



AfrikaContact

The International Business Magazine



Africa Business opportunities for German SMEs

Focus Southern Africa & South Africa:
Market opportunities for German economic actors

Economy:

Green hydrogen from Africa
Health economy in Africa
E- mobility - transformation in the African transport sector
Financing of trade and investments on the African continent

Politics:

Deepening German-African relations, Interview with Dr Karamba Diaby, MDB, SPD Parliamentary Group in the German Bundestag

News from the Mittelstand Alliance Africa:

SMEs and Africa

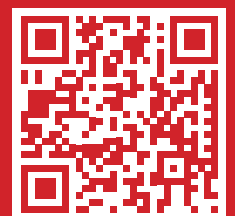
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Dear entrepreneurs,

I am pleased to present the new issue of our magazine AfrikaContact. First of all, I would like to thank all entrepreneurs and partners who have supported us with this issue. I am also particularly pleased about the improvement in the business climate in Africa and the incentives created in almost all African countries to promote investment.

Africa is booming. It is an Africa that is very conscious of its place in the world, determined to be an attractive destination for global investment and where investors can still earn high returns. African markets are dynamic. They all have one goal: to create jobs to employ the large and ever-growing proportion of the young population and to strengthen the economy.

Africa - a continent with many advantages

Many African countries have improved their investment climate, but much more needs to be done to attract even more investors - including from Germany. I am firmly convinced that Africa can mobilize an even greater volume of investment. While the risks of doing business in many African markets are perceived as high, this perception often does not match the risk data and returns on investment. Several factors are positively impacting investment opportunities and profitability prospects in Africa:

Africa is poised to become an alternative source of natural gas that can help secure energy supplies for Europe. A third

of the world's hydrocarbon discoveries in the last decade have been made in Africa, and this year major gas projects will come on stream off the coast of Mauritania and Senegal, in the Gulf of Guinea and in the Mozambique Channel. From Nigeria to Ghana, Tanzania, Morocco and Kenya, Africa has the largest natural gas reserves in the world.

The future of electric cars in the world will depend on Africa, given the world's largest deposits of lithium, cobalt, nickel and copper. From the Democratic Republic of Congo to Zimbabwe, Ghana, Mali and Namibia, Africa has extensive lithium deposits that can make Africa competitive in the race to supply the global electric car value chains.

Important consumer market

If that is not enough to convince you to invest in Africa, I would like to point out that Africa accounts for 13 per cent of the world's population, a share that is set to double by 2050. Due to the population boom and the growing middle class, Africa is an important consumer market. In this context, the agricultural and food sector, for example, plays a major role. This sector, just like e-commerce or the real estate sector, represents an important investment area. With the gradual introduction of the African Continental Free Trade Area by 2050, investing in Africa will give you access to a potential market with a population of two billion.

So Africa is a very profitable investment destination. I believe that it is time for German investors and small and medium-sized enterprises to act quickly and invest massively in African markets.

With best regards
Yours



Markus Jerger
Executive Chairman of the German Association of
Small and Medium-Sized Businesses. BVMW



Content

Focus Southern Africa & South Africa

- 6 Focus South Africa – Economic data
- 7 Foreword: Ambassador South Africa
- 8 Panorama: South Africa
- 11 Developing new markets in South Africa
- 13 Increasing focus on wastewater treatment in Southern Africa

Economy & Politics

ECONOMY

- 15 Green hydrogen from Africa: using the opportunities now
- 17 E-mobility: Social enterprises shape change in the African transport sector
- 19 Why we remain confident even without electricity
- 20 E for Expansion
- 21 German SMEs and the energy transition Southern Africa
- 23 Future markets: Africa's digitalization opens new opportunities
- 25 Freshwater scarcity in Africa: Causes, consequences & solutions
- 27 More food security thanks to digital „rainmaker“
- 29 The 10 Sub-Saharan African countries with the highest growth forecasts for 2023
- 30 Africa and its agricultural raw materials – an underestimated potential
- 32 Waste management in Ghana: Successful together
- 33 Opportunities in the African raw materials sector and projects of the BGR
- 34 Construction in Africa - Polycare's mission statement
- 36 Strengthening the digital and physical infrastructure of the health sector in Senegal
- 38 Improving performance through skill competitions
- 39 Discover potential, seize opportunities with the Africa Business Network

POLITICS

- 41 New Ideas for Hospital Planning in Africa
- 43 Interview with Dr Karamba Diaby, MDB, SPD Parliamentary Group
- 45 Small and medium enterprises primed to drive investment and industrialisation in the SADC Region
- 47 Re-design of global supply chains
- 48 Africa's free trade efforts and what German companies make of it

Finance

- 49 AfricaConnect – We finance progress
- 51 The SME sector - engine for social change in Africa
- 53 UNIDO ITPO Germany – Facilitating Industrial Cooperation in Africa

Mittelstand Alliance Africa (MAA)

- 55 BVMW SME Future Day - with tailwind to Africa
- 57 Setting up a business in Africa: How to find the right local partners?
- 59 The BVMW as a reliable partner for the development of SME structures in Senegal
- 60 Achieving more together

ONE COMPANY, ONE PROJECT

- 61 Bakery in a container in the Democratic Republic of Congo and Senegal
- 62 Energy supply: Solar mini-grids for Sub-Saharan Africa
- 64 Promoting sustainable development in Ghana's construction industry
- 65 Water resources in southern Africa

WE INFORM

- 66 Rwanda and SMEs - Support for business ventures in Rwanda
- 67 Tunisia and SMEs - Strengthening and expanding business in Tunisia
- 68 Import Promotion Desk supports SMEs in sourcing in Africa
- 69 The German-African Entrepreneur Network of the BVMW
- 74 Book Recommendations
- 76 Imprint

Focus South Africa



Republic South Africa

Capital:
Pretoria (executive),
Cape Town (legislative)
and Bloemfontein (judicial)
Official languages: Afrikaans, Englisch,
Ndebele, Pedi, Sotho, Swati, Tsonga,
Tswana, Venda, Xhosa and Zulu
Area: 1.219.090 km²
Population (GTAI, forecast 2022):
59,9 million
Time zone: UTC+2
Currency: Rand (Zar)

Economy 2020

Gross domestic product in billion USD (nominal):
24.41 billion USD
GDP/capita (Worldbank): 1,445 USD

International Rankings 2020

International Rankings 2019 Ease of Doing Business Index
(World Bank)
#84 (190 ranks)
Index of Economic Freedom (The Heritage Foundation)
#112 (176 ranks)
Corruption Perceptions Index (Transparency International)
#70 (180 ranks)

Gross domestic product in USD billion (nominal)



GDP/capita in USD



Unemployment rate



Dear Readers,

It is an honour and a privilege for me to write the foreword to this important publication of the Federal Association of Small and Medium-Sized Businesses (BVMW). The BVMW is one of the strategic partners supporting the strengthening of economic cooperation, trade, and investment relations between South Africa and Germany. South Africa is an important partner of Germany and full of business potential for German SMEs.

South Africa is Germany's largest trade partner in Africa, amounting to €20.3 billion in 2021, with an estimated 50 percent of Germany's total trade with Africa and an estimated 2/3 of Germany's total trade with Sub-Saharan Africa.

Trade between the two countries has grown from €3.5 billion in 1990 to its peak of €20.3 billion in 2021. In 2021, Germany was South Africa's third-largest trade partner in the world. For the past three years, South Africa experienced a trade surplus in its trade with Germany. Germany is also one of the largest global investors in South Africa, with more than 600 German companies based in South Africa.

South Africa is currently focused on the Ease of Doing Business. InvestSA, South Africa's investment promotion agency, which is part of the Department of Trade, Industry and Competition (DTIC), can assist foreign investors to identify appropriate partnerships and collaborations in South Africa. InvestSA's One-Stop Shop initiative is geared towards providing investors with services to fast-track projects and reduces government red tape, thus lowering the cost of doing business as well as making the process easier. The One-Stop Shops are points of contacts for investors to engage on matters related to regulatory issues, registration, permits and licencing.

I would like to invite and encourage you to take advantage of South Africa's various and diverse investment opportunities.

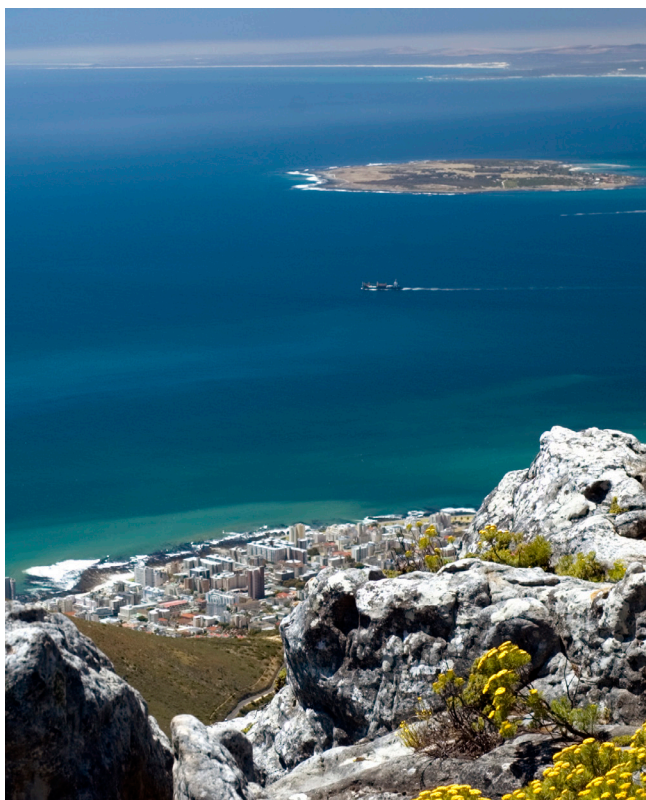
H.E. Ambassador P.S. Sizani
Ambassador Extraordinary and Plenipotentiary of the Republic of South Africa to the Federal Republic of Germany



Panorama South Africa

Robben Island – an island as a memorial

Robben Island is a small island in the Atlantic Ocean about twelve kilometres off the South African coastal city of Cape Town. The island was used at various times between the 17th and 20th centuries as a prison, a place of deportation for „undesirables“ and a military base. The buildings on the island, especially those from the 20th century and the maximum security prison for political prisoners, bear witness to the oppression and racism that prevailed before the triumph of democracy and freedom. For 18 years, Nelson Mandela was imprisoned on Robben Island off the coast of South Africa. Today, the island is a symbol against apartheid.



Robben Island was used as a prison from 1658 by the first Dutch settlers who had landed in Cape Town six years earlier. From 1771 to 1790, the island was also used as a quarantine station.



In 1961, Robben Island became a maximum-security prison for those sentenced to long terms of imprisonment (from ten years to life). Especially members of the African National Congress (ANC) and the anti-apartheid movement were imprisoned here.



The most famous prisoner on Robben Island was Nelson Mandela. He was brought to the island in 1964 and spent 18 years in captivity.



The quarry on the island, where many forced labourers - including Nelson Mandela - worked, was closed in 1974 following international protests. In 1982, Nelson Mandela was transferred to a prison with less rigid prison conditions on the mainland. The future president Jacob Zuma was imprisoned on the island for ten years.



After the first multi-racial general election, which the ANC clearly won in April 1994, Nelson Mandela was elected President of the Republic of South Africa only four years after his release from prison.



In 1996 Robben Island finally ceased to function as a penal institution and became a national monument and museum the following year.



Robben Island has been a Unesco World Heritage Site since 1999. Today, Robben Island is a symbol for South Africans of the struggle and victory against the racist apartheid regime.

Developing new markets in South Africa

BVMW South Africa is a management consultancy network with a focus on assisting German small to medium-sized companies in the development of market entry strategies for the South African market.

Why South Africa?

South Africa is well known as one of the most powerful economies in Africa that embraces new opportunities and offers foreign investors a land of opportunities and a dynamic environment for growth. It is a country where first-world infrastructure meets an emerging market, where diversity is celebrated through its people and its sectors. Among the key sectors that keep South Africa's economic engine running are manufacturing, wholesale, mining, information telecommunication and technology as well as pharmaceuticals, healthcare, agriculture and agro-processing.

Furthermore, South Africa's consumer market consists of 61 million people and is strategically located to provide foreign and local companies with the perfect springboard to access a continent of 1.4 billion people. The country has the best flight connections within the African continent, making international travel easy. It further boasts a 2,954 km long coastline, resulting in the country being well known for its ease of sea freight trade. There are eight commercial seaports along the coastline, connecting routes both by road and rail into the rest of Africa. To further ease trade, South Africa is a member of several trade agreements which reduce trade barriers such as the Southern African Development Community (SADC) and Southern African Customs Union (SACU) as well as the African Continental Free Trade Area (AFCFTA).

Upcoming opportunities in South Africa

With the global pandemic having had its effects on the South African market, growth in this emerging country is imminent. Some investors with a spiked interest to investigate South Africa's growth potential may even deem it exciting. By noting the GDP expected to grow 1.1 percent in 2023 and continue to grow into 2024 a simple return on investment can be easily realized. This, partnered with the recovering labour market and hike in employment, shows the ability of the market to be resilient in challenging times. Focus on growth can be seen in the support of diversifying energy sources and aiding the transition to a cleaner and more cost-effective method of electricity generation. Opportunities have also been seen in the eCommerce economy, which is predicted to grow by 25 percent for the year 2023, reaching a market value of R68 billion in sales.

Additionally, government is considering an economic restructuring which will improve the business environment and both the corporate and blue-collar ecosystem. Along with this restructure, improving the investment framework is outlined. This is aimed at protecting and encouraging both foreign and local investors to choose South Africa for their ventures. As the opportunities in this market continue to present themselves tenfold, it is clear why South Africa is the gateway to the rest of Africa. With its ease of transport, growing infrastructure and eager workforce all contributing to winning over investors, South Africa has proven to be a stable steppingstone for companies wanting to expand into African territories.



Bildquelle: AdobeStock 331707618



From left to right, Antoinette Campher - Company Secretary; Dylan Rosenberg – Associate; Christina Pfalzgraf - Senior Associate; Volker Werth - Managing Director; Luise Rice - Financial Director; Muhammad Soni - Tax Manager.

With the support and guidance of BVMW South Africa, German companies can be assured that they receive accurate information about navigating South Africa's business environment. The hands-on approach and years of experience that the team possesses are confirmation that your African venture is in great hands and on the path to success. With a growing investment climate and developing industry sectors arising post-pandemic, the market is portrayed in a new and dynamic light, which is rife with golden opportunities.

Market entry into South Africa

Our services are designed to assist the exporting company in the establishment and administration of a foreign branch, subsidiary or a direct selling organization. Our team of experienced South African and German accountants & attorneys focus on providing professional services that include incorporation, accounting, payroll, recruitment, employer of record as well as ongoing tax, legal and administrative support.

Your South African contact

As the representative of the BVMW office in South Africa, Mr. Werth is well positioned to assist companies with entering the African markets. Mr. Werth is the founder and director of the law firm WerthSchröder Inc. He is also the

managing director of InterGest South Africa, which has been assisting foreign companies in establishing and developing their business operations and market entry strategies in the Southern African region for the past 20 years. Mr. Werth advises his clients based on his extensive experience in market entry, commercial and corporate law, corporate transactions, mergers & acquisitions (M&A), contract negotiations, labour law, energy law (especially renewable energy) and commercial litigation. He is fluent in German, English, and Afrikaans.

Author: Mr Werth -
Head of the BVMW South Africa Office
E-Mail: volker.werth@bvmw.de

Increasing focus on wastewater treatment in Southern Africa

Southern Africa is grappling with growing issues related to wastewater treatment. One of the major challenges is the inadequate infrastructure in various rural and urban regions, which results in overloaded or outdated treatment systems that fail to comply with environmental standards. As a result, South Africa, in particular, is facing mounting challenges in wastewater treatment and environmental protection.

Decentralized container sewage treatment plants counteract overloads

Urban areas such as Johannesburg, Cape Town, and Durban in Southern Africa are facing a significant challenge due to the increasing population, which leads to an overload of the sewer networks and municipal wastewater treatment systems. As a result, wastewater is often treated inadequately or not at all, resulting in pollution of water, soil, and air. This has a detrimental impact on water biodiversity, human consumption, and agriculture.

One solution to this challenge is the use of decentralized wastewater treatment plants from PPU Umwelttechnik GmbH (PPU). The German company specializes in the development and production of containerized wastewater treatment systems. These systems not only provide complete wastewater treatment, but they can also upgrade or replace existing treatment systems. After treatment, the wastewater is suitable for direct discharge into the environment or reuse.

PPU solutions establish themselves in Southern Africa

The FBBR technology (fixed-bed biological reactor) is an effective solution for wastewater treatment in Southern Africa. The technology consists of a growth material on which microorganisms present in the wastewater can settle. By

controlling the addition of air, these microorganisms grow and respire the pollutants in the wastewater. This process is particularly well-suited for treating pollutants such as nitrates and phosphates present in municipal wastewater.

PPU has already implemented this type of system in several African countries, including Egypt, Namibia, Sierra Leone, and South Africa. The greatest advantage of the PPU systems, which has been proven especially in Africa, is the plug-and-play principle. The containerized wastewater treatment plants only require a power supply to operate. The German company assembles them completely in their main factory and conducts extensive tests, such as a leak test, ensuring that the treatment systems only require a load bearing and level substrate.

The container sewage treatment systems from PPU allow for the natural circulation of water. Therefore, these decentralized modular sewage treatment plants are not only suitable for use in municipal sewage treatment plants, but also for wastewater treatment in villages, worker camps, refugee camps, and other decentralised applications like hotels and safari parks. The biological purification performance of the fixed-bed reactors sets in quickly, resulting in a very good purification performance within a few days. The range of solutions offered also include the ClearFox® Nature, a totally non-electric wastewater treatment system which is perfect for locations without a reliable 24-hour power supply.

Southern Africa is characterized by its naturalness and biodiversity, and it is the responsibility of all to protect it. PPU plays its part by treating the wastewater produced and protecting the environment.

Author: Thomas Leistner, PPU Umwelttechnik GmbH



PPU Umwelttechnik GmbH provides containerized solutions for industrial and decentralized wastewater treatment. This ClearFox® wastewater treatment plant treats wastewater of a worker camp on the edge of the Sahara.

PPU Umwelttechnik GmbH, founded in 2008 by Dipl.-Ing. Wolfgang Pöhl, specializes in providing innovative solutions for wastewater treatment in the private, municipal, industrial, and decentralized sectors. Based in Bayreuth, Germany, the company designs and manufactures all its wastewater treatment plants in a single factory and delivers them globally. With its emphasis on decentralized wastewater treatment using plug-and-play container solutions, PPU Umwelttechnik GmbH is a leading player in the global wastewater treatment industry.

More information: <https://clearfox.com>



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**New
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Green hydrogen from Africa: using the opportunities now

A green hydrogen economy has the potential to advance the global energy transition and boost socio-ecological economic transformation and sustainable development, especially in developing countries. This results in interesting business opportunities for German companies in the sector.

The climate crisis and energy transition are challenges to us all. Production processes must be decarbonised, real estate insulated, and vehicle fleets renewed. Switching from fossil fuels to electricity from renewable energy sources and green hydrogen are the central feature in transforming towards a climate-neutral economy. In recent years, global crises have further accelerated the advancement of renewable energies. Green hydrogen as the energy carrier of the future therefore not only plays a key role in the solution to climate change but is also important for supply security.

German know-how is in demand

To achieve this, green hydrogen must be produced in large quantities, transported, distributed, stored and used as an energy carrier, and this creates many new business opportunities. The innovative strength of German companies is in demand when it comes to building the hydrogen market – from electrolysis and fuel cell production to hydrogen turbine manufacturers and producers of catalytic converters, pipelines, pumps and plant equipment for renewable energies, right up to developers and thermal design engineers.

Nevertheless, green hydrogen and its derivatives cannot yet be provided in sufficient quantities or at competitive conditions – either here in Germany, or in Europe. In addition to establishing a strong domestic production landscape, imports play a significant role. In its national hydrogen strategy, the German government counts on cooperation with Africa, where particularly good conditions for green hydrogen production plants are already in place.

German-African hydrogen partnership a win-win

Germany as an import company and the respective exporting countries profit from the transnational cooperation in hydrogen projects, as a good hydrogen economy contributes towards sustainable development on the ground. Building an economy based on green hydrogen in the Global South brings with it great social and economic advantages by increasing local added value, increasing energy security and creating qualified training and jobs.

Promoting and financing the development of hydrogen production

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is already implementing several programmes and projects for producing hydrogen in African partner countries of the Federal Ministry for Economic Cooperation and Development (BMZ). The international market launch of green hydrogen is also being supported by the H2Global Foundation, which creates the necessary long-term planning and investment security and brings together potential suppliers of green hydrogen based on calls for tender with potential buyers.

The KfW banking group recently collaborated with the BMZ and the Federal Ministry for Economic Affairs and Climate Action (BMWK) in the joint launch of the first global platform to finance infrastructure for green hydrogen. Its core elements are the PtX Development Fund and the PtX Growth Fund. The latter is directed at German companies that re-

quire capital for large-volume plants for the production, transport, storage and use of hydrogen as well as the renewable energies required for this.

Are you interested in accessing markets in the Global South with climate-friendly energy solutions?

If yes, then make use of the promotional opportunities and financing solutions provided by the German government. Verick Schick (verick.schick@wirtschaft-entwicklung.de) from the Agency for Business & Economic Development can inform you about how your company can profit from the many different offers available.

Author:

Verick Schick

Advisor on renewable energies,
energy efficiency and storage, mobility.

Agency for Business & Economic Development
<https://wirtschaft-entwicklung.de/>

Good to know ...

- Hydrogen generally does not exist in the free state in nature. Instead, it is a compound and other energy sources must be used to separate it.
- Hydrogen is generally a colourless gas. Depending on its origin, however, it may be classified with different colours. The most climate-friendly variant is “green” hydrogen. In this case, the electrolysis of water is carried out using electricity from renewable energies, which is why green hydrogen is climate neutral.
- Green hydrogen is an energy carrier that can be used flexibly. It not only makes renewable energies storable, but also offers a wide range of possible uses as an energy and a material in the energy and heating, industrial and mobility sectors.



FOR A GLOBALLY ENGAGED ECONOMY: WE ARE HAPPY TO ADVISE YOU

Would your company like to access markets in developing and emerging economies with climate-friendly energy solutions? If the answer is yes, then the Agency for Business & Economic Development is the right partner for you. We provide expert advice free of charge on funding opportunities and financial solutions so that your sustainable investments and projects profit everyone involved.

VERICK SCHICK

☎ +49 30 726256-80

✉ verick.schick@wirtschaft-entwicklung.de

Renewable energies, energy efficiency
and energy storage, mobility

E-mobility: Social enterprises shape change in the African transport sector

Decarbonisation of the transport sector is crucial for achieving climate goals. Positive trends in many African markets are increasing the share of electric vehicles on the continent. Local social enterprises are significantly contributing to making the new technologies accessible to the under-served segments of the population and are creating opportunities for green jobs and training. For Siemens Stiftung, the focus is on the development of electric mobility in rural areas.

Two employees of the social enterprise WeTu at Lake Victoria maintain e-motorcycles of the Kenyan startup ROAM.



Photo: Anthony Ochieng © WeTu/Siemens Stiftung

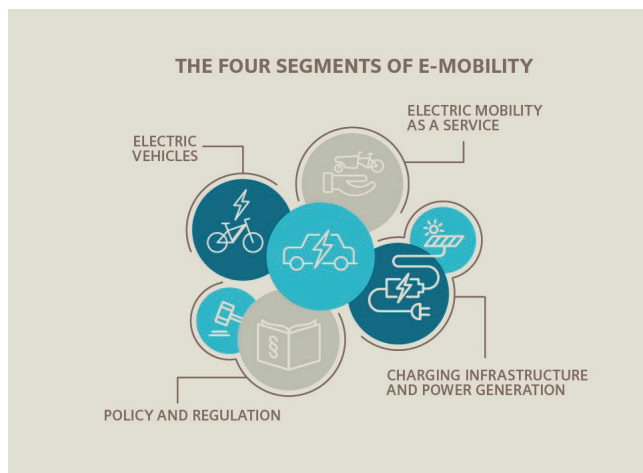
Transport and mobility as key sectors in climate change mitigation

The transport sector was responsible for 28.49% of greenhouse gas emissions in Africa in 2020.¹ If the rate of motorisation continues to rise, this share may further increase substantially by 2050.² Therefore, a transformation and decarbonisation of the transport sector, for example through electric mobility, plays a key role in meeting the climate goals defined by the international Paris Agreement.

No development without mobility

Mobility is essential for securing livelihoods and economic development. It provides access to education, and health facilities, links agriculture and production to markets and secures supply chains and distribution.

DMobility and transport pave the way to achieving the „Sustainable Development Goals“ (SDGs) underlined by the global community in the 2030 Agenda.³



FMO 2022: Catalyzing Investment in Electric Mobility, S. 5 © Siemens Stiftung

African markets are dominated by local companies

Despite significant differences between the African markets, there are common trends: positive developments in access to electricity, growing prioritisation by governments and increasing investments are currently driving change in the e-mobility markets.⁵ Kenya, with the largest e-mobility ecosystem on the continent, Rwanda and Uganda, as well as the growing markets of Ghana, Morocco and Egypt, offer great potential and various investment opportunities.⁶

Social enterprises as innovation hubs

Locally founded companies that aim to solve social and environmental problems in addition to generating entrepreneurial revenue are currently shaping the markets and thus contributing to the 'green growth'. Start-ups and companies are serving local needs and adapting their products optimally. Through on-site assembly or partial production, they diversify and stabilise value chains. They also create skilled jobs and can contribute to a local or regional circular economy.⁷

An ecosystem for e-mobility

In addition to individual promotion, an environment in which knowledge and data transfer between companies, government institutions and other key players takes place is crucial for sustainable development of e-mobility in Africa. Collaborations, studies and tenders between Siemens Stiftung, the German Society for International Cooperation (GIZ), the UN Environment Programme (UNEP) or platforms on the ground like the Impact Hub Accra, Ghana, strengthen the networking of investors and provide new data on social, environmental and economic impact of e-mobility.

Commitment of Siemens Stiftung in Sub-Saharan Africa

Together with its partners, Siemens Stiftung provides financial and technical support to African social enterprises in the field of climate and sustainability with the aim to create access to essential services for disadvantaged population groups. Social and environmental impact as well as technical Research & Development remain key focus areas for the e-mobility funding programmes in 2023.

If you would like to learn more and receive the latest reports, please contact us at info@siemens-stiftung.org



Information on the author: Marah Köberle, Deputy Head of Social Entrepreneurship Team, Siemens Stiftung, www.siemens-stiftung.org

¹ EA 2022: Africa Data Explorer;

<https://www.iea.org/regions/africa#data-browser>

² Lah et al. 2019: Decarbonisation scenarios for transport and the role of urban mobility, S. 65-80;

³ BMZ 2023: Agenda 2030; <https://www.bmz.de/de/agenda-2030>

⁴ FMO 2022: Catalyzing Investment in Electric Mobility, S. 5

⁵ Spezifische Herausforderungen in der Adaption von E-Mobilität in Sub-Sahara Afrika sind u.a. eine teilweise unzuverlässige Stromversorgung und fehlende Ladeinfrastruktur, die Dominanz von importierten Gebrauchtfahrzeugen, subventionierte Energiepreise sowie die hohe Fahrzeuganschaffungskosten

⁶ FMO 2022: Catalyzing Investment in Electric Mobility, S. 6

⁷ Siemens Stiftung 2020: Social Enterprises as Job Creators in Africa;

<https://www.siemens-stiftung.org/wp-content/uploads/2020/10/studie-socialenterprisesasjobcreatorsinafrica-part1-siemensstiftung.pdf>

Why we remain confident even without electricity

Export prospects for German companies in Africa's healthcare markets are good.



B. Braun's new liquid pharmaceuticals factory in Johannesburg, completed in 2021

It's exasperating. For the third time in a day, the power is gone, probably again for the next four hours. So much for the reality in Johannesburg, South Africa in 2023. But there is another, much more encouraging side to the African reality - remarkable growth rates, emerging market structures and committed young healthcare workers and partners in neighbouring countries in Southern Africa. The signals and business figures point to long-lasting expansion, with growth rates well into double digits.

German medical technology company successful in Africa

B. Braun has been active in South Africa for almost 30 years with its own companies, distributing medical products and pharmaceuticals, operating dialysis clinics, and manufacturing at two production sites. The Johannesburg-based medical technology company covers the region through subsidiaries in Zimbabwe and Zambia, as well as (mostly exclusive) sales partners. Similar „hub“ concepts are currently developing very positively within B. Braun for the East Africa region (from Nairobi/Kenya) and for West Africa (Accra/Ghana). The number of employees on the continent has exceeded the 1,000 mark, and in terms of sales growth, the Africa region ranked first in the Group in 2022.

Positive progress of the health sector in Southern Africa

Due to the revenues from the raw materials sector, there has been movement in the state health sectors, for example, in Namibia and also in Mozambique. In Zambia, the ambitious National Health Insurance Scheme (NHIS) project has been underway for several years. In addition, private investors from the Middle East and Asia are building modern hospitals. Even in Zimbabwe, which is notoriously plagued by hyperinflation, several new private clinics are currently being built in the leafy



New dialysis clinic from B. Braun in Harare, Zimbabwe - in operation since August 2022

suburbs of Harare. Well-trained local doctors now offer surgical procedures (hip implants) or even radiological diagnoses in the metropolises of Southern Africa, both in the public and private sectors, for which a flight to Johannesburg or Dubai would have been inevitable just a decade ago.

Highly qualified workforce in the healthcare sector

The development of B. Braun's young workforce is particularly encouraging. Through active training and coaching in the latest products, applications and business processes, internationally active providers such as B. Braun can and must make a decisive contribution to the development and professionalization of the healthcare sector in Africa. It is worrying that well-trained African employees - especially specialist dialysis nurses - are being lured away to Western Europe. On the other hand, this new trend symbolizes not only demographic trends, but also the capacity of young Africa.

„Africa is no longer the continent of opportunities - Africa is a MUST for us“ was probably one of the most used quotes at the 4th German-African Business Summit (GABS) in Johannesburg in December 2022. Even the power cuts of the coming months will not be able to shake this.



Author:
Jens Papperitz,
Managing Director B. Braun
for Southern Africa

E for Expansion

Volkswagen focusses on e-mobility in Sub-Saharan Africa, the first pilot projects have already been started. Current electricity supply challenges will be offset by a huge potential for renewable energy.

Volkswagen has been producing cars in South Africa for more than 70 years. The company's Kariega plant today builds the Polo and the Polo Vivo. Volkswagen Group South Africa is also responsible for the Group's expansion into Sub-Saharan Africa. Besides South Africa, Volkswagen's most important markets in the region are Kenya, Côte d'Ivoire, Ghana, Senegal, Mauritius, Tanzania, Madagascar, Mozambique, Gabon, Zambia and Zimbabwe.

An e-Golf fleet for Rwanda

The transition towards e-mobility is a priority for Volkswagen, also in its Sub-Saharan Africa markets. In 2019 the company in a partnership with Siemens introduced an e-mobility pilot project in Rwanda's capital Kigali. Initially established with four e-Golfs and one charging station, the fleet now boasts 20 e-Golfs, which are mainly used as shuttles through Volkswagen's ride-hailing service Volkswagen Mobility Solutions Rwanda (VWMSR).

In April 2021 a second charging station was unveiled in the presence of Rwanda's Minister of Environment, Dr Jean d'Arc Mujawamariya, at the Kigali Convention Centre. Sustainable mobility is a priority for his country, Mujawamariya explained, referencing Rwanda's new Environment and Climate Change Policy. „I commend Volkswagen Mobility Solutions for the investment made to deliver this charging station, and encourage all businesses and the public to make the switch to electric mobility“, the minister said.

Pilot project for e-tractor

Volkswagen continues to actively support Rwanda on this path. In August 2021 the company in cooperation with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) launched a pilot project for e-tractors in Rwanda. A tractor, which has been fitted with an electric motor and a backup battery, is already in use and is being tested in Rwanda. The vehicle is the first e-tractor on the African continent.

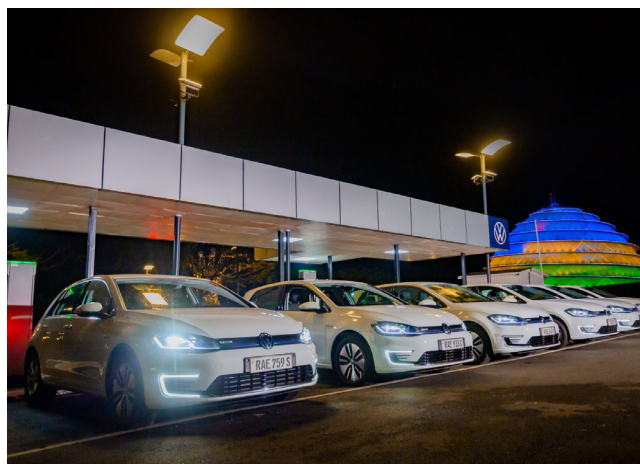
For now, the change towards e-mobility is still facing some challenges in Sub-Saharan Africa. Besides intra-African trade barriers and resulting hurdles standing against the establishment of sufficiently scaled production hubs including local suppliers, those challenges are mainly rooted in sometimes unreliable electricity grids. Furthermore, most Sub-Saharan African countries still mainly generate their electricity from fossil energy sources.

However, change has started here as well, and the potential for renewable energy is huge. Just at the end of last year, Namibia in cooperation with Germany announced a large project to produce green hydrogen from solar energy. And already at the beginning of 2021, the African Continental Free Trade Area (AfCFTA) was established. The initiative aims to bring the economies of the continent closer together and to make custom barriers a relic of the past.

Author and photo credit: Volkswagen Group



Powered by solar energy: The VW E-Tractor is a Pilot Project for Sustainable Agriculture in Rwanda



E-Golf fleet of the ride-hailing service of Volkswagen Mobility Solutions Rwanda

German SMEs and the energy transition Southern Africa

Southern Africa is currently once again in the focus of German economic and energy policy. Many German companies have already been contributing to a reliable and climate-friendly energy supply in Southern Africa.

The German Energy Solutions Initiative of the Federal Ministry for Economic Affairs and Climate Action supports small and medium-sized companies (SMEs) in the field of climate-friendly energy solutions in gaining a foothold in foreign markets - including in Southern Africa. Numerous events take place every year as part of the EIE, providing SMEs with crucial information and/or business contacts. What contributions are German companies making in Southern Africa as a result of the initiative's activities?

Specific solutions for specific requirements

The events strategically combine needs in the target markets with the potential of German technologies and services. For example, in the past year, their focus for Zambia and Zimbabwe was on expanding self-sufficiency with solar energy and mini-grids. For South Africa and Namibia, on the other hand, the main topics were the production of green hydrogen, P2X technologies and energy storage. An integral part of the initiative is also consultation services for financing energy projects, especially in emerging and developing countries.

German SMEs - especially in the solar industry - are already quite active in Southern Africa. According to Nicolas Commeignes, Regional Manager for Sub-Saharan Africa at the Initiative, their contribution lies mainly in their adaptability and innovativeness for project implementation. Even if the problems with power supply bottlenecks and grid instability are similar in the individual countries of the region, their context is nevertheless different. "There-

fore, many industrial or commercial customers need tailor-made energy supply and efficiency solutions. That is exactly the market for German SMEs", emphasizes Commeignes.

For example, while the potential of photovoltaic (PV) systems for self-consumption has been widely recognized by the South African population, there were hardly any financing options. Therefore, a German company developed its own concept for "PV-renting" with support of the initiative: The installed systems are sold to an investor. The operators use the electricity, which ideally covers most of their own needs, and pay a previously defined monthly rent to the investor.

In addition to the business-initiating events, the initiative is active with two programs in Southern Africa: The Project Development Program (PDP) removes barriers to market entry through preliminary project development. The Renewable Energy Solutions program (RES) is all about reference projects and marketing.

Knowledge transfer

In workshops for competence development, the so-called German Training Weeks, trainers from German companies impart knowledge about solar technology and project development. "The red-hot energy crises in South Africa, Zambia, and Zimbabwe are convincing the private sector and politicians to take action." "There is no better time to become active as a German solar company in the region of southern Africa," says Maxim Moderow, PDP country manager for Zambia and Botswana.

Cooperation with local companies is essential for successfully entering a market. „We are convinced that a developed market in the solar sector with many local players can be shaped most sustainably if knowledge is transferred to the local markets through cooperation,“ says Moderow. Also, specific projects are set in motion that not only enable renewable energy generation, but are also profitable for everyone involved.

In the RES-Program, reference projects are being implemented to demonstrate the possible uses of energy technologies from Germany, in particular their performance and quality standards. In order to trigger as many follow-up projects as possible and thus gain a lasting foothold in the market, the project is accompanied by various marketing activities. The first RES-project in the southern African region was implemented in Namibia in 2005. By spreading the climate-friendly technology locally, the participating companies not only contribute to the local energy transition and climate protection, but also to the training of experts and the development of the respective trades.

Most recently, a RES project went into operation in Zambia. In addition to high-performance solar home systems (SHS), a German company also developed a DC-based



© dena – Schulung an PV Produkten

microgrid solution for connecting households and small businesses. Solar power surpluses and unused battery capacities of the SHS can be shared or traded. Sales, installation, and maintenance were handled by local project partners.

consortium will take on a project to expand a solar park to carry out production, storage, and transport of green hydrogen and derivatives.

Events scheduled for 2023

In 2023 information events and energy trade missions will take place in Namibia and South Africa on the subject of green hydrogen, as well as in Madagascar on the subject of self-supply with renewables. In Botswana, a GTW on project development and a reference project trip will take place as part of the PDP. In May, there will again be a joint German stand at the energy trade fair Enlit Africa. A consortium trip to Namibia will take place in June: A German



Author: Laura Leypoldt, Editorial Manager at the Export Initiative Energy Office (leypoldt@german-energy-solutions.de)

Future markets: Africa's digitalization opens new opportunities

Digitalization is an important driver of Africa's economic rise. The continent is fully committed to development and progress. Africa's digital transformation is opening up new business opportunities for foreign companies that want to participate in this economic dynamism.

Digitalization as a stepping stone

Digitalization is an important driver for economic growth, sustainable development, and innovation. Africa's digital transformation enhances the continent as a business location and opens up many interesting opportunities for foreign companies. Digitalization improves investment conditions and facilitates the expansion of global supply chains or online trade. This makes it easier for companies to open up new sales markets and expand existing ones. If companies decide to open a site in Africa as part of their internationalization strategy, digital technologies and fast internet offer good conditions for the expansion of modern production facilities. Digitalization also has the potential to reduce the risks that have held back some companies from investing in the past. E-logistics supply chains, for example, create transparency, enable tracking, and thus reduce transport and logistics problems. E-learning offers enable professionals to be trained more easily and efficiently. Mobile financial services, which are widespread in Africa, reduce transaction costs, for example in payroll accounting, and facilitate the further expansion of trade. All in all, digitalization will significantly improve the preconditions for the economic engagement of German companies in Africa in many areas and facilitate new business models.

Networked with foresight



Picture: AdobeStock 54139445

A tighter partnership with Africa can create a real competitive advantage for a medium-sized company in the future. Africa not only has valuable raw materials and resources that are important for innovative and sustainable development, but also a rapidly growing population that is young. For example, German companies can counteract the demographically induced shortage of personnel by offering targeted digital education and training. Or African innovations, which are steadily increasing in Germany due to innovative economic systems, digital networking, and growing tech hubs.

Naturally, the chances of success in Africa depend on many individual factors. But the overall market potential is large and growing fast. With a well-thought-out internationalization strategy that takes Africa's special features into account, German companies have the chance to participate in the further expansion of Africa's economy through new business models, digital partnerships and new locations. This is an opportunity that companies should not miss.



Authors: Ann-Katrin Hardenberg and Martin Auer are Managing Partners of THE MAK'ED TEAM. The management consultancy with offices in Nuremberg and Karlsruhe specialises in medium-sized companies and is an experienced internationalisation expert. www.the-made-team.com

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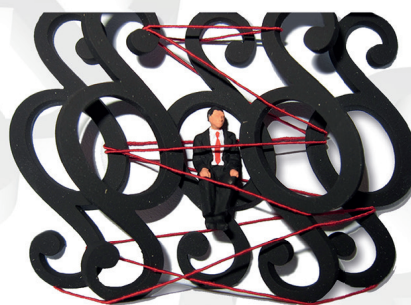
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Freshwater scarcity in Africa: Causes, consequences & solutions

Sub-Saharan Africa is a region facing increasing water scarcity due to a combination of factors including population growth, urbanisation and climate change. The region's water resources are already strained, and the situation is expected to worsen in the coming years.



Water scarcity in sub-Saharan Africa

The limited availability of freshwater is one of the biggest challenges facing sub-Saharan Africa. The region is characterised by little rainfall and high evaporation rates, resulting in less water available for human and agricultural use. Many of the region's water resources are located in remote areas, making access and management difficult. In addition, the available water is often too high salinised for human consumption.

Climate change and associated more frequent and severe droughts further exacerbate the problem of water scarcity.

Consequences of water scarcity

Water scarcity leads to lower crop yields, which in turn can lead to food insecurity and malnutrition (as is currently the case in Somalia, for example). Another consequence is competition for water resources. This can lead to tensions and violence between different groups and further destabilize already fragile communities.

Solar-powered water desalination - A solution to water scarcity

Water desalination is one of the most important solutions to water scarcity, but it requires a lot of energy. Due to the poor grid coverage and high power consumption of desalination plants, solar-powered desalination is an optimal solution for off-grid communities.

Boreal Light offers affordable solar-powered water desalination systems for use worldwide. These are capable of providing high quality hygienic drinking, irrigation, fish farming and sanitary water from all types of highly saline and polluted water resources. They also provide a reliable and constant source of fresh water, unlike conventional water sources that are subject to fluctuations in weather conditions. More than 200 of our plants, spread around the globe, supply 1.5 million people every day.



Versatile applications of desalination plants

Desalination plants can also be used in coastal areas, where they can be used to supply regions far from traditional water sources or, reduce their overuse and promote sustainability. In addition to drinking water, the Boreal Light systems can treat water for agriculture, healthcare facilities and industrial complexes.

Cost-effective and scalable desalination technology

As technology has advanced, desalination has become more affordable and cost-effective, making it a viable solution for countries with limited financial resources. Boreal Light offers a cubic meter of potable water for under €0,50. Boreal Light's technology is scalable and is adapted to different needs, from small units for small communities to large industrial plants, making it a versatile solution to various water scarcity problems.

Author: Dipl.-Ing. Ali Al-Hakim, Co-founder and CEO, Boreal Light GmbH

More food security thanks to digital „rainmaker“

Agriculture in Africa would have great potential. And yet the continent is heavily dependent on food imports. An example from Zambia shows how smart irrigation helps farmers to secure their harvests.

To irrigate its wheat fields during the dry season, Mubuyu Farms uses circular sprinklers. Natural water reservoirs that fill up during the rainy season serve as the source.



Copyright: BayWa AG - Mubuyu Farms - Wheat fields and circular sprinklers

Impact of war on wheat prices in Africa

For international agricultural markets, the start of the Russian war of aggression on Ukraine about a year ago was a watershed. The world market price for a ton of wheat shot up from a good 250 to 440 euros, and wheat supplies from Ukraine, which until then had found their way to Africa mainly by ship via the Black Sea, suddenly came to a halt. Africa's dependence on wheat from Russia and Ukraine is immense: 25 countries - and thus almost half of all states on the continent - import at least 30 percent of their wheat from Russia or Ukraine.

Unpredictable precipitation - a challenge for farmers

Each year, Africa spends over 41 billion euros on food imports. At the same time, 60 percent of potential agricultural land lies fallow. „The biggest problem for farmers in Africa is unstable rain. If the rain stays away, you have a big problem if you want to grow wheat,“ says Jesper Lublinkhof, operator of Mubuyu Farms in Zambia.

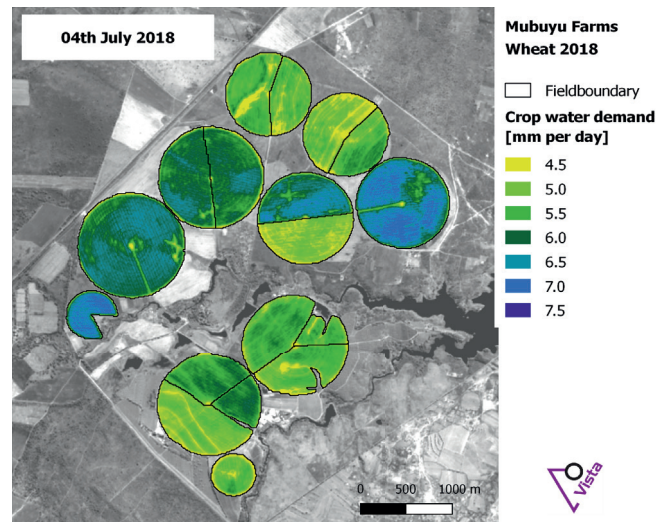
In Zambia, farmers can only grow wheat in the dry season under permanent irrigation. Natural water reservoirs that fill up during the rainy season serve as the source. Due to climate change, water supplies in Zambia have diminished in recent years. The question is how farmers can still achieve good yields and thus a reliable income with less water.

Innovative irrigation solution

With support from BayWa AG of Germany, Jesper Lublinkhof began irrigating his wheat on a site-specific basis four years ago. The technical basis for this is satellite and weather data in combination with a plant growth model from the Munich-based geodata specialist Vista GmbH and the plant cultivation expertise of BayWa AG. These are compared with information from a scouting team employed by the farmer on site, which regularly monitors the development status of the plants. The result is site-specific irrigation recommendations that specifically serve the current water needs of the grain fields.

Variable irrigation methods increase crop yields

„Variable-rate irrigation enables us to achieve comparable yields to farmers in Germany with less water input,“ says Jesper Lublinkhof. He says he is convinced that the sooner farmers, including those in rural Africa, embrace the technology, the better. „Recent crises have shown how important it is for Africa in particular, with its millions of people, to be able to feed themselves. They should not be dependent on food imports.“



Copyright: BayWa AG: The picture shows the Mubuyu Farms and the circular sprinklers that irrigate the wheat fields. The variation in colour indicate the distinct water requirements.

The BayWa irrigation solution as a holistic approach

For BayWa and its VariableRain irrigation solution, southern Africa is an attractive market. Josef Thoma, Head of Expansion Farm Inputs at BayWa, who also advises Jesper Lublinkhof, has earned the trust of local farmers over the years - with typical German virtues such as reliability and punctuality as well as technology leadership and respect. „The people in Africa are tired of being portrayed as charity recipients. They are not. They want to do business and negotiate at eye level. Values and human dignity play a major role. After all, our local contacts represent something - a family or an entire tribe.“

In that sense, the BayWa irrigation solution is a support for self-help that can trigger a chain reaction of knock-on effects: Stable harvests mean income security for farmers. By creating jobs, they give local people a perspective. Even those who cannot read and write can usually operate a cell phone. The modern terminals in tractors work in a similar way. This makes working in agriculture more attractive.

Author: Antje Krieger, Head of Media Relations, BayWa AG, baywa.com

The 10 Sub-Saharan African countries with the highest growth forecasts for 2023

Despite the upheaval caused by numerous unfavourable factors, such as the war between Russia and Ukraine, the increase in the price of oil per barrel and food prices, galloping inflation, the devaluation of African currencies against the U.S. dollar, the increase in Covid-19, etc., several economies in sub-Saharan Africa will record high growth rates in 2023, according to IMF forecasts.

Overall, Sub-Saharan African countries are expected to register an average growth rate of 3.7%. However, a dozen of them will have growth rates well above this average. Growth will be driven by the agricultural sectors, which in most sub-Saharan countries will benefit from heavy rainfall in 2022, favorable oil and mineral prices, the impact of investment policies in basic infrastructure, etc.

With 6 representatives, West Africa dominates the top 10 countries in sub-Saharan Africa that will achieve the highest economic growth rates in 2023. The palm is likely to go to Senegal with a projected growth of 8.11%. In addition to the good performance of the agricultural sector thanks to policies to support farmers and good rainfall, the development of basic infrastructure and the dynamism of the services sector, the good growth of the Senegalese economy is likely to be due to the start of gas production.

This windfall is expected to boost the Senegalese economy, which, like elsewhere on the continent, has been hit by the effects of the Russia-Ukraine war, particularly the increase in the price of fuel and imported agricultural products and food. The production and export of gas, as well as oil, should thus improve the country's public finances and current account and help boost the national economy. Senegalese authorities even expect double-digit growth.

Platz	Land	Erwartetes Wachstum 2023
1	Senegal	8,11 %
2	Niger	7,29 %
3	DR Kongo	6,72 %
4	Rwanda	6,70 %
5	Ivory Coast	6,45 %
6	Benin	6,23 %
7	Togo	6,20 %
8	Gambia	5,98 %
9	Uganda	5,90 %
10	South Sudan	5,61 %

Niger ranks second with a growth forecast of 7.29%. As in Senegal, growth is expected to be driven by a sharp increase in the country's oil production from 20,000 to 100,000 barrels per day, in addition to the impact of good rains.

The Democratic Republic of Congo (DRC) is expected to post the third-best performance in sub-Saharan Africa, with gross domestic product (GDP) growth of 6.72%. This is mainly due to a better contribution of its important mining sector, which benefits from strong demand for strategic minerals for the energy transition (cobalt, lithium, copper, graphite...). Rwanda, ranked 4th, will drive its growth, as in previous years, through the services sector, which the country has made a priority.

Author: International Monetary Fund (IMF)



Africa and its agricultural raw materials – an underestimated potential

In Europe, people talk about „Africa“, but there are 54 countries with a wide variety of opportunities and conditions, including in the agricultural sector. Germany is the third most important trading partner for most African countries.



„betterECO - Foundation e.V. - Partnership at eye level“, here with an example of a turmeric project in Nigeria

The import of minerals ranks first, followed by vehicle parts (only some countries), while agricultural raw materials rank third**). The countries with the highest GDP are Nigeria, South Africa and Egypt. Typically, big heterogeneity can be observed across industries in countries with higher GDPs, while countries with lower GDPs tend to have a greater reliance on the agriculture sector. Despite the treasure of nature, even African countries with fertile soils have to import food due to a range of factors. At the same time, at least the countries with fertile areas could well be self-sufficient and develop agriculture into an export hit. This creates a wide range of business opportunities, both for local food production and for export. With the effect of protecting biodiversity, organic agricultural commodities such as spices, nuts and dried fruits are particularly in demand and suitable for export.

When comparing the land area used for growing organic agricultural products for export in Africa (2.03 million hectares*) to that of Latin America (8.29 million hectares*) and Asia (5.90 million hectares*), the notably smaller cultivated area in Africa stands out. Consequently, one can infer that Africa's export volume is relatively low, affecting even countries with fertile soils. How can this be?

According to the World Bank, approximately 50% of the local harvest in fertile areas goes to waste, currently being the cause of one of the biggest hidden CO₂-emission production. In such areas, it is common to witness an abundance of ripened mangoes flooding local markets simultaneously, resulting in plummeting prices. This can be attributed to inadequate transport capacity, lack of energy, and insufficient professional equipment and machinery to process the harvest. Despite these challenges, agriculture remains a pivotal sector in Africa, employing over 50% of the population in most African countries. Exporting organic agricultural or certified wild collection products not only boosts domestic job creation but also fosters development, while preserving the nature, creates opportunities, stimulates prosperity, and curtails rural migration. Moreover, compared to South America and Asia, African countries have the advantage of proximity to European ports, resulting in lower CO₂ emissions during container transportation. This is today a crucial factor with increasing importance.

Countries such as China and India have long recognized the enormous potential of the fertile soils in Africa. They are either buying large tracts of land to grow agricultural raw materials for export to their home countries, or they are buying up the raw materials on a large scale. A good example of this is the cashew nut, which is purchased raw and uncracked in large quantities by Asians at ridiculous prices in order to process it in state-of-the-art facilities in India or Vietnam. They are then sold with a large profit margin in Europe and the USA. The only winners are the large Asian companies. The small African farmer, on the other hand, often ends up with next to nothing.

Partnership at eye level

betterECO-Foundation e.V. promotes local production and export opportunities with a focus on holistic project development (including technology) and training of farmers and cooperative managers to meet European quality requirements. betterEco GmbH (represented soon by GlobalTadeandTrade UG (haftungsbeschränkt)) ease access for the international export, while fulfilling the Germany Supply Chain Law requirements. Continuous supply with consistent and reliable quality of the product is very important to European buyers.

We create a win-win situation in which the African partner companies operate independently and the European customers receive good and fair products at competitive prices. In addition, we support Raw material resilience and biodiversity by promoting organic farming.

*) FiBI & IFOAM Organic International (2021), The World of Organic Agriculture. Fricke and Bonn

**) <https://www.destatis.de/>

Author: Stephan Andrae, BetterECO-Foundation e.V.
www.betterecofoundation.org



Bildquelle: betterECO – Foundation e.V.

Waste management in Ghana: Successful together

Recycling of electronic waste, disposal logistics, separate waste collection: the market for waste management and recycling in Ghana offers great potential for German companies. They can now jointly explore the opportunities for a successful market entry. As part of the joint project „Waste Management & Recycling in Ghana“ the Federal Ministry for Economic Affairs and Climate Action (BMWK) supports the market entry of German companies, in particular small and medium ones (SMEs). Over a period of two years up to ten German companies will be supported in establishing business relations in Ghana.

Market entry made easier

For companies that want to establish long term business relations with partners and customers in Ghana the joint project offers clear advantages regarding market entry. A total of three trips to Ghana, a fact-finding trip to Germany for Ghanaian multipliers and purchasing staff as well as several information events and webinars provide detailed market knowledge and better contacts with potential partners. The project focuses on intensive and individual preparation of German companies.

The market for waste management & recycling in Ghana – opportunities also for German SMEs

There is a great need for better waste management in Ghana. A lot of waste is generated, especially in the cities, with only a few landfills available for its disposal. Most of the waste ends up in sewerages, streams and on open spaces. Waste management so far has focused on waste collection and disposal, and not on waste treatment or recycling. There is no municipal waste collection. Ghana is also a destination for e-waste – but currently there is only one technically appropriate e-waste processing plant in the country. Therefore, the Ghanaian market has a high potential for German companies.

Interested? Sign up to participate

Your company is active in one of the industries? You want to enter the Ghanaian waste and recycling market and you are looking for suitable partners? Then register for the joint project „Waste Management & Recycling in Ghana“.

The joint project is carried out by enviacon international on behalf of the BMWK and in cooperation with the Delegation of German Industry and Commerce in Ghana (AHK Ghana). It is part of the services offered by the Africa Business Network within the foreign market entry program, especially for German SMEs.

Further information on the market, program content and the registration form for the joint project is available at www.enviacon.com/verbundprojekt-ghana-abfall and www.africa-business-guide.de/abfall-recycling-ghana.

Author: Dr. Konrad Bauer, Managing Director enviacon GmbH



Image source: jon-moore-1PxGp8kkCoyk-unsplash



Image source: ocg-saving-the-ocean-EPPS6W5LdXs-unsplash

Opportunities in the African raw materials sector and projects of the BGR

The African continent has an enormous potential for mineral raw materials. For many African countries, the mining sector is the most important economic sector and the primary source of national income. African countries are major producers and suppliers for a number of critical raw materials for the German and the EU industry. For example, most of the cobalt comes from the Democratic Republic of the Congo (DRC) and Zambia as well as platinum group metals (PGM) and chromite from South Africa (Fig.).

From 2012 to 2017, the Federal Institute for Geosciences and Natural Resources (BGR), elaborated in cooperation with the South African Council for Geoscience (CGS), an investment and procurement guide in three volumes for nine critical raw materials and raw material groups from South Africa (including platinum metals - PGM, rare earth Elements - REE, chromium, vanadium, fluorspar etc.) This publication series served to support and inform German companies with investment decisions in the South African mining sector and also to diversify delivery options for these mineral raw materials. The most interesting mining projects were also described and evaluated in detail. In addition, contacts were made with the South African partners. There are interesting investment potentials in South Africa, especially for fluorspar and REE as well as for PGMs. In particular, PGM mining in South Africa has undergone significant restructuring in recent years, with the closure and sale of old mines and a shift in mining focus to newly developed deposits (e.g. in the Northern Bushveld complex).

Within the framework of German technical development cooperation, the BGR implements cooperation projects in the raw materials sector together with African partners in a number of countries, for example to promote sustainable economic development. In the DRC, the BGR promotes responsible mining practices in industrial as well as in artisanal mining and compliance with standards along the associated supply chains. Government authorities are being supported in Mozambique and Rwanda, among other countries, in order to strengthen their supervisory role in the mining sector. In Namibia and Mauritania, the BGR promotes the development of value creation potential in the mineral raw materials sector.

Dr. Herwig Marbler, Senior Geologist, German Mineral Resources Agency DERA at the Federal Institute for Geosciences and Natural Resources BGR

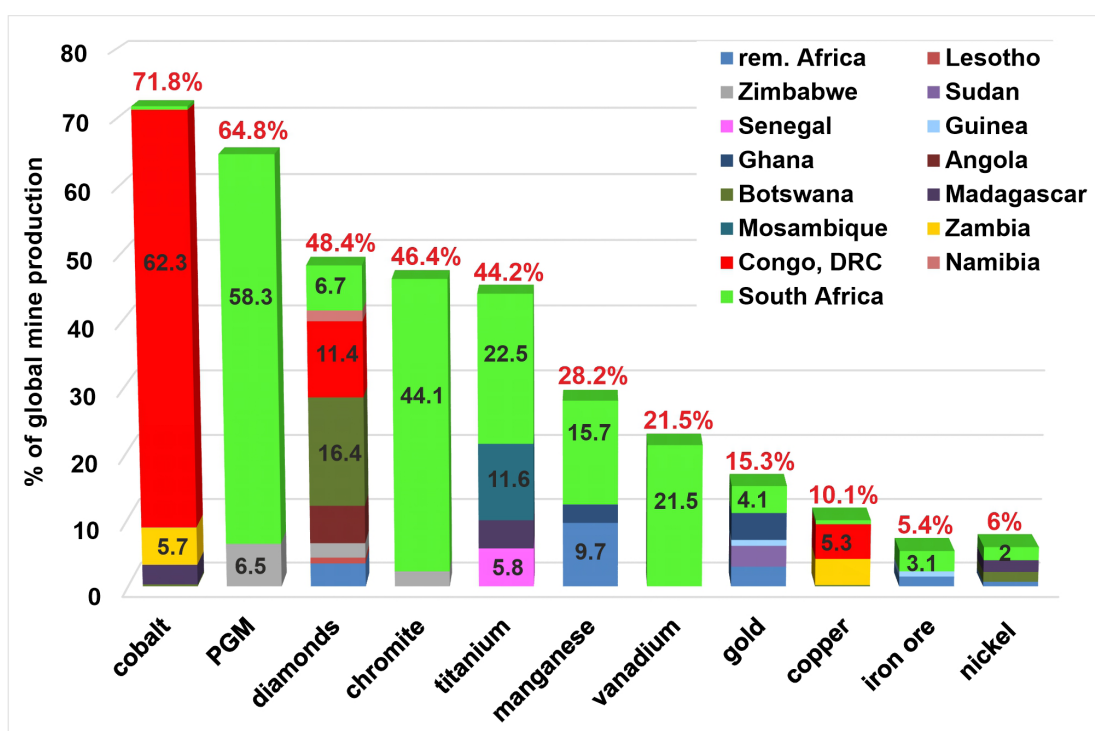


Fig.: Production of strategic mineral raw materials in Africa in 2019 (pre-COVID-19 level) in global comparison.

Construction in Africa - Polycare's mission statement

Polycare's central mission is to promote CO₂ -neutral and circular construction in Germany, Africa and worldwide.

In doing so, we want to accompany the transition from linear to circular value chains in the construction sector and ensure that valuable building materials are not simply disposed of at the end of a building's life cycle. Our modular wall-building system for shell construction does not require any mortar or adhesive at all. The cement-free, petroleum-free and durable building blocks are made from almost 100% secondary raw materials. A building is thus erected inexpensively and quickly and can be dismantled again non-destructively after its useful life, so that all components go into direct reuse - just like Lego. This saves up to 80% CO₂ emissions compared to conventional construction methods.

Trends and opportunities

The construction sector accounts for 40% of annual global CO₂ emissions, with 8% attributable to the production of cement alone. There is an urgent need to reduce the CO₂-intensive processes in the industry. Currently, construction is largely using the same processes as it has for centuries, with resources such as sand and water becoming increasingly scarce.

Given the ambitious climate targets to limit global temperature rise and the general trend towards a circular economy and demand for greener products in the industry, these practices need to be reconsidered and improved. The global market for more sustainable cement alternatives is expected to grow to \$38.1 billion by 2024 - Africa is no exception to this trend. The demand for sustainable building materials will create a thriving market there in the coming years, with plenty of room for innovation and new ideas.

Our Polyblock building blocks are made from geopolymers, a form of sustainable concrete. The material is almost entirely derived from secondary raw materials from industrial or agricultural processes and serves to conserve resources. It also offers a solution to the world's ever-growing landfill problem. In addition, the manufacturing process is more sustainable in that no heating and less energy are required to bind the materials and create a solid building block.

Workshop with students from KAYEC training center for SBIR project in Namibia.





The SBIR project is on site in Namibia: building with polyblocks made from foundry sands.

Construction industry in Africa - great opportunities for German companies

Most of the building stock that will be needed in Africa in the next century has not yet been built. Rapid urbanization and continuing population growth on the continent offer great opportunities for the construction sector. The global transformation toward resource-efficient construction will be driven by the African continent. There is a unique opportunity to learn from the rest of the world and adopt resilient, sustainable practices from the start. Africa is a hub for start-ups and new innovations. The barrier to entry compared to Europe is significantly lower. Complex regulatory bodies and lengthy certification processes make it difficult for new technologies to gain a foothold in the European market. For example, Polycare obtained the necessary certification for construction in southern Africa in just one year compared to 8 years in Germany.

Polycare's vision for Africa

Polycare's vision for Africa is based on partnerships. Here, we focus on knowledge exchange, competence and technology transfer. Our licensing model is designed to help provide more housing and social infrastructure by supporting companies to bring new technologies to market. Local value creation and local jobs are crucial for a cost-effective and sustainable product.

At Polycare, we challenge the status quo of the construction industry every day. We believe our technology enables economical construction without putting the sustainability of our planet at the back of our minds. Not only do we see ourselves as a catalyst for the development of carbon neutral construction solutions, but we also strive for fairer and greener business practices in the construction sector. Empowerment and positive economic development in the countries where we operate are always at the forefront.

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Strengthening the digital and physical infrastructure of the health sector in Senegal

Can collaboration between the state and the private sector work? A field report from Senegal from the German business community, the Deutsche Gesellschaft für Internationale Zusammenarbeit and the African German Health Association.



Bild: GNK01027-EDITED-EDITED - Advanced



Good to know ...

- African German Health Association e.V. was founded in 2020
- Financed through donations, membership fees and project-related grants
- Ongoing projects in Ghana and Senegal

since 2021

400+ Training participants

5 Companies

In the course of a market study focusing on physical and digital components of the health sector in Senegal, the members of the African German Health Association (AGHA) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) first came into contact three years ago. At first, the focus was on one key question: can cooperation between medium-sized enterprises and a state institution work at all? During initial discussions with GIZ in the context of the special initiative „Invest for Jobs“, it quickly became clear that complementary goals of the companies could be supplemented with the goals of development cooperation. The foundation stone for the collaboration was laid.

Hybrid training for hospital technicians

The result is impressive: a joint, dedicated two-year project to strengthen the digital and analogue infrastructure of the health sector in Senegal. On the physical side, for example, hybrid trainings for hospital technicians are being implemented: during on-site and online courses participants from all over Senegal are shown how to improve equipment availability through efficient management and maintenance of medical technology. This also resulted in a fruitful exchange of experiences on how products and services can be better adapted to the local market.

Introduction of international digital standards

Another focus of the cooperation is on the digitalisation of the health care system - a project that met with considerable interest in Senegal. The Senegalese government's commitment to introduce a digital patient file as part of a pilot project puts the country ahead of many an industrialised nation! The advantages of the collaboration between the local actors, AGHA and GIZ were particularly evident in this complex topic. While the entrepreneurial side brought the technical know-how, GIZ was able to activate its local network for a long-term implementation strategy. In the medium term, the goal is to create more skilled local jobs and give German companies access to the African growth market.

Training of IT experts

In addition, the project will train local IT experts for the health sector. Part of the workforce will be available to the regional labour market to meet the demands for skilled personnel in the country. In addition, many of the graduates work remotely for international clients and contribute to an increase in the gross domestic product.

Long-term cooperation

The GIZ's reaffirmation of the cooperation is also gratifying. Just recently, an extension of the cooperation was agreed with AGHA and the companies until the end of 2023. It is to be hoped that the Federal Government will continue to rely on cooperating with the German business community in the future.

News

Strengthening the digital and physical infrastructure of the health sector in Senegal: Positive interim results taken on the cooperation between companies, the Deutsche Gesellschaft für Internationale Zusammenarbeit and the African German Health Association. In the course of the partnership, the introduction of a digital patient file is being prepared as part of a pilot project by the Senegalese government. The qualification of specialist staff in hospitals and relevant stakeholders is to contribute to improving the health sector and creating jobs.

Johannes Bockmann, member of African German Health Association e.V., www.african-german-health-association.de

Improving performance through skill competitions

WorldSkills Germany (WSG) is a recognized network partner in the field of vocational education with a focus on promoting and supporting national and international competitions in TVET. Ghana and Kenya are also members of the international WorldSkills community. Together with WSG, the countries aim to increase the attractiveness of vocational training locally through skill competitions.

There were emotional moments at the closing ceremony of the second continental skill competition, WorldSkills Africa: African decision-makers, members of international organizations, WorldSkills competitors gathered, not only to celebrate the winners, but also the success of a competition that is becoming a milestone for skills development in Africa.

Being part of WorldSkills means belonging to a global community. „We help countries integrate standards, train trainers and set up training centers. Our goal is to inspire young people for vocational training, to promote and challenge them. The vocational competitions are the core element that generates motivation, a sense of achievement and pride in what has been achieved,“ announces the CEO of WSG Hubert Romer. WorldSkills standards serve as a basis, which are individually adapted to local conditions.

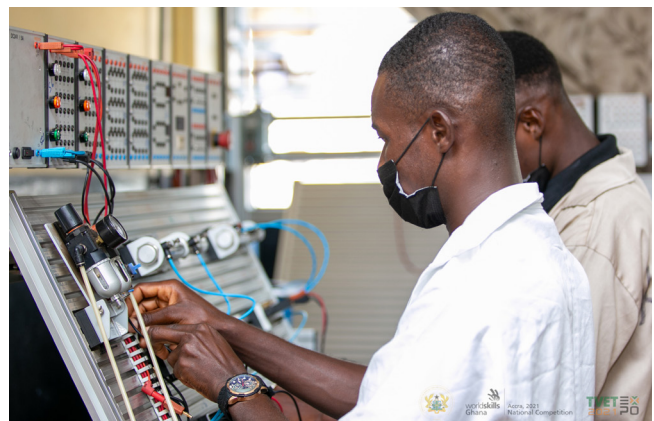
Competition as a lighthouse project

WorldSkills cooperates with several African countries in different intensities. „For several years, we have been conducting individual projects with South Africa, Egypt and Namibia. We also are in initial contact with Ethiopia and Cameroon,“ Romer says. „Ghana and Kenya are firmly anchored in our network. We always work with partners within the framework of our global umbrella organization, WorldSkills International.“ Through skill competitions and global WorldSkills standards, Ghana is already independently driving the development process in TVET. Two years after becoming a member of WorldSkills International, the country was able to take the first important step in 2021 and host the WorldSkills Ghana National Skills Competition in Accra. As a German cooperation partner, WorldSkills Germany is on hand to always provide support. Romer emphasizes: „The competitions as lighthouse projects set deadlines that have to be worked towards. This creates positive pressure, and the international comparison spurs on young people.“

Sustainable growth

In its planning, WorldSkills Germany works in the medium and long term. The processes that have been started with all partner countries will be continued, the base expanded. „We have been receiving strong support from GIZ for a number of

years, because the structures should remain in place permanently. The national and international competitions and the international community, which stimulate at regular intervals, contribute to this,“ Romer states. In this way, progress can be made relatively quickly at the operational level, away from the established structures and cultural idiosyncrasies. To be able to further utilize and spread the mutual learning effect, further nations are to be integrated into the project network.



„Mechatronics“ was one of the 14 disciplines at the WorldSkills Ghana National Skills Competition. (Photo: CTVET)

Good to know:

- At the international level, the 85 member organizations that belong to WorldSkills reach two-thirds of the world's population.
- WorldSkills helps to find partners for the training centres to provide them with equipment.

Author: Hubert Romer, CEO and Official Delegate of WorldSkills Germany. He has led the Stuttgart-based nonprofit since 2014 and is also a historian, cultural geographer, and writer.

www.worldskillsgermany.com/de

Discover potentials, seize opportunities with the Africa Business Network

As an initiative of the Federal Ministry for Economic Affairs and Climate Action (BMWK), the Africa Business Network provides information, advisory and support services in particular to small and medium-sized enterprises (SMEs) seeking to do business in African markets.

Infrastructure development, innovative solutions for energy and water supply, sustainable business: The economic transformation in Southern Africa holds great potential, also for German companies.

However, entering African markets often raises questions: What are the potential industries? What is the legal framework and what financing opportunities are available?

With its information, consulting and support services, the Africa Business Network offers German companies competent guidance in preparing and implementing their entry into African markets.

How does the Africa Business Network support companies?

GTAI's digital Africa Business Guide provides companies with comprehensive information on business conditions in all 54 African countries and local contact points: www.africa-business-guide.de

The Africa Partners at the Coordination Office for the Africa Business Network assist companies as personal contacts throughout the entire market entry process – from the project idea to the actual market entry. For initial advice, they refer to the CCI Network Office Africa (IHK-Netz-

werkbüro Afrika; INA) of the DIHK Service GmbH for foreign trade and investment promotion and to the Agency for Business & Economic Development (Agentur für Wirtschaft und Entwicklung; AWE) for programmes of development cooperation. Depending on the progress of the project, the Africa Partners indicate additional foreign trade promotion services from the German government.

Are there any other offers?

The Sector Experts of the Africa Business Network support German companies by identifying specific business opportunities in promising sectors and making them available through the Coordination Office for the Africa Business Network. The Sector Experts work at the German Chambers of Commerce Abroad (AHK) in the respective target countries. Recently, the position of the Sector Expert for circular economy South Africa was filled at the Southern African-German Chamber of Commerce and Industry. With the Consulting Vouchers Africa (Beratungsgutscheine Afrika), SMEs can receive grants for in-depth and customised advisory service on business projects in all African countries and industries by qualified consulting companies and organisations.

Additionally, specific programmes facilitate market access in attractive sectors and countries. Participating companies go through several market entry modules (e.g. target market studies, information events and business initiation trips).

Contact us for further information!
Coordination Office for the Africa Business Network
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beratung@wirtschaftsnetzwerk-afrika.de
www.wirtschaftsnetzwerk-afrika.de



Consulting Vouchers Africa

With the *Beratungsgutscheine Afrika* (Consulting Vouchers Africa), the Federal Ministry for Economic Affairs and Climate Action promotes external consulting services for SMEs. The aim is to facilitate them to receive individual and demand-oriented advice on their business projects in Africa.

Grants are available for advisory services provided by consulting companies and organisations listed with the German Federal Office for Economic Affairs and Export Control (BAFA). The grant amounts to 75 percent of the consulting costs for economic projects on a maximum of 15 consulting days. Companies can take advantage of three Consulting Vouchers per year.

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New Ideas for Hospital Planning in Africa

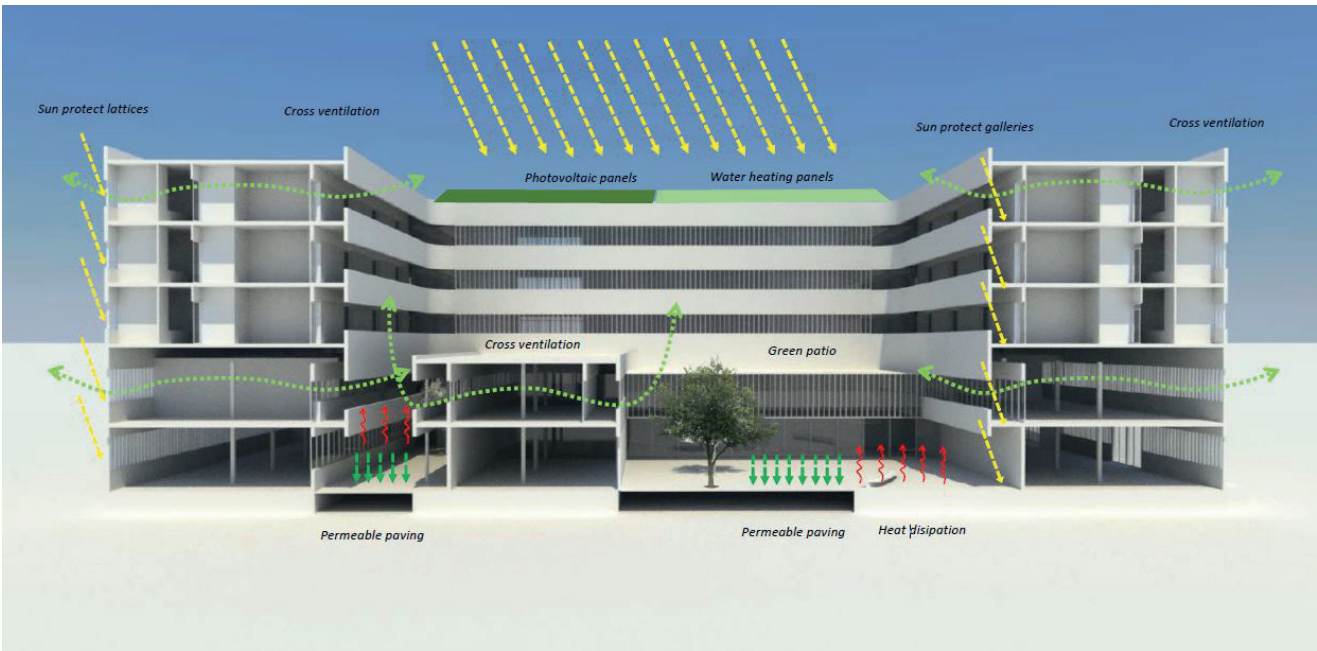
For a long time hospital planning in Africa was synonymous with the transfer of concepts from industrial nations. Nowadays decision makers expect project developments that merge international standards with sustainability and local requirements. A testimonial of Johannes Bockmann, Managing Director of Hospital Engineering GmbH.

150 hospital beds

30 percent energy savings

22,300 square metres

6 months planning time





To look at Africa as a unity is normally over-simplifying. But there is one exception: the planning of hospitals. After independence, once the colonial powers stopped the planning and implementation of health institutions, two extremes developed: either local content was totally employed or international project standards were used disregarding relevant geographical and cultural aspects.

Cooperation of local and international experts

Government as well as private customers are becoming more and more demanding. Besides international expertise they expect the inclusion of special local features. Over the past fifty years Hospital Engineering GmbH has been observing and shaping this development all over the continent and has thus gained a unique selling point. This added value covers all of its activities from feasibility studies, medical planning to implementation as well as training and after-sales-services.

An interesting example for this holistic approach is the planning and implementation of a 150 beds hospital in Nigeria. Thanks to the stringent cooperation of local and international experts and the continuous coordination with the customer conception and complete planning were achieved in the record time of six months.

Green buildings

Climate protection was a major issue in this project in Nigeria. A sustainable, energy saving design with sufficient green open space for patients and staff, assuming relevant international certificates of the company, was a major requirement of the customer. Again teambuilding of regional and international architects assured success at all levels and provided the solution: a 30 percent energy reduction compared to similar projects in the area. External sun protection grid, natural cross ventilation plus the integration of photovoltaic elements and water heating panels on the roof top are major elements of this design.

“Made in Germany” is still in demand

Products and services ‘made in Germany’ continue to be popular. Also private operators in the health sector calculate adequate budgets for the procurement of high quality products and they prefer German manufacturers. To enjoy adequate support they demand local representation. With offices e.g. in the Senegal, Ghana and Nigeria Hospital Engineering GmbH is not only the agent of renowned manufacturers but it is also responsible for and provides trainings and continuing education. To satisfy demand it offers a combination of local educational measures and customized online training courses.

News

Hospital project development in Africa requires more and more sustainable solutions. The teaming of local and international experts offers the opportunity to achieve synergies in the development of customized concepts and to build up competitive advantages. Hospital Engineering GmbH uses its recent experience in a 150 bed hospital project in Nigeria to demonstrate this approach and the impact of ‘green standards’ in modern hospital planning.

Good to know

The core competence of Hospital Engineering GmbH is the planning and implementation of hospital projects with a special focus on Africa. Furthermore it sells medical equipment, provides IT solutions for the service and maintenance of installed units and corresponding training. For more information consult www.hospital-engineering.com.

Author: Johannes Bockmann is Managing Director of Hospital Engineering GmbH and freelance lecturer in Hamburg. His special regional know-how covers the West of Africa. You can contact him under LinkedIn.



Picture: Niklas Gerlach

Interview with Dr Karamba Diaby, MDB, SPD Parliamentary Group in the German Bundestag Deepening of German-African relations

Dr Karamba Diaby, who was the first African-born black person to enter the German Bundestag in 2013, talks to AfrikaContact about German-African relations.

Since taking office, Chancellor Olaf Scholz has formulated ambitious goals regarding Germany's Africa policy. Which plans and projects were initiated during Mr Scholz's three-day trip to Senegal, Niger and South Africa in May 2022?

The journey marked the beginning of a fresh partnership with Africa, acknowledging the continent as a prospect for economic collaboration. Africa is a strong growth market, especially in the digital economy, (renewable) energies and as a production location. By 2050, Africa will be the world region with the most people of working age. South Africa and Senegal, with their fast-growing economies, are considered powerhouses of the African economy.

New priorities are emerging in regional cooperation, but also in bilateral relations with individual African states: In the area of Global Health, for example, Germany is promoting the expansion of local vaccine production in Ghana, Rwanda, South Africa and Senegal. Germany has concluded a Just Energy Transition Partnership (JETP) with South Africa. Cooperation with African countries is also to be stepped up

in the areas of promoting democracy, strengthening young civil society and the sustainable transformation of agricultural systems.

One thing is certain: African states and Africa's regional organizations play a crucial role in tackling global challenges. This is one of the reasons why Chancellor Olaf Scholz has invited South Africa and Senegal to the G7 Summit in Schloss Elmau in Germany in June 2022. In addition, competition for Africa as a business location has long since been ignited. Africa can confidently choose its partners. It is therefore crucial that we counter the offers of Russia and China, but also other states such as Turkey and the Gulf states, with sustainable alternatives for cooperation. For this, cooperation at the European level is indispensable. With the Global Gateway initiative with a volume of 150 billion euros, the European Union is focusing on sustainable infrastructure support and resilient economies. It is important to focus on sectors such as renewable energies, digital solutions, climate-friendly agriculture and infrastructure development.

The German government plans to withdraw its troops from Mali by May 2024 and end its deployment within the framework of the UN mission in Mali. What is your opinion of this plan?

Germany will participate in the UN mission MINUSMA as a troop contributor until May 2024. In this way, Germany is showing international reliability after several European states had already declared their withdrawal. Thus, the planned elections in February 2024 can be observed and supported. It remains essential that the Bundeswehr's reconnaissance missions and contingent rotations are not obstructed by the Malian government. One thing is certain: Germany is readjusting its military presence in West Africa, because the security situation in the entire Sahel region is precarious.

I plead for us not to leave the region to Russian forces. Russia is very active on the African continent and the „Wagner“ group is clearly violating international law with attacks on civilians. With arms cooperation, Russia is strengthening authoritarian regimes and deliberately creating new dependencies. This leads to the division of society and to anti-Western attitudes. The German government counters this with the approach of equal partnership with Africa. If Russia expands its presence by supporting authoritarian regimes, it is our task to promote civil society on the ground. In a multipolar world, regional organizations such as the African Union also have more responsibility.

As a full member of the Committee on Economic Cooperation and Development, how do you assess Germany's efforts in the field of development cooperation with Africa?

With the new BMZ Africa Strategy, the German Government is introducing a paradigm shift in cooperation with Africa. I particularly like the fact that many different actors were able to have their say in the drafting process - from academia and politics to business, civil society and the diaspora.

The guiding principles are mutual respect and shared values as well as feminist development policy. Structural changes are needed for the equitable participation of women and girls. In terms of content, I also see the issues that are important to me represented in the BMZ Africa Strategy. Health and pandemic prevention, a socio-ecological transformation in the field of economy and energy, which has the goals of the Paris Climate Agreement in mind, investments in education and universities as well as the development of social security systems. In this way, we are advancing the goals of the 2030 Agenda.

In addition to its diverse bilateral relations with African states, Germany is pursuing development cooperation with the African Union in the fields of infrastructure and adaptation to climate change. A promising approach to advancing development in Africa across borders is the Pan-African Free Trade Area (AfCFTA) initiated by the AU. According to the World Trade Organisation (WTO), the AfCFTA has the potential to increase intra-African trade by up to 80 percent by 2025 and lift up to 30 million people out of extreme poverty.

The German government has been supporting entrepreneurial investments in African countries for years. Nevertheless, there has been no significant increase in German investment in Africa. What can the Federal Government do to promote this development in the long term?

This requires inter-ministerial initiatives with scope for shaping foreign trade promotion. After all, a development policy that is interlinked with foreign, environmental and economic policy is of crucial importance in overcoming global and African challenges. One important lever in this regard is the BMWK's newly established Africa Business Network, which acts as a point of contact and support for German small and medium-sized enterprises.

At the fourth German - African Business Summit (GABS) in Johannesburg, the German Minister of Economics, Robert Habeck, wanted to see a significant expansion of economic relations with Africa. What do you think should be done to make Africa one of Germany's most important partners?

Investment and trade, as well as Africa's integration into global value chains, can make an important contribution to technology transfer, the creation of productive jobs and ultimately to poverty reduction in many countries. We should finally understand the continent as a continent of opportunity and cooperate in a differentiated manner with the 54 different states.

The BVMW advocates an annual Africa Summit in Germany, at which investments and projects in Africa should be a high-level topic. What do you think of this?

I welcome the fact that the BVMW makes projects in Africa a prominent topic. Only a progressive and future-oriented attitude can form a foundation for the special partnership between Europe and Africa. For me, it is central to remain in exchange with African states in equal partnerships and to learn from each other.

Dr Karamba Diaby, thank you for our exchange and your valuable input.

Mor Diop, BVMW Project Manager Africa and francophone countries conducted the interview.

Small and medium enterprises primed to drive investment and industrialisation in the SADC Region

The Southern African Development Community (SADC) Region with a population of 360 million people and a Gross Domestic Product (GDP) of US\$700 billion is set to become a Small and Medium Enterprises (SMEs) driven industrialisation zone, which will provide new impetus for investment and growth in the African continent and beyond.

This is attributed to the implementation of the Support to Improving the Investment and Business Environment (SIBE) Programme which aims to create a favourable climate that attracts Foreign Direct Investment (FDI), industrialisation and trade, thereby pivoting the Region as a global investment destination.

Panoramic view of the SIBE Programme

The SIBE Programme is a five-year (September 2019 to August 2024) Programme, which is implemented by the SADC Secretariat and financed by the European Union (EU) under the 11th European Development Fund (EDF) to the tune of €14 million. The Programme is implemented in all 16 SADC Member States namely; Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, United Republic of Tanzania, Zambia and Zimbabwe.



Strategic Pillars of the SIBE Programme

The DNA of the Programme is embedded in its strategic aim of developing the SADC Region into an investment zone, promoting intra-regional investment and Foreign Direct Investment (FDI), in particular Small and Medium Enterprises (SMEs).

This aforementioned strategic aim is underpinned by three result areas, which are in pursuit of achieving industrialisation, sustainable and inclusive growth, and job creation within the Region. The SIBE Programme focuses its support on developing an enabling investment policy framework across SADC Member States, promoting integration of financial markets, as well as enhancing financial inclusion and access to finance by SMEs.

The economic landscape of SMEs in SADC Region

SMEs play a pivotal role in employment creation, investment, innovation and economic growth. The sector accounts for over 60% of Gross Domestic Product (GDP) and over 50% of employment in the SADC Member States. Nonetheless, SMEs within the Region face a myriad of challenges that span from low policy implementation which impede the growth of the sector to lack of financing opportunities.

Creating an enabling investment & business environment

To mitigate the identified challenges, the SIBE Programme is developing an enabling investment policy framework across SADC Member States to enhance the ease of doing business and investment processing regime by eliminating barriers to investment which affect SMEs. It is expected that there will be vast opportunities for joint ventures and collaborations with private offshore enterprises seeking new markets and growth in a Region that offers harmonised tax laws and regimes, negotiation of Double Taxation Avoidance Agreements (DTAAs), and integrated financial markets and policies. The SIBE Programme has developed the SADC Investment Scorecard, a tool to assist in monitoring continuous growth in the improvement of the investment and business climate in all SADC Member States. In a quest for growth in Regional investment and industrialisation, the SIBE Programme has collaborated with its key partners in the development of a tool to assist in improving the relaxation of exchange controls in line with the changing positive investment outlook.

To facilitate intra-regional trade among Member States, the SIBE Programme realised the implementation of the SADC-Real Time Gross Settlement (RTGS) within Member States and in the Region. The SADC-RTGS is premised on integrated digital platforms to ensure safety of payments, efficient clearing and settlement processes, as well as to lower transaction costs as it removes the need for correspondent banks. The SADC-RTGS has developed a window for the settlement of small value payments which are cleared on an immediate basis to assist SMEs that trade across borders. To

date, there has been notable organic growth in the number of transactions and value on the RTGS system.

Investment Opportunities

The challenges of SMEs in the SADC Region present opportunities for resource endowed offshore countries to harvest from the activities, outputs and impacts of the SIBE Programme particularly in ICT-driven online commercial services, Fin-Techs and remittances and related services. The Region has limited access to effective technology, and affordable remittances and related services, therefore the SIBE Programme is working on supporting the development and implementation of harmonised Financial Inclusion Strategies aimed at reducing costs of remittances and developing financial products for SMEs.

In addition, the SIBE Programme is promoting investment in value chains and supply chains in agro-processing and fisheries sectors as well as supply chains within the mining industry. These were identified as untapped investment vehicles that could thrust industrialisation of the SADC Region to global competitiveness through active participation of SMEs.

The healthy investment and business environment that the SIBE Programme aspires to create will undoubtedly make the SADC Region an investment destination because this will unpack opportunities to realise the dream of competitive industrialisation, socio-economic growth, high employment rates, and ultimately improved livelihoods and prosperity for the citizens of the Region.

Key Stakeholders

In each Member State, the SIBE Programme engages with key stakeholders that include amongst others: Ministries of Finance and Investment, Investment Promotion Agencies, Banking and Financial sectors, Central Banks, Capital Markets Regulatory Agencies, Private sector actors and other key sectors such as the SADC Business Council.

Contact Details:

For further information on the SIBE Programme please contact: For further online information, click: <https://www.sadc.int/project-portfolio/support-improving-investment-and-business-environment>

Re-design of global supply chains

Both German companies and potential African suppliers are aware of this. The restructuring of global supply chains is an iterative process. It offers great opportunities for African suppliers - especially for the highly diversified South African economy.

New standards as a challenge

In addition to global crises and the associated supply chain problems, the new German Act on Due Diligence in Supply Chains (LKSG), which came into force at the beginning of 2023, is a key driver of this development. Some aspects of the LKSG are already highly relevant in South Africa and are already strictly regulated. Nevertheless, German companies have to deal with the due diligence requirements in relation to the Supply Chain Act. For German companies, the new law means monitoring existing suppliers more closely than before and developing them accordingly. The additional administrative work naturally ties up resources and funds that could previously be used in other ways.

Viewing the redesign of global supply chains as an opportunity

Access to German and European markets is full of challenges for products from Southern Africa. African suppliers often see this realignment of global supply chains as an opportunity to position themselves accordingly for new business partnerships. The Southern African-German Chamber of Commerce and Industry had already offered a training course for local companies on „Sustainable Supply Chain Manager“ last year, funded by the „Business Scout for Development Programme“. The course was based on the new challenges around the LKSG for companies from Southern Africa and will now be integrated into the service portfolio of the AHK Southern Africa in the long term.

Diversify supply chains

Even before the global disruptions and the associated logistical challenges, German companies began to rethink their supply chains, to diversify to new suppliers. German buyers are increasingly looking to the country located on the Cape of Africa. South Africa already offers an impressive supply industry, especially in the automotive sector. For German

In the past, supply chains were often only considered from the point of view of business optimisation potential. In the future, however, the focus will be much more on social, ecological and sustainable aspects.

buyers, a look at South Africa should therefore be worthwhile in the course of the transformation process of the supply chains as well as in the search for new business and production partners.

Personal details:

Timo Pleyer heads the Competence Centre Sourcing at the Southern African-German Chamber of Commerce and Industry. The Competence Centre Sourcing aims to enable companies from Southern Africa to supply into the global value chain of German and European companies. German companies are supported in their search for new suppliers. The Competence Centre is based in Johannesburg; it is managed by a skilled specialist placed by CIM (Centre for International Migration and Development) within the framework of the Business Scouts for Development programme.



Africa's free trade efforts and what German companies make of it

German SMEs still find little free trade in Africa. But they are also taking advantage of the integration that has developed in individual regions.



Africa's infrastructure with challenges - Bolloré Logistics

Anyone who has flown from Algiers to Kinshasa gets a fairly realistic picture of the state of Africa's economic integration. The shortest connection seems to be via Istanbul far to the east. A direct flight between the largest and the most populous country on the continent? Not a chance.

Yet Africa not only lacks transport infrastructure and good logistics. The multitude of different electricity plugs gives an impression of what a patchwork quilt the continent is in terms of technical standards. All this hinders the free flow of goods and services. Whereas such „non-tariff barriers“ (NTBs), similar to import duties, are an important source of income for some poorer countries - which would be eliminated if the All Africa Free Trade Area (AfCFTA) were implemented consistently.

However, regional integration agreements have been in place in Africa for some time, with varying degrees of success. „In Southern Africa and East Africa, border traffic is already running smoothly in some areas,“ says Sabine Dall'Omo, Managing Director of Siemens in the sub-Saharan countries. Wolfgang Busch from the Frankfurt branch of the French logistics company Bolloré adds that things work less well in large parts of North and West Africa. And Central Africa is very difficult.

But there is also integration beyond regional blocs. Morocco, for example, seems to be developing into a springboard for Francophone West Africa, with banks that have invested massively in the region in recent years. These connections are also used by German companies, such as Alexander Binzel Schweißtechnik GmbH & Co. KG. The company from near Giessen is currently setting up a branch in Morocco with the declared aim of serving West Africa from there as well. „It didn't work so well via France,“ says Manfred Stöhr, Regional Sales Manager Asia and Africa. „Our colleagues in Morocco are much closer to the target markets and the exchange is closer.

Nevertheless: „Within the framework of the AfCFTA, trade has not yet taken off,“ even those responsible for the zone know. That is why they started a kind of test phase with the „Guided Trade Initiative“, with which they want to strengthen trade in five regions, among other things with sugar and dried fruit or batteries. The German Society for International Cooperation (GIZ) is providing support. And when it comes to the tiresome NTBs, an authority from Braunschweig has been active in Africa for years: the Physikalisch-Technische Bundesanstalt helps to harmonise standards and technical regulations.

Author: Ulrich Binkert, Africa/Middle East Division
Germany Trade & Invest, www.gtai.de

AfricaConnect – We finance progress

AfricaConnect supports German and European companies in their market entry and expansion in Africa with loans at attractive conditions. By offering individual financing with a minimum of red tape, it actively promotes and facilitates local investments. Particular focus is on creating impact and transformation in form of an incentive-based financing structure.

Many of the African markets have developed rapidly in recent years. The potential for European companies is great. However, it is not being exploited. One hurdle is often the financing of small and medium-sized investments.

AfricaConnect closes the financing gap for small and medium-sized investments


AfricaConnect is a programme financed by the Federal Ministry for Economic Cooperation and Development and implemented by DEG - Deutsche Investitions- und Entwicklungsgesellschaft, a subsidiary of KfW Bankengruppe. The programme can grant loans ranging from EUR 750,000 to EUR 5 million directly to the African subsidiary of an EU company at attractive conditions.

This is what AfricaConnect has already achieved: since 2019, 45 financings have been realised in 15 African countries, totalling over EUR 130 million and creating over 6,500 jobs.

Here is a current example: Fire and Flame, a subsidiary of DHG, received an AfricaConnect loan for an investment in Namibia in 2022. The company sells ecological barbecue charcoal made from Namibian bush wood. DHG has been a leader in the sustainable thinning of invasive bush wood for years. More than 3500 jobs have already been created along the supply chain with significantly improved working conditions. As part of the financing, the storage capacity was expanded and thus the local value chain strengthened.


KlingeLe, Senegal

- Sustainable packaging for African agriculture & fishing industry
- 35 new jobs
- Innovative processing technology transfer



Steiff, Tunisia

- Soft toy production
- Securing more than 800 jobs
- Technological development and knowledge transfer




141 €
Mio. EUR loan volume granted

> 6.400
Jobs created


Das Labor., Togo & Benin

- Medical diagnostics services
- 60 new jobs
- Know-how transfer




Limbua, Kenya

- Sustainable fruit and nut production
- 150 new jobs
- Certified employer
- Training for local smallholders



47
financings committed in 15 African countries*

> 6.500
Jobs secured during COVID-19 pandemic




Top 5 Target Countries*
in terms of number of total financing committed

Country	Number of financings
South Africa	9
Ghana	9
Tunisia	9
Kenya	4
Morocco**	3

GRW / Schmitz Cargobull, South Africa

- Trailer production (trucks)
- 60 new jobs
- Carbon footprint reduction due to installation of solar power system



* Committed target countries are coloured light blue
** Senegal and Togo each count 3 committed financings as well

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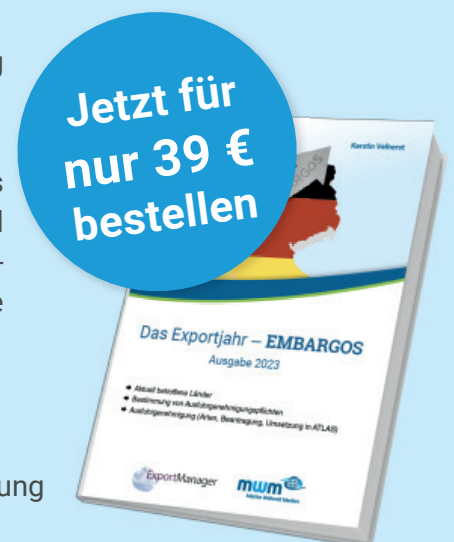
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The SME sector – engine for social change in Africa

The German Sparkassenstiftung für internationale Kooperation promotes local financial institutions in Africa and worldwide. In doing so, it contributes to economic and social change on the continent. Medium-sized enterprises are a particular focus.

When the lockdowns ended and COVID-19 seemed to be largely over in Kenya, 40-year-old Nancy Mudi and her hairdressing salon in Buruburu on the outskirts of the capital Nairobi were facing the shards of their existence. The salon was financed by loans, sales had collapsed for months, the modest financial reserves had been used up, and insolvency was imminent.

Even shocks on a much smaller scale than the pandemic are often hard for MSMEs in Africa to cope with. Access to finance is one of the biggest challenges on the continent: financial institutions usually do not give loans to non-registered micro-enterprises. Access to power structures and thus to resources is often particularly difficult for women entrepreneurs. If companies receive loans, they are often confronted with interest rates of 20% to 50%. Micro-entrepreneurs in particular often lack an understanding of their finances; conversely, credit institutions often lack an understanding of the sector-specific opportunities and risks of their customers.



Post-pandemic rehabilitation: Nancy Mudi (standing) in Nairobi, Kenya. Copyright: DSIK

It won't work without the middle class

And this despite of the fact that the approximately 44 million MSMEs - most of them micro enterprises - play a key role in achieving the Sustainable Development Goals on the continent. According to World Bank and UN estimates, they account for about 50% of Africa's gross national income and provide about 70% of jobs. The importance of this becomes clear when looking at the projected population growth. Today, there are about 1.4 billion people living in Africa; by 2050, there will be 2.5 billion. The German Federal Ministry for Economic Cooperation and Development (BMZ) estimates the need for new jobs at 25 million per year.

Better business education and stronger financial sector

Financial inclusion leads to economic stability and wealth creation, which in turn leads to greater social stability and social justice. To support this process worldwide, the German Sparkassenstiftung für internationale Kooperation (DSIK) was founded over 30 years ago and has traditionally had a strong presence in Africa. It is committed to the commercial education of MSMEs, with a special focus on women and young people. However, in order to give businesses better access to financial services, strong local credit institutions are also needed. DSIK therefore supports them in vocational training, the development of target group-oriented financial products, the improvement of refinancing options and the optimisation of processes and structures. The creation of digital offers is a focal point, as it is only in this way that remote rural regions in particular can be provided with financial services and accompanying educational offers.

Sustainability through local partnerships

MSMEs only benefit sustainably from DSIK projects if the structures created are permanent. For this reason, DSIK always works with local partners - financial institutions, their umbrella organisations, but also educational institutions such as universities and vocational academies. In the course of the projects, these institutions are put in a position to provide the newly developed financial and educational services independently of technical or financial support. Essential criteria for success are joint project management, a sufficient project duration, as well as ongoing training and coaching of the partner organisations.

DSIK in a nutshell:

Non-profit association,
member of the Sparkassen Finance Group

Active in 54 project countries, 14 of them in Africa

Financing partners in Africa: Federal Ministry for Economic Cooperation and Development, Gesellschaft für Internationale Zusammenarbeit, International Centre for Tax and Development, Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg

Knowledge exchange between North and South

Many of DSIK's projects are supported by the Sparkassen (savings banks) in Germany. The majority of institutions are members of the DSIK. Many send financial experts to the project countries to provide technical support to DSIK's partners - who in turn often return to their Sparkassen with completely new perspectives.

In such a cooperation model - as a response of DSIK and its partner in Nairobi, the Association of Microfinance Institutions in Kenya (AMFI) to the COVID-19 pandemic - a credit rotation fund has been created. AMFI makes this refinancing facility available to microfinance institutions on a rotating basis. The funds are used to enable MSMEs particularly affected by the pandemic to continue their businesses, with moderate interest rates and coupled with training provision. Among MSMEs that have benefited from the programme is Nancy Mudi, who has relocated her shop premises and created new jobs there.

Author: Thomas Konitzer, Regional Coordinator Eastern Africa, German Sparkassenstiftung für internationale Kooperation, www.sparkassenstiftung.de

UNIDO ITPO Germany – Facilitating Industrial Cooperation in Africa

The UNIDO Investment and Technology Promotion Office Germany (ITPO Germany), headquartered on the UN Campus in Bonn, has been connecting European companies with potential partners and projects on the African continent for five years. SMEs can benefit from flexible, market-oriented advice, activities tailored to sub-Saharan Africa and better access to the UN system.

Presence in Germany combined with local expertise throughout Africa

ITPO Germany supports medium-sized companies as well as established start-ups that can contribute to sustainable industrial development in Africa. The companies ITPO Germany partners with feature innovative technologies as well as commercially viable business models that are tailored to the needs of the fast-growing markets in sub-Saharan Africa. Companies benefit from the extensive network of over 25 UNIDO offices in Africa, as well as ITPO Germany’s dedicated team of local National Advisors in Lagos (Nigeria), Abidjan (Cote d’Ivoire) and Khartoum



Copy Right UNIDO ITPO Germany | UNIDO ITPO Germany Private Sector Mission with UNHCR, visit of a pilot project of FAO and WFP in the refugee settlement Kalobeyei, Turkana County (Kenya)

(Sudan). These experienced local consultants have an industry background and offer practical support for projects between local companies and German partners.

Delegate programs and trade fairs - catalysts for industrial cooperation

Many world-leading trade fairs and specialized events with high relevance for African markets take place in Germany. The pavilions organized by ITPO Germany at Agritechnica (Hannover), IFAT (Munich), Greener Manufacturing Show (Cologne) or OFF-GRID EXPO (Augsburg) offer German innovative companies from the agribusiness, water, recycling and energy sectors the opportunity to present their solutions for the African markets. The trade fair participations are enhanced by featured publications, joint technical and networking events with institutional partners such as VDMA, DLG, German Chambers of Commerce Abroad (AHK), the Alliance for Rural Electrification (ARE), or various GIZ programmes. In parallel, ITPO Germany invites industry representatives and buyers from Africa via the so-called 'Delegate Program' and combines their visit to the trade show with a comprehensive program involving additional meetings with relevant institutions and companies. For example, 15 representatives from 10 African countries from the water and recycling industry attended IFAT in Munich. For OFF-GRID Expo in Augsburg, ITPO Germany collaborated with the UNIDO offices in Sudan and Somalia: Business delegations from both countries that were looking for renewable energy solutions for their agribusiness projects participated in the trade show, in combination with a multi-day visit program to relevant institutions and technology providers in Southern Germany. In the first half of 2023, ITPO Germany is planning trade fair visits and business delegations to Interpack in Düsseldorf (packaging industry) and the Cleantech Festival The Arc in Remscheid (process heat in industry / CSP).

'Private Sector Missions' - getting closer to Africa's markets

ITPO Germany's tailor-made business delegations to Africa take into account the experience and contacts from trade fair participations, the 'Delegate Programme', the activities of ITPO Germany's investment advisors and, above all, the market potential in the respective country and sector. As a UN organization, ITPO Germany puts special emphasis on developing partnerships with other UN organizations and stakeholders. The latest example is a two-week business delegation to Uganda and Kenya in October 2022, with a focus on the humanitarian sector, which took place in close cooperation with UNHCR, WFP, GIZ, Malteser International, AHK Kenya and other partners. Like the Private Sector Mission in November 2022 to Côte d'Ivoire, focusing on the energy, agriculture and water sector, missions to Sudan and West Africa (Togo, Benin, Nigeria), in close collaboration with ITPO Germany National Advisors on the ground, are being planned in 2023.

Door opener to the UN system and access to new financing partners

As part of the UN system, ITPO Germany offers guidance to medium-sized companies that want to connect with international organizations. The integration of UN buyers and programs into the regular activities of ITPO Germany opens up new opportunities for companies in the context of UN tendering procedures and projects. In addition to traditional financing partners of German and international development cooperation, such as KfW-DEG, ITPO Germany maintains and develops a comprehensive network of African and international investment funds, foundations and private investors which invest in sustainable industrial development in Africa.

Author:

Michael Schmidt, Deputy Head, UNIDO Investment and Technology Promotion Office Germany

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BVMW SME Future Day - with tailwind to Africa

On 1 March 2023, more than 4,000 guests, including top politicians, ministers and representatives of the diplomatic corps, attended the SME Future Day 2023 by the BVMW. Svenja Schulze, Federal Minister for Economic Cooperation and Development, also participated at the SME Future Day. In addition, His Majesty King Letsie III, King of the Kingdom of Lesotho, the Minister of Economy, Planning and Cooperation of the Republic of Senegal, H.E. Oulimata Sarr, the Minister of Entrepreneurship of the Republic of Botswana, H.E. Karabo Socraat Gare and the Minister of Industry, Business Development and Tourism of Lesotho, H.E. Mokhethi Shellile were among the guests of honor. The congress provided a platform for entrepreneurs to work together to find solutions and advocate for a strong, innovative and sustainable economy. The forum offered German companies the opportunity to learn about business development and investment opportunities in Africa.

The Secretary General of the Mittelstand Alliance Africa (MAA), Andreas Jahn opened the panel discussion „MITTELSTAND GOES GLOBAL – How can sustainable investments of German SME on the African continent be strengthened?“ with an overview into the work of the BVMW Mittelstand Alliance Africa.

The Minister of Economy, Planning and Cooperation of the Republic of Senegal, I.E. Oulimata Sarr, highlighted that Senegal is a dynamic economy and a stable and safe country to invest in. Senegal is one of the strongest economies in

Panel discussion of the Mittelstandsallianz Afrika at the Future Day for SMEs





Keynote speech by Federal Minister Svenja Schulze at the Future Day for SMEs

West Africa. The country's ambitions in terms of improving financial services, modernizing infrastructure and transitioning to renewable energy open up prospects for positive economic growth, which are also opportunities for the German private sector. The Minister of Entrepreneurship of the Republic of Botswana, H.E. Karabo Socraat Gare, presented his country's economic sectors as well as the opportunities Botswana offers for German SMEs - from tourism to agriculture, automotive and digital technology.

According to His Majesty King Letsie III, King of the Kingdom of Lesotho, now is the best time to invest in Lesotho. Especially in recent years, reforms have greatly improved investment conditions in the country. The government sees the private sector as a strong partner, especially in the development of infrastructure. Investment opportunities are mainly in the sectors of food processing, manufacturing, renewable energy, mining, infrastructure, construction and tourism.

The panel discussion was followed by the speech of Federal Minister Schulze. The Federal Minister for Economic Cooperation and Development called on the guests for more commitment and investment in Africa. German companies are still rare in Africa. This must change, she said. Germany must become a more important player in Africa than it has been up to now. In this way, jobs could be created in the long term, Ms Schulze stressed. In this context, she also referred to the long-term, successful commitment of the BVMW in the context of the task forces Senegal, Tunisia and Rwanda, which accompany German companies on their way into these markets and thus contribute to the creation of local jobs.

The expansion of economic relations between Germany and African countries is a win-win situation, according to

Minister Schulze. At the end of her speech, she emphasized the mutual interest in successful economic cooperation and the deepening of friendship between Germany and African countries. After her speech, Ms Schulze held bilateral talks with Ministers H.E. Oulimata Sarr, H.E. Karabo Socraat Gare and H.E. Mokhethi Shelile and Johannes Selle, Chairman of the MAA. This exchange at the highest level enabled an intensification of economic relations.

The forum was followed by exclusive business-to-business (B2B) talks between the guests and the diplomatic delegations from Africa – with the aim of discussing concrete projects and business ventures in Africa.

The board and the team of the Mittelstand Alliance Africa will be happy to assist you in successfully entering the African markets. The MAA acts as a door opener to Africa and is committed to an exchange with the relevant stakeholders at eye level. Our BVMW offices in over 30 African countries will also be happy to advise you on your business projects in Africa.

Author: Mor Diop, BVMW Project Manager Africa and francophone countries

Setting up a business in Africa: How to find the right local partners?

Choosing the right local partners is a crucial issue for German companies to successfully do business in Africa. In the following, the consultancy africon GmbH describes a process consisting of four essential steps to successfully master partner identification.



The importance of the right partners in Africa

In order to leverage the enormous potentials in Africa, more and more medium-sized German companies are dealing with the continent. Many of them are not yet familiar with the continent or specific countries in detail. Instead of entering the market on their own, many companies choose to work with local partners (distributors, agents, etc.). These usually bring local know-how, networks and structures that German companies lack. Choosing the right local partner is therefore one of the most important decisions in early market development. How this decision succeeds is explained below.

Step one: Determining the ideal profile of a local partner

Before starting the search for potential local partners, it should be roughly clear what to look for. For this purpose, a basic understanding of the market environment and the local culture is very helpful. When creating a profile, technical requirements should be taken into account on the one hand, but on the other hand (corporate) cultural issues should not be neglected in order to enable a real fit. The profile should not be set in stone so that later findings can be incorporated, but some key data should be set. In addition, it should be discussed what one as a German company is willing to bring into the partnership. This includes, for example, training, education and support of the (sales) activities on site.

Step two: Identifying suitable candidates on site

The first step is to cast a wide net. The Internet can help, as can contact with end customers on site. These can be used to find out which local companies are already successfully selling to important local end users. Local associations and similar institutions are often helpful as well. Local trade shows can be beneficial, but not all industries and countries have the right local events.

Step three: Meet candidates on site

After compiling a long initial list of possible candidates, a first sorting out is recommended, as well as a still broad initial contact with possible candidates. This can be done by phone or email. Sometimes a virtual meeting can be arranged afterwards. Nevertheless, an on-site meeting is usually essential. This is mostly about establishing an initial relationship and generally getting to know each other. Direct discussions about details of a cooperation are often only realistic after a longer preliminary talk, or even in a second meeting. It is also important for the German company to understand the fit of the candidate with the ideal profile.

Step four:

Evaluation and follow-up

After the first trip, there are two primary goals to pursue: first, narrowing down the preferred candidates more precisely, based on the meetings and their fit against the ideal profile. Second, to build and maintain relationships with the most promising candidates. Ultimately, building a partnership can take time, which German companies should not be put off by. Regular contact, and even a follow-up or two on inquiries that may have fallen by the wayside, are often worthwhile. Once a proper partner is finally appointed, German companies are still required to provide education, training, and support - „the partner will fix it“ is rarely sufficient.

About the authors:

africon GmbH (www.africon.de) is based in Germany and a consulting company that supports companies from all over the world to expand their business in Africa. We advise on the development as well as the implementation of individual Africa strategies and sub-areas thereof - including the partner identification described above. With offices in Nigeria, Ghana, Kenya, Ethiopia, Tanzania, Egypt, Côte d'Ivoire and South Africa as well as a network of partners across the continent, we have worked on more than 140 projects in Africa in the past years.

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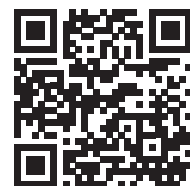
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The BVMW as a reliable partner for the development of SME structures in Senegal

In January 2023, the German Association of Small and Medium-sized Enterprises (BVMW) conducted its sixth delegation trip for entrepreneurs to Senegal. This time, the focus was on the water, agriculture, refrigeration and construction sectors.

The trip took place as part of a cooperation between the BVMW and the special initiative „Gute Beschäftigung für sozial gerechten Wandel“, which is part of Invest for Jobs. It was accompanied by the Business Scouts for Development programme, which, like the special initiative, is implemented on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ). The objective of the delegation's trip was to explore market and cooperation opportunities as well as to initiate business relations, particularly in the Diourbel region of Senegal.

The project in Diourbel aims to support the development of a sustainable industrial cluster that will be important for the sustainable economic development of the Diourbel region, including the booming city of Touba. A dozen national and international companies, represented by the pioneering German company KTI-Plersch Kältetechnik GmbH, are expected to create new good jobs, especially in the fields of manufacturing and green technologies. Invest for Jobs, together with the German Federation of SMEs, will support the development of the industrial cluster by training the necessary skilled workers, ensuring environmental and social standards based on European norms and establishing links between the public and private sectors. Overall, the project will create a new level of industrial develop-

ment within the framework of the decentralization called for by the Senegalese government in its development strategy. The travelling companies took the opportunity to gain an insight into the business opportunities on site and to expand their network. The company KTI Plersch Kältetechnik has already made its investment decision. The renowned medium-sized refrigeration company from Balzheim will install a 10-tonne ice plant in Diourbel, which they will also operate. This project will be flanked by a training programme that will train the relevant skilled workers in the field of refrigeration. Christophe Krug, responsible for business development at CTI, is content: „Our investment project was significantly advanced during the delegation trip and is now about to be implemented. We are looking forward to the next steps and are confident that this will be the basis for scaling our business model throughout Senegal.“

Author: Lena Pahlenberg, Business Scout for Development at BVMW on behalf of BMZ



BVMW delegation in Diourbel, Copyright: BVMW

Business Scout for Development Programme

The Business Scouts for Development advise companies regarding the establishment of development-oriented business in the global South and thus promote the use of synergies between business and development cooperation.



The private sector is an important partner for development cooperation (DC) in achieving the Sustainable Development Goals: Complementing governmental DC, German and European companies can provide additionally needed financial resources by investing in partner countries. A competitive local economy creates jobs and thus secures income. Through innovative solutions and know-how, companies can help to master social challenges, e.g. climate protection, food security, social standards or digitalization. But cooperation with German development cooperation also pays off for the private sector.

Many partner countries, especially in Africa, have great potential as future sales markets, as attractive production locations or as reliable partners in global supply chains. The Corona pandemic has shown that diversification of value chains and supply sources can contribute to the crisis resilience of German companies. The African continent with its growth markets plays an important role here. Against this background, the programme „Business Scouts for Development“ was commissioned. It aims to provide an international contact structure for companies that are looking at new markets and want to get involved in development policy.

On behalf of the Federal Ministry for Economic Cooperation and Development (BMZ), the Business Scouts advise on cooperation offers and funding and financing opportunities in German development cooperation and provide support in the implementation of projects. The program-

me's advisors support the business community in around 40 countries worldwide with comprehensive regional expertise and knowledge of local structures. Since the beginning of 2021, a business scout has been assisting the German Association of Small and Medium-sized Enterprises (BVMW). Lena Pahlenberg advises BVMW members on setting up and expanding their development-oriented business in developing and emerging countries.

Our offer to companies

- Establishing contacts to local and international networks of German DC
- Advice on the selection of suitable funding, financing and cooperation offers from German DC
- Support in developing project ideas, submitting applications and implementing projects.

Are you interested in getting involved in new markets with your company? Contact Lena Pahlenberg:

Lena Pahlenberg
Business Scout for Development at BVMW on behalf of BMZ
business-scout@bvmw.de
+49 (30) 533 206 -154

Bakery in a container in the Democratic Republic of Congo and Senegal

How a start-up is trying to revolutionize the way bread is baked and create jobs in Africa.

How it all began

Together with a young Congolese man, I designed a container bakery. The business model was well received locally, and we were able to create jobs for more than a hundred women and finance a school with the income from the bakery. However, the power supply was a challenge due to many power outages and the expensive diesel generator. Therefore, Torsten Schreiber, Managing Director of Africa GreenTec and I developed the Solarbakery with its own power supply from solar energy.



German baker presenting bread together with Congo employee at pilot project in Congo

The concept of the Solarbakery

The SOLARBAKERY is a mobile bakery. The key point of the invention: The bakery is 100% powered by a photovoltaic system on the roof of the container. For this purpose, a roof structure was specially developed, which can be stored in the container during transport and attached to the roof by hand at the place of use. In the container there is also a fermentation room, a storage room and an electric mill. In this way, it is also possible to process traditional grain, collaborate with local agriculture and expand the local value chain.

The goal of the SOLARBAKERY is to use renewable energy to meet the high demand for baked goods in regions where bakeries could not previously be established due to a lack of infrastructure.

In addition to the solar bakeries that we operate ourselves, we plan to sell the solar bakery as a plug-n-play system to NGOs and governmental organizations. The idea behind this is to offer these organizations a standardized solution that can be implemented and transported quickly and without any planning effort. We are currently in discussions with the UNHCR, who is considering purchasing the Solarbakery for catering refugee camps.

How we work and our next steps

Working with the local community is very important to us. Therefore, from now on, we will build and commission the containers at our production site in Senegal. We also take great care to ensure that our sites are inclusive and do not disrupt the community. To learn about the local needs and challenges in each village, we talk to local stakeholders such as youth organizations, agricultural cooperatives and politicians. Currently, we are incorporating our experiences from the prototype into the design of the next version and will soon launch our crowdfunding to finance the implementation of a bakery chain.



SOLARBAKERY prototype

Energy supply: Solar mini-grids for Sub-Saharan Africa

Access to energy is an indispensable prerequisite for enhancing economic development, and since the turn of the century, momentum has been gathering in the right direction. According to the International Energy Agency, the average number of people gaining access to electricity each year between 2000 and 2013 was around eight million – between 2014 and 2019, that tripled to 24 million.

However, despite this progress, just two percent of global investments in renewable energy were made in Africa over the past two decades. In many areas, Sub-Saharan Africa's national energy grid is under-maintained, with poor infrastructure creating a roadblock to economic advancement. The bottom line remains that around 700 million people remain unserved, something which off-grid energy protagonists such as Berlin-based Kowry Energy are determined to overturn through a new approach.

Kowry Energy provides efficient and affordable hybrid energy systems that strengthen and empower communities and businesses. 2022 has been a successful year for Founder Ndiarka Mbodji and her team, which successfully commissioned four projects in Western Africa. "We have worked closely with our customers to remove unnecessary barriers to business growth in the local communities they ser-

ve; reliable and affordable clean electricity is the backbone of any economy, from which ever-lasting societal foundations can be built, and development can be sustainable," explains Mbodji.

Reliable energy solutions for small and medium enterprises

Right now, around 90% of small and medium-sized businesses in Africa suffer due to a lack of reliable energy. Two companies in Nigeria can now rely on their own energy supply. On behalf of Proserve Energy Services, Kowry Energy designed two PV solar energy systems for a plastic recycling and a food processing plant, totally a capacity of 286kWp, replacing 50 and almost 100 percent, respectively,



of the demand mainly from diesel generators, contributing to a significant reduction of CO2 emissions.

Community mini-grids

To bring reliable energy to Djine, an agriculture hub in the cotton belt of Mali, Kowry Energy designed a 69 kWp PV hybrid energy system for Access Energy. The project will provide reliable electricity to 3,000 residents, 40 small businesses and ten public buildings. For Mbodji, the mission is to go beyond simply providing access to power: “We believe that access to energy is just the first step. We have the power to enable people to develop their economic situation and take ownership of their energy sovereignty.”

Author: Kowry Energy GmbH



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Promoting sustainable development in Ghana's construction industry

MC-Bauchemie is involved in the German-Ghanaian INFRACOST project, which is funded by the German Federal Ministry of Education and Research (BMBF) under the „CLIENT II“ measure. Essentially, INFRACOST aims to address the adaptation of concrete infrastructure in Ghana to environmental challenges and ensure their sustainable maintenance.

Infrastructure structures such as bridges and roads are the basis for economic development in West Africa. However, high temperatures, high humidity, the coastal climate along the main traffic routes and regular flooding pose serious threats to these infrastructure structures. Failure would have fatal economic consequences in Ghana as well as neighbouring countries. INFRACOST evaluates the structural condition of system-relevant infrastructure structures and develops rehabilitation concepts that can ensure their functionality.

INFRACOST is a joint project in which MC-Bauchemie cooperates with various project partners. While the Federal Institute for Materials Research and Testing (BAM) is investigating and evaluating the use of local raw materials together with the University of Ghana, MC-Bauchemie Ghana is developing and testing application-oriented decision-making aids and innovative construction materials for the repair of infrastructure structures, which at the same time also benefit the local Ghanaian value chains. In addition, other partners such as local universities, associations, and ministries are also involved in this project. The project is already in its fourth year and is managed by Dr. Wolfram Schmidt from BAM.

Local solutions for global problems

The focus is on concrete optimized for new construction with increased longevity, as well as mortars with structural relevance for refurbishment. To make the respective technology more sustainable, the INFRACOST project consortium develops these using locally available raw materials. This in-

cludes both organic and mineral by-products. For Ghana, agricultural residues such as cassava peels or waste from cocoa production play a particularly important role.

Since knowledge and technology transfer also play a major role in this project, INFRACOST includes university training measures for students, industry, and authorities as well as practical training with users and planners. Furthermore, instructions for action in the form of a handbook for consultants and political decision-makers are also being developed.

ABOUT CLIENT II

With the funding measure „CLIENT II - International Partnerships for Sustainable Innovations“, the German Federal Ministry of Education and Research (BMBF) supports demand-oriented research collaborations with selected emerging and developing countries. The international collaborative projects develop solutions for the climate, environment, resources, and energy sectors that contribute to overcoming specific challenges in the partner countries. With innovative and sustainable solutions, each CLIENT II project promotes the implementation of several Sustainable Development Goals (SDGs).

For more information, visit: <https://www.bmbf-client.de/>

Author: Saki M. Moysidis,
MC-Bauchemie Müller GmbH & Co. KG



Group picture with the R&D team of MC-Bauchemie Ghana with Dr. Wolfram Schmidt, coordinator of the INFRACOST project and employee of the Federal Institute for Materials Research and Testing (BAM) and Noble Bediako, managing director of the MC-Bauchemie Ghana.

Water resources in southern Africa

The southern regions of Africa are increasingly confronted with the issue of water scarcity. Climate change, with its extreme weather events, rapid population growth and increasing urbanisation are continually exacerbating the situation. With highly efficient and sustainable products, systems, and solutions, the Wilo Group is strengthening local water management.

The sustainable use of water is not only a question of environmental protection, health, and social justice. A seamless supply of water is crucial not only for private households but also for infrastructure, agriculture, and industry. As part of its sustainability goals, the Wilo Group has committed to providing 100 million people worldwide with better access to clean water by 2025.

Sustainable water management as a panacea

To achieve this goal, technological solutions are needed to improve water management and promote the water cycle. However, sustainable water management does not only focus on the extraction and supply of drinking water. „We understand water infrastructure to mean all products related to the water cycle: from raw water extraction and water supply to wastewater discharge and treatment“ clari-

fies Gero Böhmer, Group Director Government & Public Affairs. As a technical consultant, he is familiar with the challenges that people in Southern Africa often face.

Modern irrigation systems for food security

In agriculture, sustainable water management is a basic requirement for food production. Modern field irrigation offers various options for supplying root systems with sufficient water. The water requirement depends to a large extent on the type of crop grown, the soil conditions and the climate. With its broad portfolio of solutions, Wilo covers all agricultural irrigation needs and makes it possible to transform large areas into usable, fertile land.

Promoting regional value creation

The Wilo Group has been active on the African continent since 2010 and is now represented there with four sales platforms - one of them in Johannesburg - and five subsidiaries. In line with the regions-for-regions approach, the industrial group has promoted regional value creation and expanded local capacities from the very beginning.

Author: Annika Bahl, WILO SE



A farmer waters his plants with the help of Wilo solutions

Rwanda and SMEs - Support for business ventures in Rwanda

Rwanda offers an excellent business environment for small and medium-sized enterprises as well as ideal access to the Eastern, Central and Southern African markets. The country is part of the East African Community (EAC) with a market potential of over 125 million people and little to no competition in many niches.

Ideal business environment

The East African country ranks among the top 3 in the Ease of Doing Business in Africa with a progressive institutional and regulatory framework for sustainable growth. The state-owned Rwanda Development Board (RDB) supports the establishment of foreign companies by simplifying and speeding up administrative processes such as company registrations and obtaining work visas. There are also tax incentives and customs reductions for companies.

The political situation is stable, corruption is almost non-existent, and women's participation is exemplary for the rest of the world, with over 60 percent of parliamentary seats held by women. Returns on foreign direct investment are above the world average, especially in the transportation, agriculture and financial sectors.



The Kigali Convention Centre (KCC) hosts events and conferences related to technology and innovation. The KCC is the largest of its kind in the region, with over 18 different venues and capacity for over 5,000 delegates.
Copyright: Canvas

A wide range of promising sectors

Rwanda offers great potential in a wide range of sectors. In addition to traditionally established sectors such as trade, the financial sector, telecommunications, logistics, the construction industry, energy, water and transport, new sectors such as biotechnology, solar energy, digital health and innovative agriculture are becoming increasingly important. The construction of a manufacturing facility in Kigali by BioNTech highlights the importance of Rwanda as an investment location.



Kigali Skyline
Copyright: Canvas

New task force Rwanda

BVWM is committed to providing German small and medium-sized enterprises (SME) with access to this promising market. The newly established Taskforce Rwanda of the BVWM supports German companies in entering the Rwandan market and promotes the development of local SMEs in Rwanda.

Together with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, the BVWM's Mittelstandsalianz Afrika (MAA) informs and supports German SMEs in initiating business in Rwanda. The far-reaching network of BVWM and GIZ as well as thematic events and delegation trips support SME with their business projects in Rwanda.

Author: Hanna Hodel, Project Manager Africa

The first task force delegation trip to Rwanda will take place May 1-5th, 2023. Another delegation trip is planned for 2024.

Would you like to become part of the Rwanda Taskforce or join one of the delegation trips? Then contact

Hanna Hodel (hanna.hodel@bvmw.de) or
Lena Pahlenberg (business-scout@bvmw.de)

Tunisia and SMEs - Strengthening and expanding business in Tunisia

The Taskforce Tunisia of the BVMW, founded in December 2021, supports German companies entering the Tunisian market and promotes the development of local SMEs in Tunisia. The task force is supported by the German Federal Ministry for Economic Cooperation and Development (BMZ). A successful delegation trip to Tunisia and an evening event at the Tunisian Embassy have already taken place. The next delegation trip to Tunisia with a focus on the automotive sector is planned for fall 2023.



BVMW Delegation visits the Tunisian Minister of Industry, Mines and Energy, H.E. Neila Nouira Gongi, Copyright: Hanna Hodel, BVMW

Business opportunities in the automotive market in Tunisia

Tunisia has been a location for (German) automotive suppliers for decades. The availability of qualified and competitive skilled workers as well as the geographical proximity to Europe with comparatively low labor costs are the main advantages Tunisia offers. Mainly electronic and mechanical automotive components are manufactured in Tunisia, and the e-mobility sector is also becoming increasingly important.

There is potential both in the development of local value creation (e.g. production of cables, electrical and plastic parts, steering wheels, circuits or vehicle-related IT services) and in the use of the Tunisian market as a „sourcing market“ for the import of parts. The trip offers the ideal opportunity to gain insight into the opportunities of the Tunisian automotive market and to build the local network.

Author: Hanna Hodel, Project Manager Africa

BVMW will organize another delegation trip to Tunisia in the fall of 2023 with a focus on the automotive sector. We will create a customized travel program according to the profiles and requirements of the participating companies.

Would you like to become part of the Tunisia Taskforce or join the next delegation trip? Then contact

Hanna Hodel (hanna.hodel@bvmw.de) or
Lena Pahlenberg (business-scout@bvmw.de).

Import Promotion Desk supports SMEs in sourcing in Africa

Import Promotion Desk (IPD) - a project of the German Federal Ministry for Economic Cooperation and Development (BMZ) - has been supporting European buyers and tour operators in their sourcing in selected developing and emerging countries for ten years, opening up new procurement markets and destinations for them. During this time, IPD has continued to expand its engagement in Africa and is now active in eight African countries: Egypt, Ethiopia, Côte d'Ivoire, Ghana, Kenya, Madagascar, Morocco, and Tunisia.

A worker of the IPD company Kwafre Farms harvesting mango in Ghana



Free IPD service: Careful sourcing

As an import promotion initiative, IPD handles sourcing in its 16 partner countries and screens small and medium-sized companies following strict criteria before accepting them into the IPD programme. Key requirements are, for example, that the companies meet quality requirements of the buyers and have necessary supply volumes for trade. In addition, during the selection process, IPD pays attention to short and therefore transparent supply chains without intermediaries in order to meet the due diligence requirements of the German Supply Chain Act. This way, importers can be sure that IPD brings them together with reliable producers. At international trade fairs, procurement trips, virtual b2b events, etc., IPD networks companies from IPD partner countries with European partners.

Win-win situation for both business partners

One focus of IPD is on forestry and agriculture industry. This includes the product groups natural ingredients for food, pharmaceuticals and cosmetics, fresh produce, cut flowers and sustainable wood products. In addition, IPD is active in the sector sustainable tourism.

For example, IPD supports producers of natural ingredients and fresh fruits & vegetables in Egypt, Kenya, Ivory Coast, Ghana and Morocco. But it also works with cut flower producers from Kenya and with tourism companies from Tunisia. „On one side, small and medium-sized companies are looking for reliable suppliers with high-quality products,“ explains Dr Julia Bellinghausen, head of IPD. „On the other side, there is still undiscovered potential in developing and emerging countries. IPD brings both sides together - a win-win situation for both business partners. Both partners benefit from business deals. It is becoming increasingly important for European companies to expand their own trade network and spread the risk.“

Cooperation on the ground

In its partner countries, IPD exchanges information closely with foreign trade and development organisations in order to make the best use of synergies and avoid double structures. In addition, IPD, which is implemented by BGA - Bundesverband Großhandel, Außenhandel, Dienstleistungen e.V. (Federal Association of Wholesale, Foreign Trade and Services) and the globally active development organisation sequa gGmbH, cooperates with Business Support Organisations (BSOs) on site and supports in establishing sustainable export promotion structures. This way, export promotion by the BSOs and import promotion by IPD go hand in hand.

Author:

Sandra Freiberg, Import Promotion Desk, Marketing/
PR Coordinator

Further information at www.importpromotiondesk.de

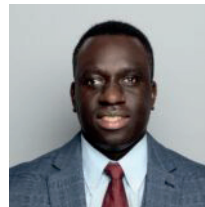
The German-African Entrepreneur Network of the BVMW



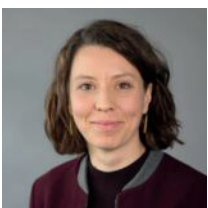
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Become part of the German-African Entrepreneurial network Mittelstandsallianz Afrika!

- We support your market entry and market development in Africa.
- We connect you as a German company with small and medium-sized enterprises in Africa.
- We invite you as a representative from politics, diplomacy and civil society to contribute to the sustainable development of the continent.
- We accompany you on your way into the new markets.

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- Present your projects and we look for partners for realization
- Contribute to Africa policy in Berlin
- Exchange ideas at our Africa events
- Develop projects together and implement them with experienced partners.

Our MAA service catalogue

Mittelstandsallianz Afrika offers tailor-made services to embassies and their promotion and investment agencies to help them expand the visibility of their country's economic opportunities in Germany. We organize events for you that bring you into targeted exchange with important, economic actors in Germany and that raise the profile of your country as a target market in the perception of German SMEs. We also offer country- and topic-specific meetings with industries that are relevant to you. In addition, you can use our communication channels to make your investment opportunities available to our network.

Local partners of the Mittelstand Alliance Africa Afrika

Our foreign offices in Africa



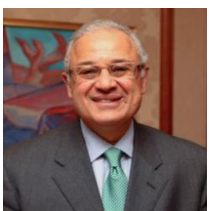
Volker Werth,
Head of the Foreign Office
South Africa

Volker Werth is founder and director of the law firm Werth-Schroeder Inc. He is also the managing director of Inter-Gest South Africa, which assists foreign companies to with the establishment and development of their business and market entry strategies in the SADEC region. In addition, he is a director and officer of various multinational companies. Mr Werth advises his clients on the basis of his extensive experience in the areas of commercial and corporate law, corporate transactions, mergers & acquisitions, contract negotiations (Mergers & Acquisitions, M&A), contract negotiations, labour law, energy law (in particular renewable energies) and commercial litigation. He is fluent in German, English and Afrikaans.



Dr. Gernot Wagner,
Head of the Foreign Office
Democratic Republic of the Congo,
Angola

Dr.-Ing. Gernot C. Wagner is the Honorary Consul General of the Democratic Republic of Congo in Baden-Württemberg, Bavaria, Hesse, Rhineland-Palatinate, Saarland, Saxony, Saxony-Anhalt and Thuringia. He is also the managing director of evagor GmbH as well as the Federal Economic Senator of the BVMW. evagor gmbh finances and establishes international investments, supervises projects from the idea to realisation and arranges the import and export of equipment, trade goods and their financing.



Dr. Hisham Zaazou,
Head of the Foreign Office
Egypt

Dr Hisham Zaazou became Egypt's Minister of Tourism from 2012 to 2016. Minister of Tourism and served under three presidents and four prime ministers. He was appointed Special Advisor to the Secretary-General of the World Tourism (UNWTO) in October 2017. Dr Zaazou is the President and Founding Member of 1st NODE. The company provides consultancy in the field of tourism, including investment advice. It also provides representation for destinations and tourism service providers as well as the brokerage of travel services are in the foreground.



Rachid Eddouks,
Head of the Foreign Office
Morocco

Rachid Eddouks is the managing director of EAM Consulting, which has offices in Morocco and Germany. He advised, managed and implemented as head of the Moroccan investment development agency (AMD), he advised, managed and realised the relocation the relocation of production sites from Asia, Eastern Europe and Germany to Morocco. In addition, Mr Eddouks accompanies private organisations and companies in the field of promotion, internationalisation and technology transfer.



Marc-Peter Zander,
Head of the Foreign Office
Nigeria, Tanzania, Ghana

Marc-Peter Zander is founder and managing director of africon GmbH, a German strategy consultancy with a focus on Africa. He has more than 19 years of experience working and experience of life and work in Africa. Within the last few years years, africon GmbH has advised both small companies for their for their market entry into Africa, but also multinational multinationals. Marc-Peter Zander has above all experience in the field of market entry in Africa, focussing on Sub-Saharan Africa on Sub-Saharan Africa, in the banking, IT, consumer goods consumer goods and steel.



Guy Gweth,
Head of the Foreign Office
Cameroon, Benin, Gabon, Togo

Guy Gweth is the President of CAVIE (The African Centre for Competitive Intelligence), which is present in 37 countries worldwide. He was named by the leading business magazine, Financial Afrika, as one of Africa's 100 most influential Africa personalities in 2020. Mr Gweth is the ideal partner for companies wishing to enter foreign foreign markets. CAVIE is a strategic partner of the „ „Groupement Inter-patronal du Cameroun“ (GICAM) „and helps companies and states to develop a strategy.



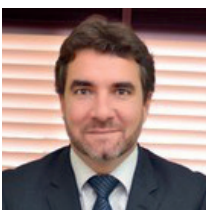
Torsten W. Töllner,
Head of the Foreign Office
Kenya, Mauritius, Rwanda

Torsten W. Töllner is one of the leading experts on cyber-security on an international level. He has built up various consulting firms in this field. Since For years, he has also advised governments such as those of Luxembourg and African states on strategic cyber security issues. His geographical focus is on Kenya, Mauritius, Rwanda and Uganda. There he conducts various projects together with the German Investment and Development Development Company and advises German companies on their German companies on their market opportunities in East Africa and supports them them in entering the market across all sectors.



Joseph Lwanga Nguéfack-Sonkoue,
Head of the Foreign Office
Cameroon, Equatorial Guinea, Gabon,
Republic of Congo, Central African
Republic, Chad, Sierra Leone

Mr. Nguéfack-Sonkoue is a specialist in international management and management and international financial investments and managing director of afriboom GmbH, a German-African Business business forum. As founder of the investment platform africrowd, he is actively involved in the development of small and medium-sized and medium-sized structures, especially in the field of agriculture, infrastructure, transport, building and construction in West and Central Africa. He spends his professional life between his home country Cameroon, the CEMAC markets and Germany.



Cedric Filet,
Head of the Foreign Office
Ivory Coast, Mozambique, South Africa

Cedric Filet is founder and managing director of Aldelia, global manpower provider. Aldelia focuses on on supporting European multinational companies expanding in Africa, the Middle East and South America, to overcome intercultural issues and ensureand ensure that they operate in accordance with specific local regulations. Aldelia supports its clients (multinational blue-chip companies and SMEs), which are in a variety of sectors - oil and gas, construction, technology and IT, banking, telecommunications, FMCG, etc. - in more than 30 countries worldwide.



Theophile Madjitoloum,
Head of the Foreign Office
Chad

He is the managing director of CIAT Consulting Engineers. He has been Deputy Project Manager and Deputy Expert for many international companies and organisations (UNDP, UN-DESA, World Bank, EU). He has in-depth knowledge in the implementation of projects ranging from feasibility studies to execution and advisory support.

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Kontaktieren Sie uns gerne

Marcus Rohrbacher
Telefon: +49 (0)821-24280-26
Mobil: +49 (0)173 7340316
E-Mail: marcus.rohrbacher@mwm-medien.de

Book Recommendations

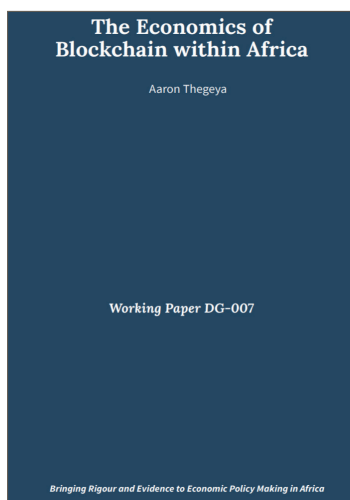
Learn more about current economic developments on the African continent.



Made by Africa – Creating value through integration – November 2022

This report offers insights to improve trade in a variety of sectors, based on extensive data analysis and interviews with 10,000 firms as well as business support organizations, industry experts and other stakeholders in Africa. It recommends actions to make the opportunities for growth and transformation across the African continent under the AfCFTA a reality.

Publisher: International Trade Center (ITC); November 2022, Geneva
Language: English
Page count: 116 pages
Free online report



The Economics of Blockchain within Africa – February 2023 by Aaron Thegeya (author)

Blockchain technology offers the potential to transform economic activity and improve living standards in Africa. This report discusses the recent advances in blockchain technology within Africa, and investigates the underlying economic principles of blockchain networks, both universally and in an African context. It reviews the enabling infrastructure and supporting technology, including digital identity. Finally, it gives policy recommendations to increase the uptake of blockchain technology on the continent.

Publisher: The African Economic Research Consortium
Language: English
Free online report



Afrikanische Bergbauplattform zur Beschleunigung des Technologietransfers **Taschenbuch**

23. Februar 2023
von DAAFI Youssef (Autor)

Der Bergbau ist ein Schlüsselsektor für die Entwicklung des afrikanischen Kontinents. Trotz des großen Potenzials an Bodenschätzen, über das Afrika verfügt, ist die Ausbeutung dieser Ressourcen mit einer Reihe von Schwierigkeiten konfrontiert, die ihren vollen Beitrag zu einer integrierten und integrativen Entwicklung behindern.

Herausgeber: Verlag Unser Wissen (23. Februar 2023)
Sprache: Deutsch
Taschenbuch: 60,90 €



Auf dem Weg zu einem Markt: Kapitalmarkt für Zentralafrika (DRK) Taschenbuch

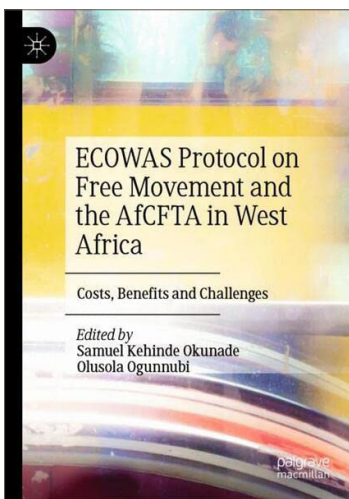
16. Januar 2023 von Joseph KATAMBWE K. (Autor)

Unser Handbuch konzentrierte sich auf den Beitrag der Bankinstitute im Prozess der Schaffung eines Kapitalmarktes in der Demokratischen Republik Kongo, einem Land, das das Potenzial einer Regionalmacht (Zentralafrika) bietet, an neun Länder grenzt und vor allem über große Gebiete mit strategischen Mineralienvorkommen verfügt. Mithilfe dieser Studie analysierten wir das Wirtschaftssystem der DR. Kongo im Hinblick auf die Aktienbezugsrechte, die einige Wirtschaftsakteure besitzen.

Herausgeber: Verlag Unser Wissen (16. Januar 2023)

Sprache: Deutsch

Taschenbuch: 60,90 €



ECOWAS Protocol on Free Movement and the AfCFTA in West Africa: Costs, Benefits and Challenges

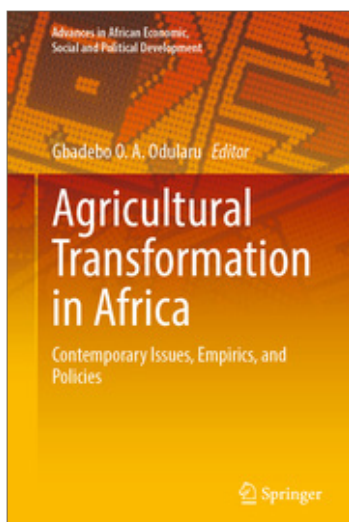
3. Juni 2023 von Samuel Kehinde Okunade (Herausgeber), Olusola Ogunnubi (Herausgeber)

This book discusses the phenomenon of regional integration in Africa and the ensuing discourse on the intercontinental free trade agreement within the continent. Long before the move for the facilitation of free trade in Africa, freedom of movement by Africans within Africa backed up by the AU Protocol on free movement of persons has been in existence and in one way or the other both moves are closely related.

Herausgeber: Palgrave Macmillan; 1st ed. 2023 Edition (3. Juni 2023)

Sprache: Englisch

Taschenbuch: 90,17 €



Agricultural Transformation in Africa: Contemporary Issues, Empirics, and Policies (Advances in African Economic, Social and Political Development)

2. Januar 2023 von Gbadebo O. A. Odularu (Herausgeber)

This book offers new insights into the ongoing agricultural transformation in Africa. Presenting case studies, macro-level simulations, and relevant surveys, it analyzes food crops and agri-food policy challenges and their implications in various African countries. In addition, it discusses how current African agri-food policies could be improved to achieve the continental vision of sustainable development in light of the African Union's Agenda 2063.

Herausgeber: Springer; 1st ed. 2023 Edition (2. Januar 2023)

Sprache: Englisch

Taschenbuch: 94,92 €

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26. September 2023

Der „Tag der Exportmanager“ zum Thema „Digital und Nachhaltig - Agil in neuen Marktstrukturen“ ist ein wichtiges Branchentreffen für Führungskräfte, Exportentscheider und Fachpersonal. Die Veranstaltung findet am 26.09.2023 im „Deutschen Bahn Park“ in Frankfurt statt und bietet eine hervorragende Gelegenheit zur Vernetzung, Wissenserweiterung und Fachinformationsbeschaffung direkt von Experten. Es gibt themenspezifische Foren und Vorträge von führenden Branchenexperten, um Diskussionen und Austausch zu fördern. Der hauseigene Caterer sorgt für kulinarische Genüsse und eine angenehme Atmosphäre.

Die Veranstaltung hat sich bereits zum achten Mal als wichtige Plattform für den Austausch von Fachinformationen und Erfahrungen etabliert. Wir laden Sie herzlich ein, an diesem einzigartigen Event teilzunehmen und von den Fachinformationen und Erfahrungen der Experten zu profitieren.

Der Schwerpunktthemen für 2023 sind Digitalisierung, Nachhaltigkeit und Umstrukturierung des Marktes. Digitale Entwicklungen in der Zollunion und in Abwicklungssystemen sparen Zeit und reduzieren Fehler, was für jeden Entscheider von großer Bedeutung ist. Nachhaltigkeit gewinnt zunehmend an Bedeutung, insbesondere bei neuen Handelsabkommen und in der Lieferantenwahl. Die Veränderungen des globalen Handels haben unmittelbare Auswirkungen und um von den Vorteilen des Exportmarkts 2.0 zu profitieren, ist das passende Know-how von großer Bedeutung. Wir freuen uns darauf, Sie auf dieser wichtigen Veranstaltung zu begrüßen!

Mehr Informationen unter: www.tag-der-exportweltmeister.de

Ansprechpartner: Mario Pietzka, Eventmanagement
Telefon: 0821-24280-14, Mail: mario.pietzka@mwm-medien.de

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Imprint

Publisher:

Der Mittelstand. BVMW e.V.

Potsdamer Straße 7 / Potsdamer Platz 10785 Berlin

Tel.: 030 533206-0, Fax: 030 533206-50

international@bvmw.de, www.bvmw.de

Status: March 2023

EU-Transparenzregisternr. 082217218282-58

in cooperation with:

MBM Martin Brückner Medien GmbH

Managing editors:

Andreas Jahn and Mor Diop

Editors:

Mor Diop, Hanna Hodel and Nadia Schele.

Publisher:

MBM Martin Brückner Medien GmbH

Rudolfstraße 24

60327 Frankfurt am Main

Phone +49 (0) 69-665632-0

Fax +49 (0) 69-665632-22

www.maerkte-weltweit.de

HRB 89510, Amtsgericht Frankfurt

Local Court Managing Director: Martin Brückner

ISSN 1869-3539

Subscriber Service:

Ann-Karin Heyer

Phone +49 (0) 69-665632-15

Mail: abo@maerkte-weltweit.de

Advertising:

MBM GmbH

Rudolfstraße 24

60327 Frankfurt am Main

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Registered in the Berlin-Charlottenburg Register of

Associations No. 19361 Nz

Chairman of the Federal Executive Board in the sense of §26

BGB: Markus Jerger

Editorial deadline: 24.03.2023

The next issue of AfrikaContact will be published at the end of September

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