

Kenya - Estonia Trade Mission Delegation
Business delegates – ICT Solutions Developer

February 15 – 25, 2025

19. Company name:	Dakaney Kerow communications ltd
Year established:	
Website:	N/a
Number of employees:	11-50
Representative name:	Perminus Kabi
Rep's position:	Director
Industry segment:	Distribution Agro business
Briefly about the company:	We are distributors of EABL and Safaricom currently using Sage as our ERP. We are venturing into meat distribution and need a system that would efficiently run the enterprise
Product/service:	Distribution-Meat
Company competitive edge:	Our understanding of Route to Consumer
What are you looking to solve for your company with the visit to Estonia?	Systems that would enable us run our distribution business effectively especially the meat distribution business. Meat distribution business is tied with a hotel business and getting a software that handles hospitality and distribution in one package would be nice.
Overall goal of the visit:	Software solution
Any other comment	
Association:	ABSA Client



Lufthansa



18. Company name:	Malibu Pharmacy Ltd
Year established:	1994
Website:	Malibupharmacy.co.ke
Number of employees:	101-200
Representative name:	Paul Nganga
Rep's position:	COO
Industry segment:	Healthcare - Retail Pharmacy
Briefly about the company:	Small chain pharmacies in major cities across Kenya
Product/service:	Pharmaceuticals
Company competitive edge:	Free delivery, e-commerce, corporate clients
What are you looking to solve for your company with the visit to Estonia?	Delivery app, ERP solution, e-commerce solutions, HR management solutions, PE funding
Overall goal of the visit:	Possibly good business networking and tourism
Any other comment	
Association:	ABSA Client



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 edge in their respective markets. 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. Customer-Centric Approach: Whitesand Connections prioritizes client needs, offering reliability, security, and efficiency in financial transactions and outsourcing services. This dedication enhances



	<p>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"> 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. 2. Learn from Estonia’s world-renowned expertise in digital transformation to optimize our mobile money services and strengthen financial inclusion in Kenya. <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 collaborations that can help us grow sustainably and remain competitive.</p>
<p>Association:</p>	<p>ABSA Client</p>



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"> 1. Strengthening Digital Solutions for Non-Profits <ul style="list-style-type: none"> • 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. • 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. 2. Advancing Media Capabilities <ul style="list-style-type: none"> • 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. • We aim to connect with companies specializing in digital storytelling and multimedia innovation to enhance the impact of our media services. 3. Access to Cutting-Edge Technologies <ul style="list-style-type: none"> • Estonia is a leader in e-Governance, blockchain, and digital



	<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"> • 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. • Seek collaboration with businesses that can provide customized ICT solutions for non-profits operating in challenging and remote regions. <p>5. Expanding into the European Market</p> <ul style="list-style-type: none"> • 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. <p>6. Knowledge and Innovation Exchange</p> <ul style="list-style-type: none"> • 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. <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



11. Company name:	Tim-Sky Media Services Limited
Year established:	2011
Website:	www.tim-skymedia.com
Number of employees:	11-50
Representative name:	Kamuzu Banda, Allosso
Rep's position:	Executive Director
Industry segment:	Public Relations and Digital Solutions
Briefly about the company:	Tim-Sky Media Services is an innovative and dynamic communication agency that offers strategic communication coupled with digital and creative elements of communication that allows brands to stand out and meet their business objectives.
Product/service:	Communication and Digital Solutions
Company competitive edge:	We offer un-matched communication and digital solutions
What are you looking to solve for your company with the visit to Estonia?	<p>I currently manage a business specializing in Public Relations, Digital Marketing, and Advertising, called Tim-Sky Media Services.</p> <p>Recently, we expanded our operations by registering a separate division, Tim-Sky Technologies, as we aim to venture into the IT and Digital App solutions space for businesses.</p> <p>We are actively seeking partnerships with businesses that develop apps—such as staff communication apps, HR management apps, and more—that we can collaborate with and co-develop for resale in the Kenyan market.</p>
Overall goal of the visit:	Learn and find partnership opportunities
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



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



	<p>health and government business. Given the lack of in-house capabilities, a visit to Estonia presents an opportunity to gain insights 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"> 1. Cybersecurity: Penetration testing and security assessment, focusing on government and education sectors. 2. Health Management Systems: Identifying robust solutions for digital health. 3. Partnership Opportunities: Exploring potential collaborations with Estonian firms. 4. Technical Training: Learning strategies to enhance the skills of technical teams. 5. Local Presence: Considering the registration of an organization within Estonia to facilitate partnerships and market entry.
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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16. Company name:	Masafa logistics
Year established:	2012
Website:	Www.masafalogistics.com
Number of employees	11-50
Representative name:	Onesmus Kinuthia
Rep's position:	Co-founder
Representative name:	Anne W Ngobeni
Rep's position:	Co-founder
Industry segment:	Fintech - lending services
Briefly about the company:	Our headquarters are in Johannesburg South Africa
Product/service:	Cross-border Transport
Company competitive edge:	Competing within ourselves to lend better services
What are you looking to solve for your company with the visit to Estonia?	Increase effectiveness & consistency in service delivery. Try to understand how transport is done in other countries. Logistics solutions
Overall goal of the visit:	Exposure in advanced countries
Any other comment	Wouldn't mind to travel to see around the world as well
Association:	ABSA Client



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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 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:	



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



7. Company name:	Tribbe Nation Inc
Year established:	2022
Website:	Https://tribbe.io
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:	Sebastian Wafula
Rep's position:	COO
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 https://kytabu.africa/
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



	<p>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 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



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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"> Document management systems Digitization services Workflow solutions Business process management solutions Customized software solutions for automating manual processes <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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