



Digital services for Germany's economy

Offerings of Kenyan IT companies

Delegation visit, June 2026

Discover Africa's delivery potential in digital services

The Global Business Services (GBS) industry is gaining momentum, driven by digitisation, remote work trends, and the increasing demand for specialised IT solutions. Across Africa, numerous countries including Kenya have tapped into these developments by building strong and competitive Business Process Outsourcing (BPO) and Information Technology Outsourcing (ITO) ecosystems.

Outsourcing to African markets offers German companies strategic advantages. The continent is home to a large pool of qualified talent, with over 60 % of the population under the age of 30 (UNDP Africa Youth Report 2023). This ensures long-term access to a skilled and adaptable workforce. Africa also benefits from favorable time zones, strong English language capabilities and increasing investment in digital infrastructure. Africa's key offerings include cost-effective service delivery, a growing tech ecosystem, and a strong drive for innovation.

These advantages position the continent as a high-potential partner for IT and business services. The African market for these services is currently valued at USD 2.85 billion and is projected to grow by an average of 4 % annually until 2030. Kenya's markets on BPO and ITO are foreseen to grow at ca. 10 % in the same period (Genesis Global Business Services).

Meanwhile, Europe – and Germany in particular – is facing a growing skilled labour shortage, especially in the IT sector with 149,000 vacant positions by 2030 (BITKOM). By tapping into Africa's workforce, German and European companies can enhance efficiency, expand capacity and access high-quality services while addressing local talent shortages in a competitive global market.

To harness these opportunities and provide a solution to the problem of IT talent shortages in EU Countries, the International Digital Dialogues and the Digital Transformation Centre Kenya are supporting Kenyan IT companies to showcase their services, engage with potential companies, and lay the foundation for exploring new opportunities and building lasting partnerships.

About the International Digital Dialogues

The International Digital Dialogues promote internationally aligned digital policies through close cooperation between Germany and its partner countries. This creates reliable conditions for innovation, market access and cross-border digital business.

Germany conducts bilateral Digital Dialogues with strategic partner countries worldwide, including Brazil, Canada, Ghana, India, Indonesia, Israel, Japan, Kenya, Mexico, the Republic of Korea, Singapore and the United Kingdom. The dialogues bring together policy makers, businesses and academia to jointly address digital policy issues such as data governance, emerging technologies, digital government and the digital economy.

In practical collaboration formats, the International Digital Dialogues turn dialogue into concrete outcomes, such as policy recommendations and joint pilot projects. Participants also benefit from early insights into digital policy developments and direct exchange with public institutions.

On behalf of the German Federal Ministry for Digital Transformation and Government Modernisation (BMDS), GIZ supports cooperation activities by coordinating meetings and working groups, and serving as a central contact point for engagement.

Further information is available at <https://digital-dialogues.net/en/>.

About the Digital Transformation Center

The Digital Transformation Centre (DTC) Kenya has the overall objective to contribute to a more inclusive and greener Kenya by (i) expanding the Digital Economy, and (ii) Digital governance for a human-centred and sustainable digital transformation strengthened. It is commissioned by

the European Union and the Federal Ministry for Economic Cooperation and Development (BMZ) under a Multi-Party Cooperation Agreement between GIZ, Estonian Centre for International Development (ESTDEV) and Expertise France (EF).

About Partners in Transformation

The Partners in Transformation Desks are regional hubs of the Agency for Business and Economic Development (AWE). They support companies that want to invest in emerging markets while creating a lasting positive impact.

From East Africa to Southeast Asia to the Western Balkans – the Partners in Transformation Desks connect German and European businesses with the right partners in politics, industry, and development cooperation on the ground. They offer tailored advice, access to funding and financing instruments of the Federal Ministry for Economic Cooperation and Development (BMZ), and direct links to local stakeholders.

With their strong regional presence and close ties to Germany's development cooperation structures, the Partners in Transformation Desks provide the foundation for innovative partnerships. They empower companies to build sustainable business models, strengthen local value chains, and unlock the markets of tomorrow.

About the develoPPP Project

With its develoPPP program, the German Federal Ministry for Economic Cooperation and Development (BMZ) promotes private-sector activities where entrepreneurial opportunities and development policy meet. Its core purpose is to foster public-private partnerships that deliver sustainable development outcomes while creating

economic opportunities in developing and emerging markets. The programme supports diverse sectors by matching private sector investment with public funding and development expertise, with the aim of producing both business success and measurable development impact.

Kenya at a glance

European companies should consider IT Outsourcing to Kenya due to these compelling factors:

- **Skilled workforce:** Kenya boasts a young and educated workforce, with a growing number of professionals skilled in software development, data analysis, and IT services.
- **Cost effectiveness:** Outsourcing to Kenya can be significantly more affordable compared to Western alternatives, allowing companies to reduce operational costs while maintaining quality.
- **English proficiency:** As one of Africa's leading English-speaking nations, communication barriers are minimal, facilitating smooth collaboration.
- **Growing tech ecosystem:** Kenya has a vibrant startup culture, particularly in tech hubs like Nairobi (referred to as "Silicon Savannah") fostering access to innovation.
- **Government support:** The Kenyan government actively promotes the IT sector through initiatives and incentives enhancing the overall business environment for foreign companies.
- **Time zone compatibility:** Kenya's time zone aligns well with European schedules.



Company profiles



Elewa Company Limited

Elewa is a ten-year-old IT agency, incorporated in Kenya and Belgium, on a mission to make Kenya one of the world's leading software hubs tackling complex problems for clients across the world. We deliver custom software development, Odoo ERP, and AI implementation- and adoption services to European startups and SMEs, effectively acting as a one-stop technical partner. We take the time to understand your business, your clients, and the challenges you face, then define, design, implement, and scale the right solution.

Website: <https://elewa.ke>

Service languages: English, French, Dutch

Headcount (FTEs): 22

Years in business: 10 years

Overview of services:

- **Custom Software Solutions**
 - Solution Design + Technical Architecture - EUR 9,000
 - Fixed Scope MVP & Project Implementations - EUR 20,000-100,000
 - Long-term IT staffing solutions from helpdesk to fully-fledged teams
- **Odoo ERP integration and customization**
 - 100h-200h support packs
 - Large project implementation
- **AI**
 - Workflow development
 - Skills/capabilities training
 - AI adoption coaching

Software solution:

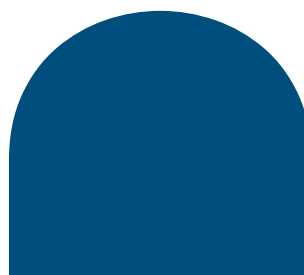
- Odoo Service Management Module
- Odoo MCP server
- Open-source Organizational AI harness <https://github.com/italanta/open Crane/>

Software technologies used:

- Node, Typescript, .NET, Python, PHP,
- Kubernetes, Docker, Crossplane, Google Cloud, AWS,
- Technical Architecture, Product Design, Product Management, Startup technical bailouts
- AI orchestration, Prompt design, Vector Database, Data Engineering
- Odoo ERP systems
- OpenClaw, Hermes, Claude Cowork

Certifications:

- Pursuing ISO 27001
- Odoo ERP Certification: 202



Track record:

- **Goodless** – Reusable cup technology using RFID technology. 100,000’s of cups recycled and deposits refunded at major festivals in Belgium, Spain, Portugal, Hungary and more.
- **SyndicYourself** – Full-suite accounting & management suite for amateur property managers in Belgium who want to manage their own buildings rather than relying on expensive and hard-to-find managers. Over 1,000 apartment blocks under management.
- **FirstHour** – Automation of communication workflows during a crisis, allowing corporates to respond to a crisis in under one hour compared to 12 hours+.

Success story:

- **Client/Context:** Single-use plastic cups generate hundreds of thousands of units of waste per festival weekend. Reusable cups cut per-use carbon threefold and lifecycle waste sixtyfold, and from January 2030, EU Regulation 2025/40 mandates the switch across all 27 Member States. Belgian cleantech company Goodless had the hardware and the commercial traction, but needed a technical partner capable of building a robust, real-time cloud platform to make the system work at scale. They chose Elewa.

- **Solution:** Elewa designed and built the Goodless platform end-to-end from Nairobi. RFID tags on each cup are scanned on eight different types of smart-mats on purchase and smart-bins on return; Elewa’s platform reconciles transactions in real time, automates refunds across seven open- or closed-loop payment platforms, and delivers live operator dashboards over cup flow, stock, and financials, meeting the reliability and compliance demands of large-scale European events of up to 150,000 visitors.
- **Outcome:** The platform has been running commercially at football stadiums, large events and theme parks for over twelve months. Our client is currently scaling the solution rapidly across Belgium’s large festivals, the Netherlands, Germany, Austria, Hungary, and Spain.

Contact:

Lily Kisenga, Head of Operations

Lily@elewa.ke

General inbox: contact@elewa.ke





Nakama Tech Limited

Nakama Tech Limited is a Nairobi-headquartered IT outsourcing operator providing European enterprise clients with access to a certified, cloud-native Kenyan technology workforce at 60–75% margin improvement on equivalent German resourcing. Clients carry no recruitment risk, no attrition burden, and are typically live within weeks (project dependent).

Operating at GMT+3, Nakama Tech runs live across all European core hours with no async lag. European-based account management ensures no distance between client and delivery team. The compliance model is built for German and EU buyers: where data remains hosted on client infrastructure in Germany, no third-country transfer occurs and no additional contractual mechanism is required. Nakama Tech holds itself to a higher proof standard, and the results are documented. Active GDPR-compliant engagements live with two brands in the global SaaS, mobility technology, and intelligent transport systems sector.

Website: <https://www.nakama-tech.com>

Service languages: English, German, and French service delivery and documentation.

Headcount (FTEs): ITO Delivery: 25 technical staff (10 senior, 10 mid-level, 5 junior).

Years in business: 4 years

Overview of services:

• ITO / Digital Services:

Custom software development (end-to-end product delivery in Python, JavaScript, Node.js, React, Java, SQL), data engineering and analytics, DevOps and cloud services (AWS, Azure, GCP), QA and testing, IT support and managed services (Jira, Zendesk, ServiceNow-integrated), staff augmentation for European enterprise clients across software development, DevOps, Data & AI, and cybersecurity.

• Complementary BPO Capability:

Where ITO engagements require integrated customer-facing or operational support including omnichannel technical helpdesk, shared services, and document management, Nakama Tech's BPO infrastructure provides a fully managed, certified extension of the same delivery environment.

Software solution:

- Jira (incident and project management),
- GitHub (version control and CI/CD),
- ServiceNow (ITSM),
- Zendesk (technical support ticketing),
- Zoho CRM (account management).
- Hostcomm omnichannel platform available where integrated technical helpdesk delivery is required.





Software technologies used:

Python, JavaScript / Node.js / React, SQL, Java, AWS / GCP / Azure, Linux / Docker / CI/CD, Data & AI / ML, Cybersecurity tooling.

Certifications:

- ISO 9001:2015 – Certificate No. AMER15426. Valid to 05/01/2027.
- ISO/IEC 27001:2022 – Certificate No. AMER15427. Valid to 05/01/2027
- GDPR (EU 2016/679) – Article 28 compliant. DPA in place with EU clients.
- Kenya Data Protection Act 2019 – Registered with the Office of the Data Protection Commissioner (ODPC).
- HIPAA – Compliant for applicable healthcare sector engagements.

Track record:

- **Sectors:** Automotive technology, SaaS, mobility technology, intelligent transport systems, telecommunications.
- **Delivery Footprint:** Active ITO delivery into Germany.
- **KPIs:** Zero critical vulnerabilities across independent penetration testing (February 2026). Zero data incidents recorded across active German enterprise engagements.

Success story:

- **Client/Context:** CarMediaLab GmbH is a Germany-based technology company delivering intelligent software solutions for electromobility, charging management, and real-time vehicle telematics across European markets. Part of the init Group – a global leader in intelligent transport systems and public mobility technology – CarMediaLab required a scalable, GDPR-compliant delivery partner as growing operational demands began pulling engineering teams away from core R&D.

- **Solution:** Nakama Tech embedded a dedicated managed services and software development team from Nairobi, integrated directly into CarMediaLab’s existing technical infrastructure and tooling. Incident management, SLA-governed support operations, and software development resource ran in parallel enabling continuous improvement to internal systems while maintaining operational stability. GDPR Article 28 compliance maintained throughout. Languages: English, German, French. Coverage: 24/7.
- **Outcome:** 40% reduction in operational costs within six months. 30% improvement in core engineering team availability – internal resource returned to full product and R&D focus. Zero downtime during client-critical operations.
- **Partner Ask:** DACH-region technology enterprises seeking a compliant, scalable delivery partner for IT managed services, incident management, or software development. Sector focus: electromobility, automotive technology, SaaS, fintech, and enterprise software.

Contact:

Chris Hague, Director of Partnerships and Marketing: chris.hague@nakama-tech.com



Global Careers Africa

Global Careers Africa (GCA) is a Pan-African workforce development company connecting Africa's tertiary-qualified skilled talent to international employment. We operate Worknation, a Pan-African talent assessment and management platform, delivering end-to-end services from candidate assessment and skills verification through to workforce readiness training and international Employer of Record placement. Our mission is to make African talent verified, employment-ready, and visible, to global employers – reducing the skills gap on both sides of the corridor.

Website: www.globalcareers.africa

Service languages: English, Kiswahili

Headcount (FTEs): Kenya operations: 10–49 FT, GCA Group (all entities): 50–99 FT

Years in business: Kenya entity registered: October 2024, GCA Group operating since: 2021

Overview of services:

- Digital talent assessment & skills verification (Kryterion proctored assessment network)
- Candidate identity verification & NQF qualification confirmation
- CareerBox 4-week workforce readiness training programme – BPO, digital, professional services
- International Employer of Record (EOR) – cross-border employment and payroll
- Pan-African recruitment & talent pipeline management
- TVET & university Talent Acquisition Partner (TAP) programme
- World Employment Confederation Talent Partner – 49 national recruitment federations globally

- BPO workforce supply – Kenya, South Africa, Ethiopia, Rwanda, Ghana, Botswana, Egypt, Nigeria

Software solution:

- Worknation (www.worknation.africa) – Pan-African talent marketplace; candidate assessment, training, and placement
- Kryterion – proctored assessment and test centre network across East and Southern Africa

Software technologies used:

- AWS cloud infrastructure (Nairobi region) – all candidate data hosted in-country
- Core stack: Python, Node.js, REST APIs, PostgreSQL

Certifications:

- **GCA credentials & compliance**
 - GIZ DeveloPPP Certified Cooperation Partner (2026)
 - World Employment Confederation (WEC) Talent Partner
 - APSO / WEC ethical recruitment code compliance
 - POPIA & Kenya Data Protection Act 2019 – data residency Ken-ya & South Africa
- **Service delivery infrastructure**
 - ISO 9001 (Quality) · ISO 27001 (Information Security) · ISO 27701 (Privacy Information Management)
 - ISO 22301 (Business Continuity) · ISO 14001 (Environmental) · ISO 45001 (Occupational Health & Safety)
 - ISO 18295 (Customer Contact Centre Standard)
 - SOC 2 Type II attested · PCI DSS compliant & attested · HIPAA compliant

Track record:

Notable Clients:

- United Airlines.
- Marriott Hotels and Resorts.
- AT&T.
- American Airlines.
- Netflix
- Comcast.

Success story:

- **Client/Context:** Flamingo Group International, a UK-headquartered global fresh-produce and horticulture business, set out to relocate its European back-office shared-services function to a single Kenya-based Centre of Excellence of approximately 250 roles. The objective was to consolidate finance, people, technical, commercial, ESG and IT support into a lower-cost, high-calibre Nairobi operation while protecting service quality and continuity for UK stakeholders.
- **Solution Delivered:** GCA was engaged as Employer of Record to recruit, build, staff and run the foundation team for the Kenya Centre of Excellence, operating from CCI Global's Tatu City facility in Nairobi. GCA managed end-to-end recruitment and assessment, CareerBox workforce-readiness training, cross-border employment contracts, payroll, HR and on-site support across six workstreams – People, Finance, Technical, Commercial, ESG and IT. A weekly Flamingo-GCA governance cadence and a quarterly KPI review framework were established to manage performance, coaching and continuous improvement.

- **Outcome:** Roles delivered across six workstreams, with the team reaching in excess of 90% operational independence (“solo running”) within 6 weeks. HR and payroll ran with no salary delays or contracting issues; IT and help-desk resolution stayed within SLA with no staff downtime; and no grievances or disciplinary cases were recorded. On the strength of this foundation, the partnership re-baselined its roadmap (February 2026) to scale the Kenya operation through 2027 toward a full Centre of Excellence covering the wider ~250-role back-office migration, with a Six Sigma process-optimisation pilot and higher-complexity role expansion as the next phases. Since then, Flamingo have hired Group Finance Director, Group Treasury and Head of Talent Development from Kenya – roles previously located at Flamingo's head office in London.

Contact:

Ross Stewart, Founder & CEO
ross@globalcareers.africa



Yelbridges

Yelbridges is a cybersecurity service provider whose mission is to build a secure digital future and create an economic bridge between Kenya and Europe by upscaling the security standards of institutions in the region. Founded in Nairobi with African and European roots, Yelbridges supports digitisation by enhancing digital trust, ensuring compliance, and securing systems – so you focus on doing your business, while we secure it. We offer tailored, high-quality services including Penetration Testing, Managed Security Services, Compliance as a service, and cybersecurity training.

Website: <http://www.yelbridges.com/>

Service languages: English

Headcount: 15

Years in business: 7 years

Overview of services:

Remote Penetration Testing, Managed Security Services, Information Security Management Standard (ISMS) as a service, Data Privacy Compliance Solution, Cyber security capacity building

Software solution: Data Privacy Manager and GRCHub

Software technologies used: Python, React Js

Certifications: IEC/ISO 27001

Track record: To date 3 international companies

Success story:

We conducted a web and API penetration test for an insurance client that had previously been hit by ransomware. Using internally developed scripts to simulate attacker behavior, we identified critical issues such as exposed endpoints, broken authentication, and improper access controls. These findings helped the client close key security gaps, enforce stronger authentication, and better segment their environment – significantly reducing their risk of future compromise.

Contact:

Steve Mambo, CEO

steve.mambo@yelbridges.com

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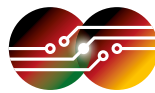
E-mail: digital-dialogues@giz.de

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Federal Ministry
for Digital Transformation and
Government Modernisation



**KENYAN-GERMAN
DIGITAL DIALOGUE**

In cooperation with



Federal Ministry
for Economic Cooperation
and Development



**DIGITAL
TRANSFORMATION
CENTER KENYA**

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