

# FYI: Built Environment x Consumer Goods x Rwanda Market Developments & Opportunities in Rwanda

## In brief

“ We have seen a growing trend in the trade and investment between Singapore and Rwanda and we wish to continue in these efforts. ”

H.E. Jean de Dieu Uwhanganye,  
Ambassador of Rwanda to Singapore

Rwanda is a springboard into the larger East African market: is a part of the East African Community (EAC), which together has a population of approximately 170 million. Rwanda is also part of the Common Market for Eastern and Southern Africa (COMESA) Free Trade Area, with a combined population of 586 million.

● EAC ● COMESA

Businesses can look forward to a favourable environment that allows for product prototypes to be tested under the Start in Rwanda framework - for example, drones tested in Rwanda have been later on successfully deployed in other countries to deliver blood to hospitals!

Contents of this brief are distilled from conversations in the FYI Webinar held on 25 August 2020, organized by SBF, supported by the Rwanda High Commission, Rwanda Development Board, Private Sector Federation, and a distinguished panel comprising:

**Mr. Neal Chandaria** Vice Chairman, SBF Africa Business Group

**H.E. Jean de Dieu Uwhanganye** Ambassador of Rwanda to Singapore

**Mr Faustin Karasira** Chief Operations Officer, Private Sector Federation

**Ms Clare Akamanzi** CEO, Rwanda Development Board

**Ms Karen Tham** Managing Director, Surbana Jurong Consultants

**Mr Sandra Yao** SVP, Africa Thunes

**Mr Karanvir Singh** Founder & CEO, Yego Innovision Limited

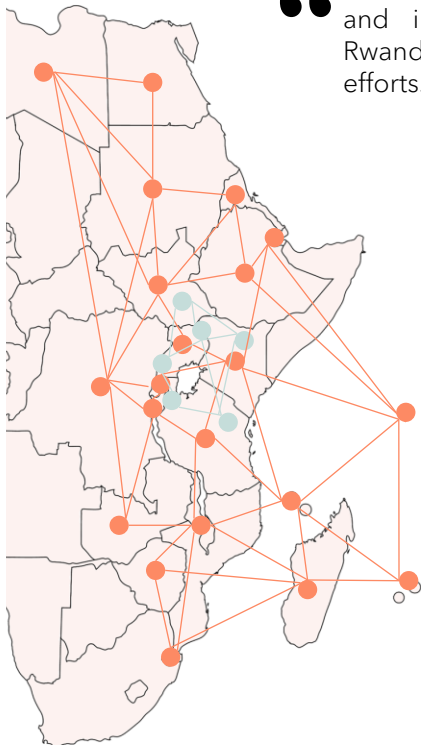
**Ms Mamy Ingabire** Managing Director, Charis UAS



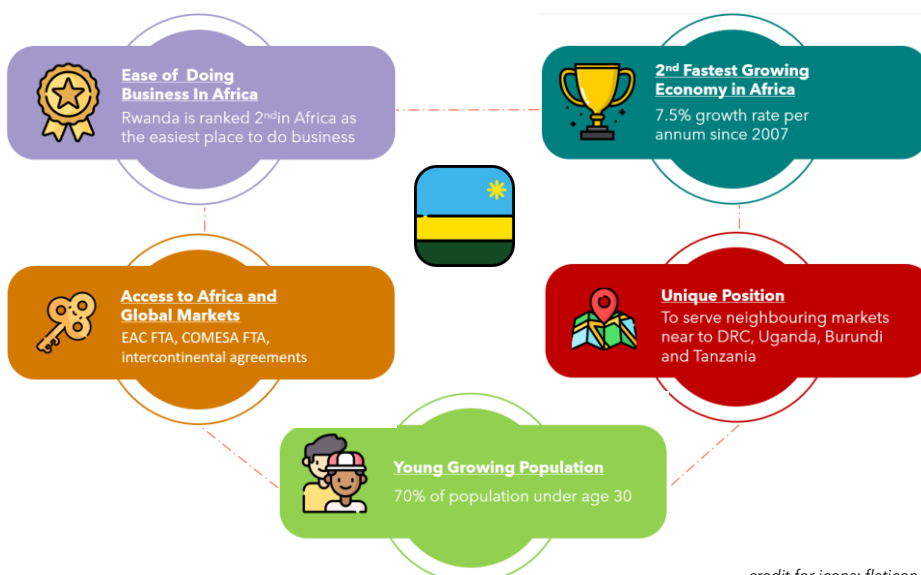
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## 5 Reasons To Establish Your Business In Rwanda



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