

Digital Article

Kenya Airways Supports Growth of the East Africa Halal Economy

At Kenya Airways, we believe that trade grows fastest when connectivity, partnership and opportunity meet in the same room. As the Official Airline Partner for the recently concluded East Africa Halal Expo & Forum 2026, we joined government leaders, policymakers, businesses, investors and development in an important conversation on how East Africa can secure its place in the rapidly growing global halal economy.

Today, the halal economy is one of the most dynamic economic ecosystems in the world that extends far beyond food. It spans across tourism, logistics, finance, pharmaceuticals, cosmetics, fashion and technology sectors and continues to create new opportunities for businesses seeking to access international markets while meeting growing consumer demand for quality, ethical and transparent products and services.

For East Africa, this presents an opportunity to strengthen exports, attract investment and position the region as a competitive player in global trade.

Representing Kenya Airways during the forum, were Beatrice Nandwa, Project Manager, East, West & North Africa, who attended on behalf of the Acting Group Managing Director & CEO, alongside Absolom Irungu, Head of Cargo, Global and Commercial Sales.

In her remarks, Beatrice reaffirmed our commitment to connecting Africa to the world by supporting trade, tourism, economic growth and investment through reliable air connectivity and strategic partnerships.

As a panelist, Absolom echoed this message during a session on scaling halal business models, highlighting the critical role of air cargo in transporting halal food products within Africa and to international markets. He emphasized how efficient logistics and connectivity are key to unlocking new export opportunities and building a stronger halal economy.

As the Pride of Africa, Kenya Airways continues to play an important role in connecting Africa to the world and the world to Africa. By supporting initiatives such as the East Africa Halal Expo & Forum, the airline is helping create opportunities that go beyond aviation. Through meaningful partnerships and expanded connectivity, Kenya Airways remains committed to supporting platforms that drive innovation, open new markets and position Africa for sustainable growth.

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