

The Expansion Drive to Kenya: Valentine Wairimu appointed as AXIS Country Representative Officer



Axis Fiduciary Ltd, one of the leading corporate and fiduciary service providers in Mauritius, has recruited Valentine Wairimu as its Country Representative Officer in Kenya, a key strategic appointment to capitalise on market opportunities in Africa and drive continued growth while enhancing its service offering to a diversified client base.

With over 10 years of experience in business development, communications, clients and market development roles, Valentine brings extensive industry knowledge and a wealth of expertise while offering a unique perspective to position the AXIS brand across the African continent. Valentine holds a Bachelor's degree in Marketing & Finance, and an MBA from Strathmore Business School. She is an experienced Business Development professional, having worked with clients across various sectors, including the PricewaterhouseCoopers Kenya & Rwanda, and has vast experience in strategic management, business development and planning as well as client relationship management.

According to the World Bank's bi-annual report, GDP growth in Kenya will increase to 5.8% in 2019 and could rise to 6% by 2020. Kenya's position on the fast-growing east coast of Africa enables it to act as a hub for trade and investment flows from the east into the rest of the continent, whereby Mauritius remains an International Financial Centre of Choice and the ideal springboard to Africa.

"Huge opportunities in Africa beckon, and we would like to focus on the strategic opportunities through those shifting market dynamics and align AXIS's growth strategy in the East African market, using Mauritius as the investment conduit to Africa. With corporate, private wealth, accounting and fund services as our core activities, we firmly believe Valentine will give a new impetus to bolster AXIS's regional footprint and strive to exceed our clients' expectations and support them with an exceptional range of tailor-made offering and deep expertise," said Assad Abdullatif, Managing Director of AXIS Fiduciary Limited.

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With over USD 7bn Assets under Management and its robust legal partner BLC Robert, AXIS is set to expand its foothold in Africa and conquer new markets. Valentine will build networks in East & Southern Africa to capture new business opportunities and work closely with the Mauritius team to establish targeted business development and respond to the rising interest of these markets as well as craft customised and sophisticated offering.

“The AXIS franchise has grown considerably since the past 10 years and being an associated firm of Africa Legal Network (ALN), AXIS has access to an extensive network of partners across Africa’s major cities. I am very excited to join the AXIS team, uphold our ‘client-first’ culture while helping build further the momentum to bring a one-stop-shop offering across the continent to write the next phase of our success together,” said Valentine Wairimu, AXIS Country Representative Officer in Kenya.

About AXIS Fiduciary Ltd

AXIS Fiduciary Ltd (“AXIS”), is licensed as a Management Company by the Mauritius Financial Services Commission.

Established in 2008 and headquartered in Mauritius with representative offices in Seychelles & Kenya, AXIS offers a full range of corporate, private wealth and fund services to a local and international client base. We facilitate international investments into emerging economies in the region, our core focus is Africa. We can set up companies, trusts, funds, foundations, partnerships and other legal entities and provide these entities with the necessary fiduciary, corporate, secretarial, administration, accounting, tax and other ancillary and support services.

We currently serve a number of multinationals, DFIs, African regional groups and entrepreneurs, emerging market investors, High Net Worth Individuals, Private Equity firms, FTSE 100 and Fortune 500 companies, International finance houses, Asset managers, Multinationals, African regional groups and entrepreneurs, Banks and Private Investors.

AXIS is an affiliate of BLC Robert & Associates, the leading independent business law firm in Mauritius which routinely advises on high complex cross border transactions and investment funds involving Mauritius.

AXIS is an associated firm of the Africa Legal Network which is an alliance of leading African corporate law firms currently in sixteen key African jurisdictions.