

## Kenya - Estonia Trade Mission Delegation

### Business delegates – Cyber Security

**February 15 – 25, 2025**

15. Company name:	Whitesand Connections Limited
Year established:	2015
Website:	www.whitesandconnections.com
Number of employees:	11-50
Representative name:	Abdikadir Issack
Rep's position:	Executive Director
Industry segment:	Healthcare - software solutions Mpesa Business and Outsourcing company
Briefly about the company:	Whitesand Connections Limited is a dynamic and innovative company operating in two core business domains: M-Pesa Agency with Safaricom Kenya Whitesand Connections is a trusted partner of Safaricom Kenya, providing reliable M-Pesa agency services across the country. We facilitate secure and seamless mobile money transactions, enabling financial inclusion for individuals and businesses. Outsourcing Services As a leading outsourcing company, we deliver tailor-made solutions for businesses seeking operational efficiency. Our services include customer support, administrative management, and back-office solutions, allowing our clients to focus on their core business operations.
Product/service:	1- M-Pesa Agency with Safaricom Kenya 2- Outsourcing Company
Company competitive edge:	The competitive advantage of Whitesand Connections Limited lies in its diverse yet complementary service offerings, operational excellence, and strong partnerships: Strategic Partnership with Safaricom Kenya: As a trusted M-Pesa agency, Whitesand Connections benefits from Safaricom's extensive market presence and credibility. This partnership enables the company to provide secure, seamless, and reliable financial services, fostering customer trust and enhancing financial inclusion. Tailored Outsourcing Solutions: By offering customized outsourcing services such as customer support, administrative management, and back-office solutions, Whitesand Connections empowers businesses to streamline operations and concentrate on core activities. This flexibility and adaptability give clients a competitive



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	<p>edge in their respective markets.</p> <p>Dual Market Presence: Operating in two distinct but complementary domains allows Whitesand Connections to leverage synergies between financial services and outsourcing operations, providing comprehensive and efficient business solutions.</p> <p>Customer-Centric Approach: Whitesand Connections prioritizes client needs, offering reliability, security, and efficiency in financial transactions and outsourcing services. This dedication enhances customer satisfaction and retention.</p> <p>Commitment to Innovation and Growth: The company's focus on leveraging technology and adopting innovative practices ensures continuous improvement, operational efficiency, and the ability to respond to evolving market demands.</p> <p>By combining trusted financial services, adaptable outsourcing solutions, and a strong commitment to customer satisfaction, Whitesand Connections positions itself as a reliable and efficient partner for individuals and businesses.</p>
<p>What are you looking to solve for your company with the visit to Estonia?</p>	<p>With the visit to Estonia, Whitesand Connections Limited aims to achieve the following goals:</p> <ol style="list-style-type: none"> <li>1. Explore Advanced Digital and Financial Technology Solutions Identify innovative technologies and platforms that can enhance the efficiency and security of our M-Pesa agency operations.</li> <li>2. Learn from Estonia’s world-renowned expertise in digital transformation to optimize our mobile money services and strengthen financial inclusion in Kenya.</li> </ol> <p>The overall goal for the visit to Estonia is to leverage Estonia’s expertise in digital transformation, financial technology, and outsourcing to drive innovation, enhance operational efficiency, and foster strategic partnerships that will enable Whitesand Connections Limited to scale its services and maintain a competitive edge in Kenya’s dynamic market.</p>
<p>Overall goal of the visit:</p>	<p>The overall goal for the visit to Estonia is to leverage Estonia’s expertise in digital transformation, financial technology, and outsourcing to drive innovation, enhance operational efficiency, and foster strategic partnerships that will enable Whitesand Connections Limited to scale its services and maintain a competitive edge in Kenya’s dynamic market.</p>
<p>Any other comment</p>	<p>Additional Information: Commitment to Innovation: Whitesand Connections is keen on leveraging global best practices to enhance financial inclusion and streamline outsourcing services in Kenya. We are particularly interested in how Estonia has used digital innovation to empower small and medium-sized enterprises (SMEs) and improve customer experiences. Focus on Long-Term Partnerships: We are not only looking for solutions but also for long-term</p>



	collaborations that can help us grow sustainably and remain competitive.
Association:	ABSA Client



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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



10. Company name:	CRIMSON COMPUTER SERVICES LIMITED
Year established:	2014
Website:	www.crimsoncomputers.co.ke
Number of employees	6-10
Representative name:	SCHOLASTICA NAFUNA SIMIYU
Rep's position:	Founder & CEO
Industry segment:	ICT - hardware sales ICT - network and structured cabling ICT - solutions vendor
Briefly about the company:	At Crimson Computer Services Limited we pride ourselves on providing ict solutions to our clients which entails both corporate and personal.
Product/service:	Computer Sales Maintenance & Repair Network Configurations
Company competitive edge:	Timely delivery Quality products at a very competitive price After sale Services Our strategic location
What are you looking to solve for your company with the visit to Estonia?	We are focused on expanding our supplier portfolio to include more IT product suppliers, enabling us to offer a wider range of solutions. This includes sourcing software for cybersecurity, Red Hat solutions for servers, firewalls, and e-commerce solutions to establish a global presence. By enhancing our competitive edge and increasing sales, we aim to expand into new markets, ultimately driving revenue growth and ensuring long-term sustainability. We are seeking solutions in the following areas:  - Strategies to increase our global presence, including a powerful search engine to improve website visibility. - Engagement in software development and solutions for cybersecurity and server maintenance. - Sourcing suppliers for IT products and related consumables to broaden our customer portfolio.
Overall goal of the visit:	Meaningful Networking and learn different strategies from fellow entrepreneurs to widen the knowledge in business and management.
Any other comment	
Association:	ABSA Client



13. Company name:	Computer Revolution Africa Group
Year established:	1995
Website:	www.cragroup.co.ke
Number of employees	51-100
Representative name:	Lydia Njaaga
Rep's position:	Director Business Development and Strategy
Representative name:	Nyaga Anthony Njiru
Rep's position:	CFO
Representative name:	Kimani, Bob Chege
Rep's position:	CTO
Industry segment:	ICT - hardware sales ICT - software development ICT - network and structured cabling ICT - solutions vendor Cyber security Fintech - apps Fintech - Enterprise payment management
Briefly about the company:	Computer Revolution Africa Group is an IT end to end solutions provider. Our Current HQ is in Nairobi Kenya. We offer end to end IT solutions for Government, Financial Services, Manufacturing and Education Sectors. We have a big wealth of experience, and we are currently going through our expansion phase both in Africa and looking out into the globe.
Product/service:	IT Hardware, IT Software and IT Services
Company competitive edge:	Computer Revolution Africa has a great wealth of experience serving Government, Financial Services, Manufacturing and Education Sectors. We offer Premium services and also partner with the Top IT Vendors. We are currently Microsoft Licensing Solutions Provider. AWS Advanced Partner, Dell Gold Partner, Fortinet Gold Partner, Sophos Gold Partner just to name but a few. We are currently offering Microsoft Services to the majority of the Government organization included all Most of the Parastatals, Most of the Tier 1 and Tier 2 Banks in the Country as the as the Key Education providers. We take the time to understand our customers and in turn deliver services that help offer their customers all that is required for them.
What are you looking to solve for your company with the visit to Estonia?	From the Visit to Estonia, we hope to appreciate the digital progress they have made in their country and hopefully be able to replicate the same to the markets in Africa. Cybersecurity, innovation, and public sector solutions are critical areas of focus, particularly in digital health and government business. Given the lack of in-house capabilities, a visit to Estonia presents an opportunity to gain insights



	<p>into their advanced digital progress and explore ways to replicate similar solutions for markets in Africa. Key areas to explore include:</p> <ol style="list-style-type: none"> <li>1. <b>Cybersecurity:</b> Penetration testing and security assessment, focusing on government and education sectors.</li> <li>2. <b>Health Management Systems:</b> Identifying robust solutions for digital health.</li> <li>3. <b>Partnership Opportunities:</b> Exploring potential collaborations with Estonian firms.</li> <li>4. <b>Technical Training:</b> Learning strategies to enhance the skills of technical teams.</li> <li>5. <b>Local Presence:</b> Considering the registration of an organization within Estonia to facilitate partnerships and market entry.</li> </ol>
Overall goal of the visit:	Business and Fun
Any other comment	Please share any more information that you may have.
Association:	ABSA Client



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8. Company name:	Ariel Technology Limited
Year established:	2014
Website:	www.arieltech.co.ke
Number of employees:	11-50
Representative name:	Chira, John Munyiri
Rep's position:	Chief Executive Officer
Representative name:	MUNYIRI MERCY
Rep's position:	Director
Industry segment:	ICT - hardware sales, ICT - solutions vendor, Cyber security
Briefly about the company:	<p>Ariel Technology is a leading provider of cybersecurity solutions since 2011 in EA region. We protect business and enterprises with best cybersecurity solutions in the market.</p> <p>Our projects in many customer sites major in Endpoint Protection, network perimeter protection and data security. We have projects ongoing at government agencies such as KRA, CBK, Banking industry, Manufacturing and other commercial entities.</p> <p>Primarily, we empower organizations to thrive in the digital space without stress of cyber threats. Our commitment is to enable digital transformation and innovation.</p> <p>We embrace innovation, excellence, and integrity, reflecting the company's commitment to delivering high-quality solutions and services. Ariel Technology upholds high ethical standards.</p> <p>Our mission: To build trust and confidence in the digital ecosystem through cutting-edge technology, relentless innovation, and uncompromising commitment to security excellence.</p> <p>Our vision is to become the trusted leader in cybersecurity innovation, setting the standard for protection, privacy, and peace of mind in an ever-evolving digital landscape. We envision a world where individuals and organizations can confidently embrace technology, knowing that their digital assets are safeguarded with the highest level of security and integrity.</p>
Product/service:	Antivirus Solutions - Endpoint Protection, Extended Detection & Response (EDRs) Ransomware Protection, Digital Forensics Services. Other services - Data Encryption, Email Security, Endpoint





	Detection and Response, Identity Management, Access Control, Support and Maintenance Services.
Company competitive edge:	We provide Solution Licensing and continuous support to our customers throughout the license tenure. We also train the internal support staff for our customers. We also have very elaborate Cybersecurity Awareness Programs for all organisation Employees. This is through automated platforms that we provide and service.
What are you looking to solve for your company with the visit to Estonia?	To network and learn from advanced players in this field and partner in solutions that can benefit our clients. We thrive in partnerships. Looking at our 10 year strategy, we desire to build more strong partnerships with global players in cybersecurity. This will enhance and strengthen our capabilities in the ever changing threat landscape, to include modern technology for cyber Défense which can benefit our customers.
Overall goal of the visit:	Learning, networking and build partnerships as we tour the country/region. More Business opportunities and partnerships also gaining new exposure of our host country
Any other comment	We shall intend to travel with my spouse who is a co-director in Ariel Technology.
Association	KNCCI



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



20. Company name:	Coseke Kenya Limited
Year established:	1999
Website:	www.coseke.com
Number of employees:	11-50
Representative name:	Geoffrey Thuo
Rep's position:	Group Managing Director
Industry segment:	ICT - software development
Briefly about the company:	<p>Founded in 1990, Coseke is a Pan-African IT solutions specialist dedicated to transforming how organizations of all sizes manage their information and workflows.</p> <p>We focus on delivering cutting-edge information and content management solutions that enable businesses to capture, manage, share, and preserve their information assets. Our solutions help reduce overhead costs, enhance operational efficiency, and streamline business processes.</p> <p>With a strong presence in East Africa, Coseke operates offices across three countries, offering a wide range of ICT services, including:</p> <ul style="list-style-type: none"> <li>Document management systems</li> <li>Digitization services</li> <li>Workflow solutions</li> <li>Business process management solutions</li> <li>Customized software solutions for automating manual processes</li> </ul> <p>Additionally, we boast a talented in-house team of software developers, ensuring we can tailor our solutions to meet the unique needs of each client. Coseke is committed to driving innovation and delivering impactful solutions that empower organizations across the continent.</p>
Product/service:	EDMS, ERP, Digitisation, E-Board, E-Cabinet etc
Company competitive edge:	We are market leaders in Digitization and process Automation in East Africa. We create value across the IT spectrum with a focus on innovation, structuring transformation and unlocking growth in all aspects of business development. It's time for your businesses to streamline workflow and increase productivity with industry-complaint solutions customized to your company's specific needs.
What are you looking to solve for your company with the visit to Estonia?	Coseke is looking to build partnerships with like-minded companies to deliver innovative software solutions tailored for our key sectors such as government, banking, healthcare, and manufacturing. By



	collaborating with tech partners in Estonia, Coseke can leverage advanced technologies like blockchain, AI, and cybersecurity to enhance solutions and stay competitive. Additionally, Coseke aims to gain insights from Estonia’s renowned digital transformation initiatives and learn best practices for scalable IT solutions. These partnerships will enable co-development of customized software to meet the unique needs of emerging markets.
Overall goal of the visit:	Making new partnerships with software solutions providers and sign up as resellers in our region.
Any other comment	I would like to see a list of participants from Estonia so that I engage where need be in advance, for purposes of a fruitful visit.
Association:	KNCCI



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