



MEGHRAJ

## **Meghraj Capital Addresses the Project Team for African Development of Keizai Doyukai in Tokyo**

### **Tokyo – 24 August 2020**

On 24 August, Binoy R. V. Meghraj, Chairman of Meghraj Capital and Sozo Imamura, Managing Director, Meghraj Capital, Japan, were again invited by the Project Team for African Development of Keizai Doyukai\* in Tokyo, to present an update on East Africa. The presentation was given to Keizai Doyukai corporate members from a cross-section of Japanese companies and sectors.

Binoy opened by giving an overview of the Kenya Association of Manufacturers (KAM), the Kenya Private Sector Alliance (KEPSA) and the trends Meghraj Capital is seeing in the East African M&A market.

Binoy also updated the audience on the 2020 business environment in East Africa, including an in-depth overview on the impact of COVID-19 and the mitigation steps taken by government, businesses and multi-lateral funding agencies. Binoy gave case study overviews from companies in sectors including FMCG, financial services, steel and healthcare, to set out the trends and opportunities open to Japanese investment in the region.

Opportunity remains strong for both East African and Japanese businesses looking to partner together in the region. Meghraj Capital has offices in both Tokyo and Nairobi which work with clients in both regions on cross-border corporate investment and partnerships. Meghraj Capital has extensive knowledge and experience of both Japanese corporate investment into new regions and the current business appetite in Kenya for strategic investment, particularly from Japan. For further information, please contact [info@meghrajcapital.com](mailto:info@meghrajcapital.com).

In January 2020, Meghraj Capital, in conjunction with the Kenya Association of Manufacturers (KAM), Japan's Ministry of Economy, Trade and Industry (METI) and the Japan Business Council for Africa (JBCA), co-hosted the successful Japan-Kenya Business Information Sharing and Networking Event in Nairobi. This event was attended by 160 Japanese and Kenyan delegates including members of Keizai Doyukai.

\*Keizai Doyukai is the Japanese Association of Corporate Executives, comprising of over 1,400 top executives from over 1,000 of Japan's top corporations. Meghraj has been proactively assisting Keizai Doyukai to engage with like-minded organisations in Kenya, including the Kenya Association of Manufactures (KAM) and the Kenya Private Sector Alliance (KEPSA).