

4th BD Investor Education Conference The gathering turned the spotlight on the future of investing

Calls on investors to explore offshore



NMG Managing Director and CEO Geoffrey Odundo makes his remarks at the 4th BD Investor Education Conference at Movenpick Hotel.



Centum Investment Company Plc Group CEO and Managing Director James Mworira at the conference.



ShareWisdom Limited Founder James Gathage makes his remarks.



Kiharu MP Ndindi Nyoro speaks at the summit.



ABOJANI CEO Robert Ochieng makes his presentation.



Nairobi Centre for International Arbitration Registrar/Chief Executive Officer Henry Kinyanjui Murigi (left) makes his remarks. With him is Institute of Certified Investment and Financial Analysts Chairperson Catherine Karit.



Standard Investment Bank (SIB) Senior Relationship Manager-Global Markets Ann Ndungu (right) and SIB Senior Financial Advisor-Global Markets Daniel Ndegwa at the event.



Hisa Chief Operations Officer Leah Wakarima (left) makes her remarks during the 4th BD Investor Conference yesterday.



Participants gathered during at the 4th BD Investor Education Conference held at Movenpick Hotel, Nairobi. PICTURES: FANCIS NDERITU | NATION



Standard Investment Bank (SIB) Senior Relationship Manager Mike Thiongo (left) makes his remarks. With him is SIB Portfolio Analyst Dan Murage.



I&M Capital Limited CEO Silas Mutuku, Centum Real Estate Chief Capital and Development Officer Peter Mayavi, Pensions Minet Insurance General Manager Daniel Mainga and Faida Investment Bank Chief Operations Officer & Founder & Director - RH Group Ltd Money Wise Rina Hicks in a panel Session.

Industry leaders highlight technology and AI as key drivers in assets diversification push

BY MARION SITAWA

Investors have been urged to tap offshore investment opportunities on the back of technology that has opened diversification doors for individuals to diversify away from the Kenyan government securities and local stocks.

Business Daily's fourth investor conference turned the spotlight

on the future of investing, with industry leaders highlighting technology and artificial intelligence (AI) as key drivers in the assets diversification push.

Local fund managers have created applications that allow investors to directly buy foreign assets like for shares and commodities such as gold, oil and silver.

The apps also allow local investors to buy Exchange-Traded Fund (ETF), a pooled investment vehicle that holds a basket of securities—such as stocks, bonds, or commodities—and trades on a stock exchange just like a regular company stock.

Buying a single ETF allows investors to instantly spread their

money across hundreds or thousands of different assets, lowering their risk.

The chief operations officer of Hisa, mobile and web trading platform-Leah Wakarima, said technology has lowered barriers to entry and has widened the investment options for ordinary Kenyans through smartphones.

"Technology has done for investing what M-Pesa did for payments. It has created access to investment," said Ms Wakarima at the conference.

The conference, themed "The Future of Investing: Diversifying Portfolio in a New Era," brought together investors, policymakers, entrepreneurs and financial

market players to discuss emerging investment opportunities amid the shifting global economic and trends.

Ms Wakarima reckoned that investment in assets like ETFs was no longer limited to wealthy individuals, adding that digital tools had enabled younger and first-time investors to tap the global financial markets.

M-Pesa was one of the global pioneers of mobile-phone-based money transfer services in 2007. Its user base has grown to 35 million customers in Kenya and it now offers an array of financial services, including savings, banking, investment products and directly buying shares on the Nai-

robi Securities Exchange (NSE) without the need to open a brokerage account.

Nation Media Group CEO Geoffrey Odundo said the conference had evolved over the last four years from a financial literacy forum into a major platform for conversations around investment, economic transformation and market trends.

"Business Daily has continued to provide trusted reporting, analysis and insight that helps readers understand not only what is happening in the economy, but what those developments mean and how they should respond to them," said Mr Odundo.

Centum Investment CEO James

Mworira said the future investment growth would come from financing productive ecosystems tied to the global demand.

He argued that Kenya and Africa stood to benefit from the shifting global supply chains, digitisation and changing geopolitical dynamics.

The rise of digital investing platforms has also transformed how fund managers acquire and interact with clients, according to Arvocap Asset Managers' Head of Business Development, John Kamau.

"Today, a lot more people can participate in the investment space. Thank God for technology and access to information."