

January 21st 2019

Dear all,

INVITATION TO PARTICIPATE AND PARTNER IN THE NATIONAL MICROFINANCE TRADE AND INVESTOR FAIR CONFERENCE.

I am pleased to announce that we shall be hosting the National Microfinance Conference on March 27th -29th 2019. This event is the first of its kind to be held in Kenya since AMFI-Ks inception 20 years ago.

The microfinance sector in Kenya has sustainably empowered and improved individuals and communities. Over the years, the sector has proved to be a resilient tool in poverty alleviation and thus it is recognized as a key tool not only for improving our peoples' standards of living but also a national economic development tool.

While the impact of microfinance services on the Kenyan social and economic landscape can be measured, little has been done to demonstrate and showcase the sectors important role in national building.

In view of these, the Association of Microfinance Institutions-Kenya has organized a three-day National Microfinance and Trade-fair Conference themed "**Promoting Sustainable Development Through Microfinance**". As a key advocate of financial inclusion, our objective is to showcase and demonstrate the impact and role we play in promoting the National Big Four Agenda as well as the United Nations Sustainable Development Goals (SDGs).

The conference will be held on **March 27th- 29th 2019** at the Hilton Nairobi while the Trade and Investor-Fair will run concurrently at the Kenyatta International Conventional Centre (KICC).

The event will bring together stakeholders in the microfinance and SME sector, financial actors, National government, developmental partners, the housing, educational, manufacturing and health sectors amongst others.

As the industry key player, we extend this cordial invitation to you to participate as delegates as well as support the hosting of the event by exhibiting your products and services.

Further, we offer you an opportunity to sponsor the event through financial contribution as you will see in the attached sponsorship packages to which you shall accrue benefits favourable to your esteemed organization.

Kindly see the link

<https://www.amfikenya.com/management/img/news/82d1c2802553e055aa14532f5211319f.Partnership%20Packages>

We welcome an opportunity for a meeting with you at your earliest convenience to discuss and explore areas of collaboration in this noble event.

On behalf of the microfinance sector in Kenya, we take this earliest opportunity to thank you for favourable consideration on this request.

We look forward to your favourable response.

Thank you.

Yours faithfully

Caroline K. Karanja
Chief Executive officer