



USA EDITION

# DIASPORA

Investment and Property Expo

EVENT PROPOSAL

**DALLAS**

19TH-20TH  
OCT 2024

**MINNESOTA**

26TH-27TH  
OCT 2024



## BACKGROUND

### What is the Diaspora Investment and Property Expo?

Background - Diaspora Investment and Property Expo: The Diaspora Investment and Property Expo is an annual gathering that brings together key stakeholders, investors, financial institutions, Saccos, investment firms, real estate developers, and other players. The primary focus is to showcase vetted property opportunities in Kenya from reputable companies. Its overarching aim is to foster, promote, and facilitate investments in Kenya, addressing challenges Kenyans face in the diaspora regarding property investment and infrastructural growth. Previous editions in the Gulf region (Doha and Dubai in December 2023) were successful.

## WHY DALLAS AND MINNESOTA?

The United States hosts the largest Kenyan immigrant population globally, with an estimated 157,000 Kenyans. Texas leads with 14,008 residents, closely followed by Minnesota with 6,990. The U.S. is also the largest source of remittances to Kenya, with Kenyans in the U.S. sending an estimated \$55.9% of all remittances. This establishes the U.S. as a significant source of foreign exchange for Kenya and a potential investment source.

Several factors contribute to the large Kenyan immigrant population in the U.S., including economic opportunities, a renowned education system, and family reunification. Kenyans in the U.S. contribute significantly to American society across various fields, enhancing understanding between the two nations.

## EVENT OBJECTIVES

- Showcase property and investment opportunities available in Kenya.
- Enable diaspora Kenyans to compare and choose from various investment options.
- Provide a secure avenue for Kenyans to invest in their homeland.
- Facilitate meaningful interactions between property developers and Kenyans in the USA.
- Make information on investment and property readily available to both Kenyans and foreigners interested in investing in Kenya.

## PURPOSE OF THIS SERVICE PACKAGE

- Raise awareness of the event among the general public.
- Promote investments, properties, and corporate participation.
- Facilitate easy investment opportunities for Kenyans in the Diaspora.
- Develop an event program containing detailed information on all participating exhibitors' property options.

## ORGANIZATION

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### This event will be organized by PLI EVENTS

Supported by the Kenyan embassy in the U.S.A and The State Department of Diaspora Affairs.

### SET UP

The event will be held in Dallas, Texas, and Minneapolis, Minnesota, targeting up to 500 attendees for both locations. Organizers will focus on maximizing foot traffic through effective marketing and communication strategies.

### DEMOGRAPHIC

Target demographic: Kenyans in the Diaspora, foreigners, investors, and individuals aged between 25 - 50 years domiciled in the USA.

The communication program should commence at least one month before the event



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