

# Regus brings the Flexible Working Revolution to Britam Towers, Nairobi

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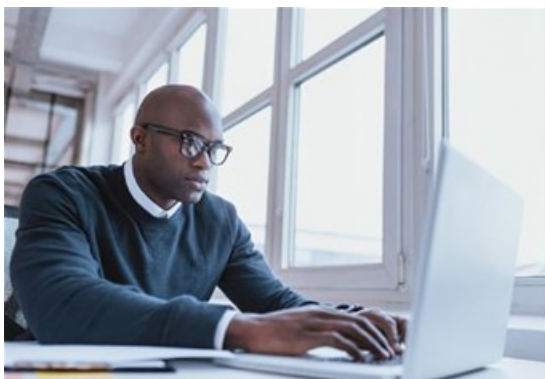
Businesses in Nairobi eagerly await the arrival of the tenth Regus business centre, in Britam Towers - making this its 10th location in Nairobi - in November 2019. Bestowed Africa's first Emporis Skyscraper Award, it is also the tallest building in East and Central Africa. As the commercial nerve centre for Kenya, boasting strong trade links with Asia, the Middle East and Europe and a booming luxury tourism sector, the city is a perfect location for Kenyan and international businesses.



The city has for a long time been the hub of business in East Africa, attracting a growing number of micro and small enterprises (MSEs) who have become an integral part of the Kenyan economy. A study by the Central Bank of Kenya in 2017 found that MSEs account for 98% of all businesses in Kenya and create 30% of all jobs. Kenya's GDP growth – which reached 6.4% in 2017 – is strongly driven by MSEs which contributed 3% of that growth.

In response to great demand, Regus will be opening another new business centre to address the need for flexible workspaces - a growing trend in Africa and globally. However, this type of workspace not only appeals to MSEs but is fast becoming appetising to a variety of firms in Nairobi including start-ups and large corporates.

As more and more workers demand to work flexibly, with access to technology enabling them to do so productively, it is hardly surprising to find that businesses are marrying their need for greater agility (rapid response to market changes) and at the same time assisting workers to achieve greater personal happiness and work-life balance.



Nairobi has a well-developed infrastructure, including modern financial and communications systems. Leading domestic (Kenya Commercial Bank) and international banks (Barclays, Citibank, Standard Chartered) operate out of Nairobi. Kenya also has a relatively well-developed industrial base, which accounts for some 20% of the gross domestic profit (GDP).

Kenya is currently rated as the second-most preferred conference and business tourism destination in Africa after South Africa, thus creating another dimension to the growing need for connected flexible working spaces. Regus provides international visitors with the opportunity to work in a worldwide network of workspaces in key business locations. Designed for drop-in use while travelling, our lounges are equipped with high-speed internet, snacks and comfortable furniture.

Flexible office space not only alleviates the cost of crippling fixed leases but also provides the solution to access to infrastructure and utilities, daily office management and the networking opportunities that come with co-working space and is redefining the way we work. Being in an environment surrounded by like-minded individuals provides endless business opportunities.

It also provides the opportunity for multi-national companies to establish a local presence by setting up a head office at one of these Regus business centres.

The cornerstone of Kenya's economy lies in Nairobi which is surrounded by prime agricultural lands, and the emergence of firms, large and small, has seen the Kenyan workforce looking for a workplace that is becoming radically different from that demanded by the previous generation. As the world of work evolves, Regus is at the frontline, providing platforms for these businesses large and small, to grow and thrive.

## About Regus

First established in 1989, Regus is one of the original pioneers of flexible workspace, helping businesses choose a way of working that's best for their people.

Now spanning the world with over 3,000 locations, Regus' global network of bright, inspiring workspaces allows modern businesses to work where, when and how they want, in a more agile way. Regus provides businesses with the flexibility to grow without risk or commitment, and attracts a diverse network of 2.5 million people, from entrepreneurs and SMEs to multi-national blue-chip companies.

Regus is an operating brand of IWG plc: the holding group for a number of leading workspace providers. Other brands in the IWG portfolio include Spaces, HQ, No18 and Signature by Regus.

<http://www.regus.co.ke>

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