road and alleviate current congestion in the City centre.

The complex will increase competitiveness and a difference to corporates and organisations with global appeal.



The entry to the Sameer Business Park offices.

