

Beat: Travel

## **EuroFresh Exotics to compete for the Africa Finance & Investment Forum**

### **Entrepreneurship Award 2017**

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**USPA NEWS** - The Kenyan enterprise has been nominated together with other 5 African-based projects that will be presented during the AFIF 2017, convened by EMRC in Nairobi, KenyaEuroFresh Exotics has been nominated for the AFIF Entrepreneurship Award 2017 for their production and exportations.

EuroFresh Exotics has been nominated for the AFIF Entrepreneurship Award 2017 (<http://APO.af/vsWGQz>), for their production and exportation of fresh fruits and vegetables using innovative farming techniques. EuroFresh was created in 2012 by Ms. Lydia Wambui, who will defend her project during the Africa Finance & Investment Forum 2017 (13-16 February), in front of an audience composed by SMEs managers, entrepreneurs, investors and government representatives coming from across Africa. The Kenyan company exports snow peas, sugar snaps, bird's-eye chilies, passion fruit, avocados and French beans. Under the leadership of Ms. Wambui, they also organize capacity building trainings for smallholder farmers from the region. EuroFresh has been selected together with other 5 African-based projects for its social, economic and ecological impact; and for its potential for growth and job creation.-----

The AFIF Entrepreneurship Award 2017 aims to provide African-based innovative SMEs with support to grow their businesses. The six finalists have received a free accreditation to join the AFIF 2017 full program (conferences, trainings, B2B meetings and networking opportunities). The award winner will receive cash prize and one year of national and international media promotion. "We are honored to be selected for the AFIF Entrepreneurship Award 2017. EuroFresh will turn 5 years this summer, the AFIF Award would not only be the best gift for this project but also for all Kenyan entrepreneurs. It will allow us to boost our activity creating sustainable livelihoods and continue to dream big," says Ms. Wambui.-----

The Africa Finance & Investment Forum (AFIF) (<http://APO.af/y28Bux>) is the Pan-African meeting of SMEs managers, entrepreneurs, investors and government representatives convened by EMRC, which will take place at the Strathmore University in Nairobi. The conference will focus on entrepreneurship and innovation and access to finance in key sectors such as energy, water, ICT, health and agriculture. With APO and EuroFresh Exotics.

#### **Article online:**

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