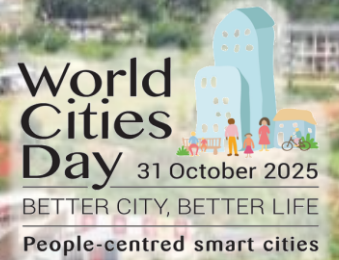




October 30<sup>th</sup> – 31<sup>st</sup> 2025

**THEME:**  
Smart Cities for a Sustainable  
Urban Future





# CHAMPIONING THE SMART CITIES AGENDA

The World Cities Day, observed annually on **October 31**, is a global initiative designated by the United Nations to promote sustainable urbanization and raise awareness of the challenges and opportunities in cities.

With Africa's growing Urban population, expanding infrastructure, and emerging tech ecosystem, our cities are now uniquely positioned to champion the **Smart Cities agenda** by leveraging digital technologies, data, and partnerships to improve the quality of life for all residents.

The **Smart City Forum** is an opportunity share ideas, showcase the different opportunities, Key infrastructure, Innovations, Products, solutions, and services **driving the Smart Cities Agenda in Africa**

<https://youtu.be/gSNxIOTaAXk>

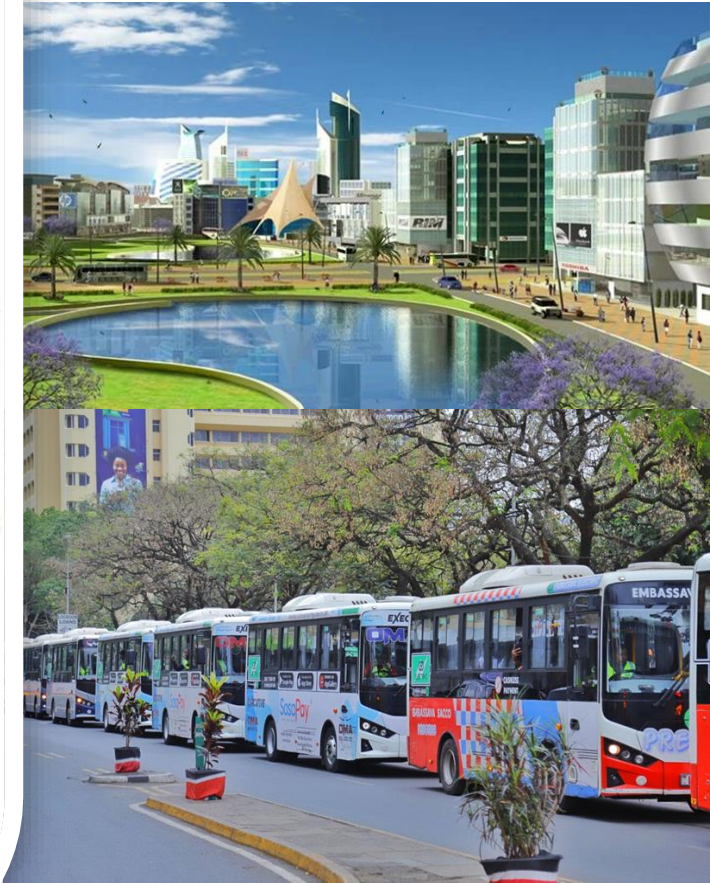
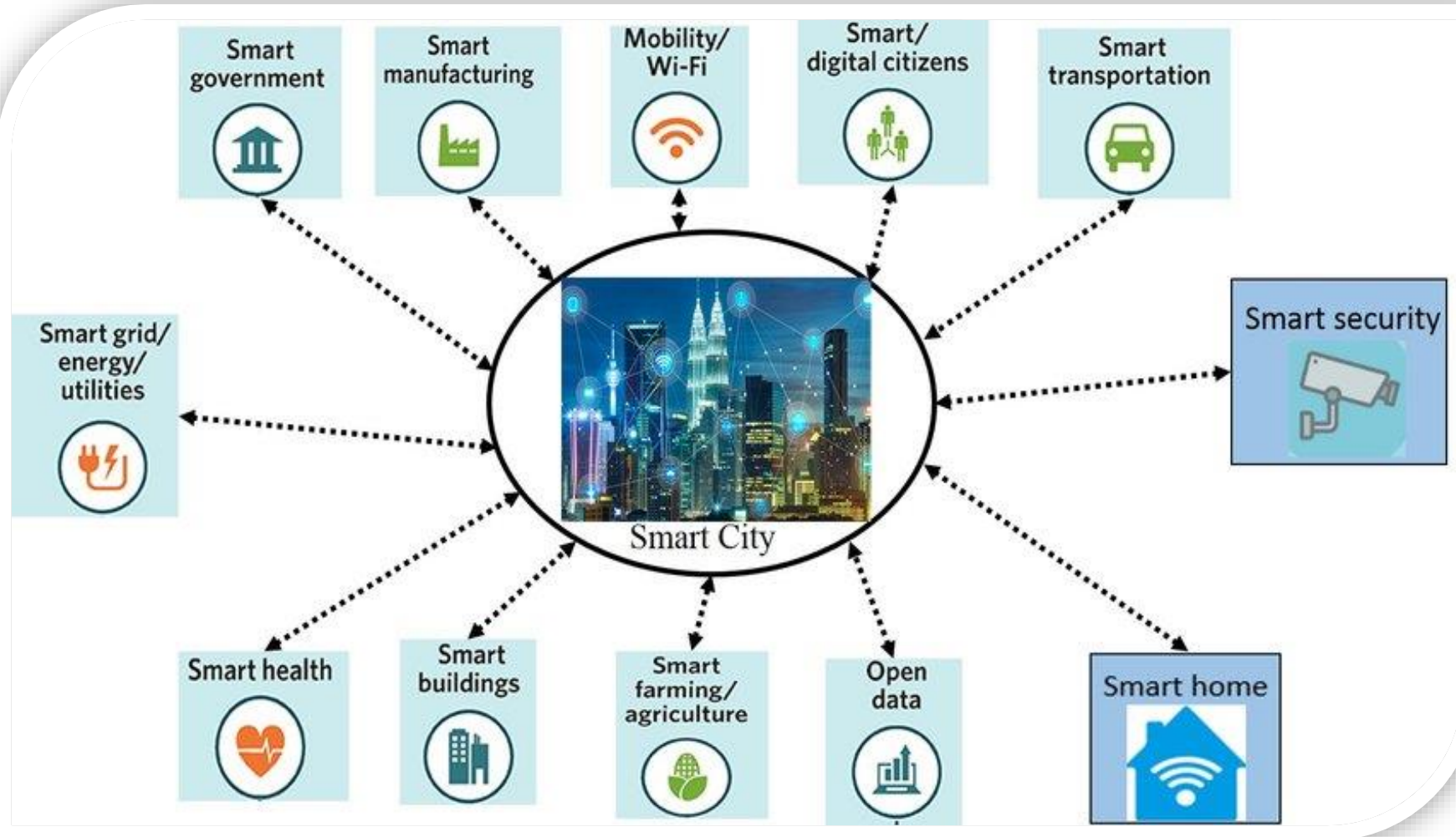


# CONFERENCE SUB-THEMES

- ❑ Innovating Housing Models for Inclusive, Mixed-Use African Cities.
- ❑ Financing Tools for Smart Cities: Carbon credit, PPP model
- ❑ Stimulating Urban Activity Flows and Local Enterprise in African Cities
- ❑ Building Africa's Digital Cities: ICT & Digital Innovation Hubs
- ❑ Future Mobility: Connecting Africa's Cities through Smart Transport and Logistics
- ❑ Powering African Cities with Renewable Energy and Smart Utilities



# SECTORS REPRESENTED



# KEY TOPICS



PLANNING FOR  
PEOPLE



FINANCING FOR  
SMART CITIES



OPEN DATA AND  
INTERCONNECTIVITY



SMART ENVIRONMENT  
AND SUSTAINABILITY



E-MOBILITY &  
CLEAN ENERGY



HEALTHY CITIES  
DISEASE FREE LIVING



SMART GOVERNANCE &  
CITIZEN ENGAGEMENT



SMART INFRASTRUCTURE  
ROADS/RAIL/AIRPORT



TELEMEDICINE AND  
REMOTE CARE



SMART ZONES



INNOVATION &  
ENTREPRENEURSHIP



ENDING POLLUTION  
BETTER SANITATION



# THE EVENT FEATURES

- **Panel discussions**
- **Booth Activations**
- **Products Sampling**
- **Business tours**
- **Investor Educations**
- **Innovation Showcase & Challenge**
- **Virtual Experiences**
- **Master class**
- **Smart Games**
- **Family Fun**
- **Presentations**



# EVENT COMPONENTS

1

## Smart Cities Exhibition Pavilion

**Ideal for** Telcos, Fintech, e-commerce platforms, water utilities, energy providers transport operators, E-Mobility, Smart Real Estate tech startups, Banks, Insurance providers, Smart Healthcare providers, Smart appliances etc.

### **Exhibitor categories:-**

- ❖ Smart Mobility
- ❖ Water supply monitoring (smart metering).
- ❖ Smart Cities (tech, Industrial, Mixed-use)
- ❖ Digital payments platforms
- ❖ Urban data dashboards & planning tools
- ❖ Green energy & smart waste management
- ❖ Smart surveillance & public safety solutions.
- ❖ Digital loans, Insurance services
- ❖ Mobile App based products.
- ❖ Government E-citizen services- ID, Passports, Helb,
- ❖ Higher education- Online studies
- ❖ FMCG
- ❖ NGOs, & development Partners

2

## High-Level Opening Forum & Topical Panel discussions

**Participants:** County Governments, Cabinet Secretaries (ICT, Transport, Housing), Kenya Railways, Tatu City, Konza City, Thika Industrial Smart City, KURA, KEPSA, UN-Habitat-representatives, Telecom reps, Foreign Missions, City Mayors from other African cities e.g Kigali, Mogadishu, Zazibar etc

### **Panel Discussions Topics**

- ❖ Public-Private Partnerships for Smart Infrastructure
- ❖ Youth in Smart Cities
- ❖ Urban Data & AI for Governance
- ❖ Affordable Smart Housing
- ❖ Climate-Smart Urban Planning

3

## Citizen Engagement Zone

Interactive displays and activities (e.g., live digital services demos, Smart city Opportunities, AR-based urban planning games, government One-stop service demos, Product experientials, Free Medical camps, Radio/TV/Online activations, Entertainment)

### **Target Audience**

- ❖ National & county governments
- ❖ Universities & Research Centres
- ❖ Development partners & UN agencies
- ❖ Private sector and investors
- ❖ Innovators and startups
- ❖ Smart Cities & Green houses Utility companies and service providers
- ❖ Urban planners and researchers
- ❖ Civil society and community leaders
- ❖ General public and youth

# KEY CLIENTS PER SECTOR



Sector	Justification	Sector Components	Sample clients
▪ Smart Transport & E-Mobility	Adopting of electric vehicles, renewable energy-powered public transport, car-free zones, and smart infrastructure, to reducing the environmental impacts & create greener, functional cleaner urban spaces.	Electric vehicles, Bikes, Batteries, Charging booths, smart streets, pedestrian management, transportation services, traffic management, navigation system, BRT and e-ticketing	36 members of EMAK Mobitil, Matatu welfare Sacco's,
▪ Smart Utility Solutions	Mobile Apps, Ecommerce platforms for supply of Energy, Solar, Water, Waste Magmt, Transportation, Logistics	Smart Grids, KPLC, water companies, Pay as you Go, smart meters, water & sanitation companies.	e.g KPLC, HYDRAX, NCWSC
▪ Smart Building ▪ Design & Advisory	Home buyers are now interested in Living in smart environments that have be planned with Luxury, Safety, leisure and connectivity in Mind. Green spaces, Shopping and Smart work spaces	Smart Homes/ Smart Buildings   Technology / EDGE green building certification / Zero VOC paints/ Green Real Estate Projects	Real Estate companies ECO friendly paint companies....
▪ Smart Government	Kenya has over 5000 government services online	Government platforms on E-procurement, Epassport. Ardhi-Sasa, NTSA,.....	GOK Ministries Lands/ICT/ .....
▪ Smart People	Empowers citizens through digital literacy, Innovations hubs and business Incubation	University innovation hubs/ Centres of excellence/	Universties & Research Centres
▪ Smart City financing,	How is Africa Finance building of Smart Cities & Key Infrastructure for her Cities	Public Private Partnerships/ Economic Innovation Partnership Programs (EIPP)/ Green Finance	SACE, UniCredit, IFC, GIZ, JICA, KOTRA.....
▪ ICT & Connectivity	Smart city uses digital technologies to optimise services, reduce environmental impact & improve quality of life.	Oracle/ LIT/ mobile, biometrics, the Internet of Things, & cloud technology	
▪ Smart Healthcare/ disease free cities	How can intelligent home medical devices enhance healthcare delivery within smart cities	UHC, Remote Patient Monitoring ,Automated Healthcare Systems/Telehealth /Emergency Response Solutions/Smart Hospital Management systems	SHA, KUTRRH. Medbook Kenya Ltd. Medinous, Easy Clinic, Clinicea,
▪ Existing & Up-coming Smart Cities	Kenya's Vision 2030 aims to transform Kenya into a middle-income country by developing sustainable smart cities and an innovation ecosystem	KONZA, TATU CITY, Thika, Muranga, Northlands City, Naivasha and Athi River Smart Green City	.....
▪ Smart Security Systems		Alarm Systems/ Security Surveillance Systems/ Biometric Access Control/ Smart Lighting	
▪ Smart Tech /Softwares	ICT companies are advocating for rapid adoption of smart technologies as a way to improve the management of African cities.	Fintech, e-logistics, e-commerce	Siemens./IBM/ Cisco/Schneider /Huawei/Microsoft Hitachi/ DPO Group/ Cellulant



# INVITED STAKEHOLDERS



Digital Financial Services  
Association of Kenya **DFSAK**  
empowering you



# EVENT BENEFITS



- ❑ Showcase solutions to a curated audience of government leaders, county governments, Financiers, UN-bodies, investors, innovators, and the public.
- ❑ Co-branding across NMG media platforms TV, print, radio, and digital ensuring 360° exposure.
- ❑ Access decision-makers and procurement leads from county and national governments, multilateral agencies, and large enterprises.
- ❑ Direct product/service demonstrations in the Smart Cities Exhibition Pavilion.
- ❑ Targeted networking with foreign missions, city planners, Engineer and international delegations.
- ❑ Position your brand as a leader shaping Africa's urban future, attract funding & Partnerships.
- ❑ Speaking and panel opportunities on thematic topics such as e-mobility, climate-smart urban planning, AI governance, and financing models.
- ❑ Activate interactive zones such as citizen engagement experiences, AI-based urban games, and free medical camps.
- ❑ Align with UN Sustainable Development Goals (SDGs) on sustainable cities, innovation, and climate action.
- ❑ Contact products testing, experientials training and get feedback from consumers and investors.
- ❑ (Innovation hubs) host hackathons, accelerators, and co-creation workshops with city partners.



# MEDIA EXECUTIONS

DAILY NATION



NATION   
→ ePaper

*The  
EastAfrican*

Business Daily 



On-Ground Activation



Speaker



TV Shows



Digital



Family & Fun



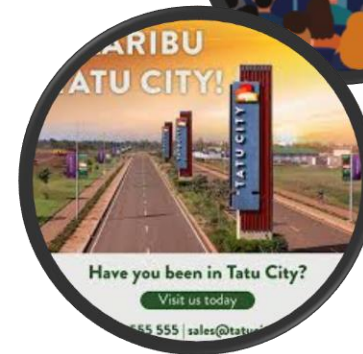
Media Coverage



Print Adverts



Panel discussions



TVC campaigns

# Our Partnership Packages- Subject to 16% Vat

	Platinum KES: 1.8M	Gold KES: 1.3M	Silver KES: 800,000	Bronze KES: 550,000	Others 350,000
• Panel Speaking Opportunity	1	1	0	0	0
• Exhibition Booth – 2days (Table Chairs, electricity )	6 by 3M	4 by 3M	3 by 3M	3 by 3M	3 by 3
• Advert/content in the Conference Journal- The EastAfrican(to be distributed across 6 countries)	2pages	1page	1/2page	1/4page	1/4page
• 10 minutes presentation/ Key Note Speech.	✓	✓			
• CEO to be featured in the Event promo	✓				
• On ground Interviews & Booth Activation	✓	✓	✓		
• NTV – High Frequency Adverts (2) 30 second ads per day	15 Days	10 Days	5 Days	2 days	
• Nation FM	2 weeks Activation + 1 Interview	1 week Activation +	1 on Studio Interview	1 On ground Live Link	5 spots
• Digital advertng on NMG sites	2.0M Impr	1.5M Impr	1.0M Impr	0.5M Impr	
• Company logo in our event promos – Print, online, & TV	✓	✓	✓	✓	✓
• Access to all networking sessions	✓	✓	✓	✓	✓
• Venue branding Opportunity	✓	✓	✓	✓	✓
• MC recognition	✓	✓	✓	✓	✓
• Online Article	1	1	1	✓	

## Booth Only– KES: 150,000

- Exhibition Booth – 1days (Table, Chairs, electricity ) – 3 by 3 M

## Startup Tent – KES: 50,000

- Table + 2Chairs



# Thank You

