



KENYA SPACE EXPO & CONFERENCE (KSEC2024)



CONCEPT NOTE

THEME:

***Space Technologies
for Societal Benefits***



JUNE 18-20 2024



Edge Convention Centre | Nairobi, Kenya

expo.ksa.go.ke



Background



The Kenya Space Agency (KSA) is a State Corporation mandated to promote, coordinate and regulate space-related activities in the country. The functions of the Agency are focused on the following, among others:

- Enhanced utilization of space services, technologies and space-derived data across the public sector for decision support, planning and predictive analytics;
- Development of national space capability;
- Nurturing the growth of the domestic space sector and ecosystem; and
- Awareness creation and sensitization on the utility of exploration and exploitation of space capabilities in national socioeconomic development.

The Agency hosted the inaugural Kenya Space Expo and Conference 2022 at the Sarit Expo Centre, Nairobi from 15 to 17 June 2022. The theme of the event was “Leveraging Space Capabilities for National Development”, and it focused on use of space science and technologies in development. Following the successful outcome of the first edition, it was recommended that the event be held every two years.

Introduction

KSA will host the second edition, Kenya Space Expo and Conference 2024, themed “Space Technologies for Societal Benefits” at the Edge Convention Centre, Nairobi, from 18 to 20 June 2024. The focus of the event is use of space science, technology and applications in improvement of quality of life and enabling socio-economic development.






The event will bring together representatives from government, academia, industry, professionals, international organizations, start-ups and the wider public to a multi-stakeholder dialogue on the use of space technologies in addressing societal needs, as well as showcasing real applications in socio-economic development.

Space technologies find applications in virtually all aspects of human endeavour today. Benefits of space technology include:

- 🚀 Enhanced agriculture and food security
- 🚀 Effective environmental monitoring and situational awareness
- 🚀 Enhanced management of natural resources
- 🚀 Climate change monitoring and adaptation
- 🚀 Disaster risk reduction and management
- 🚀 Accurate weather and climate forecasting
- 🚀 Extension of broadband communications and digital footprint across the country
- 🚀 Jobs creation

The Kenya Space Expo and Conference 2024 seeks to enhance awareness of the utility of exploration and exploitation of space opportunities for societal benefits and national socioeconomic development through showcasing of successful use-cases and innovations.

The key objectives of the biennial event are:

-  To provide a platform to showcase the utilization of space technologies and applications in decision support and in addressing societal needs.
-  To facilitate exchange of ideas and sharing of expertise, experiences, best practices and technological advancements in the Space ecosystem.
-  To encourage stakeholder engagement and collaboration.
-  To raise public awareness on the positive impacts of Space technologies and applications on societal wellbeing.
-  To spur innovation and promote investment in the domestic and regional Space economy.

Structure of the Event

The Expo and Conference will be held over three days with activities including keynote speeches, panel discussions, expert presentations, plenary sessions and exhibitions. Discussions will be centred on different thematic areas, which include:

-  **Earth Observation Applications:** Explore and showcase the use of remote sensing and Geospatial Information Systems in Agriculture, Climate Action, Natural Resources Management and Urban Development to support decision making.
-  **Space Science:** Discuss the global challenge of space weather and its impact on human safety and vital infrastructures on Earth and in space, such as communications, power, navigation and positioning systems.
-  **Space Systems Engineering:** Discuss how emerging technologies and innovations can further enhance the utility of satellite systems in addressing societal needs and explore Kenya's potential as a key player in Africa's space industry.
-  **Space Policy, Legal and Regulatory Framework:** Discuss space governance frameworks and explore the evolving landscape of the global space industry with the increased involvement of private sector and discuss the role of space agencies in this new era of space exploration and commercialisation.

The Kenya Space Expo and Conference 2024 provides a unique opportunity for participants from various sectors to engage in exchanges and conversations centred around utilizing space applications for societal benefits.

The Expo offers exhibitors the opportunity to:

- 🚀 Showcase their products, services, and technologies to a diverse audience, including government representatives, potential clients and partners.
- 🚀 Connect with diverse stakeholders and build relationships for future business opportunities, partnerships, and collaborations.
- 🚀 Maximize their Marketing Return on Investment by reaching a targeted audience interested in space technologies and applications.
- 🚀 Gain visibility and recognition within the growing space industry in Kenya and the region.
- 🚀 Benefit from extensive event promotion and media coverage to amplify their brand exposure during and after the Expo.
- 🚀 Understand market gaps and opportunities within the Kenyan and regional space market to capitalize on emerging business prospects.

Registration

The Kenya Space Agency invites interested participants and delegates to register online at expo.ksa.go.ke/register. The registration fee is **KSh 7,500** for the **three days** (or **KSh 3,000 per day**) and **KSh 1,000** for **students** with school ID cards. The registration fee for **non-residents** is **USD 100**.

Expected Outcomes

The KSEC 2024 is expected to develop a better understanding and appreciation of the benefits of exploitation and exploration of outer space opportunities for Kenya's socio-economic development, as well as providing a platform for interaction, exchange of ideas and networking. The expected outcomes include the following:

- 🚀 Identification of use cases of space-based applications and tools for sustainable socio-economic development and addressing societal challenges.
- 🚀 Enhanced awareness on socio-economic benefits of space science and technology.
- 🚀 Promotion of development of local and regional space industry.
- 🚀 Opportunities for collaboration, cooperation, and establishment of linkages for the growth of the domestic space sector.
- 🚀 Appreciation of essential policy, statutory, and regulatory frameworks necessary for a vibrant and viable space sector.
- 🚀 Foster understanding of approaches for developing national space capability.

Sponsorship Packages



Package	Platinum	Gold	Silver	Bronze
Value	KSH 5,000,000 (USD 36,000)	KSH 3,000,000 (USD 22,000)	KSH 1,000,000 (USD 8,000)	KSH 500,000 (USD 4,000)
Exhibition booths	9mx3m	6mx3m	3mx3m	3mx3m
Key Speaker slot at the Conference	✓	✓	X	X
Guaranteed visit to booth by the Guest of Honour	✓	✓	X	X
Participate in Conference panel session	✓	X	X	X
Prominent Company logo on all multi-media advertisement	✓	✓	X	X
Roll-up banners co-branding at the main hall	4	2	1	1
Priority positioning of marketing material	✓	✓	X	X
Entry tickets to all side events, Gala dinner and Cocktail party	2 VVIP, 3 VIP 3 Delegates	2 VIP 2 Delegates	1 VIP 2 Delegates	1 VIP 2 Delegates
Advertisement in Conference Booklet	2 Full pages	1 Full page	½ Page	¼ Page
Sponsor advertisement to play during breaks	60-sec	30-sec	15-sec	X
Teardrop Banners in outdoor areas	6	4	2	1
Inclusion of company's brochure and a gift/giveaway in the attendee pack distributed to participants	✓	✓	X	X
Animated logo on screen at conference and exclusive events such as cocktails, lunches and dinners	✓	✓	✓	X
PR & social media mentions	✓	✓	✓	✓
Recognition as Platinum, Gold or Silver Sponsor on all conference publications and on social media	✓	✓	✓	X
Acknowledgement as Platinum, Gold or Silver sponsor throughout the conference	✓	✓	✓	✓
Company advertisement featured on conference website	✓	✓	✓	X
Entitlement to promote Company as a Sponsor	✓	✓	X	X
Provide appropriate signage in the main conference rooms and registration area	✓	✓	X	X
Exclusive branding and marketing rights during the period of the conference	✓	X	X	X
Rights to host a targeted side event, session, or activity	✓	X	X	X

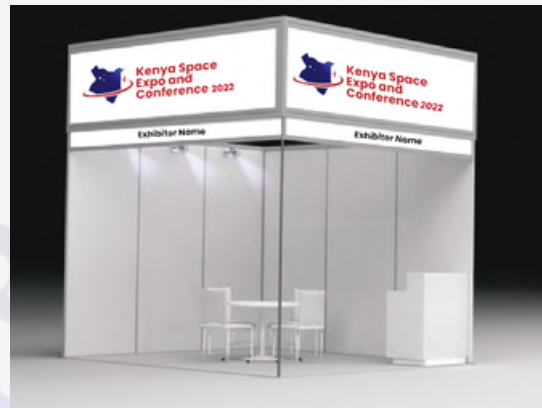
Exhibition



The exhibition area provides the opportunity for actors in the space industry to showcase products and opportunities available for the conference attendees. The dimensions for each booth are 3m x 3m. Complimentary booths are offered for the Platinum, Gold, Silver, and bronze sponsorship packages as outlined in this document.

Each of the booths will have the Exhibitor's Company name and Booth Number displayed. Two entry tickets for exhibitors shall come along for the exhibition booth acquired. Additional accessories and furnishings include the following:

- 1 x Round Table
- 3 x Spotlights
- 2 x Chairs
- 1 x Trash Can
- 1 x 13 Amp Electrical Socket
- 1 x Lockable Counter



For international exhibitors, booths are available at **USD 1000**, and for local exhibitors at **Ksh 100,000** for the duration of the expo.



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**For coordination and further information, please contact the
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