



Κυπριακό  
Εμπορικό &  
Βιομηχανικό  
Επιμελητήριο

Λευκωσία 23 Ιανουαρίου 2024

**Προς:** Όλα τα μέλη

**Θέμα:** BlueInvest Africa 2024 (3-4 Ιουλίου 2024 - Κένυα)

Αγαπητά μέλη,  
Σας επισυνάπτουμε για ενημέρωση και συμμετοχή Ευρωπαϊών Επενδυτών σε projects της Γαλάζιας Οικονομίας στην Αφρική.

**Η υποβολή ενδιαφέροντος συμμετοχής είναι ανοιχτή μέχρι τις 26/01/2024.**

Με εκτίμηση

Ζαχαρίας Μανιταράς  
Τμήμα Υπηρεσιών, Εμπορίου & Ψηφιοποίησης



**Cyprus  
Chamber of  
Commerce &  
Industry**

Nicosia January 23, 2024

**To:** All members

**Re:** BlueInvest Africa 2024 (3-4 July 2024 - Kenya)

Dear members,

We attach the following for your information and for the participation of European Investors in Blue Economy projects in Africa.

**The submission of applications for participation will be open until 26/01/2024.**

Yours faithfully

Zacharias Manitaras  
Department of Trade, Services, & Digitalisation



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΑΤΗ ΑΡΜΟΣΤΕΙΑ ΝΑΙΡΟΜΠΙ

**ΔΙΔΑΒΑΘΜΗΤΟ**

Αρ. Φακ.:  
Α/Α: 07/24

Ενέργεια: -

Ενημέρωση: Α4, Γ4

ΚΟΙΝΟΠΟΙΗΣΗ:

- ΓΔ Υπουργείου Γεωργίας, Αγροτικής Ανάπτυξης και Περιβάλλοντος
- ΚΕΒΕ

(από Κέντρο):

Γενικό Διευθυντή  
Υπουργείου Εξωτερικών

**Θέμα: BlueInvest Africa 2024 (3-4 Ιουλίου 2024 - Κέννα)**

Αναφορικά με το πιο πάνω θέμα, επισυνάπτεται για ενημέρωσή σας αυτόδηλη επιστολή της εδώ Αντιπροσωπείας ΕΕ μαζί με σχετικό ενημερωτικό έντυπο, για το επιχειρηματικό event που συνδιοργανώνει μαζί με την κυβέρνηση της Κέννας. Στόχος είναι η συμμετοχή Αφρικανών και Ευρωπαίων επενδυτών σε projects της Γαλάζιας Οικονομίας στην Αφρική. Η υποβολή ενδιαφέροντος συμμετοχής είναι ανοιχτή μέχρι τις 26/01/2024.

Σάββας Βλαδιμήρου

Ύπατος Αρμοστής

Ημερομηνία: 19/1/2024

Σελ. 1 Συνημμένα: 8

**ΜΕ ΗΛΕΚΤΡ.  
ΤΑΧΥΔΡΟΜΕΙΟ**

*On behalf of H.E. Ms Geiger*

Dear HoMs,

Further to our discussion at the last HoM meeting, a second edition of [BlueInvest Africa](#) is in preparation. It will be held in Kenya, Diani, Kwale county, next 3 and 4 July 2024.

Likewise the first edition which took place in Seychelles in 2022, BlueInvest Africa will create a great opportunity for any African businesses engaged in the blue economy to meet with investors from Africa and Europe. In this regard, a call for pitching applications is opened until 26 January 2024. All the details for registration are provided on the [website](#).

You are welcome to share the information about the open call for pitching applications among your respective networks.

### **Outline of BlueInvest Africa:**

BlueInvest Africa aims to create great opportunity to African businesses actively engaged in the blue economy sector to meet with investors from Africa and Europe.

Blue Economy encompasses marine, fresh water rivers and lakes ecosystems ; as such, African landlocked countries are eligible.

The Blue Economy sub-sectors are the following: sustainable fisheries, aquaculture and aquatics resources, coastal tourism, biotechnologies, energy, green ports, maritime transports, pollution and plastic litters, blue carbon sink, digitalisation/robotics/IT. Sea bed exploitation is the only sub-sector not covered by BlueInvest Africa.

The essence of [BlueInvest Africa](#) is to materialize the economic potential of the Blue Economy in Africa whereas the sector is struggling to **expand to a larger scale** despite the existing strategic framework at continental level complementing the policies and strategies deployed in countries. The role of the private sector is partly acknowledged even though statements calling for more partnership between public and private are made.

BlueInvest exists in Europe since 2018 and it has demonstrated its impact on the emergence of small and medium-sized businesses active in the blue economy sector.

In 2022, the European Commission organised the first edition of BlueInvest-Africa. The Seychelles edition held in September 2022, duly affected in its preparation by the COVID crisis, kept all its promises: dynamic sessions, gathering African businesses, numerous business interviews, pitching sessions, .... All in one, a first BlueInvest-Africa community made of young African entrepreneurs, was created.

The next edition of BlueInvest in Kenya has higher ambitions; we have the ambition to **do better and more**.

- **Doing better** means that we need to identify in African countries (coastal and landlocked countries), the entrepreneurs who have started to develop their businesses in an innovative and

sustainable way. We privilege business that set limits for their activities with their carbon emissions, define sustainable production regarding the use of marine or fresh water ecosystem services, and who have a project that will transform the future of the African communities.

- **Doing more** means that the event held in Kenya next July 2024 must be organized according to the highest standards, focused on business opportunities and highlighting the selected project holders.

The format of BlueInvest Africa will be a BtoB match-making event gathering Small and Medium African businesses looking for financing and investors looking for opportunities to meet around projects likely to boost Africa's blue economy.

We have opened a [call for pitching applications](#) (open until 26 January). Any African business active in the Blue Economy sector can register. In case the business proposal is selected, a representative of the company will be invited to come on stage and pitch its business case in front of investors from Africa and Europe.

Further to their selection, the entrepreneurs will be trained by coaches and they all be fully prepared to pitch their business on stage. In addition, we expect the financial community to join in-person or remotely as the event will be organised in the format of an hybrid event.

BlueInvest Africa in its second edition will contribute to expand the business community of African blue practitioners. It will highlight the potential of Africa in a very dynamic way during a business event limited only to two working days.