

12th November 2019

3rd Annual CEOs Breakfast - Details

The 3rd Annual CEOs Breakfast (Commonly referred as The Young CEOs Breakfast) will be held on 7th February 2020 from 7am – 11:30am at Movenpick Hotel, Westlands - Nairobi, Kenya.

The event is an annual gathering of East African business leaders (CEOs, entrepreneurs, thought leaders, investors and mentors) to discuss & do business, create partnerships, share inspiring stories and learn.

Under the Theme: **“From Purpose to Action”**, the event will focus on how local business can harness global solutions to tackle local challenges and employ the best leadership and management practices to build and scale their businesses.

Confirmed speakers/panelists include George Wachiuri (Optiven Group CEO), Vimal Shah (Bidco Africa Chairman) and Elizabeth Costabir (BuyRentKenya CEO).

The two previous editions (2018 & 2019) of the event have attracted 160 participants from across East Africa. 40% of the event participants are aged 35-44 and are running businesses in their 3rd to 10th year of operations making Ksh 3-10M in revenue turn over. Of the remaining 60%, 50% are 25-34 majorly running startups in their initial growth stages while the remaining percentage is formed by executives from big organizations.

Some of the organizations represented in the past two events include Credit Bank Plc., Optiven Group, REXE Roofing, Momentum Credit, Shortlist, Okolea, Momentum Credit, GlassHouse Pr, Chandaria Group, Mediabox Advertising among many others.

The 2020 event targets 200 participants out of whom 100 have already registered and 20 have confirmed their attendance by fully purchasing the tickets.

Marketing Opportunity

This high-level forum presents a unique opportunity for brand positioning and communication that will enjoy optimal visibility before decision makers in ambitious organisations across East Africa, entrepreneurs and visionaries who have significant purchasing power and decision-making authority.

Regards,
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