



The Indo-East Africa Trade Expo 2023 Kenya

5th - 7th July 2023



Rajasthan Foundation



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Rajasthan Foundation

Shri Dhiraj Srivastava,
the Rajasthan Foundation
Commissioner, was welcomed
at Nairobi airport by Shri
Sonvir Singh, the President of
the Rajasthan Association of
Kenya, for the Indo-East Africa
Trade Expo.



The event aimed to strengthen economic ties and promote trade relations between India and East African countries. Shri Dhiraj Srivastava's presence strengthened the ties with the diaspora. It also added greater impetus to the event and enhanced cross-border collaborations and business partnerships.

Rajasthan Foundation
— Connecting Non-Resident Rajasthanis —



Commissioner Shri Dhiraj Shrivastav was welcomed as the “Chief Guest” at Pattni Brotherhood, Nairobi, Kenya, hosted by the Rajasthan Association of Kenya. Various Prominent dignitaries like Rajiv Arora ji, Suresh Agarwal ji, Kamal Kandoi ji, Rafik Khan ji, & Chairpersons of Rajasthan Associations like Sonvir Singh ji & Bhanu Gupta ji were also present at the event from the African continent.

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Glimpes From Meet & Greet
Program With NRRs





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During the visit, Commissioner Shri Dhiraj Srivastava had interactive meetings with Non-Resident Rajasthanis (NRRs) and members of the Rajasthan Pravasi Associations of Kenya and Uganda. The gathering included NRRs from Kenya, Uganda, and neighboring African countries, particularly industrialists, who participated in the discussions.

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The Meet and Greet Program concluded with a mesmerizing cultural program featuring Kenyan school girls performing a Rajasthani dance on the song “Rangilo Mharo Dholna.”

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Glimpes From Meet & Greet Program With NRRs





Shri Dhiraj Srivastava and the delegation, accompanied by representatives from RAK, REPC, FORTI, and the Kenya National Chamber of Commerce and Industry (KNCCI), attended the inaugural session of the Indo-East Africa Trade Expo 2023 at KICC. The delegation received a traditional Rajasthani welcome, leaving a lasting impression of Rajasthaniyat (Rajasthani culture and values) during the event.

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The Indo-East Africa Trade Expo 2023, organized in Nairobi under the joint auspices of REPC and FORTI, aimed to facilitate market access for Rajasthan's industries in Eastern African countries, fostering export opportunities. Three-day expo, scheduled from July 5th to July 7th, was inaugurated by the esteemed Cabinet Secretary of Kenya, where over 175 entrepreneurs representing diverse industrial sectors of the state participated and made it a huge success.

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Expressing his thoughts on the occasion, Commissioner of Rajasthan Foundation, Shri Dhiraj Srivastava, emphasized the pivotal role played by the Kenyan government, REPC, and FORTI in fortifying trade relations and nurturing economic cooperation between India and Eastern African countries. The expo provides an exceptional platform for visionary entrepreneurs and Rajasthanis residing in Kenya and other Eastern African nations, offering them promising prospects within the business sector.





Prior to the inauguration, Shri Dhiraj Srivastava cordially presented ODOP gifts, showcasing the rich heritage of Rajasthan, to the Cabinet Secretary of Kenya and other esteemed hosts.



Shri Dhiraj Srivastava further highlighted that Rajasthan Foundation, in line with the visionary approach of Chief Minister Mr. Ashok Gehlot, is diligently fulfilling its crucial role by strengthening the ties between Rajasthanis in Kenya, Eastern Africa, and their home state. The Foundation endeavors to foster emotional bonds while promoting cultural exchanges and facilitating economic cooperation between Rajasthan and Eastern African countries, thereby establishing mutually beneficial relationships.



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On the second day of the Indo-East Africa Expo, significant meetings were held to promote bilateral ties with counterparts by Chairman REPC & Rajsico, Sri Rajiv Arora and Resident Commissioner & Rajasthan Foundation Commissioner, Shri Dhiraj Srivastava. To boost trade and investment between Kenya, East Africa, and Rajasthan, Sri Rajiv Arora proposed Memoranda of Understanding (MOU) between the respective governments and private players.

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By showcasing the capabilities and offerings of Rajasthan's industries, the Expo seeks to enhance trade linkages, explore new markets, and foster collaboration between Indian and East African businesses. It also provides a platform for knowledge exchange, cultural understanding, and exploring investment opportunities in sectors that have the potential to drive economic growth in all participating regions.

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In light of the overwhelming success and positive response received during the recent Indo East Africa Trade Expo, CEO KNCCI suggested that the expo should become an annual event. This move will further enhance trade relations between East African countries and Rajasthan, with a focus on priority sectors such as cotton, textile, automotive, pharma, and packaging industries.



On the final day of the event, presentations were also given by Kenyan Authorities For Trade and Investment Promotion to foster trade relations between Rajasthan and East African countries. These presentations were organised at the initiative of Sri Rajiv Arora and Dhiraj Srivastava during their various meetings with Prime Cabinet Secretary Kenya and Indian High Commission in Kenya.

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At the culmination of the event, Shri Srivastava said that the Honorable Chief Minister Shri Ashok Gehlot's emphasis on creating a conducive environment for trade and investment propelled the Rajasthan delegation's engagement in the In-do-East Africa Trade Expo. His vision laid the foundation for the delegation's objectives, which included exploring market opportunities, fostering collaborations, and expanding export avenues for Rajasthan-based industries.

Recognizing the importance of government and private sector partnerships, Shri Srivastava added that the delegation actively sought opportunities to increase trade and investment between Kenya, East Africa, and Rajasthan. Discussions centered on the potential areas of cooperation, identifying sectors such as textiles, automotive, pharmaceuticals, packaging, and more as priority sectors for mutual trade and investment.



The Indo-East Africa Trade Expo 2023 provided an excellent platform for the Rajasthan delegation to promote trade, explore business opportunities, and strengthen cultural ties between Rajasthan and East African countries. The participation of the esteemed delegation from Rajasthan has further enhanced the significance of this event and opened avenues for fruitful collaborations and partnerships.



HCM Shri Ashok Gehlot stated that the meeting was comprehensive and inclusive, with all stakeholders having an opportunity to share their perspectives and ideas. He emphasized the importance of collaboration and cooperation in addressing the challenges faced by the community, and expressed his gratitude for the input and feedback received during the expo. The Chief Minister also highlighted the progress that has been made in various areas, while acknowledging that there is still much work to be done to ensure the well-being and development of all residents.





Message received from *Hon'ble Chief Minister of Rajasthan, Shri Ashok Gehlot* for The Indo-East Africa Trade Expo2023, Kenya



मुख्य मंत्री
राजस्थान

जयपुर, 4 जुलाई, 2023

संदेश

मुझे यह जानकर प्रसन्नता है कि राजस्थानी एसोसिएशन ऑफ केन्या (RAK), राजस्थान एक्सपोर्ट प्रमोशन काउन्सिल (REPC) और फेडरेशन ऑफ राजस्थान ट्रेड एंड इंडस्ट्री (FORTI) के संयुक्त तत्वावधान में 5-7 जुलाई, 2023 को नैरोबी, केन्या में इंडो ईस्ट अफ्रीका ट्रेड एक्सपो-2023 का आयोजन किया जा रहा है।

प्रवासी राजस्थानियों की सक्रिय भागीदारी से इस प्रकार के ट्रेड एक्सपो से परस्पर निवेश और व्यापार के अवसरों को बढ़ाने की दृष्टि से महत्वपूर्ण होते हैं। यह शुभ है कि इस एक्सपो में भारत से 200 से भी ज्यादा एग्जिबिटर्स भाग ले रहे हैं जिसमें काफी संख्या में राजस्थानी एग्जिबिटर्स भी शामिल हैं। ये अपने आप में राजस्थान, राजस्थान के निवासियों और राजस्थानी प्रवासी ट्रेडर्स और निवेशकों के लिए गर्व की बात है।

राजस्थान फाउंडेशन की सक्रियता से केन्या में रह रहे राजस्थानी प्रवासियों ने बिजनेस के क्षेत्र में अभूतपूर्व सफलताएं हासिल करने के साथ-साथ अपनी राजस्थानी संस्कृति, भाषा, खान-पान और विरासत को हमेशा अक्षुण्ण बनाए रखा है। लगभग 20 साल पहले राजस्थान फाउंडेशन का गठन जिस मकसद और सोच के साथ किया गया था, यह उसी का परिणाम है कि आज राजस्थान फाउंडेशन इतने बड़े परिवार के साथ निरंतर विस्तार कर रहा है और पूरे विश्व में राजस्थानी प्रवासियों को एकजुट करने में सफल रहा है।

आशा है ट्रेड एक्सपो के विभिन्न सत्र, प्रवासियों से अंतर्संवाद और सांस्कृतिक कार्यक्रम केन्या वासियों और प्रवासी राजस्थानियों में परस्पर सामाजिक, आर्थिक और सांस्कृतिक सम्बन्ध विकसित करने में सार्थक सिद्ध होंगे।

मैं राजस्थान एसोसिएशन ऑफ केन्या और श्री सोनवीर सिंह जी सहित सभी आयोजकों, एग्जिबिटर्स और प्रतिभागियों को बधाई देते हुए इंडो ईस्ट अफ्रीका ट्रेड एक्सपो-2023 की सफलता के लिए अपनी शुभकामनाएं प्रेषित करता हूँ।


(अशोक गहलोत)