

## Kenya - Estonia Trade Mission Delegation

### Business delegates – AI Solutions

**February 15 – 25, 2025**

17. Company name:	Andelzi Services Limited
Year established:	2017
Website:	www.andelzi.com
Number of employees:	6-10
Representative name:	Helen Longwe
Rep's position:	Managing Director
Industry segment:	Fintech - mobile money and related wallets Fintech - Enterprise payment management Fintech - lending services
Briefly about the company:	Andelzi Services Limited is a premier payroll solutions provider in Kenya, offering cutting-edge, technology-driven services to simplify complex payroll challenges for both private and public sector organizations
Product/service:	Andelzi Services is a provider of payroll solutions
Company competitive edge:	Our collaboration with leading global players leverages advanced, globally recognized payroll technology to address complex payroll challenges. By offering efficient, accurate, and reliable services, we empower our clients to streamline operations, enhance compliance, and focus on growth. Our commitment to innovation and excellence positions us as a trusted partner in both the private and public sectors.
What are you looking to solve for your company with the visit to Estonia?	The Estonia and Finland business trip in February 2025 presents a unique opportunity for Andelzi Services Limited to explore partnerships, expand market reach, and adopt best practices from the Nordic region, known for its innovation and robust technology ecosystems. As a payroll solutions provider Andelzi Services can establish connections that enhance service offerings and open doors for international collaboration. Market Expansion Opportunities: 1.) Position Andelzi Services Limited as a gateway for Nordic companies looking to establish or grow operations in Kenya and East Africa. Offer tailored payroll solutions to Nordic firms with Kenyan subsidiaries or operations. 2.) Develop Tech Partnership with Payroll Solution Providers by collaborating with Nordic companies offering complementary payroll software to integrate or expand service offerings. 3.) Explore partnerships with firms specializing in artificial



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	intelligence (AI) for payroll analytics or blockchain for secure payroll management.
Overall goal of the visit:	Develop strategic tech business partnerships for Andelzi Services Limited
Any other comment	
Association:	ABSA Client



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 Honorary Consul of the Republic of Estonia  
 Nairobi, Kenya

14. Company name:	Randiki Studio LTD
Year established:	2021
Website:	randikistudio.com
Number of employees:	11-50
Representative name:	Joseph Randiki
Rep's position:	Director/CEO
Industry segment:	ICT - software development
Briefly about the company:	Randiki Studio is a dynamic ICT company specializing in a wide range of technology solutions, including software development, web design, and comprehensive ICT services tailored to meet diverse client needs. In addition, Randiki Studio operates a robust media branch that provides high-quality media services to companies across the globe. With skilled teams strategically based in East Africa and Europe, the studio delivers world-class content and solutions while ensuring seamless operations in its active markets. Currently, Randiki Studio is operational and positioned to serve clients with innovative ICT solutions and exceptional media expertise.
Product/service:	Software development, Networking, Media
Company competitive edge:	Global Presence and Rapid Deployment With teams strategically located across East Africa, Europe, and other regions, Randiki Studio can quickly mobilize resources and deliver solutions within a short turnaround time, often completing projects in a matter of weeks.
What are you looking to solve for your company with the visit to Estonia?	<p>Randiki Studio seeks to leverage this visit to Estonia to address the following key priorities for our business:</p> <ol style="list-style-type: none"> <li>1. Strengthening Digital Solutions for Non-Profits <ul style="list-style-type: none"> <li>• We are looking for partnerships with tech companies and software providers that can enhance our existing digital solutions for tracking and monitoring non-profit projects abroad.</li> <li>• Exploring innovative tools, such as real-time data collection platforms, AI-powered analytics, and automation, to improve efficiency and accuracy for our non-profit clients.</li> </ul> </li> <li>2. Advancing Media Capabilities <ul style="list-style-type: none"> <li>• Estonia's advanced digital infrastructure provides an ideal opportunity to collaborate on solutions that enable real-time documentation, data visualization, and media production for non-profits working globally.</li> <li>• We aim to connect with companies specializing in digital storytelling and multimedia innovation to enhance the impact of our media services.</li> </ul> </li> <li>3. Access to Cutting-Edge Technologies <ul style="list-style-type: none"> <li>• Estonia is a leader in e-Governance, blockchain, and digital</li> </ul> </li> </ol>



	<p>transformation. We want to explore partnerships that will allow us to adopt and integrate these technologies into our solutions for data transparency, project reporting, and monitoring.</p> <p>4. Strategic B2B Partnerships</p> <ul style="list-style-type: none"> <li>• Establish connections with tech providers, startups, and innovation hubs in Estonia to strengthen our operational capabilities and deliver more effective digital solutions to our global non-profit clients.</li> <li>• Seek collaboration with businesses that can provide customized ICT solutions for non-profits operating in challenging and remote regions.</li> </ul> <p>5. Expanding into the European Market</p> <ul style="list-style-type: none"> <li>• Estonia’s ecosystem serves as a gateway to the European market. We want to explore opportunities to scale our operations, reach new clients, and showcase our expertise in digital solutions and real-time project documentation.</li> </ul> <p>6. Knowledge and Innovation Exchange</p> <ul style="list-style-type: none"> <li>• Learn from Estonia’s expertise in digital transformation and data-driven innovation to enhance our capabilities and improve turnaround times for delivering projects to clients.</li> </ul> <p>By achieving these goals, we aim to strengthen our position as a trusted provider of digital monitoring solutions and real-time media services for non-profits worldwide while fostering meaningful partnerships within Estonia’s dynamic tech and business ecosystem.</p>
Overall goal of the visit:	To establish strategic partnerships and explore innovative technologies that enhance our digital solutions and real-time media services for non-profits, while expanding our market reach into Europe and leveraging Estonia’s expertise in digital innovation.
Any other comment	
Association:	ABSA Client



12. Company name:	Josatronic Data Systems Limited
Year established:	Year 2012
Website:	www.josatronic.com
Number of employees	11-50
Representative name:	Maina Gichuki
Rep's position:	Director
Industry segment:	ICT - hardware sales ICT - network and structured cabling ICT - solutions vendor Cyber security
Briefly about the company:	We are a tech-focused ICT company specializing in the sales of ICT hardware and software, as well as providing ICT solutions. Our offerings include Microsoft packages, RFID solutions, Winware, server virtualization, and ERP systems. We serve a diverse range of clients, including corporate organizations, banks, NGOs, colleges, universities, and resellers who purchase hardware and software from us.
Product/service:	Computers, Laptops ,printers servers, tablets network switches and accessories
Company competitive edge:	Availability of Genuine channel products,quick delivery and aftersales support.
What are you looking to solve for your company with the visit to Estonia?	We are focused on integrating AI to enhance our service centers for aftersales support. Our goal is to implement advanced solutions for managing inventory and logistics more efficiently. We are looking for systems that can be installed to monitor machines in real-time, enabling remote support and troubleshooting. Additionally, we seek robust software support and cloud solutions that offer secure hosting, data backup, and remote access to client data.
Overall goal of the visit:	To learn how to take our company to the next level
Any other comment	
Association:	ABSA Client



9. Company name:	Agrails
Year established:	2023
Website:	agrails.com
Number of employees	11-50
Representative name:	John Mugendi
Rep's position:	CEO
Industry segment:	ICT - software development Climate and Agriculture
Briefly about the company:	We enable businesses to assess, price and respond to climate risks and opportunities.
Product/service:	AgRails technology combines ground truth data with enriched satellite imagery to provide the most accurate data on smallholder farms - AI models - DATA AGGREGATION IN NEAR-REAL TIME - API INTEGRATION - DATA ENRICHMENT & CUSTOMIZATION
Company competitive edge:	Enabling our clients 70% cost reductions and 100X market access through transparent and accurate investigative platform for risk assessment and supporting the MRV for carbon credits.
What are you looking to solve for your company with the visit to Estonia?	Estonia boasts a dynamic ecosystem of AI and machine learning companies that could bring substantial benefits to Agrails.com. By collaborating with these innovative firms, Agrails.com can leverage advanced technological solutions to enhance its services, elevate customer experiences, and boost operational efficiency. To maximize this opportunity, we plan to compare our existing AI and machine learning models with those available in Estonia, aiming to identify gaps, adopt new solutions, and integrate complementary technologies that align seamlessly with our systems.
Overall goal of the visit:	Accessing new markets potential.
Any other comment	
Association:	ABSA Client



1. Company name:	Daraja Plus Ltd
Year established:	2015
Website:	www.darajaplus.com
Number of employees:	11-50
Representative name:	Amina Abubakar
Rep's position:	Group CEO
Industry segment:	Digital marketing and communication
Briefly about the company:	Daraja Plus Ltd is a behavior change communication company where we focus on developing last mile interactive campaign geared to influence behavior. We collaborate with partners to develop programmatic and gaming interventions.
Product/service:	Digital marketing
Company competitive edge:	Digital marketing and communication We develop Information, Education, and Communication (IEC) materials and execute on the ground. We manage the production end to end
What are you looking to solve for your company with the visit to Estonia?	<p>We are seeking partners to collaborate with in developing tools and technologies that are easy to deploy and scalable in rural communities. Daraja, as a provider of digital services, is eager to invest in cutting-edge technologies and tools, including AI, VR, and gaming software, to drive innovation in the communication industry.</p> <p>Our focus includes exploring advancements in AR marketing solutions, AI-driven market intelligence engines and tools, and blockchain-enabled marketing verification systems. Our ambition for 2025-2027 is to transform the digital landscape with groundbreaking initiatives.</p>
Overall goal of the visit:	To meet like minded entrepreneurs who want to be at the forefront of technology and innovation development for our industry
Any other comment	I would like to know more about the conference, security for foreigners in Estonia and cost.
Association:	



3. Company name:	Nabo Capital Limited
Year established:	1954
Website:	<a href="https://www.nabocapital.com/">https://www.nabocapital.com/</a>
Number of employees:	11-50
Representative name:	Pius Muchiri
Rep's position:	Managing Director & CEO
Representative name:	Joyce Muthoni Muchiri
Rep's position:	Personal Advisor to Managing Director & CEO
Industry segment:	Cyber security Fintech - mobile money and related wallets Fintech - apps Fintech - Enterprise payment management Fintech - Personal financial management Fintech - Embeded finance Fintech - lending services Fund Management
Briefly about the company:	Nabo Capital is a 3rd Generation Investment firm with over 50 years of experience investing in Africa for institutions and Individuals with an Africa Wide Focus.
Product/service:	Both for individuals and Institutional , Nabo Capital offers Asset Management, Advisory services our products range widely from Money Market Funds (both KES & USD) , Fixed Income Funds, Equity Fund & Balance Funds
Company competitive edge:	Nabo Capital is very huge on Investing with Purpose product which has been the organization's greatest selling point.
What are you looking to solve for your company with the visit to Estonia?	Efficiency for my business. How can we be able to leverage on AI & Innovation
Overall goal of the visit:	Learn how to make my business more profitable and efficient. Meet great networks. An opportunity to open a company and become an e-resident of Estonia
Any other comment	How can Nabo Capital trade efficiently in Estonia?
Association	Personal contact





4. Company name:	Geda Ltd
Year established:	2009
Website:	www.geda.co.ke
Number of employees:	6-10
Representative name:	John Waweru
Rep's position:	Chairman
Industry segment:	ICT - software development ICT - solutions vendor Cyber security Fintech - apps
Briefly about the company:	Geda is a Kenyan fintech company specializing in cybersecurity and digital identity solutions. They provide services like remote electronic identification, qualified e-signatures, and qualified e-seals. Geda is committed to enhancing digital security and enabling efficient online transactions.
Product/service:	We are licensed by Communication Authority of Kenya to provide Digital and Advanced signatures with partnership of Evrotrust of Bulgaria.
Company competitive edge:	Strong company culture and employee loyalty.
What are you looking to solve for your company with the visit to Estonia?	Ai and machine learning in preventing sophisticated cyber attacks
Overall goal of the visit:	Looking for a Partner in the field of Cyber Security.
Any other comment	
Association:	Personal contact



5. Company name:	MWAPI Entertainment LTD
Year established:	2008
Website:	<a href="https://www.youtube.com/@cta101">https://www.youtube.com/@cta101</a>
Number of employees:	1-5
Representative name:	Richard Njau
Rep's position:	Founder/CEO
Industry segment:	Digital Marketing Across Africa
Briefly about the company:	MWAPI Entertainment LTD. is a premier digital company specializing in content creation, social media marketing, and digital authority positioning across Africa. We empower brands to amplify their visibility, engage target audiences, and establish themselves as industry leaders. Through innovative strategies and tailored campaigns, we help businesses connect meaningfully with their customers while driving measurable results. At MWAPI Entertainment, we leverage cutting-edge technologies, including Artificial Intelligence (AI), Virtual Reality (VR), and advanced digital promotion techniques, to deliver impactful solutions. By combining creativity with data-driven insights, we ensure our clients stay ahead in the ever-evolving digital landscape. Our focus on innovation and precision enables brands across Africa to thrive, transforming their digital presence into tangible success.
Product/service:	At MWAPI Entertainment LTD., we offer a suite of services designed to position brands for success in the digital age. Our expertise lies in content creation, social media marketing, and digital authority positioning across Africa. Through innovative strategies and emerging technologies, including Artificial Intelligence (AI), Virtual Reality (VR), and targeted digital promotion, we empower brands to enhance visibility, engage their audiences, and solidify their industry leadership. One of our flagship products is the renowned CTA – Cleaning The Airwaves, a transformative platform where industry leaders share their stories and experiences in a candid, relatable way. CTA serves as a space to humanize influential figures, offering audiences authentic insights into their journeys, challenges, and successes. This unique approach fosters deeper connections between leaders and their audiences, while positioning brands and individuals as relatable, trusted authorities in their respective fields. Through CTA and our core services, MWAPI Entertainment continues to redefine how brands and leaders connect, engage, and thrive in Africa's dynamic digital landscape.
Company competitive edge:	At MWAPI Entertainment LTD., our competitive advantage lies in our unique ability to innovate, adapt, and deliver exceptional results across the digital space. We are pioneers in content creation for



	<p>Virtual Reality (VR) within the region, setting us apart as leaders in immersive and cutting-edge digital experiences. This forward-thinking approach enables us to offer brands innovative solutions that captivate audiences and position them at the forefront of their industries. Additionally, our flagship platform, CTA – Cleaning The Airwaves, is a trailblazer in creating authentic, human-centered content that resonates with audiences by humanizing industry leaders. With over 20 years of experience in the digital space, we bring unparalleled expertise and insight to every project. Our proven track record spans multiple industries, working with diverse brands to create impactful strategies tailored to their unique goals. This combination of innovation, experience, and versatility makes MWAPI Entertainment the trusted partner for businesses seeking to lead and thrive in the dynamic digital landscape across Africa.</p>
<p>What are you looking to solve for your company with the visit to Estonia?</p>	<p>Our goal is to gain comprehensive insights into how Estonian companies leverage content creation to build strong, impactful brands and establish authority in their respective industries. By understanding the strategies and processes driving content success in Estonia, we can refine our approach, enhance our offerings, and deliver greater value to brands across Africa.</p> <p>We are also eager to explore the integration of Artificial Intelligence (AI) and Virtual Reality (VR) into content creation and digital marketing. Estonia's reputation as a global leader in digital innovation makes it an ideal destination to learn how these technologies can create immersive experiences, boost user engagement, and deliver measurable ROI.</p> <p>A key area of interest is how Estonian brands have successfully utilized digital platforms to grow their businesses, increase brand awareness, and lead impactful movements that result in tangible growth and profitability. By studying successful case studies and frameworks, we aim to identify best practices that can empower African brands to thrive in the rapidly evolving digital landscape.</p> <p>As the Head of AI Integration and Digital at Faida Investment Bank (<a href="https://fib.co.ke/">https://fib.co.ke/</a>), I am specifically looking for a robust customer management system for the investors of the OAK Special Fund. My vision is to digitize the entire customer journey—from seamless onboarding to delivering monthly statements and beyond—ensuring a streamlined, efficient, and customer-centric experience.</p>
<p>Overall goal of the visit:</p>	<p>Our overall goal for the visit is to gain a clear vision of what the future of digital content creation, AI penetration, and VR growth looks like on a global scale. We aim to be inspired and affirmed that we are on</p>



	<p>the right path as we continue to innovate and lead in these areas within Africa. Additionally, we seek to establish meaningful partnerships with like-minded individuals and companies in Estonia who share our passion for leveraging technology and digital platforms to drive growth and impact. By collaborating with forward-thinking leaders, we hope to exchange ideas, identify new opportunities, and foster relationships that can help both regions thrive in the evolving digital landscape.</p>
Any other comment	<p>Beyond our specific field, we are open to exploring broader opportunities for learning and collaboration across industries. We are eager to immerse ourselves in Estonia’s rich culture and history, gaining a deeper understanding of the environment that has shaped its global leadership in technology and digital innovation. By fostering connections with like-minded professionals and embracing Estonia’s unique cultural perspective, we hope to develop holistic insights and build long-term partnerships that drive mutual growth and success.</p>
Association:	Personal contact



7. Company name:	Tribbe Nation Inc
Year established:	2022
Website:	<a href="https://tribbe.io">https://tribbe.io</a>
Number of employees:	6-10
Representative name:	Tonee Ndungu
Rep's position:	CEO
Representative name:	Kimaiyo Brian Kipkosgei
Rep's position:	CTO
Representative name:	Sharon Machira
Rep's position:	CMO
Representative name:	Edwin Gowi Odera
Rep's position:	Tribbe Community Builder
Industry segment:	Fintech - Personal financial management Fintech - Embeded finance Fintech - lending services Fintech - mobile money and related wallets Fintech - apps ICT - software development
Briefly about the company:	Tribbe is a fintech platform that fosters financial inclusion in Africa by leveraging AI-powered social credit systems. We empower underserved communities, like gig workers and digital creatives, by providing access to credit and promoting economic growth through trust-based financial interactions. Also founders of <a href="https://kytabu.africa/">https://kytabu.africa/</a>
Product/service:	Our product is a fintech platform that leverages AI-powered social credit systems to provide access to credit and financial services for underserved communities, including gig workers and digital creatives in Africa.
Company competitive edge:	Our competitive advantage lies in our AI-powered social credit system, "Street Cred," which incorporates informal financial data such as mobile money transactions and community savings to create a more inclusive and accurate credit profile. This approach uniquely empowers underserved communities, including gig workers and digital creatives, by providing access to financial services that traditional systems overlook.
What are you looking to solve for your company with the visit to Estonia?	With the visit to Estonia, we aim to achieve the following: 1. Learn from Estonia's Digital Ecosystem: Estonia is renowned for its advanced digital infrastructure and e-governance. We seek to understand best practices in leveraging technology for inclusive financial solutions. 2. Build Strategic Partnerships: We hope to connect with fintech and AI-driven companies to explore potential collaborations, especially in areas like data security, AI deployment, and innovative financial services. 3. Explore Investment



	<p>Opportunities: Meeting investors and accelerators who align with our mission to support underserved communities and scale innovative fintech solutions. 4. Look for Development Partners: We are keen on connecting with development partners to help us build and refine our products to better serve our target communities. 5. Enhance AI Expertise: Estonia’s reputation for innovation provides a unique opportunity to refine our AI systems by connecting with experts in AI ethics, development, and integration. This visit will help us take Tribbe to the next level by incorporating global best practices and fostering cross-border partnerships.</p>
Overall goal of the visit:	<p>Our overall goal for the visit is to establish strategic partnerships and gain insights from Estonia’s renowned digital and fintech ecosystem to accelerate the development and scaling of Tribbe’s AI-powered financial solutions. We aim to connect with like-minded innovators, investors, and development partners to refine our products, explore investment opportunities, and position Tribbe as a leader in inclusive finance for Africa.</p>
Any other comment	
Association:	Personal contact

