

Jambo List



24th & 25th May 2024

THEME:

**Investing & Business Opportunities
for Kenyans in the Diaspora**



Embassy Suites by Hilton Piscataway Somerset,
121 Centennial Ave, Piscataway,
NJ 08854, United States



www.jambolist.com



Jambo list

JAMBO LIST

Who we are

Jambo List (JL) is a marketing company registered in New Jersey with offices across many states and Canada. The company connects African owned Businesses with consumers worldwide by creating exposure and awareness of what they offer which enables them to compete in the marketplace.

Jambo List offers tools that allow consumers to easily identify businesses or service providers they are looking for. The company operates a website, social media accounts, a large email list and live events for our marketing and networking needs. We also own and operate a directory of African-owned businesses in North America.

Our Vision

To Connect African Owned Businesses with Consumers Worldwide.

Our Mission

To connect African owned businesses with consumers worldwide providing a platform where businesses can introduce themselves. We have a search engine that makes it easy for consumers to find what they are looking for.

Our Services

- Free African Owned Businesses Directory
- Expert in Marketing & Consulting for Diaspora Market
- Business Expansion Consulting
- Media Strategy & Planning
- Digital Marketing & Optimization
- Marketing Business to the World Market
- Marketing Research & Competitive Analysis
- Multi-Channel Analysis of Sales & Revenue Lift
- Intro and Exposure to the African Market in the Diaspora
- Advertising Products & Services to Africans living in the North America

Why us?

- We offer diverse marketing & consulting services for your diaspora business expansion & opportunities.
- We offer customized packages that maximize your company's exposure in the Diaspora upon request.
- At Jambolist, you are a valued client & we appreciate your trust in us. We are the right company for the job. Thank You for choosing us.
- We are simply your gateway to the Diaspora Market.

Our Events

- Annual Business & Investor Expo
- Annual US Tour

Scan to
visit our website



Scan to register
for dinner



Scan to get
the Expo program



Message from the Chief Executive Officer

Welcome back to the Jambolist Business Expo!

It is our pleasure to welcome you to the third edition of our highly anticipated business expo in New Jersey. As a leading online business listing platform and an advertising and marketing company, serving businesses in both the United States and Kenya, we are thrilled to once again bring together the vibrant Kenyan diaspora community and entrepreneurs from across the two nations.

This year's expo builds upon the successes of our previous events, providing an even greater platform for networking, exploring new business opportunities, and showcasing your products and services. Whether you are a Kenyan-based business looking to expand your reach, or a member of the Kenyan diaspora seeking to deepen your connections with the homeland, this expo is designed to foster collaboration, facilitate meaningful connections, and drive growth for all participants.

We have an exceptional lineup of speakers, panel discussions, and interactive sessions that will inspire, educate, and empower you. From the latest marketing strategies to export-import regulations, you will have access to invaluable industry insights and expert guidance to help propel your business forward.

We encourage you to fully immerse yourself in the wealth of opportunities presented at this expo. Engage with fellow attendees, discover innovative solutions, and explore the boundless potential of the Kenyan-American business landscape. Together, let us celebrate the entrepreneurial spirit and forge new partnerships that will strengthen the economic ties between our two nations.

Thank you for being a part of this dynamic event. We wish you a productive and enjoyable experience at the Jambolist Business Expo.

Ms. Serah Munyiri President, Jambo List

Amb. Munyiri currently serves as the President and the Chief Operating Office at Jambo List. She leads the strategic project planning and operations department and the Finance departments. She has 25 years' professional work experience 15 of which have been in the natural and liquid gas companies in the USA, senior management roles in planning and implementing corporate strategy, leading corporate teams in dealing effectively with technology related risks and deriving maximum value from data and technology enabled business processes.

Amb. Munyiri has successfully delivered on, baseline studies and business market research, business plans, project design and funding proposals and training on various SME and development topics. She is an expert in global market entry strategy and advertising. She is passionate about community services especially issues affecting Youth, Young adults and women in Diaspora as well as growing economically strong communities in the diaspora.

She holds a degree in Business Economics and a Minor in Business Management from Kean University, USA. Amb Munyiri currently serves as an Honorary Deputy Ambassador of Nyeri County for Diaspora



Mary Muturi
CEO, Jambo List

Mary Muturi is a highly experienced professional who has worked and lived in various countries, bringing with her a wealth of international expertise. Currently serving as the Chief Executive Officer of Jambo List Company Limited, Mary's 25 years of dedicated service at the United Nations Headquarters in New York have equipped her with valuable skills. Jambo List specializes in marketing, advertising, and business consultancy, with a focus on assisting businesses in the diaspora, particularly in North America, Canada, and Mexico.



Mary's personal experiences as an immigrant have given her a deep understanding of the challenges faced by individuals and families striving to establish themselves in foreign countries. As a community leader, she has listened to numerous stories of the struggles encountered by those investing in Kenya through their families, friends, and business contacts. With this knowledge, Mary is determined to transform, through Jambo List, the landscape of business introduction and operations within the diaspora.

As CEO of Jambo List, Mary's goal is to foster strategic partnerships and connections that enable businesses to thrive. Through an innovative platform that allows free registration for businesses and investors, and easy searching for consumers, Mary aims to bring businesses and consumers together. She also encourages investment in a diverse range of companies through Jambo List's advertising, with the hope of inspiring individuals to achieve financial independence. Mary envisions a flourishing landscape for African businesses, particularly those of Kenyan origin, in the diaspora. She actively promotes investment in Kenya and believes that with support from the Kenyan government, the business environment can provide abundant opportunities for success.

Teresa Njoroge
MD, Jambo List

Ms. Teresa Njoroge is a co-founder of Jambo List LLC, currently serving as the Marketing Director. As a community leader, she is passionate about providing the community with information and education to help better their lives. Having been an educator in the USA for 27 years, Ms. Njoroge believes in helping the immigrant community learn about the resources available to help them succeed in the USA.

Ms. Njoroge has immense experience as an Educator and in Leadership with a large Public School District in New Jersey. She is a passionate advocate for quality formal education with opportunities to develop the knowledge, critical and creative thinking skills for all learners. She is the founder and CEO of Bridge the Gap Education Services, a non profit organization that provides support for students with disabilities with a goal to close the achievement gap. She holds a Postgraduate degree in Learning Disability Consulting from Montclair State University, a Master's degree in Special Education from New Jersey City State University and a Bachelor's degree in Education from Kenyatta University, Kenya. Ms. Njoroge also has great experience in marketing having previously worked as a Director for Mary Kay cosmetics where she helped train the marketing team in promoting the beauty products.



Board of Directors



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FRIDAY, MAY 24TH 2024

2:00pm Exhibition Open to the Public

4:00pm Expo Kickoff / Jambo List Welcome Remarks

4:00pm-5:00pm: Panel Discussion I

Topic: Growing an Economically Strong Diaspora Community

Moderator: Ms. Wamaitha Kahagi

Panelist:

- Mr. Boniface Njoroge, *CEO, Instacrete, Kenya*
- Amb. Serah Munyiri, *President, Jambo List LLC*
- Mr. Peter Njoroge, *President, PeteandPete Investors*
- Ms. Alice Kaneiya, *CEO, PAAM Real Estate*

5:00pm-6:00pm: Panel Discussion II

Topic - (Public, Private Partnership) Investment Opportunities

Moderator: Mr. Peter Njoroge

Panelists:

- Hon, Abubakar Hassan Abubakar, *Principal Secretary State Department for Investment Promotion*
- Ms. Beatrice Were - *Kenya Investment Authority (KenInvest)*
- Ms. Nancy Ntimama - *Central Bank of Kenya (CBK)*
- Mr. Robert Ng'ong'a - *Economic Attache', Kenya Embassy to the USA, Washington DC*

6.00pm - 6.30pm Break

Jambo List 2024 EXPO Opening Ceremony:

- Mcee** - Ms. Gladys Kuria **US Anthem** - Ms. Silvia Kariuki **Kenya Anthem** - DJ Danny Thuku
- **Opening Prayers**, Jambo List
 - **National Anthems**, (USA, Kenya) Danca Kuria / DJ Thuku
 - **CEO Welcome Remarks**, Ms. Mary Muturi
 - **Business & Community Leaders**, Ms. Mary Muturi
 - **NJ Chamber of Commerce**, Mr. Chris Malarkey & Mr. Patrick Daily
 - **Jambo List Vision Amb.**, Serah Munyiri, President, Jambo List
 - **NJ Senator**, Cory Booker Mr. Casey Doss
Hon Roseline Njogu, PS Mr. Jarso Boru
 - **Keynote Speaker**, Hon Abubakar Hassan Abubakar, PS
 - **Close & Vote of Thanks**, Ms. Teresa Njoroge
 - **Networking cocktail hour**

SATURDAY, MAY 25TH

11:00am Exhibition Open to the Public

12.30pm-1.30pm: Panel Discussion I

Topic - IT Panel Growing an economically healthy diaspora using technology/Growing Small businesses for Diaspora - Technology & Business

Moderator: Jambo List

Panelists:

- Ms. Mary Wacheke - *Business Analyst/Database Developer at Apple INC.*
- Ms. Madona Wambua - *Google Developer Expert*
- Ms. Amira Asli - *Hifadhi Solar - Technology*
- Mr. Karimi Igeria - *AWS Certified SysOps Administrator*

1.30pm - 2.30pm: Break

2.30pm -3.30pm: Panel Discussion II

Topic: Import & Export Trade

Moderator: Mr. Marbly N. Matathia

Panelist:

- Ms. Floice Mukabana - *CEO, Kenya Export Promotion and Branding Agency (KEPROBA)*
- Mr. Richard Omelu- *CEO, Export Processing Zones Authority*
- Ms. Claire Terigin - *GM Investment, Corporate communication, Export Processing Zones Authority*
- Ms. Esther Ngari - *MD, Kenya Bureau of Standard*

Jambo List Gala & 2024 Awards Dinner

- **Food & Opening Prayers**, *Pastor Nancy Mulela*
- **National Anthems**, (USA, Kenya) *Silvia Kariuki / DJ Thuku*
- **Welcome message**, Ms. Mary Muturi; Introduce Jambo List by its leaders - *Mr. Barney Ochola /DJ Thuku*
- **Dinner is served**
- **Entertainment**, *Jane Muthoni*
- **Acknowledge (Guest & Sponsors)**, *Amb. Serah Munyiri*
- **Creating export market linkage through the Diaspora**, *Ms. Floice Mukabana*
- **Sponsors Highlights**, *Mr. John Mwaura, Finsco Africa*
- **CEO, Jambo List**, *Ms. Mary Muturi*
- **Guest Speaker**, *Hon Rebecca Miano,*
- **Awards Ceremony**, *Ms. Teresa Njoro*
- **Announcements**, Vote of Thanks and Closing prayers - *Dr. Maria Kioko*
- **Vendors wrap up opportunity**

SPEAKERS BIOS



Hon. Rebecca Miano,
EGH, MBS, CS, Ministry of Investments, Trade & Industry

Chief Guest

Hon. Rebecca Miano is the Cabinet Secretary for the Ministry of Investment, Trade, and Industry since October 2023. Formerly, she held the position of Cabinet Secretary for the East African Community, The Arid and Semi-Arid Lands (ASALs), & Regional Development, where her responsibilities included championing Kenya's agenda in the East African Community, promoting development through Regional Development Authorities, and implementing measures to enhance resilience in Arid and Semi-Arid areas.

Breaking barriers, Mrs. Miano made history as the first female Managing Director & CEO of Kenya Electricity Generating Company PLC, a

role she held for five impactful years prior to her appointment to the cabinet. With over three decades of experience in the energy sector, she is a recognized continental business leader with a distinguished career in public service.

Mrs. Miano is celebrated not only for her leadership at KenGen but also for her contributions to gender parity. She founded the Pink Energy forum to address gender issues in the energy sector and has been appointed to prestigious roles, including serving as a Council Member of the World Bank Group's Advisory Council on Gender and Development, a position she holds to date.

Her accolades include being named among the Top 100 Women CEOs in Africa, being named Chairperson of the Year by Women on Boards in 2021, receiving the Company Secretary of the Year award in the Champions of Governance Awards series in 2010, and being honored with the Order of the Grand Warrior of Kenya (OGW) and the Moran of the Order of the Burning Spear (MBS) in recognition of her outstanding service to the nation.

Mrs. Miano, a registered Certified Public Secretary of Kenya, attained fellowship status (FCS) from the Institute of Certified Public Secretaries of Kenya (ICPSK) in October 2023. She holds a Bachelor of Laws (LLB) Degree, a Diploma in Law, and post-graduate studies in Comparative Law. In 2010, she completed the Advanced Management Program at Strathmore University and is also a member of the Law Society of Kenya (LSK). Her commitment to education is evident through her role as a St. Paul's University Council Member since 2010, where she chaired the Finance and General Purposes Committee from 2013 to 2016. Additionally, Mrs. Miano has served on the Finance Committee of the National Council of Churches of Kenya (NCCCK). Her pursuit of knowledge and leadership development is further demonstrated by her participation in various leadership and business programs throughout her career.



Abubakar Hassan Abubakar

PS, State Department for Investment Promotion

Abubakar Hassan is a holder of Masters in Financial Services Law (Project ongoing), Masters of Business Administration (Strategic Management) and Bachelor's Degree in Law all from the University of Nairobi. He is an Advocate of the High Court of Kenya, Certified Public Accountant, Certified Public Secretary, Certified Fraud Examiner, Certified Investment & Financial Analysts and holds a Certification in the Management of Banking Risks. He is a member of the following professional bodies; Law Society of Kenya (LSK), Institute of Certified Public Secretaries of Kenya (ICPSK), and Institute of Certified,

Investment and Financial Analysts (ICIFA).

From his background in law, finance and investment, he has wide experience in facilitating and mobilization of capital, allocation of the said capital into productive areas of the economy and protection of the investors' interests.

Prior to appointment as Principal Secretary in December, 2022, he was the Director Market Operations at Capital Market Authority. He was in charge of market oversight and investors' confidence.

Abubakar is committed to steer upwards investments (both Foreign and Domestic) into the Kenyan economy.



Ms. Roseline K. Njogu, CBS

PS, State Department for Diaspora Affairs,

Ms. Roseline K. Njogu, CBS is the current Principal Secretary, State Department for Diaspora Affairs, Ministry of Foreign and Diaspora Affairs.

In her role as the first-ever PS for Diaspora Affairs, she is tasked with improving the services of Kenyans living abroad.

Rosa is an advocate of the High Court of Kenya and brings 14 years of legal experience advising corporations in technology, health, energy, financial services and international development. She was the co-founder and partner in charge

of the commercial law practice at Lexlink Consulting.

Roseline holds a Master of Laws (LLM) degree from Harvard Law School, and a Bachelor of Laws degree (LLB) from the University of Nairobi. She is also trained as a Certified Public Accountant (CPA) from Strathmore University. She is currently a PhD Candidate at the University of Nairobi.



Ms. Floice Mukabana

CEO, Kenya Export Promotion Branding and Agency.

Ms. Floice Mukabana is the Chief Executive Officer of Kenya Export Promotion Branding and Agency. The Agency is a State Corporation whose mandate is to implement Kenya's export promotion and nation branding initiatives and policies. She has held a number of senior positions in the past including acting CEO and Head of Finance at the now defunct Brand Kenya Board.

Ms. Mukabana holds an Executive MBA from Jomo Kenyatta University of Agriculture and Technology and Bachelor of Law from the University of Nairobi. She is an advocate of the High Court of Kenya, a member of the Institute of Certified Financial Analysts (ICIFA), Institute of Certified Public Accountants of Kenya (ICPAK), Institute of Certified Public Secretaries of Kenya (ICPSK) and the Law Society Kenya (LSK).

She has over 20 years experience in public and private sectors as a well-rounded professional with customer service excellence, brand consciousness, strong business and global acumen.

She had managed and mobilized financial resources to achieve business objectives, prioritized projects in line with government and business' agenda and created efficient finance systems and practices that supported smooth business operations.

Ms. Mukabana has established high-level stakeholder relationships, managed competing interests and advised the Board of Directors on management and financial strategies including leading teams for growth and prepared institutions for change management through a merger to achieve operational and strategic efficiency.



Esther Ngari
MD, Kenya Bureau of Standards.

Esther Ngari is a highly accomplished professional with a distinguished career in the agri-food industry. Currently serving as the Managing Director of the Kenya Bureau of Standards. At the international level, Esther holds a key role within the International Organization for Standardization (ISO), serving as a member in the ISO Council, Commercial Policy Advisory Group, and the Developing Countries Chairman Advisory Group.

Esther holds a Master of Business Administration from Jomo Kenyatta University of Agriculture and Technology, coupled with a bachelor's degree in Dairy Science and Food Technology from Egerton University. Her commitment to continuous learning is reflected in her Professional Diploma in Supply Chain Management from the Chartered Institute of Purchasing and Supplies (CIPS) in the United Kingdom, as well as specialized training in Agribusiness and Value Chain Analysis & Development from the University of Queensland, Australia. Beyond her academic achievements, Esther possesses a diverse skill set.

She is a certified Lead Auditor for Food Safety Management Systems, Quality Management Systems, and Environmental Management Systems. Her dedication to excellence is further evidenced by her completion of the Strategic Leadership Development Program, showcasing her as a comprehensive and strategic business leader. With over two decades of experience in the agri-food industry, Esther has played a pivotal role in shaping industry standards in her capacity as Director. Her contributions extend beyond her official duties, demonstrating a commitment to fostering innovation and growth within the sector. Esther Ngari's professional journey is a testament to her unwavering commitment to excellence, strategic leadership, and the continual advancement of standards within the agri-food industry.



John Mwaura Kogi
CEO, Finsco Africa

John Mwaura Kogi is the visionary Leader driving Finsco Consulting Africa Mission to redefine the Real Estate Landscape through innovation, integrity, and unparalleled service with a proven track record of success in Real Estate Industry. John Mwaura Kogi brings a wealth of experience and expertise to the helm of the company.

As CEO, John Mwaura Kogi sets the strategic direction and oversees all aspects of Finsco Consulting Africa's operations with a focus on delivering exceptional value to clients and stakeholders alike Under

John's Leadership, the company has achieved remarkable growth and cemented its reputation as a trusted partner in the Real Estate Market with projects like Thika Grove Chania, Legacy Ridges, Finpark

Estate Ruai, Bliss Water Park Naivasha, Riverline Ridges and Legacy Ridges.

John Mwaura Kogi is Deeply Committed to fostering a culture of excellence and innovation within Finsco Consulting Africa. By empowering a team of young talented professionals and fostering a collaborative work environment, John ensures that the company remains at the forefront of industry trends and developments.

With a keen understanding of market dynamics and a passion for delivering results John Mwaura Kogi has led Finsco Consulting Africa to Success in a variety of Real Estate Sectors including residential, Commercial and investment properties. He is dedicated to staying ahead of the curve and identifying new opportunities for growth and expansion.

In addition to his leadership role at Finsco Consulting Africa, John Mwaura Kogi is actively involved in industry organizations and community initiatives. He is committed to giving back and making a positive Impact both within the real Estate sector and in the communities Finsco Consulting Africa Serves.

As Finsco Consulting Africa continues to grow and thrive under John Mwaura Kogi's Leadership, he remains committed to his vision of Transforming the real estate industry and creating lasting value for all stakeholders.



Amira Asli
Head of Engagement, Hifadhi Solar

Amira is passionate about renewable energy. She is dedicated to advancing innovative renewable energy solutions and driving sustainable growth. Combining her expertise in the solar industry with a commitment to economic empowerment, Amira inspires others to achieve a sustainable and prosperous future.



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John Gituka-CPA
Tax Filling, Bookkeeping & Investments Consultant

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email: info@thangainvestment.com
www.thangainvestment.com



Karimi Igeria
MD, Karimi Consulting

Karimi Igeria is an experienced technology professional with a strong background in Linux Systems Administration and AWS Cloud Computing. He also has strong experience in WordPress Web development.

He started his career as a Linux Systems Administrator, developing expertise in managing and optimizing enterprise Linux environments. In recent years, his career has evolved towards Cloud Computing as an AWS Solutions Architect. With this background he assists organizations migrate to the AWS cloud after designing scalable, secure, and cost-effective cloud architectures. His knowledge of AWS services, best practices, and cloud-native technologies has allowed him to provide valuable cloud consulting and implementation services to his clients.

Currently, Karimi runs his own successful technology consulting firm, Karimi Consulting, where he leverages his diverse skills to help organizations streamline their IT infrastructure and migrate to the cloud. As an AWS Solutions Architect, he designs scalable, secure, and cost-effective cloud architectures. This ensures smooth deployments and ongoing management.

Karimi's understanding of both on-premises and cloud-based systems enables him to provide comprehensive, end-to-end technology services to his clients. Outside of his professional work, Karimi is an active contributor to the diaspora community, sharing his knowledge and expertise through presentations, mentoring, and Web (WordPress) development.

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KCCA
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Let love be genuine. Avoid what is evil, hold on to what is good
Romans 12:9

ACTIVITIES

AUGUST 8TH, THUR
BISHOP'S DINNER - 6:00 PM
KEYNOTE: Bishop Kivuva
SPEAKER - Father Anthony Parankimalil VC
@ Embassy suites, 121 Centennial Ave,
Piscataway, NJ 08854

AUGUST 9TH, FRI
DAY OF REFLECTION - 9:00 AM - 4:00 PM
HEALING MASS - 4:00 PM

AUGUST 10TH, SAT
13TH ANNUAL SWAHILI MASS - 11:00 AM

8th - 10th August 2024
www.kcca2021.org

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ALICE KANEYIA
Director, Paam Real Estate

Alice Kaneyia is a seasoned CPA, a real estate investor, and a licensed real estate agent with over 15 years of experience. She specializes in real estate accounting, tax, advisory, and land resale, providing clients with expert real estate investments and market insights. Alice's expertise allows her to offer a comprehensive approach to real estate investments, ensuring clients maximize returns, minimize risks, and grow wealth.

At the Jambo List Expo, Alice is showcasing premium land sale opportunities. Visit her booth to explore prime properties to create wealth and generational wealth. Alice's unique financial and real estate expertise ensures clients receive unparalleled service and advice.

Contact Information:

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 Website: www.paamrealestate.com Social Media: @paamrealestate

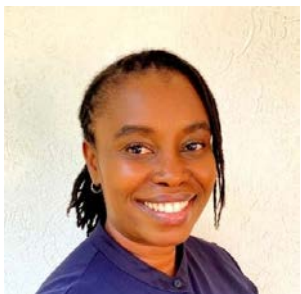
Other Panelists



"**Marbly N. Matathia** is a Houston based entrepreneur and Logistics professional. As a US Customs Broker and FMC licensee, Marbly is passionate about adding value to the Africa- USA supply chain by making available to farmers and traders the small fixes that improve the supply chain and bring about increase."



Mary Waceke M.
 CEO, Data Networks
 Learning (LIC)



Nancy Ntimama
 Head, Market
 Engagement, Financial
 Markets - CBK



Boniface Njoroge,
 CEO, Instacrete



Peter Njoroge,
 CEO, Pete & Pete
 Investors



Claire Terigin
 General Manager,
 Investment & Corporate
 Communication - EPZA



Madona Wambui
 Chief Technology Officer
 Axxelist
 Author Founder Jibu
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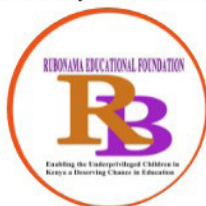
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JamboList
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Jambo List into the Future

- Bridging the gap between businesses in Kenyan and in the USA
- Facilitating business owners and traders' opportunities to show case their goods and businesses
- Supporting big and medium size businesses with network to facilitate exports and imports between USA and Kenya
- Offering a free business directory to business owners and consumers to network
- Consult, offer support and training services to Government agencies, Parastatals, Businesses and governments departments.
- Organize EXPOs and provide information to Kenyans living in diaspora in order to grow their investment and business opportunities





FRI JUNE 28TH TO
MON JULY 1ST 2024

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2025 JAMBO LIST DIASPORA EXPO

16th & 17th AUGUST 2025



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