

Kenya - Estonia Trade Mission Delegation

Business delegates – Gaming

February 15 – 25, 2025

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| 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 patterns 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: | |



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| 5. Company name: | MWAPI Entertainment LTD |
| Year established: | 2008 |
| Website: | https://www.youtube.com/@cta101 |
| 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 |



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| | <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 (https://fib.co.ke/), 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> |



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| | <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 |

