



SWEDISH – EAST AFRICAN CHAMBER OF COMMERCE



Press release
SWEACC Business & Investment Forum 2022: “Digitalisation for Societal Development” in East Africa, on April 27 – 28 at Serena Hotel, Nairobi, Kenya.

The annual Swedish-East African Chamber of Commerce Business and Investment Forum 2022 (SWEACC-BIF 2022) will take place on 27th and 28th April 2022 at Serena Hotel, Nairobi, Kenya.

This year’s Forum, which is the tenth edition, is organised by the Swedish-East African Chamber of Commerce (SWEACC) in partnership with Embassies of East African Community (EAC) member states in the Nordic region, led by Ambassador Diana Kiambuthi, who is the current Dean of EAC Ambassadors in Sweden.

The purpose of the annual Forum is to enhance business, trade and investment between Sweden and the countries in the EAC.

The Forum provides opportunities for Business to Business (B2B), Government to Government (G2G) and Business to Government (B2G) meetings to develop new, meaningful, and sustainable trade, technological exchange, and investment partnerships between investors in Sweden and the EAC member states.

The theme of the upcoming SWEACC - BIF 2022 is: **“Digitalization for Societal Development”**, with a focus on the following five areas:

- Healthtech
- Edutech
- Fintech
- Greentech
- Agritech

The conference is expected to bring together at least 200 participants from Sweden and the East African region. The following business umbrella bodies from Kenya, Rwanda, Tanzania, and Uganda will play a key role in representing the interests of their members: Kenya Private Sector Alliance (KEPSA), Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA), Uganda National Chamber of Commerce and Industry (UNCCI), and Rwanda Private Sector Federation.

Major Swedish companies and investors will participate in the conference. They include; Elof Hansson International AB, Enrouteq AB, African Financing and other investors in the digital and ICT sector. The Norwegian-Africa Business Association will also be represented in the Forum.

To register, visit: <https://sweacc-bif.confetti.events>

Place: Stockholm, Sweden

Date: 22-04-2022

For further information, please contact:

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