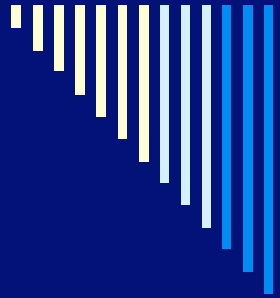


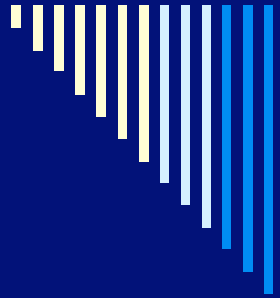
Malili Multi-Use Technopolis – The Concept

By:
Bitange Ndemo, CBS.
PS Information and Communications



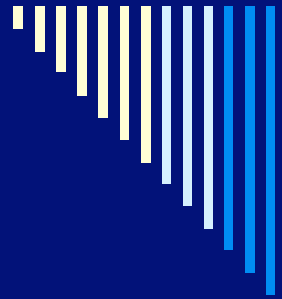
Today's Objectives

- ❑ Appraise stakeholders on the thinking behind the development of a Technopolis;
- ❑ Show how we are scaling up the potential of Business Process Outsourcing and IT Enabled Services;
- ❑ Highlight the strategies for advancing the vision 2030 to its logical conclusion;
- ❑ Demonstrate how we are creating synergies for greater economic development; and
- ❑ Convince you that we are developing an exemplar for future developments.



Vision 2030 Flagship Projects

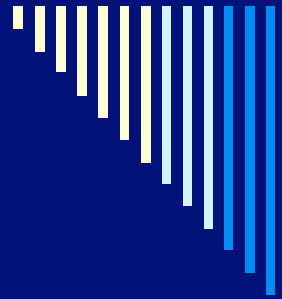
1. Tourism;
2. Agriculture;
3. Manufacturing;
4. Information Technology;
5. Financial Services; and
6. Trade.



Theoretical Foundations – Booz Hamilton Assumptions 1

□ Value Proposition

- Legal and Regulatory Framework (SEZ Policy and Law);
- Support Services
- Infrastructure
 - Rail
 - Fibre Optic etc
- Taxation



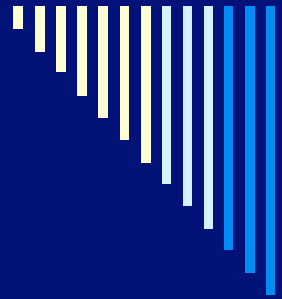
Theoretical Foundations – Booz Hamilton Assumptions 2

□ Location

- Outside of main city
- Short driving distance from airport
- The environment

□ Partnership

- Academic Institutions
- Financial Institutions/Venture Capital
- Real Estate



Theoretical Foundations – Booz Hamilton Assumptions 3

- Funding

- Private sector participation

- Competitive Positioning

- Differentiated positioning
- Distinctive benefits

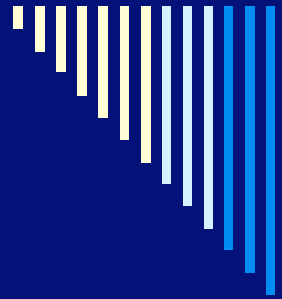
- Purpose

- Vision 2030



Similar Projects Elsewhere

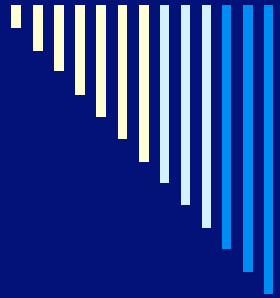
- ❑ Malaysia – PutraJaya (240 sq Kms) one hour outside Kuala Lumpur 220,000 new jobs.
- ❑ Panama – Pacifico (1,400 hectares) 40,000 new jobs.
- ❑ Philippines – Subic - Clark SEZ 45 Kms. About 110Kms North of Manila, 70,000 new jobs.
- ❑ China – Shenzhen (790 Sq. Miles)
- ❑ Egypt -
- ❑ South Africa
- ❑ Malili Technopolis – 60Kms South of Nairobi (5,000 acres).



6th October Smart Village – Egypt

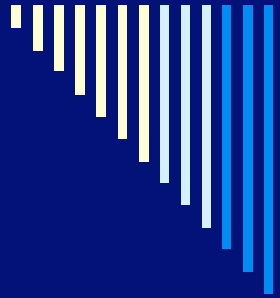
□ Video Presentation.





Progress Report

- Hired IFC
- Project started
- Land Title is ready
- Initial Concept Presentation made on Monday 23rd Nov. 2009.
- April – Feasibility Study and Virtual Model will be ready
- Start contacting contractors in February



Malili e-town

- ❑ BPO Park
- ❑ Science Park
- ❑ Convention Center
- ❑ Mega Mall
- ❑ Hotels
- ❑ International Schools
- ❑ World Class Hospital
- ❑ Financial District
- ❑ High Speed Mass Transport System
- ❑ Integrated Infrastructure, Roads, Sewer, Cabling, CCTV

Sample Project

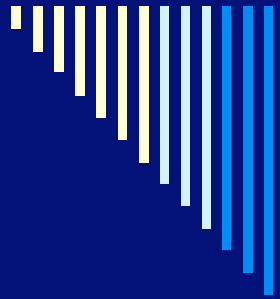


Sample Project



Sample Project





Short Term BPO/ITES Measures and Vision

- ❑ Use Sameer Business Park as a stepping stone;
- ❑ Develop Capacity;
- ❑ Build a Kenyan Brand – Regional ICT Hub;
- ❑ Inculcate a National Moral Vision and Core Values; and
- ❑ Grow IT contribution to GDP from 3% to more than 10% in three years.