Ignite Youth Night Market

25 - 27 March 2016
MUINDI MBINGU Street
4:00 PM - 12 Midnight

Easter Sale!!

#youthnightmarketKE

SHOPPING
LIVE ART SHOW
FASHION
MUSIC
FOOD
GAMES

YOUTH AGENDA
Making the youth count

Kenya Government Logo
2. Ignite Kenya
4. Improve Young Peoples’ Livelihood
6. Be Part Of The Market
The Ignite Kenya Youth Night Market is an inaugural night market concept aimed at jump-starting the 24-hour economy in the country, powered by the strength of the youth entrepreneurs.

The market is primarily a fun-filled open-air market in the night featuring various vendors (mostly youth start-ups) selling merchandise such as clothes & shoes, cosmetics, food & drinks, sports & fitness, electronics, arts, books, fashion, kitchen ware, decor, kids toys, etc.

The market aims to bring out the best fusion of shopping, dining and socialising while creating space for young people to showcase their best attributes.

More specifically, Ignite Kenya Youth Night Market Project aims at providing a solution to the challenge of youth unemployment through provision of readily accessible to market which will now not be a day event but one that runs till midnight.

The project also recognises the challenge faced by consumers who are unable to access products during working hours, making evening the ideal shopping time for most urban dwellers especially during weekends.

Ignite Kenya Youth Night Market is an experience inspired by other events in countries such as Latin America, Asia, America and Europe.

While the Night Market is a prevalent trend in other parts of the continent, the Kenyan wave will be pioneered and driven by young people.
This photograph was taken at the Stop Night Market in Ontario Canada.

This photograph was taken at Queens Night Market, New York.
Expected Results

1. Enhanced access to market youth enterprise
2. More revenue for County Governments and a means to growing Kenya's economy
3. Enhanced Security through street lighting
4. Strengthened public private partnership in tackling youth unemployment in Kenya
5. Readily available market for the consumers

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KICC COMESA Grounds
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Multiple vendors will be on site selling a wide variety of products in the following categories:

- Cosmetics
- Kids toys and accessories
- Food and Drinks
- Electronics
- Sports and Fitness
- Clothes and Shoes
- Art
- Photography
- Books
- Kitchenware
- Decor

And Many More ...

A reasonable fee will be charged to the vendors which will be communicated to them.

Mobilisation and vetting of Vendors will be done by Youth Agenda and the partners. The criteria will target at least 1/3 (third) for start-up entrepreneurs.

The principle is to give hope to the hopeless youth who are struggling to make an income but have demonstrated efforts of doing business.

Side Events

This will not only be a space for selling and shopping but a space for social entertainment activities such as:

- Acrobats

- Performing artists in music, dance, DJs and live real-time art will wow the Night Market visitors with an exquisite blend of traditional & urban cultural performances.

- Ignite Live® Runway show which will showcase on trend fashion from talented young Kenyan designers.

- Games & competitions by our game-hosts that will engage & entertain our visitors all night.
YOUR IMPACT INVESTMENT

In order to create and sustain a vibrant economic system, we must create opportunity to do business and expand the space and numbers of those doing business.

We are seeking partnership with the private and public sector to make the expected results a reality through:

1. Off-setting the costs of executing the Markets,
2. Sponsoring youth start-ups to buy space at the Market, or
3. Providing other services required.

The investors will use the opportunity to market their products to the vendors, clients and masses visiting the Market, in addition to the branding alongside the events.
In a nutshell the Value Proposition for Ignite Kenya Youth Night Market Public – Private Partnership are:

- Easy access to subsidised products by consumers
- Opportunities to reach market by youth entrepreneurs
- Increased economic activity
- Efficient utilization of time and space at night
- Enhanced Public Private Partnership

Ignite Night Market
“Kenya is thriving a 24 hour system in health services, security and entertainment, what is needed is for other sectors to adopt the strategy.”

(NESC)